

**DAFTAR PUSTAKA**

- Aghekyan, M. (2009). The role of product brand image and online store image on perceived risk and online purchase intentions. Auburn, Alabama. August 10.
- Agrawal, J & Kamakura, W. A. (1995). The economic Worth of Celebrity Endorsers: an Event Study Analysis. *Journal of Marketing*, 59 (3):56-62.
- Allen, M. J. & Yen, W. M. (2002). *Introduction to Measurement Theory*. Long Grove, Illinois: Waveland Press, Inc.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I. & Fishbein, M. (1980). Understanding attitude and predicting social behavior. *Englewood Cliffs, NJ: Prentice-Hall, inc.*
- Amos, C., Holmes, G. & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising* 27 (2), 209-234
- Arbuckle, J. L. (1999). *Amos 4.0 [Computer Software]*. Chicago: Smallwaters.
- Assael, H. (1998). *Consumer Behavior and Marketing Action*. Fifth Edition. Cincinnati Ohio: South Western College Publishing.
- Atkin, C. & Block, M. (1983), "Effectiveness of Celebrity Endorsers", *Journal of Advertising Research*, Vol.23 No.1, February/March, pp.57-61.
- Baek, T. H. & King, K. W. (2011). Exploring The Consequencess of Brand Credibility in Services. *Journal of Services Marketing*, 25, (4): 260-272.
- Bailenson, Jeremy N. dkk. (2004). Transformed Social Interaction: Decoupling Representation from Behavior and Form in Collaborative Virtual Environments. *Presence*, 13 (4), 428-441.
- Belch, G. E. & Belch, M. A. (1994). *Introduction to Advertising and Promotion: An Integrated Marketing Communication Perspective*, Ed.3, Irwin: Homewood.
- Belch, G. E. & Belch, M. A. (2004). *Advertising and Promotions an integrated Marketing Communications Perspective*. Sixth Edition. New York: McGraw Hill, Inc.
- Belch, G. E. & Belch, M. A. (2009). *Advertising and Promotions an integrated Marketing Communications Perspective*. Eight edition. New York: McGraw Hill.
- Biswas, S., Hussain, M. & O'Donnell, K. (2009). Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. *Journal of Global Marketing*, 22, 121-137.

- Bloemer, J. & Ruyter, K. (1998). On the relationship between store image, store satisfaction, and store loyalty. *European Journal of Marketing*. Vol. 30 NO.8, pp. 394-406.
- Blythe, J. (2005). *Essential of Marketing : Third Edition*. Essex, England: Pearson Education Limited.
- Bos, B. (2007). *The image of a company*. Phaidon inc Ltd, New York City.
- Boyd, H. W. & Walker, O. C. (1992). *Marketing Management : A Strategic Approach*. Tokyo: Toppan Co, Ltd.
- Bruner, G. C., Hensel, P. J. & James, K. E. (1998-2001). *Marketing scales handbook vol. IV a compilation of multi-item measures for consumer behavior & advertising*.
- Byrne, A. & Whitehead, M (2003), "The naked truth of celebrity endorsement," *British Food Journal*.
- Cant, M. C. dkk. (2007). *Marketing Management : Fifth Edition*. Cape Town, South Africa : Juta dan Co.
- Carlson, B. & Donavan, D. (2008). Concerning the effect of athlete endorsements on brand team-related intentions. *Sport Marketing Quarterly* 17, 154-162.
- Carrie, L. & Sejung, M. (2005). The importance of perceived endorser credibility in South Korean advertising. *Journal of Current Issues & Research in Advertising* 27 (2), 67-81.
- Casalo, L. V., Flavian, C. & Guinalu, M. (2010). understanding the intention to follow the advice obtained in an online travel community. *Computer in Human Behavior*.
- Chang, C. H. & Tu, C. Y. (2005). Exploring store image, customer satisfaction, customer loyalty relationship: evidence from Taiwanese hypermarket industry. *The Journal of American Academy of Business*. Vol. 7 No.2, pp. 197-202.
- Choi, S. M. & Rifon, N. J. (2007). Who is The Celebrity in Advertising? *Understanding Dimensions of Celebrity Images*. *Journal of Popular Culture*, 40 (2): 304-25.
- Collins Concise Dictionary & Thesaurus. (1995). Harper Collines Publishers, Glasgow, UK.
- Cooper, D. R. & Schindler, P. S. (2001). *Business Research Methods : Seventh Edition*. Avenue of The Americas, New York: The McGraw-Hills Companies, Inc.
- Cudmore, B. A. (2000). The effect of store image, package and price similarity on consumer perception of store brand quality. *Journal of School of Business*.

