

## DAFTAR PUSTAKA

- Abdillah, L. A., Sari, I. N., & Indriani, D. E. (2018). *Computer science students simulation in capturing tacit knowledge by using NGT for reducing traffic jam*. International Journal of Engineering and Technology (UAE).
- Annur, C. M. (2022). *Bukan Samsung atau Apple, Inilah Pangsa Pasar Merek Smartphone Tertinggi di RI*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2022/05/24/bukan-samsung-atau-apple-inilah-pangsa-pasar-merek-smartphone-tertinggi-di-ri>
- Apple Newsroom. (2021). *Apple Reports First Quarter Results*. Newsroom. <https://www.apple.com/newsroom/2021/01/apple-reports-first-quarter-results/>
- Apsari, F., Made, R., & Eli, P. (2018). Pemanfaatan Teknologi bagi Generasi Millennial: Konseling Berbasis Teks Menggunakan Riliv-Aplikasi Android. *Pemanfaatan Teknologi Bagi Generasi Millennial: Konseling Berbasis Teks Menggunakan Riliv-Aplikasi Android*.
- Aulia, D. D. (2022). *Sempat Langka, iPhone 13 Sudah Tersedia Lagi di Digimap* Baca artikel detikinet, “Sempat Langka, iPhone 13 Sudah Tersedia Lagi di Digimap” selengkapnya <https://inet.detik.com/consumer/d-5889196/sempat-langka-iphone-13-sudah-tersedia-lagi-di-digimap>. Inet.Detik.Com. <https://inet.detik.com/consumer/d-5889196/sempat-langka-iphone-13-sudah-tersedia-lagi-di-digimap>
- Balwant, S. M. (2016). Impact of Mobile Phone on Livelihood of Rural People. *Journal of Rural Development*, 35(3), 483–505. <http://nirdprojms.in/index.php/jrd/article/view/104698>
- Basmatulhana, H. (2022). *Ketahui Jenis-Jenis Sampling Agar Tak Salah saat Penelitian*. Www.Detik.Com. <https://www.detik.com/edu/detikpedia/d-6140687/ketahui-jenis-jenis-sampling-agar-tak-salah-saat-penelitian>
- Bhatti, M. A., Hoe, C. H., & Sundram, V. P. K. (2012). *A guide for beginners data analysis using SPSS and AMOS*. kuala lumpur, malaysia: Pearson Malaysia Sdn.
- Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Budi Mahardhika, W., & Sunariani, N. N. (2019). Strategi Pemasaran Produk Makanan Catering Melalui Media Sosial Instagram. *Jurnal Manajemen Bisnis*, 16(1), 13. <https://doi.org/10.38043/jmb.v16i1.2015>
- Byrne, B. M. (2020). Chapter Bootstrapping as an aid to nonnormal data. In

*Structural Equation Modeling With AMOS.*  
<https://doi.org/10.4324/9780203805534-23>

Cherry, K. (2022). *What Is Motivation? The Driving Force Behind Human Actions.* Wwww.Verywellmind.Com. <https://www.verywellmind.com/what-is-motivation-2795378>

Chipeta, C. (2020). *Understanding Brand Preference through Market Research.* Conjointly.Com. <https://conjointly.com/blog/market-research-brand-importance/>

Darmawan, D. (2019). The Effect of Customer Satisfaction on Trust and Customer Loyalty. *Management and Accounting Research Journal Global*, 03(02), 1–73.

Eatough PhD., E. (2022). *Learn how to be your own best ally for reaching your goals.* Wwww.Betterup.Com. <https://www.betterup.com/blog/what-is-self-motivation>

Ermaningtiastuti, clara. (2020). *Lebih Hangat Jadi Kunci Kedekatan Brand dengan Konsumen.* Wwww.Marketeters.Com.

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). *Comparison of Convenience Sampling and Purposive Sampling.* American Journal of Theoretical and Applied Statistics. Vol. 5, No. 1, 2016, pp. 1-4.  
<https://doi.org/10.11648/j.ajtas.20160501.11>

Fabiana Meijon Fadul. (2019). 濟無No Title No Title No Title. 19–55.

Flanagan, T. (2013). *The scientific method and why it matters.* C2C Journal, 7(1), 4-6.

Frey, B. B. (2018). Spss. *The SAGE Encyclopedia of Educational Research, Measurement, and Evaluation.* <https://doi.org/10.4135/9781506326139.n655>

Ghozali, I. (2016). *Structural Equation Model Concepts and Applications with 24 AMOS Program.* Update Bayesian SEM.

