

DAFTAR PUSTAKA

- (n.d.). Retrieved from msglowid.com.
- Alnsour, M. (2018). *Journal of Internet Banking and Commerce*.
- Andy Jalilvand Mohammad Reza, N. S. (2011). The Effect of Brand Equity Components on Purchase Intention. *Journal of Marketing Intelligence and Planning*, 460-476.
- Arnould, E. P. (2005). In *Consumers 2nd ed*. Singapore: McGrawHill/Irwin .
- Chen, C. (2019). PENGARUH PERCEIVED QUALITY, BRAND ATTACHMENT DAN CUSTOMER SATISFACTION TERHADAP PURCHASE INTENTION. *JURNAL MANAJEMEN BISNIS DAN KEWIRASAHAAN*, 287-292.
- Chengchen Liu, Y. Z. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product & Brand Management* , 783-801.
- Dailysia. (2020, November 20). *Biodata Profil dan Fakta Keanu Agl*. Retrieved from dailysia.com: <https://www.dailysia.com/biodata-profil-dan-fakta-keanu-agl/>
- Dharmayanti, R. T. (2017). PENGARUH BRAND AWARENESS TERHADAP CUSTOMER LOYALTY DENGAN CELEBRITY ENDORSEMENT

RALINE SHAH SEBAGAI VARIABELINTERVENING TOP WHITE COFFEE DI SURABAYA. *Jurnal Strategi Pemasaran*.

Febriani, H. (2021, januari 12). *Curhat Keanu Agl Kenang Masa Sulit di Awal Karier Jadi Selebgram, Terkenal Berkat HP Teman*. Retrieved from Pikiran Rakyat.com.

Gondokusumo, R. (2016). *Manfaat Media Sosial untuk Program Digital Marketing Bisnis Anda*. Retrieved from <https://blog.sribu.com/id/manfaat-media-sosial/>.

Hair, J. F. (2010). *Multivariate Data Analysis 7th Edition*. United States of America: Pearson Education.

Hair, J. F., William, C., Babin, Barry, A., Anderson, & Rolph, E. (2010). *Multivariate Data Analysis 7th Edition*. United States of America: Pearson Education.

Hoeffler, S. &. (2003). The marketing advantages of strong brands. *Journal of Brand Management*, 421-445.

Irshad, W. (2012). “Service Based Brand Equity, Measure of Purchase Intention, Mediating Role of Brand Performance”. *Academy of Contemporary Research Journal.*, 1-10.

Jacoby&Chestnut. (1978).

- Joel, B. (2015). *Pengertian Jejaring Sosial dan Macam-Macam Jejaring Sosial*. Tersedia. Retrieved from <https://www.idjoel.com/pengertian-jejaring-sosial-dan-macam-macam-jejaring-sosial/>.
- Keller, K. d. (2012). In *Marketing Management*. Jakarta: Indeks Kelompok Gramedia.
- Keller, L. K. (2013). *Strategic Brand*. Upper Saddle river NJ: Pearson Prentice-Hall.
- Kofi Osei-Frimpong, G. D.-F. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 103-121.
- Kofi Osei-Frimpong, G. D.-F. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An EmergingMarket Perspective. *journal of Marketing Theory and Practic*, 103-121.
- Kotler, P. (2005). In *Manajamen Pemasaran , Jilid 1 dan 2*. Jakarta: PT.Indeks Kelompok Gramedia.
- Lind, D., Marchal, W., & Wathen, S. (2012). *Statistical Techniques in Business & Economics*. New York: McGraw-Hill Companies, Inc.
- Liu, T. M.-Y. (2007). Relations among attractiveness of endorsers, match-up, and purchase intention in sport marketing in China. *Journal of Consumer Marketing*, 358-365.

Malhotra, N. (2010). *Basic Marketing Research 4th Edition (International Edition)*. United States Of America: Pearson International Edition.

Malhotra, N. K. (2010). *Basic Marketing Research 4th Edition (International Edition)*. United States of America: Pearson International Edition.

Malik, M. E.-U.-H. (2013). Importance of brand awareness and brand loyalty in assessing purchase intentions of consumer. *International Journal of Business and Social Science*, 167-171.

Marium Mateen Khan, Z. M. (2019). Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand . *Market Forces*.

Olsen, S. O. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science*, 240-249.

O'Mahony, T. M. (1997/1998). The Impact of Celebrity Endorsement on Consumers. In *Irish Marketing Review* (pp. 15-24).

