

DAFTAR PUSTAKA

BUKU

- Aaker, D. A. (2012). *Manajemen Ekuitas Merek: Memanfaatkan nilai dari suatu merek*. Jakarta: Mitra Utama
- Ferdinand. (2006): *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis, dan Desertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Kotler, P. & Keller, K.L. (2012). *Manajemen Pemasaran* Jilid I Edisi ke 12. Jakarta: Erlangga.
- Sugiyono. (2016). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Suliyanto.(2011). *Ekonomika Terapan: Teori dan Aplikasi dengan SPSS*. Yogyakarta: Andi Offset.

JURNAL

- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California management review*, 38(3). 102-120
- Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of marketing research*, 36(1), 45-57.
- Beverland, M. B. (2005). Crafting brand authenticity: The case of luxury wines. *Journal of management studies*, 42(5), 1003-1029. <https://doi.org/10.1111/j.1467-6486.2005.00530.x>.
- Chen, R., Zhou, Z., Zhan, G., & Zhou, N. (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 & Management*, 15. <https://doi.org/10.1016/j.jdmm.2019.100402>.
- Cornwell, T. B. (2019). Less “sponsorship as advertising” and more sponsorship-linked marketing as authentic engagement. *Journal of Advertising*, 48(1), 49-60. <https://doi.org/10.1080/00913367.2019.1588809>.
- del Barrio-García, S., & Prados-Peña, M. B. (2019). Do brand authenticity and brand credibility facilitate brand equity? The case of heritage destination brand extension. *Journal of Destination Marketing & Management*, 13, 10-23. <https://doi.org/10.1016/j.jdmm.2019.05.002>.
- France, C., Merrilees, B., & Miller, D. (2016). An integrated model of customer-brand engagement: Drivers and consequences. *Journal of Brand*

- Management*, 23(2), 119-136. Guèvremont, A. (2015). *Brand authenticity: definition, measurement, antecedents, and consequences* (Doctoral dissertation, Concordia University).
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, 28(2), 149-165. <http://doi.org/10.1016/j.intmar.2013.12.002>.
- Khamwon, A., & Kularbkaew, U. (2021). Brand Coolness, Brand Engagement and Brand Equity of Luxury Brand. *Asian Journal of Research in Business and Management*, 3(3), 1-7.
- Kumar, V., & Kaushik, A. K. (2022). Engaging customers through brand authenticity perceptions: The moderating role of self-congruence. *Journal of Business Research*, 138, 26-37. <https://doi.org/10.1016/j.jbusres.2021.08.065>.
- Lee, J. K., Hansen, S. S., & Lee, S. Y. (2020). The effect of brand personality self-congruity on brand engagement and purchase intention: The moderating role of self-esteem in Facebook. *Current Psychology*, 39(6), 2116-2128.
- Leigh, T. W., Peters, C., & Shelton, J. (2006). The consumer quest for authenticity: The multiplicity of meanings within the MG subculture of consumption. *Journal of the Academy of Marketing Science*, 34(4), 481-493.
- Manthiou, A., Kang, J., Hyun, S. S., & Fu, X. X. (2018). The impact of brand authenticity on building brand love: An investigation of impression in memory and lifestyle-congruence. *International Journal of Hospitality Management*, 75, 38-47. <https://doi.org/10.1016/j.ijhm.2018.03.005>
- Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of marketing*, 75(4), 35-52.
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of consumer psychology*, 25(2), 200-218. <https://doi.org/10.1016/j.jcps.201.11.006>
- Raza, M., Abd Rani, S. H., & Isa, N. M. (2020). Determinants Of Brand Authenticity Of High Quality Apparel Industry In Developing Country: A Moderating Effect Of Entrepreneurial. *International Journal for Quality Research*, 14(3), 913. DOI – 10.24874/IJQR14.03-17.
- Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J. O., Chon, K. S., Claiborne, C. B., ... & Berkman, H. (1997). Assessing the predictive validity of two methods

of measuring self-image congruence. *Journal of the academy of marketing science*, 25(3), 229-241.

Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, 38(4), 340-352. <https://doi.org/10.1177%2F004728750003800402>.

Tran, V.D., VO, T.N.L., & Dinh, T.Q. (2020). The relationship between brand authenticity, brand equity and customer satisfaction. *The Journal of Asian Finance, Economics and Business*, 7(4), 213-221. <https://doi.org/10.13106/jafeb.2020.vol7.no4.213>.

Xi, N., & Hamari, J. (2019). The relationship between gamification, brand engagement and brand equity. In *Proceedings of the 52nd Hawaii International Conference on System Sciences*.

INTERNET

CNBC Indonesia. 2019. *Gairah Industri Fashion Indonesia*. (Online). (<https://www.cnbcindonesia.com/lifestyle/20190712155341-35-84555/gairah-industri-fashion-indonesia>) diakses tanggal 9 April 2022

CNN Indonesia. 2021. *Uniqlo Ungguli Zara, Nilai Kapitalisasi Pasar Tembus US\$103M*. (Online). (<https://www.cnnindonesia.com/ekonomi/20210218100701-92-607738/uniqlo-ungguli-zara-nilai-kapitalisasi-pasar-tembus-us-103-m>) diakses tanggal 9 April 2022

Ramadila, N. 2021. *YouGov Retail Rankings 2021 Indonesia*. (Online). (<https://id.yougov.com/en-id/news/2021/10/19/retail-rankings-2021-indonesia/>) diakses tanggal 9 April 2022