



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

- Adisty,N. (2022) Mengulik Perkembangan Penggunaan Smartphone di Indonesia
<https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-sT2LA>
- Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand loyalty. *Journal of Research in Business and Management*, 3(4), 01-08.
- Belch, George E., Belch, Michael A. (2009) *Advertising and Promotion: an Integrated Marketing Communication Prerspective*. 8 th Edition. New York: Mc Graw-Hill
- Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: A literature review and research agenda. *International journal of advertising*, 35(4), 642-663. <https://doi.org/10.1080/02650487.2015.1137537>
- Box, J. M. F., *Product Quality Assessment by Consumers: The Role of Product Information*, in *Proceedings of the XIth International Research Seminar in Marketing*, Aix-enProvence, France, 1984, pp. 176-197. <https://doi.org/10.1108/eb057308>
- Burhan,F.A (2021) Dua Strategi Samsung Menggeser Dominasi Ponsel Tiongkok di Indonesia.
<https://katadata.co.id/desysetyowati/digital/60536502a9167/dua-strategi-samsung-menggeser-dominasi-ponsel-tiongkok-di-indonesia>
- Chung, A., & Jiang, H. (2017). Handling negative publicity: The influence of employing CSR communication in apology statements in reducing anger and negative word-of-mouth (NWOM). *Journal of Communication Management*, 21(3), 267-286.
<https://doi.org/10.1108/JCOM-11-2016-0091>
- Das, G. (2015). Linkages between self-congruity, brand familiarity, perceived quality and purchase intention: A study of fashion retail brands. *Journal of Global Fashion Marketing*, 6(3), 180-193.
<https://doi.org/10.1080/20932685.2015.1032316>
- Dean, D. H. (2004). Consumer reaction to negative publicity: Effects of corporate reputation, response, and responsibility for a crisis event. *The Journal of Business Communication* (1973), 41(2), 192-211.
doi:10.1177/0021943603261748

- Dodds, B.W., Monroe, K.B. and Grewal, D. (1991), ‘Effect of price, brand, and store information on buyers product evaluation’, *Journal of Marketing Research*, Vol. 28 No. 3, pp. 307-19.
<https://doi.org/10.1177/002224379102800305>
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), 291-314.
<https://doi.org/10.1362/026725799784870379>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3e)*. Thousand Oaks, CA: Sage.
- IDC Indonesia (2022) Indonesia's Smartphone Market Expected to Grow 8% in 2022 Despite Supply-Side Hindrances, IDC Reports.
<https://www.idc.com/getdoc.jsp?containerId=prAP48973022>
- IDC Indonesia (2023) Indonesia’s Smartphone Market Ended 2022 Down 14.3%, IDC Reports.
<https://www.idc.com/getdoc.jsp?containerId=prAP50404323>
- IDC Worldwide (2022) Smartphone Shipments Declined in the Fourth Quarter But 2021 Was Still a Growth Year with a 5.7% Increase in Shipments, According to IDC.
<https://www.idc.com/getdoc.jsp?containerId=prUS48830822>
- IDC Worldwide (2023) Smartphone Shipments Suffer the Largest-Ever Decline with 18.3% Drop in the Holiday Quarter and a 11.3% Decline in 2022, According to IDC Tracker .
<https://www.idc.com/getdoc.jsp?containerId=prUS50146623>
- Jamil, R. A., & Rameez ul Hassan, S. (2014). Influence of celebrity endorsement on consumer purchase intention for existing products: A comparative study. Syed Rameez ul Hassan, RAJ (2014). Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study. *Journal of Management Info*, 4(1), 1-23.
- Kabiraj, S., & Shanmugan, J. (2011). Development of a conceptual framework for brand loyalty: A Euro-Mediterranean perspective. *Journal of Brand Management*, 18, 285-299. <https://doi.org/10.1057/bm.2010.42>
- Kemp, S. (2023) DIGITAL 2023: INDONESIA
<https://datareportal.com/reports/digital-2023-indonesia>

