

## DAFTAR PUSTAKA

- 13 Examples of Successful Co-Branding Partnerships* / Up-ReV. (n.d.). Up-Rev. <https://up-rev.com/13-examples-of-successful-co-branding-partnerships/>
- 2021 beauty trends - JAKPAT survey report - Jakpat.* (2021, December 28). Jakpat. <https://blog.jakpat.net/2021-beauty-trends-jakpat-survey-report/>
- Aaker, David A. (2013). *Manajemen Pemasaran Strategi*. Edisi kedelapan. Salemba. Empat. Jakarta.
- Adrianto Trimarjono, Indrianawati Usman, dan Sri Wahjuni Astuti. (2020). Cause Brand Fit Pengaruhnyaterhadap Loyalitas Merek Melalui Kredibilitas Merek Dan *Altruistic Attribution*. *Equilibrium: Jurnal Ekonomi-Manajemen-Akuntansi* Volume 16, Nomor 2, Oktober 2020. Hal. 94-99
- Agustin, M. (2020, July 11). Perjalanan Dear Me Beauty, Luncurkan Foundation di Tengah Pandemi hingga Bocoran Produk Baru. *Retrieved November 04, 2020, from* <https://journal.sociolla.com/beauty/perjalanan-dear-me-beauty>
- Ahmadian, Saeed, dkk. (2019). *The Relationship Between Service Quality , Customer ' s E- Satisfaction , and Overall Quality of Electronic Services with Airline Tickets Online Purchase Intention.* *International Journal of Advanced Studies in Humanities and Social Science (IJASHSS)* 6, no. 3 (2019): 221–26.[http://www.ijashss.com/article\\_83929.html](http://www.ijashss.com/article_83929.html)
- Ajzen, I. & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behaviour*. Englewood Cliffs, NJ, Prentice-Hall.
- Albarq, A. N., & Alsughayir, A. (2013). *Examining theory of reasoned action in internet banking using SEM among Saudi consumers*. *Social Science Research Network*. [https://papers.ssrn.com/sol3/Delivery.cfm/SSRN\\_ID2270448\\_code1901120.pdf?abstractid=2270448&mirid=1&type=2](https://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID2270448_code1901120.pdf?abstractid=2270448&mirid=1&type=2)
- Anna Schneewind and Nora Sharkasi. (2022). *Analysis of the Impact of Brand Fit on Perceived Credibility of Social Media Influencers by European Millennials*. DOI:10.1007/978-3-031-05728-1\_22 *In book: Advances in Digital Marketing and eCommerce (pp.191-207)*
- Annur, C. M. (2023a, February 16). Ini Ayam Goreng Krispi Restoran Cepat Saji Terenak di Indonesia, Ada Favoritmu? *Katadata*. <https://databoks.katadata.co.id/datapublish/2023/02/16/ini-ayam-goreng-krispi-restoran-cepat-saji-terenak-di-indonesia-ada-favoritmu>