Ghozali, I. (2017). *Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24.0. Update Bayesian SEM.* In *Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24. Update Bayesian SEM.* <https://doi.org/https://doi.org/10.1016/j.ando.2009.02.007>

Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25 (9th ed.).* Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I., & Ratmono, D. (2017). *Analisis multivariat dan ekonometrika: teori, konsep, dan aplikasi dengan eview 10.*

- GoodStats. (2022). *Apa Alasan Orang Setia Pakai iPhone?* Goodstats.Id. <https://goodstats.id/infographic/apa-alasan-orang-setia-pakai-iphone-a3URz>
- Hair Jr., J. F., Gabriel, M. L. D. da S., & Patel, V. K. (2014). Modelagem de Equações Estruturais Baseada em Covariância (CB-SEM) com o AMOS: Orientações sobre a sua aplicação como uma Ferramenta de Pesquisa de Marketing. *Revista Brasileira de Marketing*, 13(2), 44–55. <https://doi.org/10.5585/remark.v13i2.2718>
- Harahap, L. K., & Pd, M. (2020). *nalisis SEM (Structural Equation Modelling) dengan SMARTPLS (partial least square)*.
- Hariko. (2017). *Landasan Filosofis Keterampilan Komunikasi Konseling*. jurnal kajian bimbingan dan konseling.
- Haryanto, A. T. (2020). *Riset: ada 175,2 juta pengguna internet di Indonesia*. Detik.Com. <https://inet.detik.com/cyberlife/d-4907674/riset-ada-1752-juta-penggunainternet-di-indonesia>
- Heberle, M. (2021). *Ideal Self vs. Real Self - Overview, Differences & Examples*. Study.Com. <https://study.com/academy/lesson/ideal-self-vs-real-self-definition-lesson-quiz.html>
- Hidayat, M. (2022). *iPhone Jadi Smartphone Premium Paling Laris di Awal 2022*. Www.Liputan6.Com. <https://www.liputan6.com/teknoread/4998052/iphone-jadi-smartphone-premium-paling-laris-di-awal-2022>
- Idris, M. (2022). *Mengenal Hedonisme: Definisi, Ciri, Contoh, dan Dampaknya* Artikel ini telah tayang di Kompas.com dengan judul “Mengenal Hedonisme: Definisi, Ciri, Contoh, dan Dampaknya”, Klik untuk baca: <https://money.kompas.com/read/2022/03/06/115413726/mengenal-hedonis>. Money.Kompas.Com. <https://money.kompas.com/read/2022/03/06/115413726/mengenal-hedonisme-definisi-ciri-contoh-dan-dampaknya?page=all>
- Iriani, A. P. (2021). *Mengenal Teori Hierarki Kebutuhan Maslow dalam Buku Karya Sutarto Wijono*. Profesi-Unm.Com. <https://profesi-unm.com/2021/04/24/mengenal-teori-hierarki-kebutuhan-maslow-dalam-buku-karya-sutarto-wijono/>
- Irianto, A. (2015). *Statistik (Konsep Dasar, Aplikasi dan Pengembangannya)*.
- Jacob, I., Khanna, M., & Rai, K. A. (2020a). *Attribution analysis of luxury brands: an investigation into consumer-brand congruence through conspicuous consumption*. journal of business research.
- Jacob, I., Khanna, M., & Rai, K. A. (2020b). *Attribution analysis of luxury*

brands: an investigation into consumer-brand congruence through conspicuous consumption. *Journal of Business Research*.

Jahja, A. S. (2018). *Definisi Konseptual dan Operasional*. Dosen.Perbanas.Id. <https://dosen.perbanas.id/definisi-konseptual-dan-operasional/>

Jannah. (2021). *Motorola MicroTAC 9800X, HP Jadul Nike Ardilla yang Harganya Rp11-19 Juta Tahun 1989*. Wwww.Artikel.News. <https://www.artikel.news/Not/baca/18253/motorola-microtac-9800x-hp-jadul-nike-ardilla-yang-harganya-rp11-19-juta-tahun-1989>

Joseph Sirgy, M. (2019a). *Since 2022 Since 2021 Since 2018 Custom range... Sort by relevance Sort by date Any type Review articles Promoting quality-of-life and well-being research in hospitality and tourism*. *Journal of Travel & Tourism Marketing* 36.