- Kenyon, G., & Sen, K. (2012). A model for assessing consumer perceptions of quality. *International Journal of Quality and Service Sciences*.
<https://doi.org/10.1108/17566691211232909>
- Kominfo (2022) Kominfo Lanjutkan Lima Program Prioritas di 2023
<https://www.kominfo.go.id/content/detail/44678/kominfo-lanjutkan-lima-program-prioritas-di-2023/0/artikel>
- Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Riaz, U., Hassan, N., Mustafa, M., & Shahbaz, S. (2013). Importance of brand awareness and brand loyalty in assessing purchase intentions of consumer. *International Journal of business and social science*, 4(5), 167-171.
- Mateen Khan, M. (2019). Celebrity endorsement and purchase intention: The role of perceived quality and brand loyalty. Khan, MM, Memon, Z., & Kumar, S.,(2019). Celebrity Endorsement and Purchase Intention: The Role of Perceived Quality and Brand Loyalty. *Market Forces*, 14(2), 99-120.
- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of retailing and consumer services*, 32, 39-45.
<https://doi.org/10.1016/j.jretconser.2016.05.012>
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310-321. <https://doi.org/10.1086/209217>
- Mitra, D. and Golder, P.N. (2006), "How does objective quality affect perceived quality? Short-term effects, long-term effects, and asymmetries", *Marketing Science*, Vol. 25 No. 3, pp. 230-247.
<https://doi.org/10.1287/mksc.1050.0175>
- Nguyen, T. D., Barrett, N. J., & Miller, K. E. (2011). Brand loyalty in emerging markets. *Marketing Intelligence & Planning*, 29(3), 222-232.
<https://doi.org/10.1108/02634501111129211>
- Nichols, B. S., & Schumann, D. W. (2012). Consumer preferences for assimilative versus aspirational models in marketing communications: The role of product class, individual difference, and mood state. *Journal of Marketing Theory and Practice*, 20(4), 359-376 <https://doi.org/10.2753/MTP1069-6679200401>
- Oliver, Richard L. (1999), "Whence Consumer Loyalty?" *Journal of Marketing*, 63 (Special Issue), 33-44
<https://doi.org/10.1177/00222429990634s105>

- Ophuis, P. A. O., & Van Trijp, H. C. (1995). Perceived quality: A market driven and consumer oriented approach. *Food quality and Preference*, 6(3), 177-183.
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The impact of celebrity endorsement on consumer purchase intention: An emerging market perspective. *Journal of marketing theory and practice*, 27(1), 103-121.
<https://doi.org/10.1080/10696679.2018.1534070>
- Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: An integrative review. *Journal of marketing Research*, 26(3), 351-357.
<https://doi.org/10.1177/002224378902600309>
- Rhani, M. (2020) 5 Manfaat Internet.
<https://www.kompas.com/skola/read/2020/10/08/224859069/5-manfaat-internet?page=all>
- Sadya, S. (2023) Pengguna Smartphone Indonesia Terbesar Keempat Dunia pada 2022. <https://dataindonesia.id/digital/detail/pengguna-smartphone-indonesia-terbesar-keempat-dunia-pada-2022>
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of current issues & research in advertising*, 26(2), 53-66.
<https://doi.org/10.1080/10641734.2004.10505164>
- Um, N. H., & Kim, S. (2016). Determinants for effects of celebrity negative information: when to terminate a relationship with a celebrity endorser in trouble?. *Psychology & Marketing*, 33(10), 864-874.
<https://doi.org/10.1002/mar.20923>
- Wang, X., & Yang, Z. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International marketing review*, 25(4), 458-474.
<https://doi.org/10.1108/02651330810887495>
- Wernerfelt, B. (1991). Brand loyalty and market equilibrium. *Marketing science*, 10(3), 229-245. <https://doi.org/10.1287/mksc.10.3.229>
- Yusuf,Oik. (2018) 5 Vendor Smartphone Terbesar di Indonesia.
<https://tekno.kompas.com/read/2018/04/05/12123227/5-vendor-smartphone-terbesar-di-indonesia>.

Zipporah, M. M., & Mberia, H. K. (2014). The effects of celebrity endorsement in advertisements. *International Journal of Academic Research in Economics and Management Sciences*, 3(5), 178.



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA