

DAFTAR PUSTAKA

- Ali, Hapzi. 2019. Building Repurchase Intention And Purchase Decision: Brand Awareness And Brand Loyalty Analysis (Case Study Private Label Product In Alfamidi Tangerang. Saudi Journal Of Humanities And Social Science Volume 4, No 9.
- Apriliani, Dewi, Dkk. 2020. How Youtube Beauty Vlogger Review, Self Congruity, And Price Perceptions Influence Impulse Buying, And The Impact On Repurchase Intention : Case Study At Teenager Users Of Emina Cosmetics In Surabaya. Quantitatif Economics And Management Studies Volume 1, No 2.
- Arikunto, S. (2009). Manajemen Penelitian. Rineka Cipta.
- Arslan, Yusuf Dan Sututemiz, Nihal. 2019. Exploring The Effect Of Self Image Congruity And Religiosity On Brand Equity Of Grocery Stores. Business And Economics Research Journal Volume 10, No 4.
- Ayu Sari Prastyaningsih, Imam Suyadi, E. Y. (2014). Pengaruh Customer Experience Terhadap Repurchase Intention(Niat Membeli Ulang).
- Becerra, Enrique P. 2013. The Influence Of Brand Trust And Brand Identification On Brand Evangelism. Jurnal Of Product And Brand Management Volume 22, No 5/6.
- Cha, Seong Soo Dan Seo, Bo Kyung. 2019. The Effect Of Brand Trust Of Home Meal Replacement On Repurchasing In Online Shopping. Journal Of Business Economics An Environmental Studies Volume 9, No 3.
- Dewi, Nancy Silviana Dan Sudiksa, Ida Bagus. 2019. Peran Kepercayaan Merk Memediasi Elektronik Word Of Mouth Terhadap Keputusan Pembelian. E-Jurnal Manajemen Volume 8, No 6.
- Dharmayana, I Made Arya Dan Rahanata, G. B. (2018). Pengaruh Brand Equity, Brand Trust, Brand Preference, Dan Kepuasan Konsumen Terhadap Niat Membeli. E-Jurnal Manajemen Unud.
- Fianto, Achmad Yanu Alif. 2014. The Influence Of Brand Image On Purchase Behavior Through Brand Trust. Bisnis Manajemen And Strategy Volume 5, No 2.
- Fikri, Miftah El Dan Ahmad, Rizal. 2020. Strategi Mengembangkan Kepuasan Pelanggan Online Shop Dalam Meningkatkan Penjualan (Studi Kasus Sabun Pyari). Jurnal Manajemen Tools Volume 12, No 1.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program Ibm Spss 25. Badan Penerbit Universitas Diponegoro.