Joseph Sirgy, M. (2019b). *Since 2022 Since 2021 Since 2018 Custom range... Sort by relevance Sort by date Any type Review articles Promoting quality-of-life and well-being research in hospitality and tourism*. *Tourism Marketing* 36.

Kaplan, R. M., & Saccuzzo, D. P. (2017). *Psychological testing: Principles, applications, and issues*. Cengage Learning.

Karim, R. (2022). *Skala Pengukuran: Pengertian, Jenis dan Contoh [Terbaru]*. Deepublishstore.Com. <https://deepublishstore.com/skala-pengukuran-data-dalam-penelitian/>

Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26. <https://doi.org/10.5430/ijhe.v6n5p26>

Kruger, L.-M. (2018). Brand loyalty: Exploring self-brand connection and brand experience. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-07-2016-1281>

Kurniawan, B. (2022). *Kepuasan Pelanggan: Pengertian, Manfaat, Dan Cara Meningkatkan*. Komerce.Id. <https://komerce.id/blog/kepuasan-pelanggan-adalah/>

Lararenjana, E. (2021). *SPSS adalah Program Analisis Statistika, Pelajari Kegunaan Serta Sejarahnya*. Wwww.Merdeka.Com. <https://www.merdeka.com/jatim/spss-adalah-program-analisis-statistika-pelajari-kegunaan-serta-sejarahnya-kln.html>

Li, Y., Zhang, C., Shelby, L., & Huan, T. C. (2022). Customers' self-image congruity and brand preference: a moderated mediation model of self-brand connection and self-motivation. *Journal of Product and Brand Management*,

31(5), 798–807. <https://doi.org/10.1108/JPBM-07-2020-2998>

- Lloyd, T. (2019). *Creating Meaningful Brand Connections*. [Www.Emotivebrand.Com](http://www.Emotivebrand.Com). <https://www.emotivebrand.com/meaningful-brand-connections/>
- Mamduh, N. (2021). *Sejarah Perkembangan Telepon dari Zaman Engkol Hingga Smartphone*. <https://telset.id/news/in-depth/sejarah-telepon-dan-smartphone/>
- Manoppo, C. O., & Pandowo, M. H. C. (2020a). THE IMPACT OF BRAND PERSONALITY AND SELF-IMAGE CONGRUENCE ON STUDENT'S BRAND ATTACHMENT OF APPLE PRODUCTS. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*.
- Manoppo, C. O., & Pandowo, M. H. C. (2020b). THE IMPACT OF BRAND PERSONALITY AND SELF-IMAGE CONGRUENCE ON STUDENT'S BRAND ATTACHMENT OF APPLE PRODUCTS. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*.
- Martin, W., & Bridgmon, K. (2012). *Quantitative and statistical research methods: from hypothesis to results*.
- McLeod, S. (2018). Maslow ' s Hierarchy of Needs Maslow ' s Hierarchy of Needs. *Business*, 3–5.
- Mulyono, K. B. (2017). *Pengenalan Dasar AMOS (Jilid 1)*. [Blog.Unnes.Ac.Id](http://Blog.Unnes.Ac.Id). <https://blog.unnes.ac.id/kemalbudi/2017/05/14/pengenalan-dasar-amos-jilid-1/>
- Nilawati, W., Hidayah, S. A., & Apriliani, R. A. E., Murwanti, S., Pratiwi, P. A. D., Lq, L., Lv, F., Lpsruwdqw, D. Y. H. U., Lq, I., Dfwlylwlhv, P., Image, P. B., Association, B., Brand, D. A. N., Asus, S. M., Tiara Ghassani, M., Sri Suryoko, D., & Basuki, K. (2019). 30869-85-63353-1-10-20170728. *Journal of Economic, Business and Engineering*, 53(1), 4099–4126.
- Nurlan, F. (2019). *Metodologi penelitian kuantitatif*. CV. Pilar Nusantara.
- Olbertova, D. M. (2020). *MEANING, RELEVANCE, AND THE CONSUMER-BRAND CONNECTION*. [Breakthroughanalysis.Com](http://Breakthroughanalysis.Com). <http://breakthroughanalysis.com/2020/07/20/meaning-relevance-and-the-consumer-brand-connection/>
- Orin, D. (2021). *Brand Preference: Definition & Explanation*. [Study.Com](http://Study.Com). <https://study.com/academy/lesson/brand-preference-definition-lesson-quiz.html>
- Pandu, S. . (2017). pengaruh citra merek, kualitas produk dan gaya hidup terhadap keputusan pembelian Iphone. *Jurnal Studi Manajemen Jurusan Manajemen*

Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta.