- Curwin, Jon & Slater, R. (2002). *Quantitative Methods for Business Decisions : Fifth Edition*. High Holborn, London: Thomson Learning.
- Donovan, R. J. & Rossiter, J. R. (1982). Store atmosphere: an environmental psychology approach. *Journal of Retailing*. Vol. 58 No. 1, pp. 171-87.
- Engel, James, F. & Blackwell, R. D., dkk (2001). *Consumer Behavior*, Ninth Edition International Edition. Harcourt College Publisher.
- Englis, B. & Solomon, M. (1996). *Using Consumption Constellations to develop integrated communications strategies*. *Journal of Business Research* 37, 183-191.
- Erdogan, Z. (1999). *Celebrity endorsement: a literature review*. *Journal of Marketing Management* 15 (4), 291-314.
- Evans, Joel, R. & Barry Berman. (1995). *Principles of Marketing : Third Edition*. New Jersey: Prentice-Hall, Inc.
- Federal Trade Commision (1980) Regulation of endorsements in advertising: in the consumer's behalf?
- Ferdinand, Augusty. (2002). *Structural Equation Modelling Dalam Penelitian Manajemen : Edisi Ketiga*. Semarang : Badan Penerbit Universitas Diponegoro.
- Fishbein, M. & Ajzen, I. (1975) *Belief, Attitude, Intention and Behaviour: an Introduction to Theory and Research*. Addison-Wesley, Reading, M.A.
- Fowles, J. (1992). *StarStruck*. Washington: Smithsonian Institution Press.
- Fowles, J. A. & Leonard, G. K. (1997). *Superstars in the National Basketball Association: Economic value and policy*. *Journal of Labor Economics*, 15(4), 586-624.
- Gakhal, B. & Senior, C. (2008). Examining the influence of fame in the presence of beauty: an electrodermal neuromarketing study. *Journal of Consumer Behavior* 7, 331-341.
- Gamson, J. (1992). The assembly line of greatness: Celebrity in twentieth-century America. *Critical studies in mass Communication*, 9, 1-24.
- Goldberg, M. & Hartwick, J. (1990). The effect of advertiser reputation and extremity of advertising claim on advertising effectiveness. *Journal of Consumer Resesarch* 17, 172-179.
- Goldsmith, R. E., Lafferty, B. A. & Newell, S. J. (2000). "The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands", *Journal of Advertising*, Vol. 29 No. 3, pp. 43-54.
- Goldsmith, R. E., Lafferty, B. A. & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer eaction to advertisements snd brands. *Journal of Advertising*, Vol. 29 (3), 43-54.

- Gunawan, D. D. & Huang, K. H. (2015) Viral effect of social network and media on consumers purchase intention, *Journal of Busniess Research*.
- Hair, Joseph F. dkk. (2006). *Multivariate Data Analysis : Sixth Edition*. New Jersey: Pearson Education, Inc.
- Hair, Joseph F. dkk. (2010). *Multivariate data analysis : Seventh Edition*. New Jersey: Pearson Education, Inc.
- Hair, Joseph, F. dkk. (1998). *Multivariate Data Analysis : Fifth Edition*. New Jersey: Pearson Education, Inc.
- Han, H., Hsu, L., & Sheu, C. (2009). Application of theory of planned behavior to green hotel choice: Testing the effect of the environmental friendly activities. *Tourism Management*, 325-334.
- Han, E. & Ki, E. (2010). Developing a measure of celebrity reputation. *Public Relations Review* 36 (2), 199-201.
- Howard, J. A. (1994). *Buyer Behaviorin Marketing Strategy*. Englewood Cliffs. New Jersey Prentice Hall, Inc.
- Ilicic, J., Cynthia, M. & Webster. (2011). Effect of multiple endorsements and consumer-celebrity attachment on attitude and purchase intention. *Australian Marketing Journal*.
- Johnson, R. S. & Harrington, A. (1998). *The Jordan effect*. *Fortune*, 70-78.
- Kaplan, A. M. & Haenlein, M. (2010). Users Of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*. Vol. 53 (1), pp. 59-68.
- Keller, & Kevin, L. (2006). *Measuring Brand Equity*, in Handbook of Marketing Research - Do's and Dont's, eds. Rajiv Grover and Marco Vriens, 546-568.
- Keller, Kevin, L. & Aaker, D. A. (1998). Corporate-Level Marketing: The Impact of Credibility on aCompany's Brand Extensions, *Corporate Reputation Review*, 1 (August), 356-378.
- Kim, S. S., Lee, J. & Prideaux, B. (2013). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility, and corporate loyalty. *International Journal of Hospitality Management*.
- Ko, D. M. (2003). Inter-relationships among Store Images, Store Satisfaction, adn Store Loyalty smong Korea Discount Retail Patrons, *Asia Pacific Journal of Marketing and Logistics, Volume 15 Number 4 2003*
- Koernig, S. & Boyd, T. (2009). To catch a tiger or let him go : the match-up effect and athlete endorsers for sport and non-sport brands. *Sport Marketing Quarterly* 18 ( 1 ), 25-37
- Kotler, P. & Keller K. L. (2009). *Manajemen Pemasaran 1. Edisi ketigabelas*. Jakarta: Erlangga.

