



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

Daftar Pustaka

- Algoe, S. B., Haidth, J. (2009). *Witness excellent in action: the other prosing emotions of elevation, gratitude, and admiration*. *Journal of Positive Psychology*, 4 (2), 105-127.
- Barber, N., Kuo, P., Bishop., Goodman, R. (2012). Measuring psychographic to assess purchase intention and willingness to pay. *Journal of Consumer Marketing*. 29 (4), 280-292
- Badan Pusat Statistik (2010). Data Sensus Penduduk 2010. *Retrieved from:* BPS.co.id
- Badan Pusat Statistik (2014). Kontribusi Ekonomi Kreatif terhadap Indonesia. *Retrieved From:* <http://gov.indonesiakreatif.net/research/kontribusi-ekonomi-kreatif-terhadap-pdb-indonesia/>
- Badan Pusat Statistik. (2015). Pertumbuhan Ekonomi Indonesia Tahun 2014. *Retrieved From:* BPS.co.id
- Dwivedi, A., Johnson, L. W., & Mc.Donald, R. E. (2015). *Celebrity endorsement, self brand connection, and consumer- based brand equity*. *Journal of product and Brand management*, 24 (5), 449-461.
- Erdogan, B. Z. (1999). *Celebrity endorsement: A literature review*. *Journal of Marketing Management*, 15 (1), 291-314.
- Hair, J. H., Black, W. C., Babin, B. J., & Anderson, R.E. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Prentice hall
- Jalilvand, M. R., & Samiei, N. (2012). *The effect electronic word of mouth on brand image and purchase intention*. *Marketing Intelligent & Planning*, 30 (4), 0263-503.
- Kotler, P., & Amstrong, G. (2014). *Principles of Marketing* (15th ed.). London: Pearson.
- Levy, M., & Weitz, B. A. (2012). *Retailing Management* (8th ed.). New York: McGraw Hill
- Maher, A. A., Clark, P., Maher, A. (2010). *International consumer admiration and the persistence of animosity*. *Journal of Consumer Marketing*, 27 (5), 414-424.

- Malhotra, N. K., (2010). *Marketing Research: an applied orientation* (6th ed.) New Jersey: Pearson
- Malhotra, N.K. (2012). *Basic marketing research integration of social media* (4th ed.). New Jersey: Pearson Education.
- Mantovani, S. (2013, April 26). Hijab Indonesia: Sejarah yang Terlupakan. Retrieved from <http://thisisgender.com/hijab-indonesia-sejarah-yang-terlupakan/>
- Marhaenii. (2013, June 15). Berbicara melalui Celebrity Endorser. Retrieved from <https://marhaenii.wordpress.com/2013/06/15/berbicara-melalui-celebrity-endorser/>
- Merchant, S. (2011). *The Body and the Senses: Visual methods, videography and submarine sensorium*. *Journal of Body and Society*, 17 (1), 53-72.
- Minkove, J. R., Zhang, J. J., & Trail, G. T. (2011). *Athlete endorser effectiveness: model development and analysis*. *An International Journal*, 1 (1), 93-114.
- Ohanian, R. (1990). *Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness*. *Journal of Advertising*, 19 (3), 39-52.
- Oxford. (2010). *Oxford: Advanced Learners Dictionary* (8th ed). London: Oxford University Press.
- Panggabean, R. (2013, April 06). 2012 belanja iklan media Rp87 triliun. Retrieved from <http://bisnis.news.viva.co.id/news/read/395530-2012--belanja-iklan-media-rp87-triliun>
- Phelps, J. E., Hoy, M. G. (1996). *The Aad-Ab-PI relationship in children: The impact of brand familiarity and measurement timing*. *Journal of Psychology and Marketing*, 13 (1), 77-105.
- Profl Zoya. (2015). Retrieved from: Zoya .co.id
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior Global Edition* (10th ed.). London: Pearson Prentice Hall.
- Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer Behavior Global Edition* (11th ed.). London: Pearson.
- Seno, D., & Lukas, B. A. (2007). *The equity effect of product endorsement by celebrities*. *European Journal of Marketing*, 47 (1/2), 121-134.
- Shimp, T. A., & Andrew, J. C. (2013). *Advertising, Promotion, and other aspect of Integrated Marketing Communication* (9th ed.). Canada: Nelson

Silveira, D. H., & Austad, B. (2004). *Factor predicting the effectiveness of celebrity endorsement advertisement*. European Journal of Marketing, 38 (11/12), 1509-1526.

Souiden, N., Jabeur, Y. (2015). *The impact of Islamic beliefs on consumers' attitudes and purchase intentions of life insurance*. International Journal of Bank Marketing, 33 (4), 423-441.

Suki, N. M. (2014). *Does celebrity credibility influence Muslim and non-Muslim consumer' attitude toward brands and purchase intention*. Journal of Islamic Marketing, 5 (2), 227-240.

Sweetman, J., Spears, R., Livingstone, A. G., Manstead, A. S. R. (2013). *Admiration regulates social hierarchy: Antecedents, disposition, and effects on intergroup behavior*. Journal of Experimental Social Psychology, 49 (1), 534-542.

Triwajanarko, R. (2015). IFW 2015 Ajang pengembangan fashion muslim Indonesia. Retrieved from: <http://markeeters.com/articles/author/43373.html>

Zhang, J. (2015). *Correspondent as a documentaray form, its persistent representation, and email management, preservation, and access*. Research Management Journal, 25 (1), 78-95.

Wijanto, S. H. (2008). *Structural Equation Modelling dengan LISREL 8.8*. Yogyakarta: Graha Ilmu.

Yuswohady. (2014, July 22). #Kultwit Revolusi Hijab. Retrieved from <http://www.yuswohady.com/2014/07/22/kultwit-revolusi-hijab/>.

Yuswohady. (2014, June 21). Revolusi Pasar Hijaber. Retrieved from <http://www.yuswohady.com/2014/06/21/revolusi-hijabers/>.