- Polit, D. ., & Beck, C. . (2012). *Nursing research: Generating and assessing evidence for nursing practice*.
- Priharto, L. J. (2010). *Nokia CDMA 1608*. Id.Pinterest.Com.  
<https://id.pinterest.com/pin/333547916124826763/>
- Putra, D. P. (2021). *Menguak Sejarah Ponsel dari Masa ke Masa*. Selular.Id.  
<https://selular.id/2021/06/menguak-sejarah-ponsel-dari-masa-ke-masa/>
- Putri, V. M. (2021). *Ini Fitur iPhone 13 yang Paling Dinanti Para Fanboy Apple* Baca artikel detikinet, “Ini Fitur iPhone 13 yang Paling Dinanti Para Fanboy Apple” selengkapnya <https://inet.detik.com/consumer/d-5678876/ini-fitur-iphone-13-yang-paling-dinanti-para-fanboy-apple>. Inet.Detik.Com.  
<https://inet.detik.com/consumer/d-5678876/ini-fitur-iphone-13-yang-paling-dinanti-para-fanboy-apple>
- Raco, J. . (2014). *Metode Penelitian Kualitatif*. Jakarta: Grasindo.
- Rahayu, R. M. (2017). Membangun Brand Awareness Pada Usaha Mikro Kecil Dan Menengah. *Journal Of Management Studies*, 2, 226–243.
- Rasinger, S. M. (2013). *Quantitative research in linguistics: An introduction*. A & C Black.
- Raykov, T., & Marcoulides, G. A. (2006). *A First Course in Structural Equation Modeling*. In Patologicheskaya Fiziologiya i Eksperimentalnaya Terapiya (2nd ed., Vol. 12, Nomor 5). Lawrence Erlbaum Associates.
- retno, devita. (2019). *Citra Diri Dalam Psikologi, Gambaran Secara Singkat*. Dosenpsikologi.Com. <https://dosenpsikologi.com/citra-diri-dalam-psikologi>
- Riadi, M. (2020). *Pengertian dan Jenis Skala Pengukuran dalam Penelitian*. Wwww.Kajianpustaka.Com.  
<https://www.kajianpustaka.com/2020/11/pengertian-dan-jenis-skala-pengukuran.html>
- Samsung. (2022). *Galaxy J1*. Wwww.Samsung.Com.  
<https://www.samsung.com/id/support/model/SM-J100HZWDXID/>
- Saputra, S. T., Kadarisman, H., & Sunarti. (2017). *pengaruh kualitas produk terhadap keputusan pembelian dan dampaknya terhadap kepuasan konsumen pengguna Iphone*. Jurnal Administrasi Bisnis.
- Sekaran, U., & Bougie, R. (2011). *Research Methods for Business: A Skill-Building Approach, 6th Edition*.

- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business, edisi 6*.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Shopee. (2022). *OPPO RENO5 5G RAM 8GB 128GB GALACTIC SILVER - NFC - SNAPDRAGON 765G - GRS RESMI*. Shopee.Co.Id.  
<https://shopee.co.id/OPPO-RENO5-5G-RAM-8GB-128GB-GALACTIC-SILVER-NFC-SNAPDRAGON-765G-GRS-RESMI-i.187327634.9412115474>
- Shujaat, S., & Haroon, S. (2018a). the Impact of Ideal Self-Image Congruence on Brand Preference: a Study on Mobile Phone Users in Pakistan. *Research Gate, September 2019*.
- Shujaat, S., & Haroon, S. (2018b). the Impact of Ideal Self-Image Congruence on Brand Preference: a Study on Mobile Phone Users in Pakistan. *Research Gate, September 2019*.
- Sinambela, E. A., & Darmawan, D. (2022). Advantages and Disadvantages of Using Electronic Money as a Substitute for Cash. *Journal of Social Science Studies*.
- Sirgy, M. J. (2018a). *Self-congruity theory in consumer behavior: A little history*. *Journal of Global Scholars of Marketing Science* 28.
- Sirgy, M. J. (2018b). *Self-congruity theory in consumer behavior: A little history*. *Journal of Global Scholars of Marketing Science* 28.
- Sirgy, M. J., Lee, D. J., & Yu, G. B. (2018a). *Self-congruity theory in travel and tourism: Another Update*. In N. K. Prebensen, J. S. Chen, & M. Uysal (Eds.), *Creating experience value in tourism (2nd Edition)*. UK: CABI Internationals.
- Sirgy, M. J., Lee, D. J., & Yu, G. B. (2018b). *Self-congruity theory in travel and tourism: Another Update*. In N. K. Prebensen, J. S. Chen, & M. Uysal (Eds.), *Creating experience value in tourism (2nd Edition)*. UK: CABI Internationals.
- Sonia, A. (2018). *STATUS SOSIAL REMAJA PENGGUNA SMARTPHONE ( Perspektif Bourdieu )*. 2.
- Sop, S. ., & Kozak, N. (2019a). *Effects of brand personality, self-congruity and functional congruity on hotel brand loyalty*. *Journal of Hospitality Marketing & Management*.  
<https://doi.org/https://doi.org/10.1080/19368623.2019.1577202>
- Sop, S. A., & Kozak, N. (2019b). *Effects of brand personality, self-congruity and*

