

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) - Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Penerbit ANDI.
- Adnyana, M., & Respati, N. R. (2019). Peran Preferensi Merek Dalam Memediasi Hubungan Antara Ekuitas Merek Dengan Minat Beli. *E-Jurnal Manajemen Universitas Udayana*, 7519-7547.
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce. *Procedua Computer Science* 161, 853.
- Ahyar, H., Sukmana, D. J., & Andriani, H. (2020). *Metode Penelitian Kualitatif dan Kuantitatif*. Yogyakarta: CV. Pustaka Ilmu Group.
- Alim, A. S., & Budiarti, E. (2021). Peran Iklan Televisi dan Celebrity Endorsement Pond's Terhadap Purchase Intention. *Jurnal Ekonomi Manajemen* , 84.
- Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Alwashdeh, M., Emeagwali, O. L., & Aljuhmani, H. Y. (2019). The Effect of Electronic Word of Mouth Communication on Purchase Intention and Brand Image: An Applicant Smarthphone Brands in North Cyprus. *Management Science Letters*, 508.
- Amilia, S. (2017). Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa. *Jurnal Manajemen dan Keuangan Vol.6 No.1*, 660.
- Arianty, N. (2016). Pengaruh Promosi dan Merek Terhadap Keputusan Pembelian. *Kumpulan Jurnal Dosen UMSU*, 4(2) , 76-87.
- Arsinta, G. P., & Purnami, N. M. (2015). Peran Persepsi Nilai Dalam Memediasi Pengaruh Kredibilitas Celebrity Endorser Terhadap Niat Beli Produk Kosmetik Maybelline di Kota Denpasar. *Matrik: Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan*, 123-124.
- Belch, M., Krentler, K., & Willis-Flurry, L. (2005). Teen internet mavens: influence in family decision making. *Journal of Business Research*, Vol 58 No.5, 569-575.
- Chan, K., Leung Ng, Y., & K.Luk, E. (2013). Impact of Celebrity Endorsement in Advertising on Brand Image Among Chinese Adolescents. *Young Consumers*, 167.
- Chen, A. C.-H., Chang, R. Y.-H., Besharat, A., & Baack, D. (2013). Who Benefits from Multiple Brand celebrity Endorsements? An Experimental Investigation. *Psychology and Marketing*, 850-860.
- Deng, J., Orsini, C., Shimp, K., & Setlow, B. (2018). MeCP2 expression in a rat model of risky decision making. *Neuroscience*, Vol. 369, 212-221.

- Dwivedi, A., Johnson, L., & McDonald, R. (2015). Celebrity Endorsement, Self-Brand Connection and Consumer-Based Brand Equity. *Journal of Product & Brand Management*, 450.
- Febriati, I. A., & Respati, N. R. (2020). The Effect of Celebrity Endorser Credibility and Product Quality Mediated by Brand Image on Purchase Intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 465.
- Felbert, A. V., & Breuer, C. (2021). The Influence of Multiple Combinations of Celebrity Endorsers on Consumers' Intention to Purchase A Sports-related Product. *Sport Business and Management An International Journal*, 442.
- Fink, J. S., Kane, M. J., & Lavoie, N. M. (2014). The Freedom to Choose: Elite Female Athletes' Preferred Representations Within Endorsement Opportunities. *Journal of Sport Management*, 207-219.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- _____, & Latan, H. (2015). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Edisi 2*. Semarang: Badan Penerbit Universitas Diponegoro.
- Guha, S., Mandal, A., & Kujur, F. (2021). The Social Media Marketing Strategies and Its Implementation in Promoting Handicrafts Products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339-364.
- Hermawan, A. (2012). *Komunikasi Pemasaran*. Jakarta: Erlangga.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT. Refika Aditama.
- Jovanovic, P., Vlastelica, T., & Kostic, S. C. (2017). Impact of Advertising Appeals on Purchase Intention. *Management: Journal of Sustainable Business and Management Solutions in Emerging Economies*, 36.
- Kertamukti, R. (2016). *Strategi Kreatif Dalam Periklanan*. Jakarta: Raja Grafindo Persada.
- Kian, T., Boonb, G., Fongc, S., & Aid, Y. (2017). Factors That Influence The Consumer Purchase Intention in Social Media Websites. *Proceeding of ICARBSS*, 208-214.
- Kotler, P., & Armstrong. (2019). *Marketing 4.0*. Jakarta: Gramedia.
- _____. (2015). *Manajemen Pemasaran Jilid 1. Edisi Ke 13*. Jakarta: Erlangga.
- _____, & Keller, K. (2016). *Marketing Management (15th ed.)*. New Jersey: Pearson Prentice Hall, Inc.
- _____, Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing (Electronic Version)*. Pearson Education South Asia Pte Limited.

