THE EFFECT OF BRAND EXPERIENCE, BRAND IDENTIFICATION, BRAND AUTHENTICITY, AND BRAND LOVE ON BRAND LOYALTY IN WAROENG KALIGARONG RESTAURANT IN SEMARANG CITY

Anita Meilawati1*, Augusty Tae Ferdinand
Master of Management, Diponegoro University, Indonesia
Email : *anitameila05@gmail.com

Abstract : The Development Of The Restaurant Industry Sector In Indonesia Is Growing. The Development Of The Restaurant Industry Sector Is One Of The Sectors Driving Economic Growth That Can Increase National Income. This Can Be Seen From The Consistency Of The Number Of New Restaurant And Hotel Openings Throughout Indonesia. In Addition, The Restaurant Industry Sector In Indonesia Is A Popular And Promising Culinary Business. The Purpose Of This Study Was To Determine The Effect Of Brand Experience, Brand Identification, Brand Authenticity, Brand Love And Brand Loyalty. Analysis Using Sem Showed Several Findings:Brand Experienceon Brand Identification Shows That There Is A Significant And Positive Effect, Brand Identification On Brand Love Shows That There Is A Significant And Positive Influence, Brand Authenticity On Brand Love Shows That There Is A Significant And Positive Influence, Brand Identification On Brand Loyalty Shows That There Is A Significant And Positive Influence And Brand Love On Brand Loyalty Shows That There Is A Significant And Positive Influence

Keywords : Brand Experience, Brand Identification, Brand Authenticity, Brand Love, Brand Loyalty, SEM

1. **Introducing**

The food and beverage industry sector is one of the causes of the increasing economy in Indonesia. In 2019 the Ministry of Industry of the Republic of Indonesia (Kemenperin RI) stated that the food and beverage industry experienced growth of 7.91% and exceeded the national economic growth of 5.17% (Kemenperin RI, 2019). In addition, in 2019 the Indonesian Ministry of Industry also reported a growth in the restaurant and hotel industry sector by 0.33% higher than in 2018. The trend of an increasing trend in the food and beverage industry or restaurant encourages the development of research on the food and beverage industry sector or the industrial sector. restaurant. The restaurant industry sector is a sector that is quite complex and interesting.

The development of the restaurant industry sector in Indonesia is growing. The development of the restaurant industry sector is one of the sectors driving economic growth that can increase national income. This can be seen from the consistency of the number of new restaurant and hotel openings throughout Indonesia. In addition, the restaurant industry sector in Indonesia is a popular and promising culinary business. Based on a report submitted by the Creative Economy Agency (BEKRAF) in 2019, it is known that culinary is the third largest contributor to employment. This indicates that, when employment increases, there will also be an increase in places to eat and restaurants. This increase is probably due to an interesting fact that people eat at restaurants not only to satisfy hunger. However, the need to eat at a restaurant is a

social need that indicates the social status of a person (Ariyani et al., 2019). In addition, according to the Indonesian Hotel and Restaurant Association (PHRI) in 2017, the need for public arrivals at hotels and restaurants is due to the development of lifestyles in the technological era.

The restaurant industry in Indonesia is predicted to continue to grow every year. Various types of restaurant industries are spread throughout Indonesia, one of which is a local restaurant called Waroeng Kaligarong. Based on the results of observations that have been made, Waroeng Kaligarong has a relatively increasing number of visitors when entering the weekend. Based on Table 1.1, it can be seen that the phenomenon of increasing tourist visits on weekends indicates that Waroeng Kaligarong is an icon of culinary tourism in the city of Semarang. This is in accordance with the study of the notion of culinary tourism in the research conducted by Komaladewi (2017). In addition, based on these consumer visits, it can be seen that one of the factors that cause a consumer to become loyal is brand (brand loyalty) (Manuaba,

In addition, Waroeng Kaligarong as a local restaurant located in Semarang City from 2015 until now provides traditional food menus, especially in the Semarang area, Central Java. This also indicates that Waroeng Kaligarong has a distinctive character as a culinary tourism object in the city of Semarang. In this study, Waroeng Kaligarong is the object of research regarding the level of customer loyalty to local cuisine menus.

2. Literature Review And Hypot Hesis Relationship
Self Congruence Theory

The explanation of self-congruence in (Hosany, 2016) is a form of explanation and prediction of consumer behavior. Through self-congruence can be a determinant of a consumer in liking a brand. Therefore, self-congruence can be used to examine the relationship between self-image congruence and evaluation before and after the purchase. Studies related to the use of self-congruence theory are in the hospitality sector (Wang et al., 2018; Sop & Kozak, 2019; (Qian et al., 2019), tourism (Huang et al., 2017; Ranjbarian & Ghaffari, 2018). ; Chen et al., 2020), and the restaurant sector (Line & Hanks, 2016; Han et al., 2019).In the past research has mostly focused on the relationship between self-image congruence and consumers' pre-purchase evaluations such as purchase intention (Landon, 1974), product preference (Bridwell, 1969), and product choice (Malhotra, 1988). However, there are some researchers who see the benefits of expanding the conceptualization of self-congruence in order to be able to model post-consumption evaluations. Recent consumer behavior studies have examined the role of self-congruence in post-consumption variables such as satisfaction (Ekinci et al., 2006; (Jamal & Goode, 2001; Sirgy, 1982), loyalty (He & Mukherjee, 2010), perceived quality (Kwak, 2009).) and attitudes (Ibrahim, 2008). Goode, 2001; Sirgy, 1982), loyalty (He & Mukherjee, 2010), perceived quality (Kwak, 2009) and attitudes (Ibrahim, 2008). Goode, 2001; Sirgy, 1982), loyalty (He & Mukherjee, 2010), perceived quality (Kwak, 2009) and attitudes (Ibrahim, 2008). Currently, the level of public consumption on culinary tourism continues to increase, especially on local products. Self-congruence can be the basis for consumers to build brand identification (Rather et al., 2020). Where consumers already have the same image and identification of the products and brands they consume. Until now, almost no research is known to simultaneously investigate self-congruence, on the variables of brand experience, brand authenticity, brand love and brand loyalty regarding the local restaurant industry. Therefore, this study validates self-congruence theory in the restaurant industry with special reference to consumers at Waroeng Kaligarong, Semarang.