Omer Fraooq, A. M. (2012). Effect of Celebrity Endorsement on Customers Buying Behavior: A Perspective from Pakistan. In *Interdisciplinary Journal of Contemporary Research In Business* 4, no. 5 (pp. 584-92).

Pratama, A. N. (2018, Mei 06). *Hari Ini dalam Sejarah: Aplikasi Instagram Dirilis...* Retrieved from Kompas.com.

Rachbini, W. (2018). The Influence of Celebrity Endorsements on Purchase Intention (A Study on VIVO V7). *IOSR Journal of Business and Management (IOSR-JBM)*, 59-66.

Roger Seiler, G. K. (2017). SOURCE CREDIBILITY MODEL, SOURCE ATTRACTIVENESS MODEL AND MATCH-UP-HYPOTHESIS – AN INTEGRATED MODEL. *Journal of International Scientific Publications*.

Saretta , I. R. (2021, Februari 20). *Sukses Jadi Selebgram dan Komedian, Keanu Angelo Menjajal Bisnis Kekinian*. Retrieved from cermati.com: <https://www.cermati.com/artikel/sukses-jadi-selebgram-dan-komedian-keanu-angelo-menjajal-bisnis-kekinian>

Sari, E. S. (2020). THE INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION, AND PERCEIVED QUALITY TOWARD CONSUMERS' PURCHASE INTENTION: A CASE OF RICHEESE FACTORY, JAKARTA. *INDEPENDENT JOURNAL OF MANAGEMENT & PRODUCTION (IJM&P)*.

Sari, E. S. (2020). THE INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION, AND PERCEIVED QUALITY TOWARD CONSUMERS' PURCHASE INTENTION: A CASE OF RICHEESEFACTORY, JAKARTA. *INDEPENDENT JOURNAL OF MANAGEMENT & PRODUCTION (IJM&P)*.

Satyanarayana Parayitam, L. K. (2020). Perceived risk as a moderator in the relationship between perception of celebrity endorsement and buying

- behavior: evidence from rural consumersof India. *Journal of Marketing Theory and Practice*.
- Setiadi, N. J. (2003). Perilaku Konsumen. In k. d. Pemasaran. Jakarta: Prenada Media.
- Shimp. (2010).
- Shimp, A. T. (2003). "Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu". In *Edisi kelima jilid 1*. Erlangga.
- Shimp, T. (2008). Periklanan promosi, aspek tambahan komunikasi pemasaran terpadu. Jakarta: Erlangga.
- Silvi Mefita, M. Y. (n.d.). FENOMENA GAYA HIDUP SELEBGRAM (STUDI FENOMENOLOGI SELEBGRAM AWKARIN).
- Soemanagara, R. d. (2006). Taktik dan Strategi. In *Marketing Communication*. Jakarta: Buana Ilmu Populer.
- Sonwalker J, M. K. (2011). Celebrity Impact A model of Celebrity Endorsement. *Journal of Marketing and Communication, Vol.7, issue 1*.
- Spry, A. P. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 882-909.
- Suciseptia. (2014). *Pengaruh Teknologi terhadap Manusia dalam Bidang Ekonomi, Sosial, Budaya, dan Politik*. Tersedia.

- Surianto, U. S. (2018). Testing the Costumers' Purchase Intention of an Artificial Sweetener Product: Do Brand Image Have an Effect? . *Journal of Marketing Research and Case Studies*, 11.
- Suryadi, D. (2006). *Promosi Efektif Menggugah Minat dan Loyalitas Pelanggan*. yogyakarta: Tugu Publisher.
- Thubelihle Ndlela, *. C. (2016). Celebrity Endorsement Advertising: Brand Awareness, Brand Recall, Brand Loyalty as Antecedence of . *Journal of Economics and Behavioral Studies (ISSN: 2220-6140)*, 79-90.
- Wasil, M. (2017). Pengaruh Brand Loyalty dan Perceived Quality terhadap Kepuasan . *FORUM EKONOMI*.
- Webster, .. &. (2015). Consumer values of corporate and celebrity brand associations. *Qualitative Market Research: An International Journal*, 164-187.
- Weerasiri, K. K. (2015). Celebrity Endorsement and Purchase Intention of Telecommunication Industry in Sri Lanka. *International Journal of Science and Research (IJSR)*, 1-4.
- Zeithaml, V. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence,. *Journal of Marketing, Volume 52, No.3,,* 2 – 22.
- Zeithaml, V. A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 31-46.