

DAFTAR PUSTAKA

- Abid, G., Arya, B., Arshad, A., Ahmed, S., & Farooqi, S. (2021). Positive personality traits and self-leadership in sustainable organizations: Mediating influence of thriving and moderating role of proactive personality. *Sustainable Production and Consumption*, 25, 299–311. <https://doi.org/10.1016/j.spc.2020.09.005>
- Adileh, N., & Çengel, Ö. (2022). *The Effect of Employee Brand Commitment On Brand Citizenship Behavior: The Role Of Years Of Experience, Monthly Income, And Contact With Customers*. <https://www.researchgate.net/publication/362830667>
- Afshari, L., Young, S., Gibson, P., & Karimi, L. (2020). Organizational commitment: exploring the role of identity. *Personnel Review*, 49(3), 774–790. <https://doi.org/10.1108/PR-04-2019-0148>
- Alfenny, D. N., Wardani, F. P., Yulyantika, N. R., Qotrunnada, Q., Safira, R., Azizah, S. N., & Romadlona, N. A. (2023). *Inovasi Lokal Self Leadership: Unveiling the Key Strategies for Personal and Professional Empowerment at SMP Ma'arif Batu*. 1, 2023.
- Alfrey, K. L., Waters, K. M., Condie, M., & Rebar, A. L. (2023). The Role of Identity in Human Behavior Research: A Systematic Scoping Review. In *Identity* (Vol. 23, Issue 3, pp. 208–223). Routledge. <https://doi.org/10.1080/15283488.2023.2209586>
- Anglin, A. H., Kincaid, P. A., Short, J. C., & Allen, D. G. (2022). Role Theory Perspectives: Past, Present, and Future Applications of Role Theories in Management Research. *Journal of Management*, 48(6), 1469–1502. <https://doi.org/10.1177/01492063221081442>
- Armstrong, M., & Taylor, S. (2020). *Armstrong's Handbook Of Human Resource Management Practice*.
- Ashkenas, R., & Manville, B. (2019). *Harvard Business Review leader's handbook : make an impact, inspire your organization, and get to the next level*. Boston, Massachusetts : Harvard Business Review Press.
- Barros-Arrieta, D., & García-Cali, E. (2020). Internal branding: conceptualization from a literature review and opportunities for future research. *Journal of Brand Management*, 28(2), 133–151. <https://doi.org/10.1057/s41262-020-00219-1>

- Boukis, A., & Christodoulides, G. (2020). Investigating Key Antecedents and Outcomes of Employee-based Brand Equity. *European Management Review*, 17(1), 41–55. <https://doi.org/10.1111/emre.12327>
- Bratton, John. (2023). *Work and organizational behaviour*. Bloomsbury UK (Major Textbooks); Bloomsbury Academic.
- Buchanan, D. A., & Huczynski, A. A. (2019). *Organizational Behaviour*. www.pearson.com/uk
- Caldwell, C. (2020). *Communication, Meaning, and Identity: Moving Toward Discovery*.
- Caza, B. B., Vough, H., & Puranik, H. (2018). Identity work in organizations and occupations: Definitions, theories, and pathways forward. In *Journal of Organizational Behavior* (Vol. 39, Issue 7, pp. 889–910). John Wiley and Sons Ltd. <https://doi.org/10.1002/job.2318>
- Clark, P., Chapleo, C., & Suomi, K. (2019). Branding higher education: an exploration of the role of internal branding on middle management in a university rebrand. *Tertiary Education and Management*, 26(2), 131–149. <https://doi.org/10.1007/s11233-019-09054-9>
- Dhiman, P., & Arora, S. (2023). Employee branding dimensions and brand citizenship behaviour: exploring the role of mediators in the hospitality context. *Journal of Product and Brand Management*, 32(1), 124–137. <https://doi.org/10.1108/JPBM-03-2021-3408>
- Edhie Rachmad, Y., Syamsu Rijal, P. D., Risma Niswaty, C., Si Haedar Akib, M., Si, M., Sc Ir Suhadi, M., Si Surno Kutoyo, M. M., Ag, S., Pd, S., Si CPHCM Desmayeti Arfa, M., Soc Sc Lalu Mohamad Iswadi Athar, M., Pd Rudi Salam, M., Pd Haedar Akib, M., Si dkk Nawir Rahman, M. H., Si Ida Rahayu, M., & Par, M. (2022). *Pengantar Pariwisata Penerbit CV.Eureka Media Aksara*.
- Ghozali, Prof. H. I. M. C. Ph. D. C. (2021). *Aplikasi Analisis Multivariate*.
- Greco, L. M., & Kraimer, M. L. (2020). Supplemental Material for Goal-Setting in the Career Management Process: An Identity Theory Perspective. *Journal of Applied Psychology*. <https://doi.org/10.1037/apl0000424.supp>
- Hair, J. F. , J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*.

- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Handayani, N. P. (2019). The Relationship Between Internal Brand Management With Brand Trust, Brand Citizenship Behavior, And Intention To Stay: The Mediating Role Of Brand Commitment And Job Satisfaction. <https://doi.org/10.32770/jbfem.vol289-100>
- He, Z. (2022). Characterizing Brand Knowledge and Identification as Predictors of Consumer-Based Brand Equity: Mediating Role of Employee-Based Brand Equity. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.858619>
- Hofer, K. M., & Grohs, R. (2018). Sponsorship as an internal branding tool and its effects on employees' identification with the brand. *Journal of Brand Management*, 25(3), 266–275. <https://doi.org/10.1057/s41262-018-0098-0>
- Hulfa, I. S. Par. (2022). Manajemen Perhotelan Dan Pariwisata (A. A. G. SST. Par., M. Par. Wijaya, Ed.). Intelektual Manifes Media.
- Kaur, P., Malhotra, K., & Sharma, S. K. (2020). Moderation-mediation framework connecting internal branding, affective commitment, employee engagement and job satisfaction: an empirical study of BPO employees in Indian context. *Asia-Pacific Journal of Business Administration*, 12(3–4), 327–348. <https://doi.org/10.1108/APJBA-10-2019-0217>
- Knotts, K. G. (2018). *Self-Leadership's Impact on Work Engagement and Organizational Citizenship Behaviors: A Moderated Mediated Model*. <https://researchrepository.wvu.edu/etd>
- Liu, X. (2022). Brand Knowledge and Organizational Loyalty as Antecedents of Employee-Based Brand Equity: Mediating Role of Organizational Culture. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.872871>
- Malhotraa, N. K. (2020). *Marketing Research by Naresh K. Malhotraa*.
- Meer, J. van der. (2024). Role perceptions, collaboration and performance: insights from identity theory. *Public Management Review*, 26(6), 1610–1630. <https://doi.org/10.1080/14719037.2023.2203167>

- Müller, T., & Niessen, C. (2019). Self-leadership in the context of part-time teleworking. *Journal of Organizational Behavior*, 40(8), 883–898. <https://doi.org/10.1002/job.2371>
- Neck, C. P., Manz, C. C., & Houghton, J. D. (2019). *Self-Leadership Second Edition* (2nd ed.). SAGE.
- Nembhard, B. (2024). *Leading from Within: Unlocking the Power of Self-Leadership in the 21st Century Organization*. Spines.
- Neubert, M. J., & Dyck, B. (2021). *Organizational Behavior: For a Better Tomorrow* (2nd ed.). Wiley.
- Ngo, L. V., Nguyen, N. P., Huynh, K. T., Gregory, G., & Cuong, P. H. (2020). Converting internal brand knowledge into employee performance. *Journal of Product and Brand Management*, 29(3), 273–287. <https://doi.org/10.1108/JPBM-10-2018-2068>
- Nguyen, L. T. Van, Lu, V. N., Hill, S. R., & Conduit, J. (2019). The mediating role of brand knowledge on employees' brand citizenship behaviour: Does organizational tenure matter? *Australasian Marketing Journal*, 27(3), 169–178. <https://doi.org/10.1016/j.ausmj.2019.04.003>
- Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2023). *Human Resource Management Gaining A Competitive Advantage 13e*.
- Piehler, R. (2018). Employees' brand understanding, brand commitment, and brand citizenship behaviour: A closer look at the relationships among construct dimensions. *Journal of Brand Management*, 25(3), 217–234. <https://doi.org/10.1057/s41262-018-0099-z>
- Purnomo, A. (2019). *Brand Commitment Dan Brand Psychological Ownership Dalam Memediasi Pengaruh Internal Corporate Branding Terhadap Brand Citizenship Behavior*. *Mix: Jurnal Ilmiah Manajemen*, 9(2), 312. <https://doi.org/10.22441/mix.2019.v9i2.005>
- Robbins, S. P., & Judge, T. A. (2024). *Organizational Behavior*. Pearson.
- Rouzi, A., & Wang, Y. (2021). Feeling trusted and taking-charge behaviour: An internal branding perspective based on self-categorization theory. *International Journal of Hospitality Management*, 94. <https://doi.org/10.1016/j.ijhm.2020.102831>