*Brand Identification*within the framework of Self Congruence Theory

The influence between self-congruence and brand identification in the study conducted (Han et al., 2019) states that identifying a brand is something that consumers need. This is because the identification process is generally carried out to determine whether the selected product has conformity with the consumer. So that between self-congruence or self-congruence and product identification or brand identification, there is an interrelated relationship. Brand identification in the research conducted (Berrozpe et al., 2018) is expressed as the desired state of a product with a specific purpose. This means that the product identification process is carried out so that consumers can understand what the product has. Even according to Carr et al (2017) brand identification can be dynamic which changes over time. This is because in general the development of a product will continue to grow. But creating the uniqueness of the product must be consistent. So that a consumer will still have conformity with a brand. Even by identifying a brand, someone will have confidence that he has conformity with the brand.

Brand Experience

*Brand experience*can be regarded as an explanation of the concept of a cognitive-oriented brand such as equity, values, associations, attitudes and brand personality (Schmitt & Zarantonello, 2009). For consumers, the most important goal of a brand is to provide an attractive experience. Thus the manufacturer of a brand must be able to give an impression to customers through something real or authentic (Harris et al., 2018). This can indicate that brand experience functions as a facility for consumer responses to brands (King & King, 2017). Several studies of brand experience are indeed associated with brand identification. One study which states that there is a positive relationship between brand experience and brand identification is (Kumar & Kaushik, 2017). Where in the study it was stated that brand experience indicators (affective and sensory) gave an important influence on brand identification. This agrees with (Feiz, 2019) and (Fazli-salehi et al., 2019) that brand experience has a positive effect on brand identification. Based on the description of the brand experience and previous research, the hypotheses in this study are:

H1 = Brand Experience has a positive influence on Brand Identification.

Brand Love

*Brand love*can be interpreted as a form of love for the brand. The concept of brand love according to Batra et al (2012) is the positive behavior of a consumer towards a brand. This positive behavior can be described in consumers who are afraid to lose a certain brand, thus this behavior can provide a positive emotional connection between consumers and brands. Based on the results of research (Albert et al., 2015) stated that the relationship between brand identification and brand love has a positive influence. This result is similar to research (Coelho & Bairrada, 2019) where there is a positive correlation between brand identification and brand love. In addition, research on the correlation between brand love and brand identification was also conducted (Liu et al., 2018; Mehran et al., 2018) which gave positive results. The relationship between the two variables has provided the identification of feelings of liking for a brand, so that consumers can guarantee a committed relationship. Based on the description of brand love and previous studies, the hypotheses that can be proposed in this study are as follows:

H2 = Brand identification has a positive effect on Brand Love.

Brand Authenticity

The concept of brand authenticity according to (Catalano, 2000) is the authenticity of an object that cannot be copied. The definition of brand authenticity according to (Riefler, 2020) is

communication between consumers and brands that can make consumers understand the authenticity and history of certain brands. Brand authenticity can also function as a key used to find the characteristics of a brand (Manthiou et al., 2018) such as the characteristics or traditional recipes contained in the product. In addition (Akbar & Wymer, 2016) means that brand authenticity is an assessment of the views on brands that are considered unique, legitimate, honest, and without falsehood. In connection with the authenticity of the brand, brand authenticity can be used as a form of commitment to quality, heritage and sincerity are so important for business people to be able to increase the values of authenticity in brands (Napoli et al., 2016). Based on the description of brand authenticity and previous studies, the hypotheses that can be proposed in this study are as follows:

H3 = Brand authenticity has a positive influence on Brand Love.

Brand Loyalty

*Brand loyalty*is a form of loyalty from customers to a brand, but this loyalty is not only seen from consumer repurchase because according to brand loyalty theory (Jagdishn, 1974) defines it as a tendency for positive impact which consists of three dimensions, one of which is emotional tendencies. It can refer to affective tendencies, fears, respect or obedience that are systematically manifested in a brand. The existence of brand loyalty can be the key to success for companies, thus brand loyalty can be used as a reference for how likely customers will switch to other products (Nyadzayo & Khajehzadeh, 2016). The existence of customer commitment to be able to buy the same product consistently can be referred to as brand loyalty. this is independent of situational factors and other product marketing that can encourage customer behavior to switch to other brands (Oliver, 1999). Thus, brand loyalty is the level of interest between consumers and brands based on the advantages of each brand (Lee & Kang, 2012). Consumers who identify brands will be able to better understand the advantages of brands, this can be evidence that there is a correlation between brand identification and brand loyalty (Ahn & Back, 2018).

Based on research conducted by Heggde & Tampi (2019) on information technology companies, it is stated that there is a positive relationship between brand identification and brand loyalty. In addition, research in the hospitality sector also shows a positive relationship between brand identification and brand loyalty (Rather, 2020). A similar relationship between brand loyalty and brand identification which has a positive correlation was also reported by (Fazli-salehi et al, 2019). Based on the description of brand loyalty and previous studies, the hypotheses that can be proposed in this study are as follows:

H4 = Brand identification has a positive influence on Brand Loyalty.