- Annur, C. M. (2023b, February 20). Inilah Restoran Cepat Saji yang Memberikan Pelayanan Terbaik Menurut Warga Indonesia. *Katadata*. <https://databoks.katadata.co.id/datapublish/2023/02/20/inilah-restoran-cepat-saji-yang-memberikan-pelayanan-terbaik-menurut-warga-indonesia>
- Bhandari, P. (2023, June 21). *Population vs. Sample | Definitions, Differences & Examples*. Scribbr. <https://www.scribbr.com/methodology/population-vs-sample/>
- Bouten, L., Snelders, H. D., & Hultink, E. (2011). *The impact of fiT measures on the consumer evaluation of new Co-Branded products* the *Journal of Product Innovation Management*, 28(4), 455–469. <https://doi.org/10.1111/j.1540-5885.2011.00819.x>
- Brand personality* (Pengertian, Karakteristik Dan Dimensi). (2022, May 23). KajianPustaka. [https://www.kajianpustaka.com/2022/05/blog-post\\_23.html](https://www.kajianpustaka.com/2022/05/blog-post_23.html)
- Davies, G., Rojas-Méndez, J. I., Whelan, S., Mete, M., & Loo, T. (2018). *Brand personality: Theory and dimensionality*. *Journal of Product & Brand Management*, 27(2), 115-127. <https://doi.org/10.1108/jpbm-06-2017-1499>
- Debra RILEY, Nathalie CHARLTON, and Hillary WASON. (2020). *The impact of brand image fit on attitude towards a brand alliance*. *Management & Marketing. Challenges for the Knowledge Society*. Vol. 10, No. 4, Winter, pp. 270-283, ISSN 1842-0206
- Decker, C., & Baade, A. (2016). *Consumer perceptions of co-branding alliances: Organizational dissimilarity signals and brand fit*. *Journal of Brand Management*, 23(6), 648–665. <https://doi.org/10.1057/s41262-016-0013-5>
- Dimas Ari Pamungkasa dan Asmai Ishak. (2023). *Pengaruh Brand Experience, Brand Satisfaction, dan Brand Trust terhadap Brand Loyalty pada Pengguna Smartphone Xiaomi di Yogyakarta*. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen* E-ISSN: 2829-7547 | Vol. 02, No. 01, 2023, pp. 117-128
- Florence Charton-Vachet, Cindy Lombart, and Didier Louis. (2020). *Impact of attitude towards a region on purchase intention of regional products: the mediating effects of perceived value and preference*. *International Journal of Retail & Distribution Management ahead-of-print(ahead-of-print)* DOI:10.1108/IJRDM-09-2019-031
- Hà, N. M., & Lam, N. H. (2016). *The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention*. *International*

- Journal of Economics and Finance*, 9(1), 64.  
<https://doi.org/10.5539/ijef.v9n1p64>
- Hair, J. F., Jr., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis (Seventh Edition ed., Pearson New International Edition)*. England: Pearson Education Limited.  
 doi:[https://www.academia.edu/6955544/Joseph\\_F\\_Hair\\_William\\_C\\_Black\\_Barry\\_J\\_Babin\\_Rolph\\_E\\_Anderson\\_Multivariate\\_Data\\_Analysis\\_7th\\_Edition\\_2009](https://www.academia.edu/6955544/Joseph_F_Hair_William_C_Black_Barry_J_Babin_Rolph_E_Anderson_Multivariate_Data_Analysis_7th_Edition_2009)
- Hair, J. F., Wolfinbarger, M., Money, A., Samouel, P., & Page, M. (2015). *Essentials of business research methods*. In *Routledge eBooks*.  
<https://doi.org/10.4324/9781315704562>
- Hamza, H., & Hamza, H. (2023, August 28). *Co-Branding 101: How to Maximize impact through effective Collaborations? | Brand the Change*. *Brand the Change*.  
<https://brandthechange.com/strategy/co-branding-101-how-to-maximize-impact-through-effective-collaborations/>
- Hardiyanto, S. (2021, March 20). Sejarah KFC dan Awal Mula Pendiriannya. . . *KOMPAS.com*.  
<https://www.kompas.com/tren/read/2021/03/20/090400065/sejarah-kfc-dan-awal-mula-pendiriannya->
- Helmig, B., Huber, J., & Leeflang, P. S. H. (2007a). *Explaining behavioural intentions toward co-branded products*. *MM. Journal Of Marketing Management/Journal Of Marketing Management*, 23(3–4), 285–304.  
<https://doi.org/10.1362/026725707x196387>
- Helmig, B., Huber, J., & Leeflang, P. S. H. (2007b). *Explaining behavioural intentions toward co-branded products*. *MM. Journal Of Marketing Management/Journal Of Marketing Management*, 23(3–4), 285–304.  
<https://doi.org/10.1362/026725707x196387>
- Helmig, Bernd et.al., (2007). *Co-Branding: The State of The Art*. *Schmalenbach Business*.
- how to strengthen consumer attitude toward co-branded collaborations*. - Bing. (n.d.). Bing.  
<https://bing.com/search?q=how+to+strengthen+consumer+attitude+toward+co-branded+collaborations>,
- Ir. Ni Made Ayu Gemuh Rasa Astiti; MP, Eryani, I. A., Yudiastari, I. N., & Semaryani, I. A. (2023). *Pentingnya kemasan dalam pemasaran produk*. Scopindo Media Pustaka.