- _____, Keller, & Lane, K. (2013). *Manajemen Pemasaran 13/ed Jilid 2*. Erlangga.
- _____, Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management: 4th European Edition*. UK: Pearson .
- Lee, W.-Y., Hur, Y., Kim, D., & Brigham, C. (2017). The Effect of Endorsement and Congruence on Banner Ads on Sports Websites. *International Journal of Sports Marketing & Sponsorship*, 263-280.
- Liu, K., Hu, C., Lin, M., Tsai, T., & Xiao, Q. (2020). Brand knowledge and non-financial brand performance in the green restaurants: mediating effect of brand attitude. *International Journal of Hospitality Management*, Vol.89, 102566.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 310-321.
- Mehta, A. (2000). Advertising Attitudes and Advertising Effectiveness. *Journal of Advertising Research*.
- Moslehpour, M., Dadvari, A., Nugroho, W., & Roy Do, B. (2020). The Dynamic Stimulus of Social Media Marketing on Purchase Intention of Indonesian Airline Products and Services. *Asia Pacific Journal of Marketing and Logistics*, 33(2): 561-83.
- Neupane, R. (2015). The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK. *International Journal of Social Sciences and Management*, 9-26.
- Nugroho, & Mudianto. (2013). Analisis Pengaruh Daya Tarik Iklan dan Kekuatan Celebrity Endorser Terhadap Brand Awareness dan Dampaknya Terhadap Brand Attitude Handphone Nokia. *Diponegoro Journal of Management Volume 2 No.3*.
- Priansa, D. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial*. CV. Pustaka Setia.
- Rice, Hamilton, D., Katie, K., & Richard J, L. (2012). Multiple Endorsers and Multiple Endorsement: The Influence of Message Repetition, Source Congruence and Involvement on Bran Attitudes. *Journal of Consumer Psychology*, 249-259.
- Sabar, R. (2007). Pengantar Metodologi Penelitian. *FKKIP: Universitas Muria Kudus*.
- Sarwono, J. (2016). *Mengubah Data Ordinal ke Data Interval Dengan Metode Suksesif*. Jakarta: Erlangga.
- Setiadi, N. (2003). *Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Prenada Media.
- Sheeraz, M., Khattak, A., Mahmood, S., & Iqbal, N. (2016). Mediation of attitude toward brand in the relationship between service brand credibility and purchase intentions. *Pakistan Journal of Commerce and Social Sciences*, Vol.10 No.1, 755-792.
- Shimp, T. (2007). *Integrated Marketing Communication in Advertising and Promotion* . New York: South Western.

- _____, & Andrews, J. (2013). *Advertising, promotion, and other aspects of integrated marketing communication. Ninth edition*. USA: Cengage Learning.
- Sudaryono. (2014). *Perilaku Konsumen dalam Perspektif Pemasaran*. Jakarta Pusat: Lentera Ilmu Cendekia.
- Sugiyono. (2008). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- _____. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- _____. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV. Alfabeta.
- _____. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- _____. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sunjoyo, & Rony. (2013). *Aplikasi SPSS untuk Smart Riset (Program IBM SPSS 21.0)*. Bandung: Alfabeta.
- Tjiptono, F. (2020). *Strategi Pemasaran: Prinsip dan Penerapan*. CV. Andi Offset.
- Trisliatanto, D. A. (2020). *Metode Penelitian, Panduan Lengkap Penelitian dengan Mudah*. Yogyakarta: Penerbit ANDI.
- Ul Haq, M., Alvi, A. K., Somroo, M. A., Ahmed, A., & Akhtar, N. (2022). Relationship of brand credibility and brand loyalty: the mediating effects of attitude toward brand. *Journal of Economic and Administrative Sciences*, 4.
- White, D., Goddard, L., & Wilbur, N. (2009). The Effects of Negative Information Transference in The Celebrity Endorsement Relationship. *International Journal of Retail & Distribution Management* Vol. 37 No.4, 322-335.
- Yang, W. (2018). Star Power: The Evolution Of Celebrity Endorser Research. *International Journal Of Contemporary Hospitality Management*, Vol 30 No.1, 389-415.
- Yuniyanto, H., & Sirine, H. (2018). Pengaruh Iklan Terhadap Minat Beli Pengguna Youtube Dengan Brand Recognition sebagai Variabel Intervening. *Jurnal Bisnis dan Manajemen* Vol. 8 (1), 23.