Several studies have shown that brand loyalty can be influenced by brand love. As the research of Thuy et al (2019) stated that brand love directly has a positive relationship to brand loyalty. In addition, Agatha & Widiartanto (2020) also stated that there was a strong correlation between brand love and brand loyalty. In another study which stated a positive relationship between brand love and brand loyalty, namely (Zhang et al., 2020). Based on the similarities of the results of previous studies, the hypotheses that can be proposed in this study are as follows:

H5 = Brand Love has a positive influence on Brand Loyalty.

3. Research Methodology

The research population is consumers who visit the Waroeng Kaligarong Restaurant located in Semarang City. In this study, the sampling technique was based on the principle of non-probability sampling. Non-probability sampling is a sample selection technique in which not all members of the population have the same opportunity or opportunity to be sampled as many as 145 respondents.
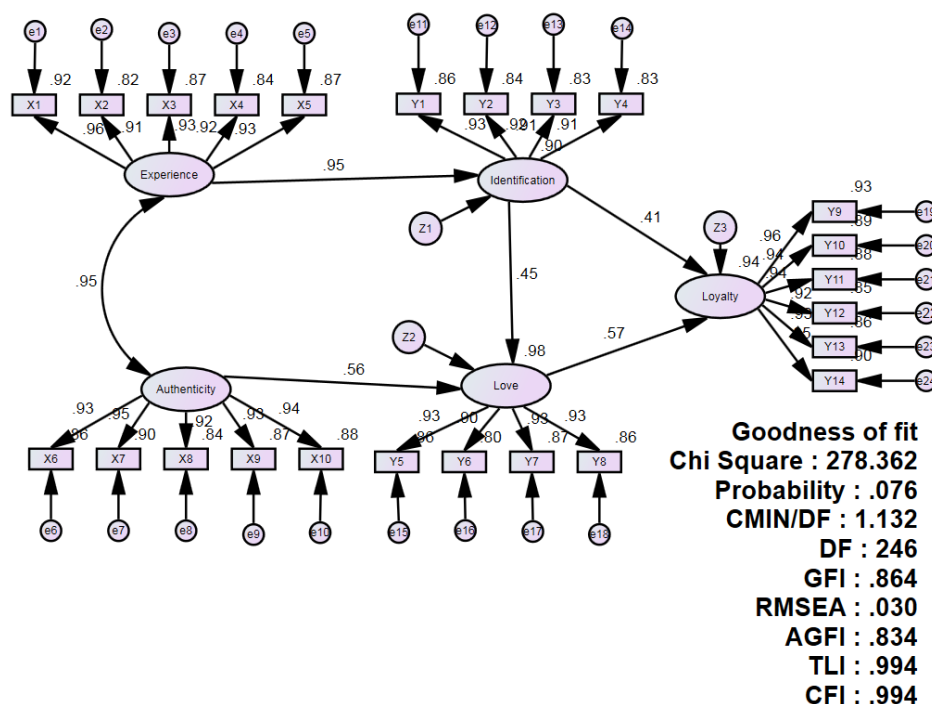
4. Results And Discussion

Picture 1.Framework

Goodness of fit
Chi Square : 278.362
Probability : .076
CMIN/DF : 1.132
DF : 246
GFI : .864
RMSEA : .030
AGFI : .834
TLI : .994
CFI : .994

Table 1. Goodness of Fit Model

*Goodness of Fit*Index	*Cut off Value*	Results	Model Evaluation
Chi – Square	Small	278.362	Fit
Probability	≥0.05	0.076	Fit
GFI	≥0.90	0.864	Marginal Fit
AGFI	≥0.90	0.834	Marginal Fit
TLI	≥0.95	0.994	Fit

CFI	≥0.95	0.994	Fit
RMSEA	≤0.08	0.030	Fit
CMIN/DF	≤2.00	1.132	Fit

Based on the table above, the results of the data processing analysis show that all the constructs used to form a research model, in the full SEM model analysis process have met the goodness of fit criteria that have been set. The chi square value is 278.362 with a probability of $0.076 > 0.05$, the GFI value is $0.864 < 0.90$, the AGFI value is $0.834 < 0.90$, the TLI value is $0.994 > 0.95$, the CFI value is $0.994 > 0.95$, the TLI value is $0.994 > 0.95$. RMSEA of $0.030 < 0.08$ and the value of CMIN/DF of $1.132 < 2.00$ indicate that the suitability test of this model produces a good acceptance. Therefore, it can be concluded that the structure of the modeling analysis in this study can be done

Table 2. Hypothesis Measurement

			Estimate	SE	CR	P	Label
Identification	<---	Experience	.844	.043	19,782	***	par_20
love	<---	Authenticity	.531	.073	7.297	***	par_22
love	<---	Identification	.492	.083	5.910	***	par_24
Loyalty	<---	Identification	.456	.149	3.068	.002	par_21
Loyalty	<---	love	.590	.135	4.366	***	par_23

Test results between*Brand Experience* to*Brand Identification*shows that there is a significant and positive effect.These results are in accordance with research conducted by (Feiz, 2019) and (Fazli-salehi et al., 2019) suggesting that Brand Experience has a positive and significant effect on Brand Identification. Several studies of brand experience are indeed associated with brand identification. One study which states that there is a positive relationship between brand experience and brand identification is (Kumar & Kaushik, 2017). Where in the study it was stated that brand experience indicators (affective and sensory) gave an important influence on brand identification.