- Kotler, P. & Keller, K. L. (2006). *Marketing Management*. 12e. *Upper Saddle River*: Pearson Education, Inc.
- Kotler, P. & Keller, K. L. (2009). *Manajemen Pemasaran :Edisi 13*. Terjemahan oleh Bob Sahran. 2009.Jakarta :Penerbit Erlangga.
- Kotler, P. & Keller, K. L. (2012). *Marketing Management : Fourteenth Edition*. Essex: Pearson Education, Ltd.
- Lafferty, B. A. & Goldsmith, R. E. (1998). Corporate credibility's role in consumers' attitudes and purchase intentions when a high versus a low credibility endorser used in the ad. *Journal of Elsevier Science Inc*.
- Lafferty, B. A. & Goldsmith, R. (1999). Corporate credibility's role in consumers attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad. *Journal of Business Resesarch* 44(2), 109-116.
- Lafferty, B. A. & Goldsmith, R. (2004). How influential are corporate credibility and endorser attractiveness when innovators react to advertisements for a new high-technology product. *Corporate Reputation Review* 7 (1), 24-36.
- Lehmann, D. R. (1989). *Market Research and Analysis*. Boston: Irwin Publishers.
- Liu, T. M., Huang, Y. Y. & Minghua, J. (2007). Relations Among Attractiveness of Endorsers, Match-up, and Purchase Intention in Sport Marketing in China. *Journal of Consumer Marketing*, 24(6): 358-365.
- Lord, K. & Putrevu, S. (2009). Informational and Transformastional responses to celebrity endorsement. *Journal of Current issues and Research in Advertising* 31 ( 1 ), 1-13.
- Magnini, V., Garcia, C. & Honeycutt, E., dkk. (2008). Understanding the use of celebrity endorsers for hospitality firms. *Journal of Vacation Marketing* 14 (1), 57-69.
- Magnini, V., Garcia, C., & Honeycutt, E., (2010). Identifying the atributs of an effective restaurant chain endorser. *Cornell Hospitality Quarterly* 51 (2), 238-250.
- Malhotra, & Naresh, K. (1993). *Marketing Research : An Applied Orientation*. New Jersey: Prentice-Hall, Inc
- Malhotra, & Naresh, K. (2006). Riset pemasaran: pendekatan terapan. Edisi Keempat. Jakarta: Indeks.
- Mason, J. B., Morris, L. M., and Hazel, F. (2001), *Retailing*, fourth edition, Irwin Homewood, Illinois.
- Mathur, L. K., Mathur, L., & Rangan, N. (1997). *The wealth effects associated with a celebrity endorser: The Michael Jordan phenomenon*. *Journal of Advertising Research*, 37(3), 67-73.

- McCracken, G. (1989). Who is the celebrity endorser? Culultural foundation of the endorsement process. *Journal of Consumer Research*, 16, 41-52.
- McCracken, G. 1989. Who is The Celebrity Endorser? Cultural Foundations of The Endorsement Process. *Journal of Consumer Research*, 16 (3):310-21.
- Misra, S. & Beatty, S. E. (1990). *Celebrity spokeperson and brand congruence: An assesment of recall and effects on brand attitude? Journal of Business Research* 21, 159-173.
- Morgan, George, A. & Griego, O. V. (1998). *Easy Use and Interpretation of SPSS For Windows*. New Jersey: Lawrence Erlbaum Associates, Inc. Publishers.
- Mowen, J. C. (1995), *Consumer Behavior* 4<sup>th</sup> edition. New Jersey. Prentice Hall.
- Multivariate Data Analysis. (2006). : *Sixth Edition*. New Jersey: Pearson Education, Inc.
- Newell, A. J., Shaw, C. & Simon, H. A. (1958). Elements of a theory of human problem solving. *Psychological review*, 65, 151-166.
- Norman, D. A. (1968). Toward a theory of memory and attention. *Psychological review*, 75, 522-536..
- O'Guinn, T. C., Allen, C. & Semenik, R. J. (2003). *Advertising and Integrated Brand Promotion*. USA: Thomson South Western.
- Olson, J. C. & Peter, J. P. (2005). *Consumer Behaviour, Perilaku Konsumen dan Strategi Pemasaran Edisi 4 jilid 2*. Penerbit Erlangga.
- Osman, M. Z. (1993). A conceptual model of retail image influences on loyalty patronage behavior. *International Review of Retail Distribution & Consumer Resesarch*. Vol. 3 No. 2, pp. 149-66
- Petty, R. E. & Cacioppo, J. T. (1983), "Central and peripheral routes to persuasion: application to advertising", in Percy, L. And Woodside, A. (Eds). *Advertising and Consumer Psychology*, Lexington Books, Lexington, MA.
- Petty, R. E. & D'Rozario, D. (2009). *The use of dead celebrities in advertising and marketing: balancing interests in the right of publicity*. *Journal of advertising* 27 (2), 65-82.
- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10, 135-146.
- Pickton, D. & Broderick, A. (2001). *Integrated Marketing Communication*. Essex: Pearson Education, Ltd.
- Reitman, W. R. (1965). *Cognition and Thought*. New York: Wiley.
- Reynolds, Thomas, J. & Jamieson, L. F. (1985), "Image Representations: An Analytical Framework," in *Perceived Quality: How Consumers View Stores*

