

DAFTAR PUSTAKA

- Aaker, D. A., & Alexander L. Biel; (2009). *Brand Equity and Advertising: Advertising Role in Building Strong Brand*. Lawrence Erlbaum Associates. Inc.
- Anwar, A., Gulzar, A., Sohail, F. Bin, & Akram, S. N. (2011). Impact of Brand Image, Trust and Affect on Consumer Brand Extension Attitude: the Mediating Role of Brand Loyalty. *International Journal of Economics and Management Sciences*, 1(5), 73–79. www.managementjournals.org
- Arnaud. (2015). *The State Of Influencer Engagement In 2015*.
<https://www.launchmetrics.com/resources/blog/state-influencer-engagement>
- Ash-shiddieq, F. N. T. (2014). Pengaruh Celebrity Endorser Valentino Rossi Terhadap Brand Image Sepeda Motor Yamaha (Studi Pada Mahasiswa Fakultas Komunikasi Dan Bisnis, Universitas Telkom). *Jurnal Universitas Telkom*, 1–7.
- Belch, G. ., & Belch, M. A. (2004). *Advertising and promotion : an integrated marketing communications perspective*. Trove.
- Bergström, C. (2004). *BACHELOR ' S THESIS Celebrity Endorsement*.
- Coviello, N. Milley, R. & Marcolin, B. (2001). Understanding it-enable interactivity in contemporary marketing. *Journal of Interactive Marketing*, Vol. 15 No. 4, 18–33.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, 17(2), 138–149.
<https://doi.org/10.1080/15252019.2017.1366885>
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate Dengan Program Ibm Spss 21*

(Edisi 7). Badan Penerbit Universitas Diponegoro.

- Hariyanti, N. T., & Wirapraja, A. (2018). *PENGARUH INFLUENCER MARKETING SEBAGAI STRATEGI PEMASARAN DIGITAL ERA MODEREN (SEBUAH STUDI LITERATUR)*. 15(1), 133–146.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, and D. D. G. (2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18, 38–52.
- Indriantoro Nur , dan Supomo, B. (2013). *Metodologi Penelitian Bisnis Untuk Akuntansi & Manajemen*. BPFE.
- Istiningtyas, A. (2010). Hubungan Antara Pengetahuan dan Sikap tentang Gaya Hidup Sehat Mahasiswa di PSIK UNDIP Semarang. *Jurnal KesMaDaSKA*, 1(1), 18–25.
- Istiqomah, Akhirman, M. S. (2015). *Pengaruh Brand Ambassador (Visibility, Credibility), dan Celebrity Endorsement terhadap Brand Image Produk Batam Ogura Pada Mahasiswa Prodi Manajemen Fakultas Ekonomi Universitas Maritim Raja Ali Haji*. 1–15.
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2015). *Strategic brand management : building, measuring and managing brand equity* (4e ed.). Pearson.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14 th). pearson education.
- Mukherjee, D. (2011). Impact of Celebrity Endorsements on Brand Image. *SSRN Electronic Journal*, August. <https://doi.org/10.2139/ssrn.1444814>
- Opatha, M. (2015). Definitions of Brand Image. *Journal of Brand Image*, December.
- Pradiani, T. (2018). Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11(2), 46–53. <https://doi.org/10.32812/jibeka.v11i2.45>
- Putra, M. I. (2014). *PENGARUH BRAND AMBASSADOR TERHADAP BRAND IMAGE SERTA DAMPAKNYA TERHADAP KEPUTUSAN PEMBELIAN*

(*Survey pada pengguna LINE di Asia*). 12(1), 1–10.

Rahima, P. (2018). Pengaruh Celebrity Endorser di Media sosial instagram dalam promosi produk hijab terhadap minat beli konsumen (Studi kasus pada akun instagram @ wiriamaeazzahra). *Manajemen, Akuntansi Dan Perbankan*, 4, 50–60.

Rini, E. S., & Astuti, D. W. (2012). Pengaruh Agnes Monica Sebagai Celebrity Endorser Terhadap Pembentukan Brand Image Honda Vario. *Bisma Jurnal Bisnis Dan Manajemen*, 6(1), 1–12.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>

Scott, D. M. (2010). *The New Rules of Marketing and PR* (2nd ed.). John Wiley & Sons, Inc.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Wei, K. ., & Wu, Y. . (2013). *Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers*. *International Journal of Sports Marketing & Sponsorship*. International Marketing Reports Ltd.