Direct test results between*Brand Identification* to*Brand Love* shows that there is a significant and positive effect.These results are in accordance with research conducted by (Liu et al., 2018); (Mehran et al., 2018) with the result that Brand Identification has a positive effect on Brand Love. Brand love according to (Carroll & Ahuvia, 2006) can be defined as a form of passionate emotional attachment from consumers to a brand. In addition, research (Bairrada et al., 2019) explains that brand love is a description of consumer behavior that can provide positive performance. Brand love is included in consumer involvement when evaluating a brand (Kaufmann et al., 2016). Where the assessment process is based on a positive emotional attachment so that it has an impact on increasing sales and building trust between consumers towards the brand (Albert & Merunka, 2013); (Rossiter, 2012). To provide maximum results in

the process, the role of brand identification can be used, in order to create a communication relationship from consumers in the assessment of a brand (Kaufmann et al., 2016).

Test results between*Brand Authenticity* to*Brand Love* shows that there is a significant and positive effect.These results are in accordance with research conducted by Mody & Hanks, 2020); (Govarchin, 2019); (Wang & Mattila, 2015) with the result that Brand Authenticity has a positive effect on Brand Love. In the literature it has been explained that increasing the value of authenticity will be able to affect consumer love for certain brands (Shanti, 2020) this is an indication that there is a relationship between brand authenticity and brand love. According to the results of research conducted by (Mody & Hanks, 2020); (Govarchin, 2019) determined that there is a positive correlation between brand authenticity and brand love. This is supported by (Wang & Mattila, 2015) that brand authenticity is the main ingredient in creating a sense of love and liking from consumers for the brand.

Test results between*Brand Identification* to*Brand Loyalty*shows that there is a significant and positive effect.These results are in accordance with research conducted by (Rather, 2020); (Fazli-salehi et al, 2019) suggested that Brand Identification had a positive and significant effect on Brand Loyalty. Brand loyalty is a form of loyalty from customers to a brand, but this loyalty is not only seen from consumer repurchase because according to brand loyalty theory (Jagdishn, 1974) defines it as a tendency for positive impacts consisting of three dimensions, one of which is emotional tendencies. It can refer to affective tendencies, fears, respect or obedience that are systematically manifested in a brand. The existence of brand loyalty can be the key to success for companies, Thus, brand loyalty can be used as a reference for how likely it is that customers will switch to other products (Nyadzayo & Khajehzadeh, 2016). The existence of customer commitment to be able to buy the same product consistently can be referred to as brand loyalty, this is regardless of situational factors and other product marketing that can encourage customer behavior to switch to other brands (Oliver, 1999). Thus, brand loyalty is the level of interest between consumers and brands based on the advantages of each brand (Lee & Kang, 2012). Consumers who identify brands will be able to better understand the advantages of brands, this can be evidence that there is a correlation between brand identification and brand loyalty (Ahn & Back, 2018). The existence of customer commitment to be able to buy the same product consistently can be referred to as brand loyalty, this is regardless of situational factors and other product marketing that can encourage customer behavior to switch to other brands (Oliver, 1999). Thus, brand loyalty is the level of interest between consumers and brands based on the advantages of each brand (Lee & Kang, 2012). Consumers who identify brands will be able to better understand the advantages of brands, this can be evidence that there is a correlation between brand identification and brand loyalty (Ahn & Back, 2018). The existence of customer commitment to be able to buy the same product consistently can be referred to as brand loyalty, this is regardless of situational factors and other product marketing that can encourage customer behavior to switch to other brands (Oliver, 1999). Thus, brand loyalty is the level of interest between consumers and brands based on the advantages of each brand (Lee & Kang, 2012). Consumers who identify brands will be able to better understand the advantages of brands, this can be evidence that there is a correlation between brand identification and brand loyalty (Ahn & Back, 2018). 1999). Thus, brand loyalty is the level of interest between consumers and brands based on the advantages of each brand (Lee & Kang, 2012). Consumers who identify brands will be able to better understand the advantages of brands, this can be evidence that there is a correlation between brand identification and brand loyalty (Ahn & Back, 2018). 1999). Thus, brand loyalty is the level of interest between consumers and brands based on the advantages of

each brand (Lee & Kang, 2012). Consumers who identify brands will be able to better understand the advantages of brands, this can be evidence that there is a correlation between brand identification and brand loyalty (Ahn & Back, 2018).

Direct test results between*Brand Love* to*Brand Loyalty*shows that there is a significant and positive effect.These results are in accordance with research conducted by (Thuy et al., 2019); (Agatha & Widiarto, 2020); (Zhang et al., 2020) with the result that Brand Love has a positive effect on Brand Loyalty. Brand loyalty can be influenced by brand love. As research (Thuy et al., 2019) states that brand love directly has a positive relationship to brand loyalty. In addition (Agatha & Widiarto, 2020) also stated that there was a strong correlation between brand love and brand loyalty. In another study which stated a positive relationship between brand love and brand loyalty, namely (Zhang et al., 2020).

5. Conclusion

This study uses a self-congruence theory approach. Brand experience is formed by the customer's experience while being a consumer at the Waroeng Kaligarong restaurant. In the context of this research, there are several things that are considered important in the brand experience process, namely the food provided by the Waroeng Kaligarong restaurant as desired by the customer, the menu display at the Waroeng Kaligarong restaurant is able to make customers enthusiastic, the food menu provided by the Waroeng Kaligarong restaurant has The taste of typical Indonesian spices and the food at the Waroeng Kaligarong restaurant is very much in line with the tastes of the customers. This can build good identification between customers and restaurants, customers have a strong sense of attraction to the Waroeng Kaligarong restaurant and even customers feel that the food provided by the Waroeng Kaligarong restaurant is "very me". From this process, it is able to create customer intentions to be loyal to the brand provided by the Waroeng Kaligarong restaurant.