*functional congruity on hotel brand loyalty*. Journal of Hospitality Marketing & Management.  
<https://doi.org/https://doi.org/10.1080/19368623.2019.1577202>

- Soviati, S. (2022). *Perilaku Konsumtif Pembawa Petaka Di Era Modern*. Www.Djkn.Kemenkeu.Go.Id. <https://www.djkn.kemenkeu.go.id/kpknl-bandung/baca-artikel/15276/Perilaku-Konsumtif-Pembawa-Petaka-Di-Era-Modern.html#:~:text=Perilaku konsumtif adalah perilaku atau, buta dalam membeli suatu barang.>
- Spacey, J. (2017). *What Is Brand Preference?* Simplicable.Com.  
<https://simplicable.com/new/brand-preference>
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.
- Sutopo, E. Y., & Slamet, A. (2017). *Statistik Inferensial*. Penerbit Andi.
- Talitha, T. (2021). *No Title Pengertian Konsep Diri, Komponen & Karakteristik Self Concept*. Www.Gramedia.Com.
- Tatum, M. (2022). *What Is a Brand Preference?* Www.Wise-Geek.Com.  
<https://www.wise-geek.com/what-is-a-brand-preference.htm>
- The Drum Network. (2020). *What it means to be a Most Connected brand in 2020*. Www.TheDrum.Com.  
<https://www.thedrum.com/news/2020/07/16/what-it-means-be-most-connected-brand-2020>
- Thimothy, S. (2021). *What Is Brand Preference And How Do You Build It? What Is Brand Preference And How Do You Build It?*  
<https://www.forbes.com/sites/theyec/2021/02/16/what-is-brand-preference-and-how-do-you-build-it/?sh=1e56234e5ff0>
- Topcu, C. U. (2018a). *Conspicuous consumption in relation to self-esteem, self-image and social status: an empirical study*. In *Economy, Finance and Business in Southeastern and Central Europe*, Springer, Champ.  
[https://doi.org/10.1007/978-3-319-70377-0\\_48](https://doi.org/10.1007/978-3-319-70377-0_48).
- Topcu, C. U. (2018b). *Conspicuous consumption in relation to self-esteem, self-image and social status: an empirical study*. In *Economy, Finance and Business in Southeastern and Central Europe*, Springer, Champ.  
[https://doi.org/https://doi.org/10.1007/978-3-319-70377-0\\_48](https://doi.org/https://doi.org/10.1007/978-3-319-70377-0_48)
- Topcu, U. C. (2016). *Commodity shines identity: an analysis of conspicuous consumption in relation to self-image congruence and materialism*. *Economic and Social Development: Book of Proceedings* (2016).



Umanailo, M. C. B., Nawawi, M., & Pulhehe, S. (2018). Masyarakat konsumtif. *Simulacra*, 1(No.2), 203–211.

<https://media.neliti.com/media/publications/279411-konsumsi-menuju-konstruksi-masyarakat-ko-646fb572.pdf>

Westhuizen, L. M. van der. (2018). Brand loyalty: Exploring self-brand connection and brand experience Liezl-Marié van der Westhuizen. *Journal of Product and Brand Management*, 1–28.

Widyananda, R. F. (2020). *Komunikasi adalah Proses Penyampaian Makna pada Orang Lain, Ini Tujuan dan Fungsinya*. Wwww.Merdeka.Com.

<https://www.merdeka.com/jatim/komunikasi-adalah-proses-penyampaian-makna-pada-orang-lain-ketahui-tujuan-dan-fungsi-kln.html>

Winarno. (2013). *Metodologi Penelitian dalam Pendidikan Jasmani*.

