

Nomor : 0142/UN40.F7.S1/PK.05.01/2023

**PENGARUH *SELF CONGRUITY* DAN *BRAND PERSONALITY*  
TERHADAP *BRAND LOYALTY*  
(Survei pada *fanpage* Komunitas Apple Indonesia)**

**SKRIPSI**

**Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh  
Gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis**



**Oleh  
Desy Veronica Rajagukguk  
NIM. 1805523**

**PROGRAM STUDI PENDIDIKAN BISNIS  
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
2023**

**PENGARUH *SELF CONGRUITY* DAN *BRAND PERSONALITY*  
TERHADAP *BRAND LOYALTY*  
(Survei pada *fanpage* Komunitas Apple Indonesia)**

Oleh:

Desy Veronica Rajagukguk

1805523

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

© Desy Veronica Rajagukguk Universitas Pendidikan Indonesia April 2023

Hak Cipta dilindungi undang-undang.

Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan dicetak  
ulang, difotokopi, atau cara lainnya tanpa ijin dari penulis

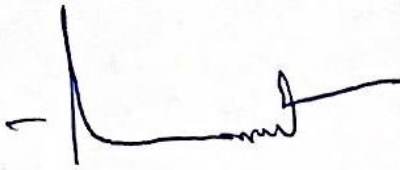
## LEMBAR PENGESAHAN

### **PENGARUH *SELF CONGRUITY* DAN *BRAND PERSONALITY* TERHADAP *BRAND LOYALTY* (Survei pada *fanpage* Komunitas Apple Indonesia)**

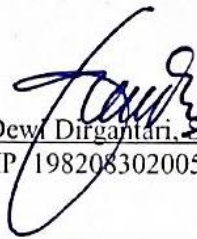
Skripsi ini disetujui dan di sahkan oleh:

Pembimbing 1

Pembimbing 2



Dr. Bambang Widjajanta, MM.  
NIP. 196110221989031002



Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.  
NIP. 19820830200502003

Mengetahui,  
Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.  
NIP. 19820830200502003

Tanggung Jawab Yuridis Ada Pada Penulis



Desy Veronica Rajagukguk  
1805523

## ABSTRAK

Desy Veronica Rajagukguk (1805523) “**Pengaruh *Self Congruity* dan *Brand Personality* terhadap *Brand Loyalty* (Survei pada *fanpage* Komunitas Apple Indonesia)**” dibawah bimbingan Dr. Bambang Widjajanta, M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *self congruity* dan *brand personality* terhadap *brand loyalty* survei pada *fanpage* komunitas apple indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 6.300 dengan sampel berjumlah 200 responden yang merupakan *fanpage* komunitas apple indonesia dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa *self congruity* dan *brand personality* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *self congruity* dan *brand personality* terhadap *brand loyalty* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *self congruity* dan *brand personality* akan semakin baik juga *brand loyalty* untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *self congruity* paling tinggi dalam membentuk *brand loyalty* adalah *actual self-congruity* dan dimensi *self congruity* paling rendah dalam membentuk *brand loyalty* adalah *ideal social self-congruity*. Dimensi *brand personality* yang memiliki kontribusi paling tinggi dalam membentuk *brand loyalty* adalah *sincerity* serta yang paling rendah membentuk *brand loyalty* adalah *excitement*.

Kata kunci: *Self Congruity, Brand Personality, Brand Loyalty*.

## ABSTRACT

Desy Veronica Rajagukguk (1805523) “*The Influence of Self Congruity and Brand Personality on Brand Loyalty (Survey on Fanpage Apple Indonesia Community)*” under the guidance of Dr. Bambang Widjajanta, M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

*This study aims to obtain an overview and influence of self congruity and brand personality on brand loyalty surveys on the fanpage of the Indonesian Apple community. This research uses descriptive and verifiative methods with a quantitative approach. The population in this study amounted to 6,300 with a sample of 200 respondents who were fanpages of the Indonesian Apple community using simple random sampling techniques. The data is processed statistically by the Structural Equation Modeling (SEM) method. The findings of this study found that self-congruity and brand personality have a positive and significant influence on brand loyalty, this is shown by the amount of critical ratio value that is greater than the minimum value, meaning that there is a positive and significant influence between the variables of self congruity and brand personality on brand loyalty simultaneously. It can be assumed that the better the company pays attention to self-congruity and brand personality, the better the brand loyalty for the company. The result of the contribution given by the highest self-congruity variable in forming brand loyalty is actual self-congruity and the lowest dimension of self congruity in forming brand loyalty is the ideal of social self-congruity. The dimension of brand personality that has the highest contribution in shaping brand loyalty is sincerity and the lowest in forming brand loyalty is excitement.*

*Keywords: Self Congruity, Brand Personality, Brand Loyalty.*

## DAFTAR ISI

<b>ABSTRAK .....</b>	<b>i</b>
<b>ABSTRACT .....</b>	<b>ii</b>
<b>UCAPAN TERIMAKASIH.....</b>	<b>iii</b>
<b>KATA PENGANTAR.....</b>	<b>v</b>
<b>DAFTAR ISI.....</b>	<b>vi</b>
<b>DAFTAR GAMBAR.....</b>	<b>x</b>
<b>DAFTAR TABEL .....</b>	<b>xi</b>
<b>DAFTAR LAMPIRAN .....</b>	<b>xiii</b>
<b>BAB I.....</b>	<b>1</b>
<b>PENDAHULUAN.....</b>	<b>1</b>
1.1 Latar Belakang Penelitian .....	1
1.2 Rumusan Penelitian.....	10
1.3 Tujuan Penelitian.....	10
1.4 Kegunaan Penelitian.....	11
<b>BAB II .....</b>	<b>12</b>
<b>KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS.....</b>	<b>12</b>
2.1 Kajian Pustaka.....	12
2.1.1 <i>Brand Loyalty</i> .....	12
2.1.1.1 Konsep <i>Brand Loyalty</i> dalam <i>Strategic Brand Management</i> .....	12
2.1.1.2 Definisi <i>Brand Loyalty</i> .....	14
2.1.1.3 Dimensi <i>Brand Loyalty</i> .....	15
2.1.1.4 Model <i>Brand Loyalty</i> .....	17
2.1.2 <i>Self Congruity</i> .....	21
2.1.2.1 Konsep <i>Self Congruity</i> dalam <i>Strategic Brand Management</i> .....	21
2.1.2.2 Definisi <i>Self Congruity</i> .....	22
2.1.2.3 Dimensi <i>Self Congruity</i> .....	24
2.1.2.4 Model <i>Self Congruity</i> .....	25
2.1.3 <i>Brand Personality</i> .....	27
2.1.3.1 Konsep <i>Brand Personality</i> dalam <i>Strategic Brand Management</i> .....	27
2.1.3.2 Definisi <i>Brand Personality</i> .....	29
2.1.3.3 Dimensi <i>Brand Personality</i> .....	30
2.1.3.4 Model <i>Brand Personality</i> .....	32
2.2 Kerangka Pemikiran .....	35
2.3 Hipotesis.....	39
<b>BAB III.....</b>	<b>40</b>
<b>OBJEK DAN METODOLOGI PENELITIAN.....</b>	<b>40</b>
3.1 Objek Penelitian .....	40
3.2 Metode Penelitian.....	40
3.2.1. Jenis Penelitian dan Metode yang Digunakan .....	40
3.2.2. Operasional Variabel .....	41
3.2.3. Jenis dan Sumber Data.....	45
3.2.4. Populasi, Sampel dan Teknik <i>Sampling</i> .....	46
3.2.4.1. Populasi .....	46
3.2.4.2. Sampel.....	46
3.2.4.3. Teknik <i>Sampling</i> .....	48
3.2.5. Teknik Pengumpulan Data.....	49

3.2.6. Pengujian Validitas dan Reliabilitas .....	49
3.2.6.1. Hasil Pengujian Validitas .....	50
3.2.6.2. Hasil Pengujian Reliabilitas .....	53
3.2.7. Teknik Analisis Data.....	55
3.2.7.1. Teknik Analisis Data Deskriptif.....	56
3.2.7.2. Teknik Analisis Data Verifikatif .....	59
3.2.7.2.1 Model dalam SEM .....	60
3.2.7.2.2 Asumsi, Tahap, dan Prosedur SEM .....	62
3.2.7.2.3 Rancangan Pengujian Hipotesis .....	69
<b>BAB IV .....</b>	<b>73</b>
<b>HASIL PENELITIAN DAN PEMBAHASAN .....</b>	<b>73</b>
4.1 Hasil Penelitian .....	73
4.1.1 Profil Perusahaan, Karakteristik dan Pengalaman .....	73
4.1.1.1 Profil dan Sejarah Apple Indonesia.....	73
4.1.2 Profil Pelanggan Produk Apple pada <i>fanpage</i> Komunitas Apple Indonesia Berdasarkan Karakteristik dan Pengalaman.....	75
4.1.2.1 Karakteristik Pelanggan Produk Apple pada <i>fanpage</i> Komunitas Apple Indonesia Berdasarkan Jenis Kelamin dan Usia.....	75
4.1.2.2 Karakteristik Pelanggan Produk Apple <i>fanpage</i> Komunitas Apple Indonesia Berdasarkan Status dan Pendidikan Terakhir .....	76
4.1.2.3 Karakteristik Pelanggan Produk Apple <i>fanpage</i> Komunitas Apple Indonesia Berdasarkan Pekerjaan dan Rata-Rata Penghasilan Per bulan .....	78
4.1.3 Pengalaman Pelanggan Produk Apple Indonesia pada <i>fanpage</i> Komunitas Apple Indonesia.....	79
4.1.3.1 Pengalaman Pelanggan Produk Apple Berdasarkan Intensitas Pembelian Ulang dan Lama Penggunaan Produk iPhone .....	79
4.1.3.2 Pengalaman Pelanggan Produk Apple Berdasarkan Media Sosial yang digunakan untuk Mendapatkan Informasi Mengenai Iklan dan Produk iPhone .....	81
4.1.3.3 Pengalaman Pelanggan Produk Apple Berdasarkan Alasan Membeli/Menggunakan Produk iPhone.....	81
4.2 Hasil Pengujian Deskriptif .....	82
4.2.1 Gambaran <i>Self Congruity</i> pada Pelanggan Apple Indonesia .....	82
4.2.1.1 Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Actual</i> <i>Self-Congruity</i> .....	85
4.2.1.2 Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Ideal</i> <i>Self-congruity</i> .....	87
4.2.1.3 Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Social</i> <i>Self-Congruity</i> .....	89
4.2.1.4 Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Ideal</i> <i>social self-congruity</i> .....	90
4.2.2 Gambaran <i>Brand Personality</i> pada Pelanggan Apple Indonesia.....	91
4.2.2.1 Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Sincerity</i> .....	94
4.2.2.2 Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Excitement</i> .....	97

4.2.2.3	Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Competence</i> .....	99
4.2.2.4	Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Sophistication</i> .....	101
4.2.2.5	Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Ruggedness</i> .....	103
4.2.3	Gambaran <i>Brand Loyalty</i> pada Pelanggan Apple Indonesia .....	105
4.2.3.1	Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Attitudinal Loyalty</i> .....	107
4.2.3.2	Tanggapan Pelanggan Apple Indonesia terhadap Dimensi <i>Behavioral Loyalty</i> .....	109
4.3	Hasil Pengujian Verifikatif .....	111
4.3.1	Uji Asumsi <i>Structural Equation Modeling</i> .....	111
4.3.1.1	Ukuran Sampel .....	111
4.3.1.2	Normalitas Data .....	112
4.3.1.3	Outlier Data .....	113
4.3.1.4	Multikolinearitas .....	114
4.3.2	Pengujian <i>Structural Equation Modeling</i> .....	115
4.3.2.1	Spesifikasi Model ( <i>Model Specification</i> ) .....	115
4.3.2.2	Identifikasi ( <i>Identification</i> ) .....	117
4.3.2.3	Estimasi ( <i>Estimation</i> ) .....	117
4.3.2.4	Uji Kecocokan Model ( <i>Model Fit Testing</i> ) .....	118
4.3.3	Pengujian Hipotesis .....	128
4.3.3.1	Pengaruh <i>Self Congruity</i> terhadap <i>Brand Loyalty</i> .....	128
4.3.3.2	Pengaruh <i>Brand Personality</i> terhadap <i>Brand Loyalty</i> .....	131
4.3.3.3	Pengaruh <i>Self Congruity</i> dan <i>Brand personality</i> Terhadap <i>Brand Loyalty</i> .....	134
4.4	Pembahasan Hasil Penelitian .....	137
4.4.1	Pembahasan Hasil Penelitian Deskriptif .....	137
4.4.1.1	Pembahasan Gambaran <i>Self Congruity</i> .....	137
4.4.1.2	Pembahasan Gambaran <i>Brand Personality</i> .....	139
4.4.1.3	Pembahasan Gambaran <i>Brand Loyalty</i> .....	141
4.4.2	Pembahasan Pengujian Hipotesis .....	143
4.4.2.1	Pembahasan Pengaruh <i>Self Congruity</i> terhadap <i>Brand Loyalty</i> .....	143
4.4.2.2	Pembahasan Pengaruh <i>Brand Personality</i> terhadap <i>Brand Loyalty</i> .....	144
4.4.2.3	Pembahasan Pengaruh <i>Self Congruity</i> dan <i>Brand Personality</i> Terhadap <i>Brand Loyalty</i> .....	146
4.5	Implikasi Hasil Temuan .....	147
4.5.1	Temuan Penelitian bersifat Teoritis .....	147
4.5.1.1	Gambaran <i>Self Congruity</i> , <i>Brand Personality</i> dan <i>Brand Loyalty</i> .....	147
4.5.1.2	Pengaruh <i>Self Congruity</i> terhadap <i>Brand Loyalty</i> .....	150
4.5.1.3	Pengaruh <i>Brand Personality</i> terhadap <i>Brand Loyalty</i> .....	151
4.5.2	Temuan Penelitian bersifat Empiris .....	152
4.5.2.1	Gambaran <i>Self Congruity</i> , <i>Brand Personality</i> dan <i>Brand Loyalty</i> .....	152
4.5.2.2	Pengaruh <i>Self Congruity</i> terhadap <i>Brand Loyalty</i> .....	153
4.5.2.3	Pengaruh <i>Brand Personality</i> terhadap <i>Brand Loyalty</i> .....	154



4.5.2.4 Pengaruh <i>Self Congruity</i> dan <i>Brand Personality</i> terhadap <i>Brand Loyalty</i> .....	154
4.5.3 Implikasi Hasil Penelitian Pengaruh <i>Self Congruity</i> dan <i>Brand Personality</i> terhadap <i>Brand Loyalty</i> pada Konsentrasi <i>Marketing</i> Program Studi Pendidikan Bisnis .....	155
<b>BAB V</b> .....	<b>160</b>
<b>KESIMPULAN DAN REKOMENDASI</b> .....	<b>160</b>
5.1. Kesimpulan.....	160
5.2. Rekomendasi .....	162
<b>DAFTAR PUSTAKA</b> .....	<b>165</b>

## DAFTAR PUSTAKA

- Aaker, David A. 2011. *Building Strong Brand*. New York: The Free Press.
- . 2014. “Move From Functional To Self-Expressive Benefits.” Prophet.Com. 2014.
- Aaker, David A, And Managing Brand Equity. 1991. “Capitalizing On The Value Of A Brand Name.” *New York* 28 (1): 35–37.
- Aaker, Jennifer. 1991. “The Negative Attraction Effect? A Study Of The Attraction Effect Under Judgment And Choice.” *Acr North American Advances*.
- Aaker, Jennifer L. 1997. “Dimensions Of Brand Personality.” *Journal Of Marketing Research* 34 (3): 347–56.
- Abedi, Reza, And Fereydoon Azma. 2015. “The Relationship Between Brand Identity With Brand Loyalty Regard To The Mediating Role Of Perceived Value Of The Brand, Brand Trust, And Customer Satisfaction Of Brand.” *International Research Journal Of Management Sciences* 3 (2): 108–12.
- Abrar, Muhammad. 2020. “Karakteristik Dan Kesenjangan Spasial Pengguna Internet, E-Commerce, Serta E-Banking Di Jawa Timur.” *Jurnal Penelitian Komunikasi* 23 (1): 61–76. <https://doi.org/10.20422/jpk.v23i1.684>.
- Abratt, Russell, And Michael Bendixen. 2019. *Strategic Marketing: Concepts And Cases*. Routledge.
- Achrol, Ravi, And Philip Kotler. 2016. “Marketing’s Lost Frontier: The Poor.” *Markets, Globalization & Development Review* 1 (1).
- Adonjeva, Karina. 2012. “The Role Of Brand Image In Cosmetics Industry.” In *International Conference New Challenges Of Economic And Business Development*. Riga: University Of Latvia. <https://doi.org/10.13140/2.1.4186.0486>.
- Ahmad, Anees, And K. S. Thyagaraj. 2017. “An Empirical Comparison Of Two Brand Personality Scales: Evidence From India.” *Journal Of Retailing And Consumer Services* 36 (January): 86–92. <https://doi.org/10.1016/j.jretconser.2017.01.006>.
- Aji, Hendy Mustiko, Maizaitulaidawati Md Husin, And Muafi Muafi. 2020. “The Role Of Self-Congruity In The Retail Store Patronage Model: The Case Of Islamic Retail Stores In Indonesia And Malaysia.” *Journal Of International Studies* 13 (2): 62–80. <https://doi.org/10.14254/2071-8330.2020/13-2/5>.
- Akin, Murat. 2017. “The Impacts Of Brand Personality On Brand Loyalty: A
- Desy Veronica Rajagukguk, 2023  
**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**  
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Research On Automobile Brands In Turkey.” *International Journal Of Marketing Studies* 9 (2): 134. <https://doi.org/10.5539/ijms.V9n2p134>.

Akoglu, Halil Erdem, And Oğuz Özbek. 2022. “The Effect Of Brand Experiences On Brand Loyalty Through Perceived Quality And Brand Trust: A Study On Sports Consumers.” *Asia Pacific Journal Of Marketing And Logistics* 34 (10): 2130–48.

Albadri, Sami Saed. 2016. “The Impact Of Brand Identity Development On Customers’ Loyalty Through E-Purchasing In The Jordanian Food And Beverage Industry. روطنرنا.” Middle East University.

Alhedhaif, Sheroog, Upendra Lele, And Belal A Kaifi. 2016. “Brand Loyalty And Factors Affecting Cosmetics Buying Behavior Of Saudi Female Consumers.” *Journal Of Business Studies Quarterly* 7 (3): 24.

Ali, Eunus S, Shazid Md Sharker, Muhammad Torequl Islam, Ishaq N Khan, Subrata Shaw, Md Atiqur Rahman, Shaikh Jamal Uddin, Manik Chandra Shill, Shah Nawaz Rehman, And Niranjana Das. 2021. “Targeting Cancer Cells With Nanotherapeutics And Nanodiagnosics: Current Status And Future Perspectives.” In *Seminars In Cancer Biology*, 69:52–68. Elsevier.

Alkhalwaldeh, Abd M, Salniza Md Salleh, And Fairol Bin Halim. 2016. “Brand Equity And Brand Loyalty: New Perspective.” *International Review Of Management And Marketing* 6 (4): 722–30.

Andriani, Meta. 2018. “Faktor Pembentuk Brand Loyalty: Peran Self Concept Connection, Brand Love, Brand Trust Dan Brand Image (Telaah Pada Merek H&M Di Kota Dki Jakarta).” *Benefit: Jurnal Manajemen Dan Bisnis* 2 (2): 157–68.

Apriliani, Dewi, I Gede Arimbawa, And Ani Wulandari. 2020. “How Youtube Beauty Vlogger Review, Self Congruity And Price Perception Influence Impulse Buying And The Impact On Repurchase Intention (Case Study At Teenager Users Of Emina Cosmetics In Surabaya).” *Quantitative Economics And Management Studies* 1 (1). <https://doi.org/10.35877/454ri.Qems1175>.