Reference
Agatha, C., & Widiartanto, W. (2020). THE EFFECT OF BRAND IMAGE AND BRAND LOVE ON BRAND LOYALTY (STUDY ON ORYZA GYM MEMBERSHIP OWNERS SEMARANG). Journal of Administrative Sciences, 9(2), 50-59.
Ahearne, M., & Gruen, T. (2005). Antecedents and Consequences of Customer – Company Identification : Expanding the Role of Relationship Marketing. 90(3), 574–585. https://doi.org/10.1037/0021-9010.90.3.574
Ahn, J., & Back, K. (2018). The structural effects of affective and cognitive elaboration in the formation of customer – brand relationship. The Service Industries Journal, 0(0), 1–17. https://doi.org/10.1080/02642069.2018.1460358
Akbar, MM, & Wymer, W. (2016). Refining the conceptualization of Brand Authenticity. Journal of Brand Management, 24(1), 14–32. https://doi.org/10.1057/s41262-016-0023-3
Albert, N., Merunka, D., Management, E., & Merunka, D. (2015). The role of brand love in consumer-brand relationships. https://doi.org/10.1108/073637613131328928
Albert, N., Merunka, D., Marseille, E., & Valette-florence, P. (2007). The Feeling of Love Toward a Brand : Concept and Measurement. 1993, 300–307.
Andriani, M., & Bunga, FD (2017). FACTORS FOR BRAND LOYALTY: THE ROLE OF SELF CONCEPT CONNECTION, BRAND LOVE, BRAND TRUST AND BRAND IMAGE. BENEFIT Journal of Management and Business, 2 (2), 157-168.

Arikunto, S. (2016). Research Procedure A Practical Approach. Jakarta: Rineka Cipta.

Ariyani, ADE, Fajarwati, S., Koesoemadinata, FH, & Warde, A. (nd). Culinary Room and Social Class in Jakarta Faculty of Cultural Sciences, University of Indonesia.

Başer, . U., Cntamür, . G., & Arslan, FM (2015). EXAMINING THE EFFECT OF BRAND EXPERIENCE ON CONSUMER SATISFACTION , BRAND TRUST AND BRAND LOYALTY MARKA DENEYİMİNİN MÜŞTERİ TATMİNİ , MARKA. 101–128.

Batista-foguet, JM (2011). The role of brand experience and affective commitment in determining brand loyalty. 18(8), 570–582. https://doi.org/10.1057/bm.2010.58

Batra, R., Ahuvia, A., Bagozzi, RP, & Love, B. (2012). Brand Love. 76(March), 1–16.

Belch, GE, & JR, EL (1977). Discriminant Validity of a Product-Anchored Self-Concept Measure. Journal of Marketing Research, XIV, 252-256.

Berrozpe, A., Campo, S., & Yagüe, MJ (2018). Journal of Destination Marketing & Management Am I Ibiza ? Measuring brand identification in the tourism context. Journal of Destination Marketing & Management, August 2017, 1–11. https://doi.org/10.1016/j.jdmm.2018.04.005

Bıçakcıoğlu, N., pek, ., & Bayraktaroğlu, G. (2016). Antecedents and outcomes of brand love : the mediating role of brand loyalty. 7266(October). https://doi.org/10.1080/13527266.2016.1244108

Birdwell, B. (1969). Congruence Relationships Between Self Images. VI(February), 80–84.

Carr, CT, Hayes, RA, Carr, CT, & Hayes, RA (2017). Identity Shift Effects of Self-Presentation and Confirmatory and Disconfirmatory Feedback on Self-Perceptions of Brand Identification Identity Shift Effects of Self-Presentation and Confirmatory Brand Identification. Media Psychology, 00(00), 1–27. https://doi.org/10.1080/15213269.2017.1396228

Carroll, BA, & Ahuvia, AC (2006). Some antecedents and outcomes of brand love. 79–89. https://doi.org/10.1007/s11002-006-4219-2

Carù, A., & Cova, B. (2003). A more humble but complete view of the concept. 3(2), 267–286.

Chen, R., Zhou, Z., Zhan, G., & Zhou, N. (2020). Journal of Destination Marketing & Management 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(3688), 100402. https://doi.org/10.1016/j.jdmm.2019.100402

Chen, Y., Huang, A., Wang, T., & Chen, Y. (2018). Total Quality Management & Business Excellence Greenwash and green purchase behavior : the mediation of green brand image and green brand loyalty. 3363. https://doi.org/10.1080/14783363.2018.1426450

Coelho, A., & Bairrada, C. (2019). Brand communities ' relational outcomes , through brand love. 2(April 2018), 154–165. https://doi.org/10.1108/JPBM-09-2017-1593

Cuong, DT, Administration, B., & Minh, C. (2020). The Impact of Brand Experience Dimensions on Attitudinal Loyalty and Behavioral Loyalty of Motorcycle Brands. 12, 682–690. https://doi.org/10.5373/JARDCS/V12SP3/20201307

Dalman, MD, Buche, MW, & Min, J. (2017). The Differential Influence of Identification on Ethical Judgment : The Role of Brand Love. Journal of Business Ethics, 0123456789. https://doi.org/10.1007/s10551-017-3774-1

Dapena, M., Thomas, B., & Lin, WG (2020). Heart , head , and hand : a tripartite

conceptualization , operationalization , and examination of brand loyalty. Journal of Brand Management, 0123456789. https://doi.org/10.1057/s41262-019-00185-3

Dechawatanapaisal, D. (2019). Internal branding and employees' brand outcomes: do generational differences and organizational tenure matter? Industrial and Commercial Training .

Di-clemente, E. (nd). Culinary Tourism as An Effective Strategy for a Profitable Cooperation between Agriculture and Tourism.

