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From: Serials Publications (India) serialsjournals@gmail.com 
Subject: Re: Paper Submission
Date: 14 July 2016 16.55
To: soni@perbanas.ac.id
Cc: hary@perbanas.ac.id, herizon@perbanas.ac.id



Dear Sir/Madam,

Thank you very much for submitting your article in our journal. We are glad to inform that your article entitled "**Building Batik SMEs Customers' Loyalty Using Personal Image and Brand Image**" has been accepted to be published in the upcoming issue of "**International Journal of Applied Business and Economic Research (2016)**."

Kindly send the payment of **US\$ 750** towards the publication/processing charge of your article.

Please let us know for any clarifications.

Thanking you,

Yours Sincerely

Zareen

Publication Manager

For Serials Publications

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On Tue, Jul 12, 2016 at 2:20 PM, <info@serialsjournals.com> wrote:

General Information		
Journal Name	International Journal of Applied Business and Economic Research	
Paper Title	Building Batik SMEs Customers' Loyalty Using Personal Image and Brand Image	
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Content		
Keywords:	Brand Personality, Self Congruity, Loyalty, Personal image, Brand image	
Abstract:	<p>Brand Personality and self-congruity are the two things that are very complex for the customers when they try to select a product. This study aims to establish and explain the quantitative model of the relationship between brand personality (BP) and self-congruity (SC) with Madura batik customer loyalty. From the literature search, no studies have raised this issue, especially batik Madura. The study was conducted in 300 respondents with those of Surabaya Madura batik customers. Questionnaire as the main data collection and data analysis were used and partial least squares and aided with software SmartPLS were implemented for analyses. It shows that the brand personality, self-congruity significant affects both loyalty and brand personality significantly, and also they affect self-congruity in which all are in the positive direction of the relationship. Different test on the variables studied from the aspects of gender was found that there was no difference between the brand personality, self-congruity and loyalty. Qualitative model that can be built for the brand personality and self-congruity is $BP + SC = f(K, T, S, G, M, C \text{ region} + \text{contemporary, NY office} + \text{active outside})$ or self-congruity and brand personality is a function of cool, trendy, spirit, joy, luxury, style + contemporary area, comfortable office + activity outside).</p>	

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