Ardhiansyah, Arvi Nurizza, And Novi Marlina. 2021. “Pengaruh Social Media Marketing Dan E-Wom Terhadap Minat Beli Produk Geoffmax.” *Akuntabel* 18 (3): 379–91.

Arifin, Zainal. 2014. *Penelitian Pendidikan: Metode Dan Paradigma Baru*. Bandung: Pt Remaja Rosdakarya.

Arifine, Ghizlane, Reto Felix, And Olivier Furrer. 2019. “Multi-Brand Loyalty In Consumer Markets: A Qualitatively-Driven Mixed Methods Approach.” *European Journal Of Marketing* 53 (11): 2419–50.

Azhar, Urooj, Muzammil Subhan, And Qazi Mohammed Ahmed. 2016.

Desy Veronica Rajagukguk, 2023

**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

“Positioning Rawalpindi As A Place Brand.”

- Azoulay, Audrey, And Jean-Noel Kapferer. 2003. “Do Brand Personality Scales Really Measure Brand Personality?” *Journal Of Brand Management* 11: 143–55.
- Bairrada, Cristela, Maria Vieira, And J Fontes Da Costa. 2019. “Antecedents And Outcomes Of A City’s Global Image: The Impact Of A Tourist Staple.” *European Journal Of Tourism Research* 21: 87–101.
- Baker, Thomas L., Simos Chari, Ahmad Daryanto, Julija Dzenkovska, Kemefasu Ifie, Bryan A. Lukas, And Gianfranco Walsh. 2020. “Discount Venture Brands: Self-Congruity And Perceived Value-For-Money?” *Journal Of Business Research* 116 (January): 412–19. <https://doi.org/10.1016/j.jbusres.2019.07.026>.
- Baloglu, Seyhmus, Tony Leonard Henthorne, And Safak Sahin. 2014. “Destination Image And Brand Personality Of Jamaica: A Model Of Tourist Behavior.” *Journal Of Travel & Tourism Marketing* 31 (8): 1057–70.
- Banerjee, Saikat, And Ian Phau. 2016. “Influence Of Consumer Personality, Brand Personality, And Corporate Personality On Brand Preference: An Empirical Investigation Of Interaction Effect.” *Asia Pacific Journal Of Marketing And Logistics*.
- Bantilan, Niels. 2018. “Themis-MI: A Fairness-Aware Machine Learning Interface For End-To-End Discrimination Discovery And Mitigation.” *Journal Of Technology In Human Services* 36 (1): 15–30.
- Barwick, Panle Jia, Shanjun Li, Deyu Rao, And Nahim Zahur. 2018. “The Morbidity Cost Of Air Pollution: Evidence From Consumer Spending In China.” *Available At Ssrn 2999068*.
- Batey, Mark. 2015. *Brand Meaning: Meaning, Myth And Mystique In Today’s Brands*. Routledge.
- Bauer, H, R Mader, And T Keller. 2001. “An Investigation Of The Brand Personality Scale. Http.” *Marketing. Byu. Edu/Ams/Beuer-Maderkeller. Htm*.
- Belch, George E, And E Laird Landon Jr. 1977. “Discriminant Validity Of A Product-Anchored Self-Concept Measure.” Sage Publications Sage Ca: Los Angeles, Ca.
- Berkowitz, Eric N., Jacob Jacoby, And Robert Chestnut. 1978. “Brand Loyalty: Measurement And Management.” *Journal Of Marketing Research* 15 (4): 659. <https://doi.org/10.2307/3150644>.
- Bhattacharya, Chitrabhan B, And Sankar Sen. 2003. “Consumer–Company Identification: A Framework For Understanding Consumers’ Relationships

- With Companies.” *Journal Of Marketing* 67 (2): 76–88.
- Binti, Nor Rahimy, Che Aniza Binti Che, Syed Shah Alam, And Suraya Akmar Binti. 2018. “Cosmetic For Modern Consumer: The Impact Of Self-Congruity On Purchase Intention.”
- Bollen, Kenneth A, And J Scott Long. 1993. *Testing Structural Equation Models*. Vol. 154. Sage.
- Braxton, Dominique, And Loraine Lau-Gesk. 2020. “The Impact Of Collective Brand Personification On Happiness And Brand Loyalty.” *European Journal Of Marketing* 54 (10): 2365–86.
- Brown, Tillman M. 1952. “Habit Persistence And Lags In Consumer Behaviour.” *Econometrica: Journal Of The Econometric Society*, 355–71.
- Burnasheva, Regina, And Yong Gu Suh. 2021. “The Impact Of Celebrity Endorsement On Brand Loyalty: Mediating And Moderating Mechanisms.” *International Business Research* 14 (2): 1–29.
- Ceccacci, Silvia, Luca Giraldi, And Maura Mengoni. 2016. “Product Usability: Is It A Criterion To Measure ‘Good Ux’ Or A Prerequisite?” *Proceedings Of The Asme Design Engineering Technical Conference* 1a-2016 (August). <https://doi.org/10.1115/Detc2016-59500>.
- Chaabane, Aida Mimouni, And Virginie Pez. 2017. “‘Make Me Feel Special’: Are Hierarchical Loyalty Programs A Panacea For All Brands? The Role Of Brand Concept.” *Journal Of Retailing And Consumer Services* 38: 108–17.
- Chen, Ruixia, Zhimin Zhou, Ge Zhan, And Nan Zhou. 2020. “The Impact Of Destination Brand Authenticity And Destination Brand Self-Congruence On Tourist Loyalty: The Mediating Role Of Destination Brand Engagement.” *Journal Of Destination Marketing And Management* 15 (3688): 100402. <https://doi.org/10.1016/j.jdmm.2019.100402>.
- Chernysheva, Yu G. 2019. “Formation Of Profession ‘Business Analyst’ In Russia.” *International Business And Accounting Research Journal* 3 (2): 77–82.
- Chieng, Fayrene, Piyush Sharma, Russel P J Kingshott, And Rajat Roy. 2022. “Interactive Effects Of Self-Congruity And Need For Uniqueness On Brand Loyalty Via Brand Experience And Brand Attachment.” *Journal Of Product & Brand Management*.
- Cho, Moonhee, And Giselle A Auger. 2017. “Extrovert And Engaged? Exploring The Connection Between Personality And Involvement Of Stakeholders And The Perceived Relationship Investment Of Nonprofit Organizations.” *Public Relations Review* 43 (4): 729–37.

- Choi, H S, And Y H Cho. 2016. “The Effects Of Self-Congruity With Wine Brand On Brand Attitude And Brand Loyalty.” *Journal Of Tourism Sciences* 40 (4): 87–107.
- Choshaly, Sahar Hosseinikhah, And Siohong Tih. 2017. “The Factors Associated With The Behavioural Intention Of Eco-Labelled Products.” *Pertanika Journal Of Social Sciences And Humanities* 25 (S): 191–202.
- Chua, Bee Lia, Hyeon Cheol Kim, Sanghyeop Lee, And Heesup Han. 2019. “The Role Of Brand Personality, Self-Congruity, And Sensory Experience In Elucidating Sky Lounge Users’ Behavior.” *Journal Of Travel And Tourism Marketing* 36 (1): 29–42. <https://doi.org/10.1080/10548408.2018.1488650>.
- Cleff, Thomas. 2014. *Exploratory Data Analysis In Business And Economics: An Introduction Using Spss, Stata, And Excel*. *Exploratory Data Analysis In Business And Economics: An Introduction Using Spss, Stata, And Excel*. <https://doi.org/10.1007/978-3-319-01517-0>.
- Cooper, Donald R, And Pamela S Schindler. 2014. *Business Research Method : 12th Edition*.
- Counterpointresearch.Com. N.D. “Indonesia: Market Share Of Leading Mobile Brands.” <https://www.counterpointresearch.com/>.
- Cowie, Genevieve A, Elena Swift, Ron Borland, Frank J Chaloupka, And Geoffrey T Fong. 2014. “Cigarette Brand Loyalty In Australia: Findings From The Itc Four Country Survey.” *Tobacco Control* 23 (Suppl 1): I73–79.
- Cravens, David W., And Nigel F Piercy. 2009. *Strategic Marketing*. 9th Ed. New York: Mcgraw-Hill Irwin.
- Cunningham, Lew, B Wesley Catlin, And M Privat De Garilhe. 1956. “A Deoxyribonuclease Of Micrococcus Pyogenes1.” *Journal Of The American Chemical Society* 78 (18): 4642–45.
- Dan Soutar, Sweeney. 2001. “Consumer Perceived Value: The Development Of A Multiple Item Scale.” *Journal Of*.
- Databoks.Katadata.Co.Id. 2022. “Top Smartphone Vendors In Indonesia 2022.” 2022. <https://databoks.katadata.co.id/datapublish/2022/09/21/geser-samsung-oppo-jadi-vendor-smartphone-teratas-di-indonesia>.
- Datareportal.Com. 2022. “Digital 2022: Indonesia.” 2022. <https://datareportal.com/reports/digital-2022-indonesia>.
- Delgado-Ballester, Elena, And José Luis Munuera-Alemán. 2005. “Does Brand Trust Matter To Brand Equity?” *Journal Of Product And Brand Management* 14 (3): 187–96. <https://doi.org/10.1108/10610420510601058>.