Ekinci, Y., Dawes, PL, & Massey, GR (2006). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. 35–68. https://doi.org/10.1108/03090560810840907

Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? Tourism Management, 68(November 2017), 250–263. https://doi.org/10.1016/j.tourman.2018.03.025

Fazli-salehi, R., Torres, IM, & Zúñiga, MA (2019). Antecedents of students' identification with university brands A study on public universities in Iran. 31(4), 830–854. https://doi.org/10.1108/APJML-07-2018-0242

Feiz, D. (2019). Creating consumer-based brand equity for customers by brand experience Evidence from Iran banking industry. https://doi.org/10.1108/JIMA-03-2019-0055

Ferdinand, AT (2014). Management Research Methods. Semarang: BP Diponegoro University.

Ferdinand, AT (2006). Management Research Methods: Research Guidelines For Thesis, Thesis and Dissertation of Management Science. Semarang: Diponegoro University.

Gardner, BB, & Levy, JS (1955). The Products and the Brands. Harvard business review, 33-39.

Ghozali, I. (2016). Application of Multivariate Analysis With IBM SPSS 23 Program (8th ed., Vol.8). Semarang: Diponegoro University.

Govarchin, ME (2019). THE MODERATING EFFECT OF REQUIREMENT TO THE UNIQUENESS IN THE EFFECT OF BRAND AUTHENTICITY ON BRAND LOVE IN HOSPITALITY INDUSTRY. Revista Humanidades e Inovação , 6 (13), 55-71.

Han, SH, Ekinci, Y., Chen, CS, & Park, MK (2019). Antecedents and the mediating effect of customer-restaurant brand identification. Journal of Hospitality Marketing & Management, 0(0), 1–19. https://doi.org/10.1080/19368623.2019.1603129

Harris, L., Hamilton, S., Azevedo, LB, Olajide, J., Brún, CB, Waller, G., et al. (2018). Intermittent fasting interventions for the treatment of overweight and obesity in adults aged 18 years and over: a systematic review and meta-analysis. JBI Database of Systematic Reviews and Implementation Reports, 16(2), 507-547.

Haumann, T., Quaiser, B., Wieseke, J., & Rese, M. (2014). Footprints in the Sands of Time : A Comparative Analysis of the Effectiveness of Customer Satisfaction and Customer – Company Identification over Time. 78(November), 78–102.

He, H., & Mukherjee, A. (2010). I am , ergo I shop : does store image congruity explain shopping behavior of Chinese. April 2015, 37–41. https://doi.org/10.1362/026725707X212766

Heath, AP, & Scott, D. (1998). The self-concept and image congruence hypothesis. European Journal of Marketing, 32 (11/12), 1110-1123.

Heggde, GS, & Tampi, GS (2019). The multiple mediating role of brand commitment and brand loyalty between brand identification and brand citizenship behaviour: evidence from IT companies in Bangalore. int. J. Indian Culture and Business Management, 19(1), 37-50.

Hosany, S. (2016). The Effects of Self-Image Congruence , Tourists' Experiences and Satisfaction on Behavioral Intention.

Hosany, S., & Martin, D. (2012). Self-image congruence in consumer behavior. Journal of Business Research, 65(5), 685–691. https://doi.org/10.1016/j.jbusres.2011.03.015

Huang, ZJ, Zhang, C., & Hu, J. (2017). Destination brand personality and destination brand attachment – the involvement of self-congruence. Journal of Travel & Tourism Marketing, 00(00), 1–13. https://doi.org/10.1080/10548408.2017.1330171

Hussin, H. (2018). Gastronomy , Tourism , and the Soft Power of Malaysia. https://doi.org/10.1177/2158244018809211

Jamal, A., & Goode, MMH (2001). Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction.

Jones, S., Purdy, N., & Greenwood, RO (2017). Review of Current Primary Languages in Northern Ireland. Stranmillis University College, 1-89.

Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. (. (2016). An Investigation of Brand Experience on Brand Attachment, Knowledge, and Trust in the Lodging Industry. Journal of Hospitality Marketing & Management .

Kartajaya, H., & Setiawan, I. (2014). Wow Marketing. Jakarta: Gramedia Pustaka Utama.

Kaufmann, HR, Maria, S., Loureiro, C., Manarioti, A., Kaufmann, HR, Maria, S., & Loureiro, C. (2016). Exploring behavioral branding, brand love and brand co-creation. https://doi.org/10.1108/JPBM-06-2015-0919

Kaur, H., Paruthi, M., Islam, J., & Hollebeek, LD (2020). Telematics and Informatics The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. Telematics and Informatics, 46(November 2019), 101321. https://doi.org/10.1016/j.tele.2019.101321

Kim, S., & Lee, SA (2019). The role of marketing communication mix on Korean customers' coffee shop brand evaluations. https://doi.org/10.1108/JHTI-07-2019-0097

King, C., & King, C. (2017). for hospitality management Brand management – standing out from the crowd A review and research agenda for hospitality management. https://doi.org/10.1108/IJCHM-12-2015-0711

Komaladewi, R. (2017). The Representation of Culinary Experience as the Future of Indonesian Tourism Cases in Bandung City , West Java /IJBEA-2017-25001

Kumar, V., & Kaushik, AK (2018). Building consumer – brand relationships through brand experience and brand identification. Journal of Strategic Marketing, 4488, 1–21. https://doi.org/10.1080/0965254X.2018.1482945

Lam, SK, Ahearne, M., Mullins, R., Hayati, B., & Schillewaert, N. (2013). Exploring the dynamics of antecedents to consumer – brand identification with a new brand. 234–252. https://doi.org/10.1007/s11747-012-0301-x

Landon, EL (1974). Self Concept , Ideal Self Concept , and Consumer Purchase Intentions. 1(September).

Landon, EL (1977). Discriminant Validity of a Product-Anchored Self-Concept Measure. XIV(May), 252–256.