- and Merchandise*, (eds.) Jacob Jacoby and JerryC. Olson, Lexington, MA: Lexington Books, 115-138.
- Ryan, N. (1993). Jordan's value to Chicago? Up to \$1 billion. *Chicago Tribune*, 1, 12.
- Schiffman, L. G. & Kanuk, L. L. (2004). *Consumer Behavior, seventh edition*. New Jersey: Peason Education, Inc.
- Schiffman, L. G. & Kanuk, L. L. (2007). *Consumer Behavior, ninth edition*. New Jersey: Peason Education, Inc.
- Shimp, T. A. (2003). *Advertising Promotion and Supplemental Aspects of Integrated Marketing Communications*. Sixth edition. USA: Thomson South Western.
- Simamora, Bilson. (2002). *Panduan Riset Perilaku Konsumen*. Surabaya: Pustaka. Utama.
- Simamora, Henry. (2000). *Manajemen Pemasaran Internasional*. Jilid kedua. Jakarta: Salemba Empat.
- Solimun. (2002). *Multivariate Analysis Structural Equation Modelling (SEM) Lisrel dan Amos*. Malang: Penerbit Universitas Negeri Malang.
- Solomon, R. M. (2013). *Consumer Behavior Buying, Having, and Being* 10<sup>th</sup> edition. UK: Pearson Education, Inc.
- Spielman, H. M. (1981). *The Celebrity Sell: Making it Work*. *Marketing times*, 28, 13-14.
- Spielman, H. M. (1981). *The Celebrity Sell: Making it Work*. *Marketing Times*, 28, 13-14.
- Stangor, C. (2010). *Research Method for The Behavioral Sciences, Fourth Edition*. Belmont, California: Wadsworth Cengage Learning.
- Till, B. D. (1998). Using Celebrity Endorser Effectively: Lessons from Associative learning. *Journal of Product and Brand Management* 7 (5), 400-409.
- Tripp, C., Jensen, T., & Carlson, L. (1994). The effects of multiple product endorsements by celebrities on consumers attitudes and interest. *Journal of Consumer Research* 20 (March), 535-547.
- Van der Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: Contribution from technology and trust perspectives. *European journal of Information Systems*, 12(1), 41-48.
- Verhagen, T. & van Dolen, W. (2008). Online purchase intentions: a multi-channel store image perspective. *Journal of Information and Management*.

- Wang, L., Law, R. & Guillet, B. D., dkk. (2015). Impact of hotel website quality on online booking intentions: eTrust as a mediator. *International Journal of Hospitality Management*.
- Wee, T. & Ming, M. (2003). *Leveraging on symbolic values and meanings and branding*. *Brand Management* 10 (3), 208-218.
- Wei, P. S. & Lu, H. P. (2012). An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. *Journal of Computers in Human Behavior*.
- Wellman, B., Boase, J. & Chen, W. (2002). The Networked Nature of Community : Online and Offline. *IT & Society*, 1 (1), 151-165.
- White, E. (2004). Found in translation?. *Wall Street Journal*. 20.09.
- Young ,S. & Pinsky, D. (2006). Narcissism and celebrity. *Journal of Research in Personality* 40, 463-471.
- Yun, Z. S. & Good, L. K. (2007). Developing customer loyalty from e-tail store image attributes. *Managing Service Quality*. Vol. 17 No. 1, pp. 4-22.
- Zuraida, Lukia & Uswatun Chasabah, 2001, *Consumer Decision Model Pendekatan Alternatif Analisis Efektifitas Iklan: Studi Empiris Iklan di Televisi Tentang Sabun Deterjen Bubuk*. Jurnal kajian bisnis.
- (Retno-wulandari-solopos-http://ika-fhuns.com/berita-artikel/prita-pzuraolaan-komplain-pelanggan) Wulandari, Retno. 4 Januari 2010. Prita & Pengelolaan Komplain Pelanggan. Solopos.
- <http://www.naifband.com>
- <http://www.instagram.com>