- Dharmayana, I, And Gede Rahanatha. 2017. “Pengaruh Brand Equity, Brand Trust, Brand Preference, Dan Kepuasan Konsumen Terhadap Niat Membeli Kembali.” *E-Jurnal Manajemen Universitas Udayana* 6 (4): 253933.
- Dipura, Bayu Andika. 2018. “Pengaruh Citra Merek Dan Persepsi Kualitas Terhadap Loyalitas Merek.” *Manajemen Bisnis* 6 (2): 633–46. <https://doi.org/10.22219/jmb.v6i2.5541>.
- Dirgantari, Puspo Dewi, Shofiah Sholehah, And Bambang Widjajanta. 2021. “Increasing Purchase Intention Through Brand Personality.” In *5th Global Conference On Business, Management And Entrepreneurship (Gcbme 2020)*, 411–16. Atlantis Press.
- Dirgantari, Puspo Dewi, Sarah Yusary, Lili Adi Wibowo, Yusuf Murdadlo Hidayat, Eddy Soeryanto Soegoto, Mohd Halim Mahphoth, And Jefry Aulia Martha. 2022. “Increase Brand Loyalty Through Brand Benefits On Domestic Products In Indonesia.” *Journal Of Eastern European And Central Asian Research (Jeecar)* 9 (5): 802–14.
- Dube, Mavundura Layla Nomcebo. 2020. “Using Self-Identity And Brand Personality In Advertising Appeals: A Unilever Dove Case Study.”
- Durianto, Dkk, And Brand Equity Ten. 2004. “Strategi Memimpin Pasar.” *Gramedia Pustaka Utama. Jakarta*.
- Ebrahim, Reham, Ahmad Ghoneim, Zahir Irani, And Ying Fan. 2016. “A Brand Preference And Repurchase Intention Model: The Role Of Consumer Experience.” *Journal Of Marketing Management* 32 (13–14): 1230–59. <https://doi.org/10.1080/0267257x.2016.1150322>.
- Erisha, Mia, And Girang Razati. 2016. “Pengaruh Kinerja People Dan Physical Evidence Terhadap Keputusan Menginap (Survei Terhadap Tamu Hotel Kampung Sumber Alam Garut).” *Journal Of Business Management Education (Jbme)* 1 (2): 17–24.
- Farley, John U, And L Winston Ring. 1966. “A Stochastic Model Of Supermarket Traffic Flow.” *Operations Research* 14 (4): 555–67.
- Ferdinand, Augusty. 2006. *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis Dan Disertai Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- . 2016. *Metode Penelitian Manajemen*. 4th Ed. Semarang: Bp Universitas Diponegoro.
- Fitriani, Aulia, And Gusti Noorlitaria Achmad. 2021. “The Effect Of Brand Identification And Brand Image On Brand Love And Brand Loyalty On Iphone Smartphone Product Users In Samarinda.” *International Journal Of Business And Management Invention* 3 (5): 28–32.

Desy Veronica Rajagukguk, 2023

**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Fleeson, William, Eranda Jayawickreme, Ashley Bell Alice P Jones, Nicolas A Brown, David G Serfass, Ryne A Sherman, Merijn Mestdagh, Et Al. 2017. "No {Title}." *Journal Of Personality And Social Psychology* 1 (1): 1188–97. <https://doi.org/10.1111/j.1469-7610.2010.02280.x>.
- Fleming, David E, Andrew B Artis, Eric G Harris, And Paul J Solomon. 2018. "The Impact Of Perceived Corporate Affinity For Technology On Service Outcomes: A Signaling Theory Perspective." *Journal Of Marketing Theory And Practice* 26 (3): 230–45.
- Frank, Andre Gunder. 1967. *Capitalism And Underdevelopment In Latin America*. Vol. 93. Nyu Press.
- Freling, Traci H, And Lukas P Forbes. 2005. "An Empirical Analysis Of The Brand Personality Effect." *Journal Of Product & Brand Management* 14 (7): 404–13.
- Frías-Jamilena, Dolores M., Jose A. Castañeda-García, And Salvador Del Barrio-García. 2019. "Self-Congruity And Motivations As Antecedents Of Destination Perceived Value: The Moderating Effect Of Previous Experience." *International Journal Of Tourism Research* 21 (1): 23–36. <https://doi.org/10.1002/jtr.2238>.
- Frias, Dolores M., José Alberto Castañeda, Salvador Del Barrio-García, And Lorenza López-Moreno. 2020. "The Effect Of Self-Congruity And Motivation On Consumer-Based Destination Brand Equity." *Journal Of Vacation Marketing* 26 (3): 287–304. <https://doi.org/10.1177/1356766719886888>.
- Garanti, Zanete, And Philip Siaw Kissi. 2019a. "The Effects Of Social Media Brand Personality On Brand Loyalty In The Latvian Banking Industry: The Mediating Role Of Brand Equity." *International Journal Of Bank Marketing*.
- . 2019b. "The Effects Of Social Media Brand Personality On Brand Loyalty In The Latvian Banking Industry." *International Journal Of Bank Marketing*.
- Ghozali, Imam. 2014. *Model Persamaan Struktural. Konsep Dan Aplikasi Dengan Program Amos 24. Update Bayesian Sem*. Yogyakarta: Badan Penerbit Universitas Diponegoro.
- . 2018. *Model Persamaan Struktural. Konsep Dan Aplikasi Dengan Program Amos 24. Update Bayesian Sem*. Yogyakarta: Yogyakarta; Badan Penerbit Universitas Diponegoro.
- Giddens, Nancy, And Amanda Hofmann. 2002. "Brand Loyalty." *Missouri Value Added Development Center, University Of Missouri* 2.
- Gil-Gomez, Hermenegildo, Vicente Guerola-Navarro, Raul Oltra-Badenes, And Desy Veronica Rajagukguk, 2023  
**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**  
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu



- José Antonio Lozano-Quilis. 2020. "Customer Relationship Management: Digital Transformation And Sustainable Business Model Innovation." *Economic Research-Ekonomiska Istraživanja* 33 (1): 2733–50.
- Glucksman, Morgan. 2017. "The Rise Of Social Media Influencer Marketing On Lifestyle Branding: A Case Study Of Lucie Fink." *Elon Journal Of Undergraduate Research In Communications* 8 (2): 77–87.
- Goh, See Kwong, Nan Jiang, And Pei Leng Tee. 2016. "The Impact Of Brand Trust, Self-Image Congruence And Usage Satisfaction Toward Smartphone Repurchase Intention." *International Review Of Management And Marketing* 6 (3): 436–41.
- Gonzalez-Jimenez, Hector, Fernando Fastoso, And Kyoko Fukukawa. 2019. "How Independence And Interdependence Moderate The Self-Congruity Effect On Brand Attitude: A Study Of East And West." *Journal Of Business Research* 103 (February): 293–300. <https://doi.org/10.1016/j.jbusres.2019.01.059>.
- Goodstats.Id. 2022. "Mengulik Perkembangan Penggunaan Smartphone Di Indonesia." 2022. <https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-st2la>.
- Govers, Pascal C M, And Jan P L Schoormans. 2005. "Product Personality And Its Influence On Consumer Preference." *Journal Of Consumer Marketing*.
- Grzeskowiak, Stephan, M Joseph Sirgy, Thomas Foscht, Bernhard Swoboda, Veronique Plichon, And Marie-Christine Lichtle. 2021. "How Do Seniors Evaluate Retirement Homes? The Effects Of Functional Congruity, Self-Congruity, And Lifestyle Congruity." *Journal Of Housing And The Built Environment*, 1–21.
- Gultom, Dedek Kurniawan. 2021. "Peran Mediasi Brand Satisfaction Pada Pengaruh Self Congruity Terhadap Brand Loyalty." *Jurnal Ilmiah Manajemen Dan Bisnis* 22 (1): 72–85. <https://doi.org/10.30596/jimb.v22i1.5633>.
- Gunawan, Michael, And Vincenzo Evan Siemon. 2020. "The Impact Of Brand Authenticity, Brand Experience, And Self-Congruity Toward Brand Loyalty As Mediated By Brand Love: A Case Of Apple Inc." *Ibuss Management* 8 (2).
- Guyer, Joshua J, Pablo Briñol, Richard E Petty, And Javier Horcajo. 2019. "Nonverbal Behavior Of Persuasive Sources: A Multiple Process Analysis." *Journal Of Nonverbal Behavior* 43: 203–31.
- Han, Heesup, Hong Ngoc Nguyen, Hakjun Song, Bee-Lia Chua, Sanghyeop Lee, And Wansoo Kim. 2018. "Drivers Of Brand Loyalty In The Chain Coffee Shop Industry." *International Journal Of Hospitality Management* 72: 86–

Desy Veronica Rajagukguk, 2023

PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

97.

- Hanifah, Silvana, Agus Rahayu, And Puspo Dewi Dirgantari. 2018. “Gambaran Brand Experience Dan Brand Love Iphone Pada Komunitas Fanspage Facebook Iphone Indonesia.” *Journal Of Business Management Education (Jbme)* 3 (1): 1–10. <https://doi.org/10.17509/Jbme.V3i1.14242>.
- Harlan, Johan. 2017. *Perhitungan Ukuran Sampel: Power Dan Ukuran Efek*. Depok: Gunadarma.
- Hartanto, Prasetyo, Ratih Hurriyati, And Puspo Dewi Dirgantari. 2022. “Analisis Sosial Media Marketing Terhadap Purchase Intention.” *Jurnal Informatika Ekonomi Bisnis*, 227–32.
- He, Hongwei, Yan Li, And Lloyd Harris. 2012. “Social Identity Perspective On Brand Loyalty.” *Journal Of Business Research* 65 (5): 648–57.
- Hegner, Sabrina M., Anna Fenko, And Annemiek Teravest. 2017. “Using The Theory Of Planned Behaviour To Understand Brand Love.” *Journal Of Product And Brand Management* 26 (1): 26–41. <https://doi.org/10.1108/Jpbm-06-2016-1215>.
- Helmi, Tengku Ahmad, Sri Gustina, Ismail Nasution, And Tri Kartika Yudha. 2020. “Self Congruity.” *Jurnal Riset Manajemen & Bisnis (Jrmb)* 5 (2): 2339–0506.
- Hermanto, Lidia Adetiya, And Rodhiah Rodhiah. 2019. “Pengaruh Brand Personality Terhadap Purchase Intention Produk The Body Shop.” *Jurnal Manajerial Dan Kewirausahaan* 1 (4): 820. <https://doi.org/10.24912/Jmk.V1i4.6569>.
- Hermawan, Eric, And Antoni Ludfi Arifin. 2021. “Human Resources Education And Innovation To Face The Demands Of Business In The Digital Age.” *Jurnal Iqra’: Kajian Ilmu Pendidikan* 6 (2): 136–47.
- Hidayat, Anas, Tony Wijaya, Asmai Ishak, And Putra Endi Catyanadika. 2021. “Consumer Trust As The Antecedent Of Online Consumer Purchase Decision.” *Information (Switzerland)* 12 (4): 1–10. <https://doi.org/10.3390/Info12040145>.
- Hodge, Angela, And Kate Storer. 2015. “Arbuscular Mycorrhiza And Nitrogen: Implications For Individual Plants Through To Ecosystems.” *Plant And Soil* 386 (1): 1–19.
- Hodge, April Charlotte, Zahaira González Romo, Irene García Medina, And Antoinette Fionda-Douglas. 2015. “Consumer–Brand Relationships Within The Luxury Cosmetic Domain.” *Journal Of Brand Management* 22 (8): 631–57.