- Kania, R., Sukoyo, K. S., & Wibisono, N. (2021a). *Effect of co-branding strategy elements on consumer attitude and purchase intention: a study in Indonesia. Journal of Marketing Innovation, 1(01)*. <https://doi.org/10.35313/jmi.v1i01.17>
- Kania, R., Sukoyo, K. S., & Wibisono, N. (2021b). *Effect of co-branding strategy elements on consumer attitude and purchase intention: a study in Indonesia. Journal of Marketing Innovation, 1(01)*. <https://doi.org/10.35313/jmi.v1i01.17>
- Kristiandi Simanjuntak and Keni Keni. (2021). *The Effect of Co-brand Preference, Perceived Benefits of Co-branding, and Co-brand Equity Towards Intention to Use the Co-branded Credit Card and Airline. Advances in Social Science, Education and Humanities Research, volume 655 3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021)*
- Kuntihapsari Sri Sukoyo. (2020). *Consumers Attitude Regarding Co-Branded Product And Its Impact On Purchase Intention: A Study In Cosmetics Industry In Indonesia. Politeknik Negeri Bandung*.
- Kurniawan, F. E., & Aruan, N. L. (2021). Digitalisasi Dan pola kerja baru: Dampak bagi industrialisasi Dan respons kebijakan ketenagakerjaan. *Jurnal Sositologi, 20(3)*, 395-409. <https://doi.org/10.5614/sostek.itbj.2021.20.3.11>
- Madden, T. J., Ellen, P., & Ajzen, I. (1992). *A comparison of the theory of planned behavior and the theory of reasoned action. Personality & Social Psychology Bulletin, 18(1)*, 3-9. <https://doi.org/10.1177/0146167292181001>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2000). *Marketing Research: an Applied Approach*. <http://ci.nii.ac.jp/ncid/BB09936097>
- Marcellyna, R., & Usman, O. (2020). *The influence of lifestyle, price, and product quality on make up product purchase decisions in students. SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3768754>
- Margaret Moe. (2022). *Podvertising: Podcast Listeners' Advertising Attitudes, Consumer Actions and Preference for Host-Read Ads. Journal of Economics and Behavioral Studies (ISSN: 2220-6140) Vol. 14, No. 4, pp. 50-66, December 2022*.

- Melinda Sari. (2023). Pengaruh *Co-Branding*, Dan *Product Innovation* Terhadap *Consumer Loyalty* Melalui *Brand Image* Produk Dear Me Beauty X KFC. Universitas Islam Negeri Syarif Hidayatullah
- Mina Jun, Jeongsoo Han, Zhimin Zhou, and Andreas B. Eisingerich. (2023). *When is celebrity endorsement effective? Exploring the role of celebrity endorsers in enhancing key brand associations. Journal of Business Research Volume* 164, September 2023, 113951
- Mutiah, D. (2022, February 26). Dear Me Beauty dan KFC Kembali Berkolaborasi, Luncurkan Produk Kosmetik Uniseks. *liputan6.com*. <https://www.liputan6.com/lifestyle/read/4898046/dear-me-beauty-dan-kfc-kembali-berkolaborasi-luncurkan-produk-kosmetik-uniseks>.
- Nevynda Diella Pratista and Endy Gunanto Marsasi. (2023). *Effects Of Perceived Usefulness And Perceived Ease Of Use For Driving Purchase Intention. Jurnal Ekonomi/Volume* 28, No. 03, November 2023: 488-509 DOI: <http://dx.doi.org/10.24912/e.v28i3.1940>
- Nindya Dwiana Putri. (2019). Faktor-faktor Keputusan Konsumen Dalam Membeli Kosmetika Perawatan Wajah. *Jurnal Tata Rias*, 9(2), 22-31. <https://doi.org/10.21009/9.2.3.2009>
- Nora Lado, Fabrizio Cesaroni, Alberto Maydeu-Olivares, and Han Chiang Ho. (2020). *Understanding The Role Of Attitude Components In Co-Branding: An Application To High-Tech, Luxury Co-Branded Products. Jurnal: Indem*.
- Pei-Hsuan Hsieh, Wei-Hsi Hung, and Yu-Lin Yeh. (2023). *A comparison of consumers' brand attitude and brand image between virtual worlds and websites - differences in high and low brand familiarity levels. Cogent Social Sciences* (2023), 9: 2243717 <https://doi.org/10.1080/23311886.2023.2243717>
- Pratama, R., Widjajanta, B., & Razati, G. (2019). *Co-branding Dan Pengaruhnya Terhadap brand image. Strategic : Jurnal Pendidikan Manajemen Bisnis*, 17(1), 9. <https://doi.org/10.17509/strategic.v17i1.17531>
- Purnamaningsih, P., Choirisa, S. F., Rizkalla, N., & Lestari, E. D. (2024). Role of Parasocial interaction and credibility in beauty influencer to improve purchase intention. *Environment-Behaviour Proceedings Journal*, 9(SI19), 45-51. <https://doi.org/10.21834/e-bpj.v9isi19.5768>