- Gofur, Abdul. 2019. Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan. *Jurnal Riset Manajemen Dan Bisnis (Jrmb) Fakultas Ekonomi Uniat* Volume 4, No 1.
- Goh, See Kwong, D. (2016). The Impact Of Brand Trust, Self Image Ccongruence And Usage Satisfaction Toword Smartphone Repurchase Intention. *International Review Of Management And Marketing* Volume 6, No 3.
- Gozali, A. (2015). Pengaruh Risk Aversion, Brand Trust, Dan Brand Affect Terhadap Brand Loyalty Gadget Merek Apple Di Surabaya. *Calyptra*, 4(1), 1-16.
- Gujarati. (2005). *Spss Versi 16 Mengolah Data Statistik Secara Profesional*. Gramedia Pustaka Utama.
- [Http://Dx.Doi.Org/10.1108/03090561211230098](http://Dx.Doi.Org/10.1108/03090561211230098)
- Husein, U. (2014). *Metode Penelitian Untuk Skripsi Dan Tesis Bisnis*. Pt.Raja Grafindo Persada.
- Ilyas, Gunawan Bata, Dkk. 2020. Reflective Model Of Brand Awareness On Repurchase Intention And Customer Satisfaction. *Journal Of Asian Finance, Economics And Business* Volume 7, No 9.
- Indrasari, M. (2019). *Pemasaran Dan Kepuasan Pelanggan*. Unitomo Press.
- Indrasari, Meithiana. 2019. *Pemasaran Dan Kepuasan Pelanggan*. Jawa Timur. Unitomo Press
- Ismawati., U. N. S. D. A. L. (2010). *Penulisan Karya Ilmiah*. Ganesis.
- Kotler, P. And K. L. K. (2016). *Marketing Management (15th Editi)*. Pearson Pretice Hall.
- Kurniawan, A. (2014). *Metode Riset Untuk Ekonomi Dan Bisnis: Teori, Konsep, Dan Praktik Penelitian Bisnis*. Alfabeta.
- .Lee, M. S., Hsiao, H. D., And Yang, M. F. (2011). The Study Of The Relationships Among Experiential Marketing, Service Quality, Customer Satisfaction And Customer Loyalty. *The International Journal Of Organizational Innovation*,.
- Lestari, N. A., & Iriani, S. S. (2018). Pengaruh Kepercayaan Dan Kemudahan Transaksi Terhadap Keputusan Pembelian Secara Online Pada Situs Mataharimall. Com. *Jurnal Ilmu Manajemen*, 6(1), 1-8.
- Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-Congruity, Brand Attitude, And Brand Loyalty: A Study On Luxury Brands. *European Journal Of Marketing*.
- Machmud, R. (2018). *Buku Kepuasan Penggunaan Sistem Informasi*. Ideas Publishing.

- Machmud, R. (2018). *Kepuasan Penggunaan Sistem Informasi (Studi Kasus Pada T3-Online)*. Gorontalo: Ideas Publishing.
- Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis Dan Disertasi Ilmu Manajemen (Edisi 5)
- Mudzakir, Muhammad Fahrudin Dan Nurfarida, Iva Nurdiana. 2015. *The Influence Of Brand Awareness On Brand Trust Through Brand Image*. Proceeding International Conference On Accounting, Business And Economics Volume 4, No 3.
- Napian, S. (2013). *Analisis Pengaruh Kualitas Produk, Promosi, Kepercayaan Merek, Dan Kepuasan Konsumen Terhadap Keputusan Pembelian Sepeda Motor Yamaha Mio Soul (Studi Pada Pengguna Yamaha Mio Soul Di Wilayah Ciputat)*.
- Nazir, M. (2013). *Metode Penelitian*. Ghalia Indonesia.
- Orzan (2016) *Conceptual Model Regarding The Influence Of Social Media Marketing Communication On Brand Trust, Brand Affect And Brand Loyalty*
- Pangemanan, Ekaristila Gratia. 2020. *The Influence Of Brand Image And Self Image Congruence Towards Brand Attachment Of Fashion Items (Case Study : Students Of Iba, Sam Ratulangi University)*. Jurnal Emba Volume 8, No 4.
- Ramadhan, Afif Ghafar Dan Santosa, Suryono Budi. 2017. *Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Citra Merek Terhadap Minat Beli Ulang Pada Sepatu Nike Running Di Semarang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening*. Diponegoro Journal Of Management Volume 6, No 1.
- Rather, Rapih Ahmad, Dkk. 2019. *Customer Brand Identification, Affective Commitment, Customer Satisfaction, And Brand Trust As Antecedents Of Customer Behavioral Intention Of Loyalty: An Empirical Study In The Hospitality Sector*. Jurnal Of Global Scholars Of Marketing Science Volume 29, No 2.
- Resti, Devi Dan Soesanto, Harry. 2016. *Pengaruh Persepsi Harga, Kualitas Pelayanan Melalui Kepuasan Pelanggan Terhadap Minat Beli Ulang Pada Rumah Kecantikan Sifra Di Pati*. Diponegoro Journal Of Management Volume 5, No 1.
- Sahin, Azize, Dkk. 2012. *The Effect Of Brand Experience And Service Quality On Repurchase Intention : The Role Of Brand Relationship Quality*. African Journal Of Business Management Volume 6, No 4.
- Sakinah, Nurul Laela Dan Suhardi, Dadang. 2018. *Citra Merek, Kepercayaan Merek Dalam Mewujudkan Loyalitas Merek Produk Aqua*. Indonesian Journal Of Strategic Management Volume 1, No 1.

- Sartika, Dewi. 2017. Analisis Faktor-Faktor Yang Mempengaruhi Minat Beli Ulang Produk You C 1000 Serta Dampaknya Terhadap Loyalitas Konsumen. *Jurnal Penelitian Ekonomi Dan Bisnis* Volume 2, No 1.
- Seber, Vincent. 2019. The Effect Of Interaction Via Social Media And Past Online Shopping Experience On Repurchase Intention Through Trust In Tokopedia Application Users In Surabaya. *Warmadewa Management And Business Journal (Wmbj)* Volume 1, No 2.
- Sekaran, U., & Bougie, R. (2016). *Research Method For Business: A Skill-Building Approach* 17 Th Edition. Wiley.
- Shandu, Moeed Ahmad, Dkk. 2018. The Impact Of Self Concept And Its Congruence With Different Brands On Purchase Intention: Evidence From Pakistan Consumers. *Pakistan Jurnal Of Commerce And Social Science* Volume 12, No 2.
- Sirgy, M. J. (2018). Self-Congruity Theory In Consumer Behavior: A Little History. *Journal Of Global Scholars Of Marketing Science*.
- Sop, Serhat Adem. 2020. Self Congruity Theory In Tourism Research: A Systematic Review And Future Research Directions. *European Journal Of The Reason Research* Volume 26, No 4.
- Subawa, Sri Nyoman. 2020. The Effect Of Experiential Marketing, Social Media Marketing, And Brand Trust On Repurchase Intention In Ovo Applications. *International Research Journal Of Management, It And Social Science* Volume 7, No 3.
- Sudirman, Acai, Dkk. 2020. Kontribusi Harga Dan Kepercayaan Untuk Membentuk Kepuasan Pengguna Transportasi Berbasis Aplikasi. *Journal Of Business And Banking* Volume 9, No 2.
- Sugiono. 2009 *Metodologi Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Dan R&D)*. Sugiyono. 2010. *Metode Penelitian Administrasi*. Alfabeta, Bandung
- Sugiono. 2009 *Metodologi Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Dan R&D)*.
- Sugiyono. 2010. *Metode Penelitian Administrasi*. Alfabeta, Bandung
- Sumediation Role Of Perceived Value And Customer Satisfaction. *International Journal Of Research In Business And Social Science* Volume 10, No 4.
- Tan, T. M., Salo, J., Juntunen, J., & Kumar, A. (2018). The Role Of Temporal Focus And Self-Congruence On Consumer Preference And Willingness To Pay: A New Scrutiny In Branding Strategy. *European Journal Of Marketing*.
- Tjiptono, F. (2014). *Pemasaran Jasa–Prinsip, Penerapan, Dan Penelitian*, Andi Offset, Yogyakarta.
- Ulya, P. I. D. (2018). *Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Go-Jek Dengan Kepercayaan Merek Sebagai Variabel Mediasi (Doctoral Dissertation, University Of Muhammadiyah Malang)*.