- Högström, Ulf, Erik Sahlée, Ann-Sofi Smedman, Anna Rutgersson, Erik Nilsson, Kimmo K Kahma, And William M Drennan. 2015. "Surface Stress Over The Ocean In Swell-Dominated Conditions During Moderate Winds." *Journal Of The Atmospheric Sciences* 72 (12): 4777–95.
- Hokky, Innocentius Bernato Liowina Adlin. 2021. "The Role Of Brand Trust And Brand Image On Brand Loyalty On Apple Iphone Smartphone Users In Dki Jakarta Liowina." *Institute Of Computer Science (Iocs)* 12 (1): 474–82.
- Hyman, Michael R, Dennis A Kopf, And Dongdae Lee. 2010. "Review Of Literature–Future Research Suggestions: Private Label Brands: Benefits, Success Factors And Future Research." *Journal Of Brand Management* 17: 368–89.
- Iannuzzi, Al. 2017. *Greener Products: The Making And Marketing Of Sustainable Brands*. Crc Press.
- Infokomputer.Grid.Id. 2022. "Brand Smartphone Legendari Motorola Di Akuisisi." 2022. <https://infokomputer.grid.id/berita>.
- Ishak, Faridah, And Noor Hasmini Abd Ghani. 2013. "A Review Of The Literature On Brand Loyalty And Customer Loyalty."
- Ivens, Bjoern, And Katharina S Valta. 2012. "Customer Brand Personality Perception: A Taxonomic Analysis." *Journal Of Marketing Management* 28 (9–10): 1062–93.
- Jacoby, Jacob, And David B Kyner. 1973. "Brand Loyalty Vs. Repeat Purchasing Behavior." *Journal Of Marketing Research* 10 (1): 1–9.
- Jamshidi, Dariyoush, And Alireza Rousta. 2021. "Brand Commitment Role In The Relationship Between Brand Loyalty And Brand Satisfaction: Phone Industry In Malaysia." *Journal Of Promotion Management* 27 (1): 151–76.
- Japutra, Arnold, And Sebastian Molinillo. 2019. "Responsible And Active Brand Personality: On The Relationships With Brand Experience And Key Relationship Constructs." *Journal Of Business Research* 99: 464–71.
- Johnson, Eric J, And J Edward Russo. 1984. "Product Familiarity And Learning New Information." *Journal Of Consumer Research* 11 (1): 542–50.
- Johnson, Rose L, And James J Kellaris. 1988. "An Exploratory Study Of Price/Perceived-Quality Relationships Among Consumer Services." *Acr North American Advances*.
- Jöreskog, Karl G, And Dag Sörbom. 1996. *Lisrel 8: User's Reference Guide*. Scientific Software International.
- Journal, International, Peer Reviewed, And International Journal Vol. 2022. "The Desy Veronica Rajagukguk, 2023  
PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)  
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Effect Of Social Media Marketing, Perceived Quality On Brand Loyalty, With Brand Trust As Intervening Variables (” 6 (2): 677–86.

- Kaihatu, Thomas S, And Mark T Spence. 2016. “The Relationship Between Shopping Mall Image And Congruity On Customer Behaviour: Evidence From Indonesia.” *Australasian Marketing Journal (Amj)* 24 (2): 141–45.
- Kapferer, Jean-Noel. 2008. *The New Strategic Brand Management: Creating And Sustaining Brand Equity Long Term*. Kogan Page Publishers.
- Kaynak, Erdener, Gulberk Gultekin Salman, And Ekrem Tatoglu. 2007. “An Integrative Framework Linking Brand Associations And Brand Loyalty In Professional Sports.” *Journal Of Brand Management* 15 (5): 336–57. <https://doi.org/10.1057/Palgrave.Bm.2550117>.
- Keller, Heath, And Steven J Karau. 2013. “The Importance Of Personality In Students’ Perceptions Of The Online Learning Experience.” *Computers In Human Behavior* 29 (6): 2494–2500.
- Keller, Kevin Lane. 2013. *Strategic Brand Management Building, Measuring, And Managing Brand Equity*. Pearson Education Limited. Fourth. Vol. 5. Harlow.
- . 2021. “The Future Of Brands And Branding: An Essay On Multiplicity, Heterogeneity, And Integration.” *Journal Of Consumer Research* 48 (4): 527–40.
- Keller, Kevin Lane, Ambil M. G. Parameswaran, And Issac Jacob. 2015. *Strategic Brand Management: Building, Measuring, And Managing Brand Equity*. 4th Editio. Uttar Pradesh: Pearson India Education Services Pvt, Ltd.
- Keller, Kevin Lane, And Keith Richey. 2006. “The Importance Of Corporate Brand Personality Traits To A Successful 21st Century Business.” *Journal Of Brand Management* 14: 74–81.
- Keller, Kevin, Ambi Parameswaran, And Isaac Jacob. 2015. *Strategic Brand Management: Building, Measuring, And Managing Brand Equity*. *Journal Of Brand Management*. Vol. 5. <https://doi.org/10.1057/Bm.1998.36>.
- Khamwon, Anon, And Pongpanit Masri. 2020. “Brand Experince , Brand Love And Brand Advocacy: A Case Of Premium Smarthphone” 2 (3): 21–26.
- Khoza, Kevin, And Lily Harjati. 2016. “Analisis Brand Trust Dan Brand Royalty Konsumen Garuda Indonesia | Majalah Ilmiah Widya.” *Majalah Ilmiah Widya*, No. November 2010: 4–5.
- Kim, Hee-Woong, Sumeet Gupta, And Joon Koh. 2011. “Investigating The Intention To Purchase Digital Items In Social Networking Communities: A Customer Value Perspective.” *Information & Management* 48 (6): 228–34.

Desy Veronica Rajagukguk, 2023

**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**

Universitas Pendidikan Indonesia | [repository.upi.edu](https://repository.upi.edu) | [perpustakaan.upi.edu](https://perpustakaan.upi.edu)

- Kim, Soon-Ho, And Seonjeong Ally Lee. 2020. "The Role Of Marketing Communication Mix On Korean Customers' Coffee Shop Brand Evaluations." *Journal Of Hospitality And Tourism Insights*.
- Kim, Sungkyung, And Argyro Elisavet Manoli. 2022. "Building Team Brand Equity Through Perceived Csr: The Mediating Role Of Dual Identification." *Journal Of Strategic Marketing* 30 (3): 281–95.
- Klabi, Fethi. 2020. "To What Extent Do Conspicuous Consumption And Status Consumption Reinforce The Effect Of Self-Image Congruence On Emotional Brand Attachment? Evidence From The Kingdom Of Saudi Arabia." *Journal Of Marketing Analytics* 8 (2): 99–117. <https://doi.org/10.1057/S41270-020-00073-9>.
- Klipfel, Joseph A L, Allen C Barclay, And Kristi M Bockorny. 2014. "Self-Congruity: A Determinant Of Brand Personality." *Journal Of Marketing Development And Competitiveness* 8 (3): 130.
- Kolyesnikova, Natalia, Debra A Laverie, Dale F Duhan, James B Wilcox, Natalia Kolyesnikova, Debra A Laverie, Dale F Duhan, James B Wilcox, Natalia Kolyesnikova, And D Ph. 2015. "The Influence Of Product Knowledge On Purchase Venue Choice : Does Knowing More Lead From Bricks To Clicks ? The Influence Of Product Knowledge On Purchase Venue Choice : Does Knowing More Lead From Bricks To Clicks ?" 8312. <https://doi.org/10.1080/16258312.2010.11517223>.
- Kotler, Philip, Hermawan Kartajaya, And Iwan Setiawan. 2019. *Marketing 3.0: From Products To Customers To The Human Spirit*. Springer.
- Kotler, Philip, And Kevin Lane Keller. 2016. *A Framework For Marketing Management*. Global Edi. Edinburgh: Pearson Education Limited.
- Kotler, Philip, Kevin Lane Keller, Swee Hoon Ang, Chin Tiong Tan, And Siew Meng Leong. 2018. *Marketing Management: An Asian Perspective*. Pearson Harlow.
- Kotler, Philip, Waldemar Pfoertsch, And Ines Michi. 2006. *B2b Brand Management*. *B2b Brand Management*. <https://doi.org/10.1007/978-3-540-44729-0>.
- Kovanen, Joni. 2022. "A Framework For Bridging The Gap Between Marketing Automation And Strategic Brand Management."
- Kumagai, Ken, And Shin'ya Nagasawa. 2017. "The Effect Of Selective Store Location Strategy And Self-Congruity On Consumers' Apparel Brand Attitudes Toward Luxury Vs. Non-Luxury." *Journal Of Global Fashion Marketing* 8 (4): 266–82. <https://doi.org/10.1080/20932685.2017.1348241>.
- Kusnendi. 2008a. *Model-Model Persamaan Structura*. Bandung: Alfabeta.