- Putri, A. G. R. A., & Listiani, E. (2022). Pengaruh Kampanye Dear Me Beauty terhadap Minat Beli. *Bandung Conference Series. Communication Management*, 2(1). <https://doi.org/10.29313/bcscm.v2i1.1052>
- Qorie Isnaen Fadilla, & Jamiati KN. (2023). Pengaruh *Co-Branding* Dear Me Beauty X KFC Terhadap Keputusan Pembelian. *TUTURAN: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, 1(4), 193–202. <https://doi.org/10.47861/tuturan.v1i4.558>
- Rachmarwi, ST., W. (2018). *E-Commerce: Studi tentang belanja online Di Indonesia. Jurnal Manajemen Bisnis Krisnadwipayana*, 6(2). <https://doi.org/10.35137/jmbk.v6i2.194>
- Rafiati Kania, Kuntihapsari Sri Sukoyo, Nono Wibisono. (2021). *The Effect of Co-Branding Strategy Elements on Consumer Attitude and Purchase Intention: A Study in Indonesia. Journal of Marketing Innovation* (1) (2021) 30-50.
- Restat, A. (2023, April 2). *Penjelasan Lengkap Analisis SEM dan Contoh Penerapannya*. Statistik Blog. <https://blog.restatolahdata.id/penjelasan-lengkap-analisis-sem/>
- Riafinola, Y. (2020). Pengaruh Co-Branding Kosmetik Dear Me Beauty Dengan Penyedap Rasa Sasa Di Instagram Terhadap Keputusan Pembelian. <https://repository.bakrie.ac.id/4092/>
- Robert Brodin & Carl Spångby. (2020). *The impact of advertising exposure on attitudes and purchase intention. Journal: Jonkoping University. International Business School*.
- Romeyna Willim, Keni Keni, and Ai Ping Teoh. (2023). *The Role of Perceived Fit, Attitude, and Need for Uniqueness on Intention to Purchase Co-Branded Product in Indonesia. International Journal of Application on Economics and Business (IJAEB) Volume 1, Issue 1, 2023. ISSN: 2987-1972*
- Rosadi, D. (2021, October 22). *Riset Sirclo & KIC: 74,5 % Konsumen Lebih Banyak Berbelanja online*. Berita Ekonomi Bisnis Terbaru dan Terkini Hari Ini | - [Katadata.co.id](https://katadata.co.id/digital/teknologi/617251e47c94c/riset-sirclo-kic-74-5-konsumen-lebih-banyak-berbelanja-online). <https://katadata.co.id/digital/teknologi/617251e47c94c/riset-sirclo-kic-74-5-konsumen-lebih-banyak-berbelanja-online>
- SAH. (2018, March 20). *Masyarakat Sadar Bersolek, Industri Kosmetik Naik 20 Persen*. ekonomi. <https://www.cnnindonesia.com/ekonomi/20180320094246-92-284360/masyarakat-sadar-bersolek-industri-kosmetik-naik-20-persen>

