

DAFTAR PUSTAKA

- Aaker, D. A. (1996). *Building Strong Brands*. New York : The Free Press.
- Abd Aziz, Z. D., & Abd Aziz, Z. T. (2021). Examining the Impact of Celebrity Endorsement on Student's Purchase Intention of Smartphone. *Advances in Business Research International Journal*, 7(2), 241-249.
<https://myjms.mohe.gov.my/index.php/ABRIJ/article/view/15126>
- Adiba, S. T., Suroso, A., & Afif, N. C. (2020). *The effect of celebrity endorsement on brand image in determining purchase intention*. *Journal of Accounting, Business and Management (JABM)*, 27(2), 60-73. <https://doi.org/10.31966/jabminternational.v27i2.700>
- Alwan, M., & Alshurideh, M. (2022). *The effect of digital marketing on purchase intention: Moderating effect of brand equity*. *International Journal of Data and Network Science*, 6(3), 837-848.
[10.5267/j.ijdns.2022.2.012](https://doi.org/10.5267/j.ijdns.2022.2.012)
- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, promotion, and other aspects of integrated marketing communications*. Cengage Learning.
<https://thuvienso.hoasen.edu.vn/handle/123456789/12329>
- Ayu, A.A., Ningrum, P., Ningrat, S., & Yasa, N.K. (2019). *The Effect of Advertising and Celebrity Endorsement on Purchase Intention with*

Brand Awareness as Intervening Variable.

<https://www.ajhssr.com/wp-content/uploads/2019/11/ZB19310221231.pdf>

Cabigting, X. C., Marallag, A. D., Mariano, B. P., & Grimaldo, J. (2022).

The impact of online advertisement on building a brand and on purchase intention. *Journal of Business and Management Studies*, 4(2), 301-312. [10.32996/jbms.2022.4.2.24](https://doi.org/10.32996/jbms.2022.4.2.24)

Damayanti, E. (2021). Penggunaan Media Big Book Untuk Menumbuhkan

Minat Baca Siswa Di Sekolah Dasar. In *Social, Humanities, and Educational Studies (SHES): Conference Series* (Vol. 4, No. 6, pp. 1386-1392). <https://doi.org/10.31004/basicedu.v8i6>

Dewi, I. C., & Hartono, J. (2019). The impact of advertising towards brand

image and purchase intention: The Case Study of Mataharimall.com. *Review of Management and Entrepreneurship*, 3(1), 47-76. DOI:[10.37715/rme.v3i1.1235](https://doi.org/10.37715/rme.v3i1.1235)

Erlina, F. S. (2023). Merek *Handphone/Ponsel* yang Paling Sering

Digunakan dalam Setahun Terakhir. Katadata. <https://databoks.katadata.co.id/produk-konsumen/statistik/5c8b38de82cd1d6/sederet-merek-handphone-yang-paling-sering-digunakan-warga-ri-ada-milikmu>

Ghozali, Imam. (2018). Aplikasi Analisis Multivariate Dengan Program

IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.
164

Pengaruh Advertising..., Giovanni, Universitas Multimedia Nusantara

Hair, J. F. et. al. 2017. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). SAGE Publications, Los Angeles.

Kesumahati, E., & Febrianti, F. (2022, April). THE INFLUENCE OF ADVERTISING, CELEBRITY ENDORSEMENT, BRAND AWARENESS, AND BRAND IMAGE ON PURCHASE INTENTION OF LOCAL SKINCARE PRODUCTS. In *CoMBInES-Conference on Management, Business, Innovation, Education and Social Sciences* (Vol. 2, No. 1, pp. 289-303). <https://journal.uib.ac.id/index.php/combines/article/view/6628>

Kotler, P. and Armstrong, G. (2013) Principle of Marketing. 15th Edition, Prentice Hall.

Kotler, P., & Keller, K.L. (2021). Marketing Management. Pearson. <https://g.co/kgs/7fPGJyM>

Krisnawan, I. G. N. D., & Jatra, I. M. (2021). The Effect of Brand Image, Brand Awareness, and Brand Association on Smartphone Purchase Intention (Case Study in Denpasar). *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(6), 117-122. <https://www.ajhssr.com/wp-content/uploads/2021/06/P2156117122.pdf>

Lili, Z., Al Mamun, A., Hayat, N., Salamah, A. A., Yang, Q., & Ali, M. H. (2022). Celebrity endorsement, brand equity, and green cosmetics

- purchase intention among Chinese youth. *Frontiers in psychology*, 13, 860177. <https://doi.org/10.3389/fpsyg.2022.860177>
- Mahaputra, M. R., & Saputra, F. (2021). Relationship word of mouth, advertising and product quality to brand awareness. *Dinasti International Journal of Digital Business Management*, 2(6), 1099-1108. <https://doi.org/10.31933/dijdbm.v2i26>
- Malhotra, Naresh K. (2020). *Marketing Research: An Applied Orientation* (7th ed.). Harlow: Pearson.
- Mela, S. (2023). 10 Negara Dengan Pengguna *Smartphone* Terbanyak Di Dunia. GoodStats. <https://goodstats.id/article/10-negara-dengan-pengguna-smartphone-terbanyak-di-dunia-indonesia-masuk-daftar-fDv25>
- Muadzin, F., & Lenggogeni, S. (2021). The Role of Brand Awareness in Mediating the Effect of Message Appeals in Media Advertising on Purchase Intention. *Benefit: Jurnal Manajemen dan Bisnis (Jurnal ini Sudah Migrasi)*, 6(1), 13-24. <https://doi.org/10.23917/BENEFIT.V6I1.12365>
- Mustafi, M. A. A., & Hosain, M. S. (2020). The role of online advertising on purchase intention of smartphones: mediating effects of flow experience and advertising value. *Journal of Contemporary Marketing Science*, 3(3), 385-410. <https://doi.org/10.1108/JCMARS-05-2020-0024>

Oppo. (2024). *OPPO Secure Fourth Place in Global Smartphone Market in 2023*. <https://www.oppo.com/ae/newsroom/press/oppo-secure-fourth-place-in-global-smartphone-market-in-2023/>

Pratama, A. H., Riyanto, D. W. U., & Kadharpa, E. (2023). The Effect of Personal Selling and Advertising on Purchasing Decisions with Brand Awareness as an Intervening Variable. *Business Innovation Management and Entrepreneurship Journal (BIMANTARA)*, 2(01), 35-47. <https://doi.org/10.22219/bimantara.v2i01.27219>

Rahmi, S., Ilyas, G. B., Tamsah, H., & Munir, A. R. (2022). Perceived risk and its role in the influence of brand awareness on purchase intention: study of Shopee users. *Jurnal Siasat Bisnis*, 97-109. <https://doi.org/10.20885/jsb.vol26.iss1.art7>

Roscoe, John J. . *Fundamental research statistics for the behavioral sciences*. New York : Holt, Rinehart and Winston, 1975

Sepfiani, P., & Nawawi, Z. M. (2023). ANALISIS MARKETING MIX UNTUK MENINGKATKAN VOLUME PENJUALAN PADA RAFIJAYA FOTOKOPI DI KOTA MEDAN. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, 2(1), 56-62. <https://doi.org/10.59246/muqaddimah.v1i1.104>

Sesar V, Martinčević I, Boguszewicz-Kreft M. Relationship between Advertising Disclosure, Influencer Credibility and Purchase

Intention. *Journal of Risk and Financial Management*. 2022; 15(7):276.

Shukla, Satishprakash. (2020). CONCEPT OF POPULATION AND SAMPLE.

https://www.researchgate.net/publication/346426707_CONCEPT_OF_POPULATION_AND_SAMPLE

Solihin, S. A. (2024). Konsep Marketing Mix 4P dan 7P.

<http://repository.ikopin.ac.id/2331/1/konsep%20marketing%20mix%204P%207P.pdf>

Veda, V. R. B., & Sathish, S. A. (2024). Celebrity endorsement theories:

Review perspective. *Multidisciplinary Reviews*, 7(3), 2024043-

2024043. <https://10.31893/multirev.2024043>