Desy Veronica Rajagukguk, 2023

**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- . 2008b. *Model-Model Persamaan Struktural*. Bandung : Alfabeta.
- Lai, Meng-Chuan, Caroline Kassee, Richard Besney, Sarah Bonato, Laura Hull, William Mandy, Peter Szatmari, And Stephanie H Ameis. 2019. “Prevalence Of Co-Occurring Mental Health Diagnoses In The Autism Population: A Systematic Review And Meta-Analysis.” *The Lancet Psychiatry* 6 (10): 819–29.
- Lamb, Charles W, Joe F Hair, And Carl Mcdaniel. 2012. *Marketing*. Cengage Learning.
- Landon Jr, E Laird. 1974. “Self Concept, Ideal Self Concept, And Consumer Purchase Intentions.” *Journal Of Consumer Research* 1 (2): 44–51.
- Lee, Michael S W, And Ian Soon. 2017. “Taking A Bite Out Of Apple: Jailbreaking And The Confluence Of Brand Loyalty, Consumer Resistance And The Co-Creation Of Value.” *Journal Of Product & Brand Management* 26 (4): 351–64.
- Lei, Shen, And Luo Chu. 2015. “The Mediating Role Of Consumer Satisfaction In The Relationship Between Brand Equity And Brand Loyalty Based On Pls-Sem Model.” *International Business Research* 8 (2): 62.
- Li, Xi, Jiamin Liu, And Xinwei Su. 2021. “Effects Of Motivation And Emotion On Experiential Value And Festival Brand Equity: The Moderating Effect Of Self-Congruity.” *Journal Of Hospitality And Tourism Management* 49: 601–11.
- Liao, Jin, And Qiqing Chen. 2021. “Biodegradable Plastics In The Air And Soil Environment: Low Degradation Rate And High Microplastics Formation.” *Journal Of Hazardous Materials* 418: 126329.
- Limanjaya, Vicky Hanggara. 2015. “Pengaruh Brand Personality Teh Javana Terhadap Purchase Intention Melalui Pendekatan Self-Image Congruence.” *Jurnal Strategi Pemasaran* 3 (1): 1–15.
- Lina, Roidah. 2022. “Improving Product Quality And Satisfaction As Fundamental Strategies In Strengthening Customer Loyalty.” *Akademik: Jurnal Mahasiswa Ekonomi & Bisnis* 2 (1): 19–26.
- Liu, Chengchen, Ya Zhang, And Jing Zhang. 2020. “The Impact Of Self-Congruity And Virtual Interactivity On Online Celebrity Brand Equity And Fans’ Purchase Intention.” *Journal Of Product And Brand Management* 29 (6): 783–801. <https://doi.org/10.1108/Jpbm-11-2018-2106>.
- Lo, Ada. 2020. “Effects Of Customer Experience In Engaging In Hotels’ Csr Activities On Brand Relationship Quality And Behavioural Intention.” *Journal Of Travel And Tourism Marketing* 37 (2): 185–99. <https://doi.org/10.1080/10548408.2020.1740140>.

Desy Veronica Rajagukguk, 2023

**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**

Universitas Pendidikan Indonesia | [repository.upi.edu](https://repository.upi.edu) | [perpustakaan.upi.edu](https://perpustakaan.upi.edu)

- Loureiro, Sandra Maria Correia, Rui Lopes, And Hans Ruediger Kaufmann. 2014. "How Brand Personality, Brand Identification And Service Quality Influence Service Brand Equity." *Cogent Business And Management* 1 (1). <https://doi.org/10.1080/23311975.2014.981329>.
- Luna-Cortés, Gonzalo, Luis Miguel López-Bonilla, And Jesús Manuel López-Bonilla. 2019. "The Influence Of Social Value And Self-Congruity On Interpersonal Connections In Virtual Social Networks By Gen-Y Tourists." *Plos One* 14 (6): 1–17. <https://doi.org/10.1371/journal.pone.0217758>.
- Lynch, Joanne, And Leslie De Chernatony. 2004. "The Power Of Emotion: Brand Communication In Business-To-Business Markets." *Journal Of Brand Management* 11 (5): 403–19.
- Mabkhot, Hashed Ahmad, Hasnizam, And Salniza Md Salleh. 2017. "The Influence Of Brand Image And Brand Personality On Brand Loyalty, Mediating By Brand Trust: An Empirical Study." *Jurnal Pengurusan* 50 (December 2019). <https://doi.org/10.17576/Pengurusan-2017-50-07>.
- Macstories.Net. 2022. "Apple Net Income Profit." 2022. <https://www.macstories.net/?S=Apple+Net+Income>.
- Majid, Nurkholish, Sunaryo Sunaryo, And Ananda Sabil Husein. 2018. "Brand Satisfaction Memediasi Pengaruh Self Congruity Terhadap Brand Loyalty." *Mix: Jurnal Ilmiah Manajemen* 8 (2): 228–42.
- Malhotra, Naresh K. 2015. *Essentials Of Marketing Research*. Global Edi. Edinburgh: Pearson Education Limited.
- Malhotra, Naresh K, And David S Birks. 2013. *Marketing Research : An Applied Approach*.
- Manoppo, Chiesa Octavianus, And Merinda H C Pandowo. 2020. "The Impact Of Brand Personality And Self-Image Congruenceon Studentâ€™ S Brand Attachment Of Apple Products." *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 8 (4).
- Marciadi, Aldwin, And Pram Suryanadi. 2020. "The Role Of Brand Engagement In Self-Concept Toward Brand Love And Brand Advocacy," 1–14.
- Mathew, Teena, K Chandra Sekaran, And John Jose. 2014. "Study And Analysis Of Various Task Scheduling Algorithms In The Cloud Computing Environment." In *2014 International Conference On Advances In Computing, Communications And Informatics (Icacci)*, 658–64. Ieee.
- Matzler, Kurt, Elisabeth Pichler, Johann Füller, And Todd A. Mooradian. 2011. "Personality, Person-Brand Fit, And Brand Community: An Investigation Of Individuals, Brands, And Brand Communities." *Journal Of Marketing Management* 27 (9–10): 874–90.

<https://doi.org/10.1080/0267257x.2010.543634>.

- Mcdaniel, And Gates. 2015. *Marketing Research*. 10th Ed.
- Mcneill, Lisa, And Brittany Venter. 2019. "Identity, Self-Concept And Young Women's Engagement With Collaborative, Sustainable Fashion Consumption Models." *International Journal Of Consumer Studies* 43 (4): 368–78.
- Mody, Makarand, And Lydia Hanks. 2020. "Consumption Authenticity In The Accommodations Industry: The Keys To Brand Love And Brand Loyalty For Hotels And Airbnb." *Journal Of Travel Research* 59 (1): 173–89.
- Mohammadzadeh, Rana. 2015. "The Effect Of Brand Image And Purchase Intention On Cosmetic Products: Evidence From North Cyprus," No. September.
- Mowen, John. N.D. "C Dan Michael Minor. 2002." *Perilaku Konsumen*.
- Mwai, Lydia K, Anne W Muchemi, And Consolata W Ndungu. 2015. "Analysis Of Brand Loyalty In Cosmetic Products: A Case Of Selected Salons In Nyeri Town." *Issn* 6 (4): 2222–1700.
- Nadeau, John, Richard Rutter, And Fiona Lettice. 2020. "Social Media Responses And Brand Personality In Product And Moral Harm Crises: Why Waste A Good Crisis?" *Journal Of Marketing Management*, 1–24.
- Nagar, Komal. 2009. "Evaluating The Effect Of Consumer Sales Promotions On Brand Loyal And Brand Switching Segments." *Vision* 13 (4): 35–48.
- Nigam, Achint, Abhishek Behl, Vijay Pereira, And Shreya Sangal. 2023. "Impulse Purchases During Emergency Situations: Exploring Permission Marketing And The Role Of Blockchain." *Industrial Management & Data Systems* 123 (1): 155–87.
- Nikhashemi, S R, Naser Valaei, And Arun Kumar Tarofder. 2017. "Does Brand Personality And Perceived Product Quality Play A Major Role In Mobile Phone Consumers' Switching Behaviour?" *Global Business Review* 18 (3\_Suppl): S108–27.
- Ningrum, Nonik K, And Sri Ayem. 2019. "The Congruency Between Self And Brand." *Holistica–Journal Of Business And Public Administration* 10 (1): 139–47.
- Nuryanto, Guyub. 2013. "Analisis Strategi Pemasaran Dalam Memasuki Pasar Persaingan." *Ug Journal* 6 (11).
- Obilo, Obinna O, Ellis Chefor, And Amin Saleh. 2021. "Revisiting The Consumer Brand Engagement Concept." *Journal Of Business Research* 126: 634–43.

Desy Veronica Rajagukguk, 2023

**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu



- Oliver, Richard L. 2014. *Satisfaction: A Behavioral Perspective On The Consumer*. Routledge.
- Ozuem, Wilson, Michelle Willis, Kerry Howell, Guida Helal, Silvia Ranfagni, And Geoff Lancaster. 2021. "Effects Of Online Brand Communities On Millennials' Brand Loyalty In The Fashion Industry." *Psychology & Marketing* 38 (5): 774–93.
- Panwar, Diksha, Swati Anand, Farmaan Ali, And Kanika Singal. 2019. "Consumer Decision Making Process Models And Their Applications To Market Strategy." *International Management Review* 15 (1): 36–44.
- Park, C. Whan, Bernard J. Jaworski, And Deborah J. MacInnis. 1986. "Strategic Brand Concept-Image Management." *Journal Of Marketing* 50 (4): 135. <https://doi.org/10.2307/1251291>.
- Petzer, Danie, Pierre Mostert, Liezl-Marie Kruger, And Stefanie Kuhn. 2014. "The Dimensions Of Brand Romance As Predictors Of Brand Loyalty Among Cell Phone Users." *South African Journal Of Economic And Management Sciences* 17 (4): 457–70.
- Plummer, Joseph T. 2000. "How Personality Makes A Difference." *Journal Of Advertising Research* 40 (6): 79–83.
- Pornsrimate, Kanyawee, And Anon Khamwon. 2020. "Building Brand Evangelism Through Social Media Micro-Influencers: A Case Study Of Cosmetic Industry In Thailand." *International Journal Of Social Science Research* 2 (3): 84–99.
- Prahasti, Seilla Anjani Maya, And Susilo Toto Rahardjo. 2018. "Analisis Pengaruh Citra Merek, Kesadaran Merek Dan Persepsi Kualitas Terhadap Keputusan Pembelian Dengan Loyalitas Merek Sebagai Variabel Intervening (Studi Pada Konsumen Cokelat Delfi Di Universitas Diponegoro)."
- Pratihari, Suwendu Kumar, And Shigufta Hena Uzma. 2018. "Csr And Corporate Branding Effect On Brand Loyalty: A Study On Indian Banking Industry." *Journal Of Product & Brand Management*.
- Pratiwi, Indah, And Ganawati. 2015. "Pengaruh Relational Bonds Terhadap Brand Loyalty Yang Dimediasi Oleh Brand Relationship Quality Pada Produk Sepatu." *Prosiding Seminar Nasional Cendekiawan Buku Ii*, 689–700.
- Priyono. 2016. *Metode Penelitian Kuantitatif*. Sidoarjo: Zifatama.
- Rahman, Amin. 2016. "Customer Loyalty Toward Islamic And Conventional Banks; Mediator Role Of Customer Satisfaction." *Mediator Role Of Customer Satisfaction (October 28, 2016)*.
- Rahmat, Rahmat, And Marso Marso. 2020a. "Hubungan Brand Experience, Brand
- Desy Veronica Rajagukguk, 2023  
**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**  
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Image, Brand Satisfaction, Dan Brand Loyalty Dalam Pespektif Four-Stage Loyalty Model (Studi Terhadap Mahasiswa Pengguna Smartphone Di Tarakan).” *Jurnal Manajemen Pemasaran* 14 (1): 17–24.