Lee, HJ, & Kang, MS (2012). THE EFFECT OF BRAND EXPERIENCE ON BRAND RELATIONSHIP QUALITY. Academy of Marketing Studies Journal, 16(1), 87-98.

Lestari, W., Musyahidah, S., & Istiqamah, R. (2019). Marketing Mix Strategy In Improving Printing Business At CV . Ink Kaili In. 1(1).

Levy, SJ (1959). Symbols For Sale. Harvard Business Review, 117-124.

Levyda, L., Giyatmi, G., & Ratnasari, K. (2020). IDENTIFICATION OF CULINARY TOURISM IN BANGKA ISLAND. Journal of Tourism Destination and Attraction, 8(1), 69-78.

Line, ND, & Hanks, L. (2016). The other customer : The impact of self-image in restaurant patronage. 8020(August). https://doi.org/10.1080/15378020.2016.1206773

Liu, C., Chiu, T., Wang, Y., & Huang, W. (2018). Generation Y ' s revisit intention and price premium for lifestyle hotels : brand love as the mediator. International Journal of Hospitality & Tourism Administration, 00(00), 1–23. https://doi.org/10.1080/15256480.2018.1464421

Liu, Y., Hultman, M., Eisingerich, AB, & Wei, X. (2020). Annals of Tourism Research How does brand loyalty interact with tourism destinations ? Exploring the effect of brand loyalty on place attachment. Annals of Tourism Research, 81(January), 102879. https://doi.org/10.1016/j.annals.2020.102879

Lyndon Simkin, SH (2016). The dynamic models of consumers' symbolic needs: in the context of restaurant brands. Emerald Insight, 50 (7/8).

Malhotra, NK (2005). Marketing Research (4th ed). Jakarta: PT Index.

Malhotra, NK (1988). SELF CONCEPT AND PRODUCT CHOICE: AN INTEGRATED PERSPECTIVE. Journal of Economic Psychology, 1-28.

Manthiou, A., Kang, J., Sean, S., & Xiao, X. (2018). International Journal of Hospitality Management The impact of brand authenticity on building brand love : An investigation of impressions in memory and lifestyle-congruence. International Journal of Hospitality Management, 75(March 2017), 38–47. https://doi.org/10.1016/j.ijhm.2018.03.005

Marliawati, A., Cahyaningdyah, D., & Trust, B. (2020). Impacts the Brand of Experience and Brand Image on Brand Loyalty : Mediators Brand of Trust. 9(2).

Maulana, FG, Indonesia, UP, Wibowo, LA, Indonesia, UP, Widjajanta, B., Indonesia, UP, & Loves, B. (2018). OVERVIEW OF BRAND IDENTIFICATION AND BRAND LOVES ON. 3(3), 14–24.

Mehran, M., Kashmiri, T., & Pasha, T. (2018). Journal of Arable Crops and Marketing Effects of Brand Trust, Brand Identification and Quality of Service on Brand. 02(01), 7–22. https://doi.org/10.33687/jacm.001.01.3191

Mody, M., & Hanks, L. (2020). Consumption Authenticity in the Accommodations Industry : The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb. https://doi.org/10.1177/0047287519826233

Mody, M., & Hanks, L. (2019). Consumption Authenticity in the Accommodations Industry : The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb. https://doi.org/10.1177/0047287519826233

Morhart, F., Mal, L., Girardin, F., & Grohmann, B. (2014). PT. NU SC. Journal of Consumer Psychology. https://doi.org/10.1016/j.jcps.2014.11.006

Napoli, J., Dickinson-delaporte, S., & Beverland, MB (2016). The brand authenticity continuum: strategic approaches for building value. 1376(March). https://doi.org/10.1080/0267257X.2016.1145722

Nyadzayo, MW, & Khajehzadeh, S. (2016). Journal of Retailing and Consumer Services The antecedents of customer loyalty : A moderated mediation model of customer relationship management quality and brand image. Journal of Retailing and Consumer Services, 30, 262–270. https://doi.org/10.1016/j.jretconser.2016.02.002

Oliver, RL (1999). Whence Consumer Loyalty? Journal Of Marketing, 63, 33-34.

Onkvisit, S., & Shaw, J. (2006). SELF-CONCEPT AND IMAGE CONGRUENCE : SOME RESEARCH AND.

Pirooz, O., Babakhani, T., Hamedi, O., & Torabi, M. (2020). Investigating the Relationship between Brand Self-Reliance and Loyalty with the Mediating Role of Brand Experience : A Case Study in Tehran Private Hospitals. 11, 68–76.

BIBLIOGRAPHY \l 2057 Popp, B., & Woratschekb, H. (2017). Consumer-Brand Identification Revisited: An Integrative Framework of Brand Identification, Customer Satisfaction, and Price Image and their Role for Brand Loyalty and Word-of-Mouth. Journal of Brand Management.

Putera, AK, & Wahyono. (2018). THE EFFECT OF SERVICE QUALITY, BRAND IMAGE, AND PRODUCT QUALITY ON CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION. Management Analysis Journal, 7(1), 110-119.

Qian, J., Law, R., Wei, J., Shen, H., & Sun, Y. (2019). Hotels' self-positioned image versus customers' perceived image : a case study of a boutique luxury hotel in Hong Kong. https://doi.org/10.1108/TR-02-2019-0078

Ranjbarian, B., & Ghaffari, M. (2018). Direct and indirect effect of tourist self-image congruence on the tourism destination brand loyalty. int. J. Tourism Policy, 8(3), 187-202.

Rather, RA, Najar, AH, & Jaziri, D. (2020). Destination branding in tourism: insights from social identification, attachment and experience theories. Anatolia, 00(00), 1–15. https://doi.org/10.1080/13032917.2020.1747223

Riefler, P. (2020). Local versus global food consumption: the role of brand authenticity. 3(December 2019), 317–327. https://doi.org/10.1108/JCM-02-2019-3086

Rodas-areiza, JA, & Montoya-restrepo, LA (2018). Methodological proposal for the analysis and measurement of sensory marketing integrated to the consumer experience • Propuesta metodológica para el analysis y la medición del sensory marketing integrado a la experiencia del consumidor. 85(207), 54–59.

Rossiter, JR (2012). A new C-OAR-SE-based content-valid and predictively valid measure that distinguishes brand love from brand liking. 905–916. https://doi.org/10.1007/s11002-012-9173-6

Sahin, S., & Baloglu, S. (2011). Anatolia : An International Journal of Tourism and Hospitality Research Brand personality and destination image of Istanbul. December 2014, 37–41.

https://doi.org/10.1080/13032917.2011.556222

Schmitt, B. (1999). Experiential Marketing. Journal of Marketing Management, 15 (1-3), 53-67.

Schmitt, BH, & Zarantonello, L. (2009). Brand Experience : What Is It ? How Is It Measured ? Does It Affect Loyalty ? 73(May), 52–68.

Shanti, I., & Manurung, AD (2020). AUTHENTIC HAPPINESS AS A MEDIATOR OF LEARNING ORGANIZATION AND AUTHENTIC PERSONAL BRANDING ON WORK ACHIEVEMENT. Dynasty International Journal Of Management Science, 2(1), 112-124.

Shieh, H., & Lai, W. (2017). The relationships among brand experience , brand resonance and brand loyalty in experiential marketing : Evidence from smart phones in Taiwan. 28(2). https://doi.org/10.22367/jem.2017.28.04

Shin, M., & Back, K.-J. (2020). Effect of Cognitive Engagement on the Development of Brand Love in a Hotel Context. JOURNAL OF HOSPITALITY & TOURISM RESEARCH , 20 (10), 1-23.

Shin, M., & Back, K. (2019). Effect of Cognitive Engagement on the Development of Brand Love in a Hotel Context. 1–23. https://doi.org/10.1177/1096348019890055

Simões, P., Rita, P., & Raposo, Z. (2018). Journal of Retailing and Consumer Services On the relationship between consumer-brand identification, brand community, and brand loyalty. Journal of Retailing and Consumer Services, 43(November 2016), 101–110. https://doi.org/10.1016/j.jretconser.2018.03.011

Sirgy, MJ (1982). Self-Concept in Consumer Behavior : A Critical Review. 9(December), 287–300.

Sirgy, MJ, & Johan, SJ (1999). Toward An Integrated Model of Self-Congruity and Functional Congruity. European Advances in Consumer Marketing, 4, 252-256.

Sop, SA, & Kozak, N. (2019). Effects of brand personality , self-congruity and functional congruity on hotel brand loyalty. Journal of Hospitality Marketing & Management, 28(08), 1–31. https://doi.org/10.1080/19368623.2019.1577202

Stokburger-sauer, N., Ratneshwar, S., & Sen, S. (2012). intern . J. of Research in Marketing Drivers of consumer – brand identification. 29, 406–418. https://doi.org/10.1016/j.ijresmar.2012.06.001

Stone, MJ, Migacz, S., & Wolf, E. (2018). Current Issues in Tourism Beyond the journey : the lasting impact of culinary tourism activities. Current Issues in Tourism, 0(0), 1–6. https://doi.org/10.1080/13683500.2018.1427705

Su, L., Swanson, SR, Chinchanachokchai, S., Hsu, MK, & Chen, X. (2016). Reputation and intentions: The role of satisfaction, identification, and commitment. Journal of Business Research. https://doi.org/10.1016/j.jbusres.2016.02.023

Sugiyono. (2017). Qualitative, Quantitative, and R&D Research Methods. Bandung: Alpha Beta.

Sugiyono. (2011). Statistics For Research. Bandung: Alphabeta.

Thụy, NV, Thị, N., Bình, X., Thị, N., & Phụng, K. (2019). nh hưởng của tình yêu thng hiệu n lòng trung thành thng hiệu : Nghiên cứu tình huống thương hiệu nước mắm Phú Quốc. 4(1), 550–561.

Umar, H. (2011). Research Methodology For Business Thesis and Thesis. Jakarta: Gramedia Pustaka.

Wang, C., & Mattila, USA (2015). THE IMPACT OF SERVICESCAPE CUES ON CONSUMER PREPURCHASE AUTHENTICITY ASSESSMENT AND PATRONAGE INTENTIONS TO ETHNIC RESTAURANTS. 39(3), 346–372. https://doi.org/10.1177/1096348013491600

Wang, Y., Qu, H., & Yang, J. (2018). International Journal of Hospitality Management The formation of sub-brand love and corporate brand love in hotel brand portfolios. International Journal of Hospitality Management, April 2017, 0–1. https://doi.org/10.1016/j.ijhm.2018.08.001

Yeh, C., Wang, Y., & Yieh, K. (2016). International Journal of Information Management Predicting smartphone brand loyalty: Consumer value and consumer-brand identification perspectives. International Journal of Information Management, 36(3), 245–257. https://doi.org/10.1016/j.ijinfomgt.2015.11.013

Yang, AJ, Chen, YJ, Huang, Y., Yang, AJ, Chen, YJ, & Huang, Y. (2017). Enhancing customer loyalty in tourism services: the role of customer-company identification and customer participation. Asia Pacific Journal of Tourism Research, 0(0), 1–12. https://doi.org/10.1080/10941665.2017.1319398

Zhan, S., Peng, MY-P., Peng, Y., Zhang, Y., Ren, G., & Chen, CC (2020). Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet PCs: Building a Sustainable Brand. Building for Sustainable Brands , 1-10.