- Sarah Shafitri dan Tyana Anggraeni. (2020). Analisa Strategi *Co-Branding* Smitten by Pattern Pada Sebelum dan Selama Pandemi COVID-19. *Journal Komunikasi*, Vol 11 No.2 September 2020 P-ISSN 2086-6178 E-ISSN 2579-3292
- Sarmauli, F., Masitoh, M. R., Adiyanto, Y., & Maulita, D. (2024). Faktor-faktor Yang Mempengaruhi Loyalitas Pelanggan Produk Kosmetik dear me beauty Pada Instagram. *Sains Manajemen*, 9(2), 25-40. <https://doi.org/10.30656/sm.v9i2.7898>
- Sela, R. (2024, February 29). *Brand Collaboration: A complete guide for 2024*. Ron Sela. <https://www.ronsela.com/brand-collaboration/>
- Setiawan, M. (2023, February 21). Siapa Pemilik Dear Me Beauty, Brand Produk Kecantikan yang Punya Strategi Promosi Unik. <https://lintasbabel.inews.id/>.  
<https://lintasbabel.inews.id/read/258684/siapa-pemilik-dear-me-beauty-brand-produk-kecantikan-yang-punya-strategi-promosi-unik>
- Sharon Wang, Arianis Chan, and Dian Fordian. (2022). *The Effect Of Co-Branding On Customer-Based Brand Equity Of Indomie Hypeabis Campaign (Study On Collaboration Of Indomie And The Goods Dept)*. Universitas Padjadjaran, Indonesia.
- Shofi Nur Rahmah, Catharina Louise Rhyntanti, and Zainal Ulu Prima Saputra. (2024). *The Influence Of Social Media Marketing Through Instagram On The Patients' Interest In Visiting A Hospital*. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* Vol. 7. No. 1 (2024) e-ISSN: 2621-606X
- Simonin, B. L., & Ruth, J. A. (1998). *Is a Company Known by the Company it Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes*. *Journal of Marketing Research*, 35(1), 30–42. <https://doi.org/10.1177/002224379803500105>
- Syafira Ahsanti, Usep Suhud, Rahmi. (2022). *Predicting Factors That Influence Consumer Purchase Intention For Online Shopping When Sellers Live Streaming On Social Media*. *Jurnal Dinamika Manajemen dan Bisnis* Vol. 5 No. 2 September, 2022
- Syarifah, N. (2022). Pengaruh Co-Branding Yupi Dan Dear Me Beauty Terhadap Brand Equity Produk Kosmetik Dear Me Beauty. *The Commercium*, 5(3), 20-28. Retrieved from <https://ejournal.unesa.ac.id/index.php/Commercium/article/view/48046>

- Trifena Jessica Mulyono. (2020). Pengaruh *Brand Trust* Dan *Brand Attitude* Terhadap *Brand Preference* Pengguna Produk *Apple* Di Kota Malang. Universitas Kristen Petra.
- Turan, C. P. (2021). *Success drivers of co-branding: A meta-analysis*. *International Journal of Consumer Studies*, 45(4), 911–936. <https://doi.org/10.1111/ijcs.12682>
- Wahid. (2012, August 28). *Kevin Keller - Merek, brand: Pengertian, Definisi, Pentingnya Merek (1)*. Marketing.co.id. <https://marketing.co.id/kevin-keller-apa-itu-merek-kenapa-merek-itu-penting-1/>
- Wildan Army Abdillah and Dzarín Gifarian Khaulani. (2020). *The Effect of Co-Branding on Purchasing Decisions in the Indonesia Ice Cream Industry*. *Journal of Economic Studies (JoES)* Vol.04 no. 01 – 2020 pp. 1-10
- Yiran Su and Thilo Kunkel. (2019). *Beyond brand fit: The influence of brand contribution on the relationship between service brand alliances and their parent brands*. *Journal of Service Management* 30(2):252-275 DOI:10.1108/JOSM-02-2018-0052