———. 2020b. “Hubungan Brand Experience, Brand Image, Brand Satisfaction, Dan Brand Loyalty Dalam Pespektif Four-Stage Loyalty Model (Studi Terhadap Mahasiswa Pengguna Smartphone Di Tarakan).” *Jurnal Manajemen Pemasaran* 14 (1): 17–24. <https://doi.org/10.9744/Pemasaran.14.1.17-24>.

Rahtz, Don, M Joseph Sirgy, And David Swain. 2006. *Community Quality-Of-Life Indicators: Best Cases Ii*. Springer.

Rismanita, Rinda Ayu, Edriana Pangestuti, And Lusy Deasyana Rahma Devita. 2018. “Pengaruh Perceived Value Dan Satisfaction Terhadap Brand Loyalty (Survei Pada Pelanggan Produk Nu Skin Di Distributor Resmi Perumahan Aluminium Kota Malang).” *Jurnal Administrasi Bisnis (Jab)* 63 (1): 207–15. <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2717/3112>.

Rojas-Méndez, José I, Nicolas Papadopoulos, And Mohammed Alwan. 2015. “Testing Self-Congruity Theory In The Context Of Nation Brand Personality.” *Journal Of Product & Brand Management* 24 (1): 18–27.

Romaniuk, Jenni, And Magda Nenycz-Thiel. 2013. “Behavioral Brand Loyalty And Consumer Brand Associations.” *Journal Of Business Research* 66 (1): 67–72.

Rowley, Jennifer. 2005. “Building Brand Webs: Customer Relationship Management Through The Tesco Clubcard Loyalty Scheme.” *International Journal Of Retail & Distribution Management*.

Roy, Pinaki, Kapil Khandeparkar, And Manoj Motiani. 2016. “A Lovable Personality: The Effect Of Brand Personality On Brand Love.” *Journal Of Brand Management* 23 (5): 97–113.

Ruane, Lorna, And Elaine Wallace. 2015. “Brand Tribalism And Self-Expressive Brands: Social Influences And Brand Outcomes.” *Journal Of Product And Brand Management* 24 (4): 333–48. <https://doi.org/10.1108/Jpbm-07-2014-0656>.

Sajjunus, Muhammad, And Siti Herawati. 2022. “Pengaruh Brand Association Terhadap Brand Loyalty Yang Dimediasi Oleh Brand Trust Pengguna Gopay Di Kabupaten Bandung Barat.” *Studi Ilmu Manajemen Dan Organisasi* 3 (1): 243–59.

Sanchez Torres, Javier A, Francisco-Javier Arroyo-Cañada, And Francisco-Javier Arroyo. 2017. “Journal Of Fashion Marketing And Management: An International Journal Building Brand Loyalty In E-Commerce Of Fashion

Desy Veronica Rajagukguk, 2023

**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**

Universitas Pendidikan Indonesia | [repository.upi.edu](https://repository.upi.edu) | [perpustakaan.upi.edu](https://perpustakaan.upi.edu)

- Lingerie Building Brand Loyalty In E-Commerce Of Fashion Lingerie.” *Journal Of Fashion Marketing And Management: An International Journal* *Journal Of Fashion Marketing And Management* 21 (4): 103–14.
- Santhosh Kumar, S, And R P Menon. 2017. “Brand Loyalty Of Customers In Smartphone Brands.” *Indian Journal Of Marketing* 47 (3): 8–15.
- Santoso, S. 2011. *Structural Equation Modeling (Konsep Dan Aplikasi Dengan Amos 18)*. Jakarta: Pt Elex Media Komputindo.
- Saputra, Rizky, And Citra K Dewi. 2015. “The Impact Of Brand Trust On Brand Loyalty Mediated By Customer Satisfaction: Case Of Tokobagus.Com (Now Olx.Co.Id).” *Journal Of Administrative And Business Studies* 1 (1): 8–13. <https://doi.org/10.20474/jabs-1.1.2>.
- Sarjono, Haryadi., Dan Julianita, Winda. 2015. *Spss Vs Lisrel : Sebuah Pengantar, Aplikasi Untuk Riset*. Jakarta: Salemba Empat.
- Sarjono, Haryadi, And Winda Julianita. 2015. *Structural Equation Modeling (Sem). Sebuah Pengantar, Aplikasi Untuk Penelitian Bisnis*. Jakarta: Salemba Empat.
- Sarwono, Y. 2010. “Pengertian Dasar Structural Equation Modeling (Sem).” *Jurnal Ilmiah Manajemen Bisnis Ukrida* 10 (3): 98528.
- Schewe, Charles D, And William R Dillon. 1978. “Marketing Information System Utilization: An Application Of Self-Concept Theory.” *Journal Of Business Research* 6 (1): 67–79.
- Schiffman, Leon G, Leslie Lazar Kanuk, And Joseph Wisenblit. 2010. *Consumer Behavior: Global Edition*. Pearson Education Upper Saddle River, Nj.
- Seimiene, Eleonora, And Egle Kamarauskaite. 2014. “Effect Of Brand Elements On Brand Personality Perception.” *Procedia - Social And Behavioral Sciences* 156 (April): 429–34. <https://doi.org/10.1016/j.sbspro.2014.11.216>.
- Sekaran, Uma, And Roger Bougie. 2016. *Research Methods For Business*.
- Sengkey, Kessy F. 2015. “The Influence Of Brand Characteristic, Company Characteristic, And Consumer Brand Characteristic On Brand Loyalty At Bellagio Shoes Product In Manado.” *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 3 (3).
- Shabbir, Muhammad Qasim, Ansar Ali Khan, And Saba Rasheed Khan. 2017. “Brand Loyalty Brand Image And Brand Equity: The Mediating Role Of Brand Awareness.” *International Journal Of Innovation And Applied Studies* 19 (2): 416.

- Shahrokh Dehdashti, Zohre, Mehdi Jafarzadeh Kenari, And Alireza Bahkshizadeh. 2012. "Investigating Brand Social Identity Perspective And Its Influence On Brand Loyalty Development The Case Of Kaleh Dairy Company." *New Marketing Research Journal* 2 (2): 87–106.
- Sharma, Nitika, Raiswa Saha, V Raja Sreedharan, And Justin Paul. 2020. "Relating The Role Of Green Self-Concepts And Identity On Green Purchasing Behaviour: An Empirical Analysis." *Business Strategy And The Environment* 29 (8): 3203–19.
- Sharma, Rajesh, And Vranda Jain. 2019. "Csr, Trust, Brand Loyalty And Brand Equity: Empirical Evidences From Sportswear Industry In The Ncr Region Of India." *Metamorphosis* 18 (1): 57–67.
- Shetty, Khyati, And Jason R Fitzsimmons. 2021. "The Effect Of Brand Personality Congruence, Brand Attachment And Brand Love On Loyalty Among Henry's In The Luxury Branding Sector." *Journal Of Fashion Marketing And Management: An International Journal*.
- Shirazi, Ali, Lorestani Hanzaleh Zeynvand, And Mazidi Ahmadreza Karimi. 2013. "Investigating The Effects Of Brand Identity On Customer Loyalty From Social Identity Perspective."
- Shirazi, Farid. 2013. "Social Media And The Social Movements In The Middle East And North Africa: A Critical Discourse Analysis." *Information Technology & People*.
- Sikka, S., And J Kumar. 2022. "Exploring Dimensions Of Brand Personality: A Study Of Apple Iphone." *Vidyabharati International Interdisciplinary Research Journal*, No. Special: 160–66. <https://www.researchgate.net/publication/360356426>.
- Sirgy, M Joseph. 1982. "Self-Concept In Consumer Behavior: A Critical Review." *Journal Of Consumer Research* 9 (3): 287–300.
- . 1985. "Using Self-Congruity And Ideal Congruity To Predict Purchase Motivation." *Journal Of Business Research* 13 (3): 195–206.
- Sirgy, M Joseph, Dhruv Grewal, And Tamara Mangleburg. 2000. "Retail Environment, Self-Congruity, And Retail Patronage: An Integrative Model And A Research Agenda." *Journal Of Business Research* 49 (2): 127–38.
- Sirgy, M Joseph, Dhruv Grewal, Tamara F Mangleburg, Jae-Ok Park, Kye-Sung Chon, C Berkman Claiborne, Jotindar S Johar, And Harold Berkman. 1997. "Assessing The Predictive Validity Of Two Methods Of Measuring Self-Image Congruence." *Journal Of The Academy Of Marketing Science* 25: 229–41.
- Siyoto, Sandu. 2015. *Dasar Metodologi Penelitian*. Sleman: Literasi Media
- Desy Veronica Rajagukguk, 2023  
**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**  
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Publishing.

- Small, Oliver. 2012. "Reshaping The Music Distribution Model: An Itunes Opportunity." *Journal Of Media Business Studies* 9 (4): 41–68.
- Smith, Andrew. 2020. *Consumer Behaviour And Analytics*. New York: Routledge.
- Sop, Serhat Adem, And Nazmi Kozak. 2019. "Effects Of Brand Personality, Self-Congruity And Functional Congruity On Hotel Brand Loyalty." *Journal Of Hospitality Marketing And Management* 28 (8): 926–56. <https://doi.org/10.1080/19368623.2019.1577202>.
- Statista. 2020. "Most Popular Entertainment Apps In The U.S. 2019, By Reach." [Www.Statista.Com](https://www.statista.com). 2020. <https://www.statista.com/statistics/294586/smartphone-video-app-reach-us/>.
- Sugiyono. 2012. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*.
- . 2019. *Statistika Untuk Penelitian*. Edited By Endang Mulyatiningsih. *Statistik Untuk Penelitian Kuantitatif, Ekonomi*. Bandung : Alfabeta.
- Suhan, Mendon, Smitha Nayak, Raveendranath Nayak, Cristi Spulbar, Gokarna Vidya Bai, Ramona Birau, Lucian Claudiu Anghel, And Cristian Valeriu Stanciu. 2022. "Exploring The Sustainable Effect Of Mediation Role Of Brand Commitment And Brand Trust On Brand Loyalty: An Empirical Study." *Economic Research-Ekonomska Istraživanja* 35 (1): 6422–44.
- Suhartanto, Dwi, Michael Clemes, And David Dean. 2013. "Analyzing The Complex And Dynamic Nature Of Brand Loyalty In The Hotel Industry." *Tourism Review International* 17 (1): 47–61.
- Sukmadinata, Nana Syaodih. 2012. *Metode Penelitian Pendidikan*. Bandung: Rosda Karya.
- Supriatna, Pepen Supriatna, Agus Rahayu, And Puspo Dewi Dirgantari. 2023. "The Effect Of Product Innovation On Customer Loyalty (Survey Of Samsung Phone Users In Indonesia)." *Dinasti International Journal Of Management Science* 4 (3): 569–74.
- Suriadi, Jadi, Moh Mardiyana, And Bobby Reza. 2022. "The Concept Of Color Psychology And Logos To Strengthen Brand Personality Of Local Products." *Linguistics And Culture Review* 6: 839–56.
- Swaminathan, Vanitha, Alina Sorescu, Jan-Benedict E M Steenkamp, Thomas Clayton Gibson O'guinn, And Bernd Schmitt. 2020. "Branding In A Hyperconnected World: Refocusing Theories And Rethinking Boundaries." *Journal Of Marketing* 84 (2): 24–46.

Desy Veronica Rajagukguk, 2023

**PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)**

Universitas Pendidikan Indonesia | [repository.upi.edu](https://repository.upi.edu) | [perpustakaan.upi.edu](https://perpustakaan.upi.edu)

- Teknowrap.Com. 2022. "Teknowrap - Sumber Informasi Dan Berita Teknologi Terkini." 2022. [https://www.hugedomains.com/domain\\_search.cfm?domain\\_name=apple](https://www.hugedomains.com/domain_search.cfm?domain_name=apple).
- Thomas, Bejoy John, And P C Sekar. 2008. "Measurement And Validity Of Jennifer Aaker's Brand Personality Scale For Colgate Brand." *Vikalpa* 33 (3): 49–62.
- Tjiptono, Fandy. 2018. "Examining The Challenges Of Responsible Consumption In An Emerging Market." In *Ergonomics And Human Factors For A Sustainable Future*, 299–327. Springer.
- Toldos-Romero, María De La Paz, And Ma Margarita Orozco-Gómez. 2015. "Brand Personality And Purchase Decision." *European Business Review* 27 (5): 462–76. <https://doi.org/10.1108/Ebr-03-2013-0046>.
- Top Brand Award. 2022. "Top Brand Index Kategori E-Commerce." 2022. [https://www.topbrand-award.com/top-brand-index/?tbi\\_year=2023&category=telekomunikasi-it](https://www.topbrand-award.com/top-brand-index/?tbi_year=2023&category=telekomunikasi-it).
- Topaloglu, Omer, And Omer N Gokalp. 2018. "How Brand Concept Affects Consumer Response To Product Recalls: A Longitudinal Study In The Us Auto Industry." *Journal Of Business Research* 88: 245–54.
- Tran, Phuong Kim Thi, Phong Dong Nguyen, Angelina Hanh Nhat Le, And Vinh Trung Tran. 2021. "Linking Self-Congruity, Perceived Quality And Satisfaction To Brand Loyalty In A Tourism Destination: The Moderating Role Of Visit Frequency." *Tourism Review* 77 (1): 287–301.
- Tsordia, Charitomeni, Dimitra Papadimitriou, And Artemisia Apostolopoulou. 2018. "Building A Sponsor's Equity Through Brand Personality: Perceptions Of Fans And Rivals." *Sport, Business And Management: An International Journal*.
- Tuškej, Urška, Urša Golob, And Klement Podnar. 2013. "The Role Of Consumer–Brand Identification In Building Brand Relationships." *Journal Of Business Research* 66 (1): 53–59.
- Vahdati, Hojjat, And Seyed Hadi Mousavi Nejad. 2016. "Brand Personality Toward Customer Purchase Intention: The Intermediate Role Of Electronic Word-Of-Mouth And Brand Equity." *Asian Academy Of Management Journal* 21 (2): 1–26. <https://doi.org/10.21315/Aamj2016.21.2.1>.
- Wahyono, Seno Aji, Catharina Aprilia Hellyani, And Liem Gai Sin. 2021. "Analisis Pengaruh Identitas, Citra Dan Kepercayaan Terhadap Loyalitas Merek" 9 (2): 145–50.
- Wang, Zi, Ruizhi Yuan, Martin J Liu, And Jun Luo. 2022. "Luxury Symbolism, Desy Veronica Rajagukguk, 2023  
PENGARUH SELF CONGRUITY DAN BRAND PERSONALITY TERHADAP BRAND LOYALTY (SURVEI PADA FANPAGE KOMUNITAS APPLE INDONESIA)  
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Self-Congruity, Self-Affirmation And Luxury Consumption Behavior: A Comparison Study Of China And The Us.” *International Marketing Review*.

Wearesocial.Com. 2022. “More Than 5 Billion People Now Use The Internet.” 2022. <https://wearesocial.com/uk/blog/2022/04/more-than-5-billion-people-now-use-the-internet/>.

Weinstein, Art. 2018. *Superior Customer Value: Finding And Keeping Customers In The Now Economy*. Routledge.

Westhuizen, Liezl Marié Van Der. 2018. “Brand Loyalty: Exploring Self-Brand Connection And Brand Experience.” *Journal Of Product And Brand Management* 27 (2): 172–84. <https://doi.org/10.1108/jpbm-07-2016-1281>.

Wibowo, L A, Lisnawati Lisnawati, And R Adzimaturrehman. 2020. “Social Media Customer Expectations: Brand Engagement In Maintaining Customer Loyalty.” *Jurnal Pendidikan Bisnis Dan Manajemen* 6 (2): 87–98.

Wijanto, Setyo. 2007. *Structural Equation Modeling Dengan Lisrel 8.80*. Yogyakarta: Graha Ilmu.

Wijaya, Bambang Sukma. 2013. “Dimensions Of Brand Image: A Conceptual Review From The Perspective Of Brand Communication.” *European Journal Of Business And Management* 5 (31): 55–65. <https://doi.org/10.13140/ejbm.2013.55.65>.

Wijaya, T. 2009. *Analisis Sem Dengan Amos Versi 18*. Yogyakarta: Universitas Atmajaya.

Winata, Edy. 2019. “Pengaruh Citra Merek, Kepercayaan Merek Dan Kepuasan Konsumen Terhadap Loyalitas Merek Hp Vivo Pada Mahasiswa Universitas Sari Mutiara Indonesia.” *Jurnal Mutiara Manajemen* 4 (2): 421–29.

Wirtz, Bernd, And Peter Daiser. 2017. “Business Model Innovation: An Integrative Conceptual Framework.” *Journal Of Business Models* 5 (1).

Www.Hitekno.Com. 2023. “Hasil Survei Ungkap Iphone Tak Laku Di Kalangan Sepuh, User Usia Produktif Jadi Konsumen Utama.” Maret 2023. 2023.

Www.Internetsehat.Id. 2015. “Perempuan Lebih Menyukai Iphone.” 12 Januari 2015. 2015.

Www.Topbrand-Award.Com. 2022. “Top Brand Award.” 2022. <https://www.topbrand-award.com/>.

Xu, Jing Bill, Girish Prayag, And Hanqun Song. 2022. “The Effects Of Consumer Brand Authenticity, Brand Image, And Age On Brand Loyalty In Time-Honored Restaurants: Findings From Sem And Fsqca.” *International Journal Of Hospitality Management* 107: 103340.

- Yavas, Ugur, Emin Babakus, George D Deitz, And Subhash Jha. 2014. "Correlates Of Customer Loyalty To Financial Institutions: A Case Study." *Journal Of Consumer Marketing*.
- Yoon, Donghwan, And Youn Kyung Kim. 2016. "Effects Of Self-Congruity And Source Credibility On Consumer Responses To Coffeehouse Advertising." *Journal Of Hospitality Marketing And Management* 25 (2): 167–96. <https://doi.org/10.1080/19368623.2014.1001932>.
- Yu, Baojun, Hangjun Xu, And Brooke Emery. 2020. "How To Better Motivate Customers To Participate In The Self-Design Process: A Conceptual Model In Underlying Self-Congruence Mechanism." *Frontiers In Psychology* 11. <https://doi.org/10.3389/fpsyg.2020.01995>.
- Yvonne, A, And Robert Kristaung. 2013. *Metodologi Penelitian Bisnis Dan Akuntansi*. Jakarta: Dian Rakyat.
- Zainudin, Muhamad Izzuddin, Faridah Haji Hasan, And Abdul Kadir Othman. 2020. "Halal Brand Personality And Brand Loyalty Among Millennial Modest Fashion Consumers In Malaysia." *Journal Of Islamic Marketing* 11 (6): 1277–93. <https://doi.org/10.1108/Jima-10-2018-0187>.
- Zhang, Xiaoling. 2021. "Can You Represent Me? The Influence Of Consumers' Self-Congruity On Their Brand Loyalty Behavior." *Asia Pacific Journal Of Marketing And Logistics* Ahead-Of-P (Ahead-Of-Print). <https://doi.org/10.1108/Apjml-04-2021-0238>.
- Zorraquino. 2020. "What Are Emotional Benefits?" [www.zorraquino.com](http://www.zorraquino.com).