

BIBLIOGRAPHY

- Abhishek, Dwivedi. 2015. Celebrity endorsement, self-brand connection, and consumer-based brand equity. *Journal of Product & Brand Management* 5/24 (2015) 449–461. © Emerald Group Publishing Limited [ISSN 1061-0421]. [DOI 10.1108/JPBM-10-2014-0722]. School of Management and Marketing, Charles Sturt University, Albury, Australia.
- Assael, H. (2001). Consumers Behavior and Marketing Action, 3rd Edition, Kent Publishing Company, Boston Massachusetts, USA.
- Bramantya, Y. B., & Jatra, M. (2016). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Yamaha Jupiter MX di Kota Denpasar, Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia. E-Jurnal Manajemen, Unud, 5(3), 1745–1771.
- Compass, 2021. Beauty Products Transact 20 Billion Transactions, Favorite Local Brand [Online]. Available at Compas.co.id. Retrieved 17 December 2021.
- Cretu, A. E., & Brodie, R. J. (2009). Chapter 7: Brand image, corporate reputation, and customer value. In Advances in Business Marketing and Purchasing (Vol. 15). Elsevier. [https://doi.org/10.1108/s1069-0964\(2009\)0000015011](https://doi.org/10.1108/s1069-0964(2009)0000015011)
- Grewal, K., and Baker, B. (1998). The Effect of Store Name. Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions.
- Ghozali, Imam. 2016. Application of Multivariate Analysis with SPSS Program. Semarang: Diponegoro University Publishing Agency
<https://www.scarlettwhitening.com> accessed on 28 August 2019, 20.00WIB
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value, and purchase intention. *International Journal of Information Management*, 49(July), 366–376. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Kara Chan, Yu Leung Ng and Edwin K. Luk. 2013. Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Journal*. Vol. 14 No. 2 2013, pp. 167-179, Q Emerald Group Publishing Limited, ISSN 1747-3616.
- Kasmadi, Sunariah, Nia Siti. 2014. Modern Guide to Quantitative Research. Bandung: Alphabeta.
- Kotler, P., & Armstrong, G. (2014). Principles of marketing (15th ed.). New

Jersey, USA: Pearson Prentice Hall.

- Lau, GT, and Lee, SH (2000). Consumer Trust in Brand and The Link to Brand Loyalty. *Journal of Market Focused Management*. 4, pp. 341-370.
- Mamun, A. Al, Nawi, N. C., Hayat, N., & Zainol, N. R. B. (2020). Predicting the purchase intention and behavior towards green skincare products among Malaysian consumers. *Sustainability (Switzerland)*, 12(24), 1–18. <https://doi.org/10.3390/su122410663>
- Muda, M., Musa, R., Mohamed, R. N., & Borhan, H. (2014). Celebrity Entrepreneur Endorsement and Advertising Effectiveness. *Procedia - Social and Behavioral Sciences*, 130, 11–20. <https://doi.org/10.1016/j.sbspro.2014.04.002>
- Private and Handoko. (2000). *Marketing Management, Consumer Behavior Analysis*, Edition 1, Issue 3. Yogyakarta.
- Ramadanty, S., Muqarrabin, A. M., Nita, W. A., & Syafganti, I. (2020). Examining the effect of persuasive message of beauty vloggers on information acceptance of women and purchase intention: The study of consumers of beauty products in Jabodetabek, Indonesia. *Pertanika Journal of Social Sciences and Humanities*, 28(2), 763–775.
- Scarlett Whitening Official Shop 2020, Accessed on 05 November 2021 in (<https://shopee.co.id/scarlettofficialshop>
- Schiffman, LG and Kanuk, LL (2007). *Consumer behavior*. Singapore: Prentice-Hall International.
- Sugiyono. (2018). *Research Methodology*, Bandung: Alphabeta Publishers.
- Yoo, B. and Donthu, N. (2001). Developing and Validating a Multidimensional Consumer Based Brand Equity Scale. *Journal of Business Research*. 52(1), pp. 1-14.
- Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention. *Journal of Product and Brand Management*, 27(4), 440–451. <https://doi.org/10.1108/JPBM-01-2017-1396>