- Umi Narimawati, Sri Dewi, Anggadini, Linna Ismawati. 2010. Metodologi Penelitian Kualitatif Dan Kuantitatif. Edisi Pertama. . Pondok Gede. Bekasi: Genesis. 2016
- Widjiono, Livia Margarita. Dan Japarianto, Edwin. 2015. Analisa Pengaruh Self Image Congruity, Retail Service Quality Dan Customer Perceived Service Quality Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Intervening Di Broadway Barbershop Surabaya. *Jurnal Manajemen Pemasaran* Volume 9, No 1.
- Wu, S., Ren, M., Pitafi, A. H., & Islam, T. (2020). Self-Image Congruence, Functional Congruence, And Mobile App Intention To Use. *Mobile Information Systems*, 2020.
- Zebuah, Ade Jermawinsyah. 2018. Analisis Identitas Merek, Loyalitas Merek, Citra Merek, Dan Kepercayaan Merk Toyota. *Jurnal Manajemen Pemasaran* Volume 12, No 2.
- Zendra, Ekky Fahriza. 2021. Pengaruh Brand Personality Terhadap Brand Loyalty Melalui Self Kongruity Dan Customer Brand Identification Sebagai Variabel Mediasi(Studi Pada Pengguna Ponsel Pintar Apple Di Kota Semarang). *Diponegoro Journal Of Management* Volume 10, No 4.
- Zulfikar, R, & Novianti, L. (2018). Pengaruh Kapabilitas Jejaring Usaha dan Media Sosial terhadap Kinerja Usaha. *JURISMA (Jurnal Riset Bisnis & Manajemen)*, 8(2), 142-152
- Dwi Santy, R & Ihsan Izharuddin Adhipratama, M. (2013). Display Toko, Gaya Hidup dan Pembelian Impulsif (Penelitian Pada Konsumen Surf Inc Bandung). *Majalah Ilmiah UNIKOM*, 11(1), 87-102.
- Tammubua, M. H. (2017). Analisa Pengaruh Self Image Congruity, Retail Service Quality, Dan Customer Perceived Service Quality Terhadap Customer Loyalty Yang Dimediasi Customer Satisfaction Urban Surf/Distro Di Jayapura. *Jurnal Organisasi dan Manajemen*, 13(2), 166-179.
- Wulandari, R. D., & Laksono, A. D. (2020). Determinants of knowledge of pregnancy danger signs in Indonesia. *PLoS One*, 15(5), e0232550.
- Umi Narimawati (2007). Teknik _ Teknik Analisis Multivarian untuk Riset Ekonomi – Edisi Pertama. Yogyakarta: Graha Ilmu.
- Siahaya, S. L. (2018). Pengaruh Gender dan Lama Usaha Terhadap Produktivitas. *JURNAL MANEKSI*, 7(2), 110-119.
- Kadarisman, M. 2012. Manajemen kompensasi. Jakarta: Rajawali pers
- Papalia, D. E., Feldman, R. D. (2014). Experience Human Development [Menyelami Perkembangan Manusia].(Alih Bahasa : F. Herarti). Jakarta: Salemba Hunamika.
- Hisrich, R.D., Peters, M.P., dan Shepherd, D.A. (2013). Entrepreneurship. 7 th ed., Mc. Graw-Hill. New York.

- Zaricha, F. (2018). *PENGARUH PENGETAHUAN PEMASARAN, ORIENTASI PASAR, DAN KAPABILITAS PEMASARAN TERHADAP KINERJA PEMASARAN PADAUSAHA MIKRO KECIL MENENGAH (UMKM) DI KECAMATAN GRESIK KABUPATEN GRESIK* (Doctoral dissertation, Universitas Muhammadiyah Gresik).
- Irmayani, I., & Busaeri, S. R. (2015). Sustainability of Rice Farmers: Farming of Rural Communities in the Spiritual Meaning Perspective of Seed Storage. *Journal of Social and Development Sciences*, 6(4), 92-97.
- Dwisari, B., Lubis, P. H., & Noviati, N. PENGEMBANGAN LKPD PADA MATERI BANGUN RUANG BERBASIS INKUIRI TERBIMBING KELAS VI SD NEGERI BANGUN SARI. *JS (JURNAL SEKOLAH)*, 6(1), 85-90.