- Saleem, F. Z., & Hawkins, M. A. (2021). Employee-generated content: the role of perceived brand citizenship behavior and expertise on consumer behaviors. *Journal of Product and Brand Management*, 30(6), 819–833. <https://doi.org/10.1108/JPBM-05-2020-2908>
- Schermerhorn, J. R. , Jr., Piccolo, R. F., & Uhl-Bien, M. (2023). *Organizational Behavior* (3rd ed.). Wiley.
- Schmidt, H. J., & Baumgarth, C. (2018). Strengthening internal brand equity with brand ambassador programs: Development and testing of a success factor model. *Journal of Brand Management*, 25(3), 250–265. <https://doi.org/10.1057/s41262-018-0101-9>
- Schwind, H. F., Uggerslev, K., Wagar, T. H., & Fassina, N. (2022). *Canadian Human Resource Management A Strategic Approach Thirteenth Edition*. McGraw-Hill.
- Sekaran, U., & Bougie, R. (2020). *Research Methods For Business* (8th ed.). John Wiley & Sons, Inc.
- Siqueira, J. R., Peña-García, N., Ter Horst, E., Molina, G., & Villamil, M. (2021). The role of brand commitment in the retail sector: The relation with open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2). <https://doi.org/10.3390/joitmc7020154>
- SK Menparpostel No. KM 34/HK 103/MPPT-87. (n.d.).
- Soepardjo, T. A., Wijayanti, D. T., & Surjanti, J. (2020). Pengaruh Internal Branding Employee Of Organization Dan Commitment Branding Terhadap Organizational Citizenship Behavior Studi Pada Dosen Universitas Negeri Surabaya. *Jurnal Ilmu Manajemen*, 8.
- Stewart, G. L., Courtright, S. H., & Manz, C. C. (2019). Annual Review of Organizational Psychology and Organizational Behavior Self-Leadership: A Paradoxical Core of Organizational Behavior. *The Annual Review of Organizational Psychology*, 6, 47–67. <https://doi.org/10.1146/annurev-orgpsych>
- Sukamdani, N. B. (2023). *Manajemen Sumber Daya Manusia Tanesa*. www.tanesa.politanisamarinda.ac.id
- Tangian, Dr. D. SH. , M. S., & Wowling, R. SE. , M. S. (2020). *Modul Pengantar Pariwisata*.

- Wang, Y. C., Yang, J., & Yang, C. E. (2019). Hotel internal branding: A participatory action study with a case hotel. *Journal of Hospitality and Tourism Management*, 40, 31–39. <https://doi.org/10.1016/j.jhtm.2019.05.002>
- Zhang, H., & Xu, H. (2021). Improving internal branding outcomes through employees' self-leadership. *Journal of Hospitality and Tourism Management*, 46, 257–266. <https://doi.org/10.1016/j.jhtm.2020.12.013>

