

DAFTAR PUSTAKA

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of marketing research*, 34(3), 347-356.
- Achouri, M. A., & Bouslama, N. (2010). The Effect of the Congruence between Brand Personality and Self-Image on Consumers' Satisfaction and Loyalty: A Conceptual Framework. *IBIMA Business Review*.
- Ajzen, I., & Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of experimental social Psychology*, 6(4), 466-487.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of consumer research*, 13(4), 411-454.
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International journal of advertising*, 27(2), 209-234.
- Atkin, C., & Block, M. (1983). Effectiveness of celebrity endorsers. *Journal of advertising research*.
- Awasthi, A. K., & Choraria, S. (2015). Effectiveness of celebrity endorsement advertisements: The role of customer imitation behaviour. *Journal of Creative Communications*, 10(2), 215-234.
- Bao, J. Y. E., & Sweeney, J. C. (2009). Comparing factor analytical and circumplex models of brand personality in brand positioning. *Psychology & Marketing*, 26(10), 927-949.
- Batra, R., & Homer, P. M. (2004). The situational impact of brand image beliefs. *Journal of consumer psychology*, 14(3), 318-330.
- Belch. (2004;140,174). Advertising and Promotion: An Integrated Marketing Communications Perspective. 6th edition. New York: The McGraw.
- Bettman, J. R. (1979). Memory factors in consumer choice: A review. *Journal of Marketing*, 43(2), 37-53.
- Binti, N. R., Che, C. A. B., Alam, S. S., & Binti, S. A. (2018). COSMETIC FOR MODERN CONSUMER: THE IMPACT OF SELF-CONGRUITY ON PURCHASE INTENTION.
- Bovee, C. L. (1995). *Advertising excellence*. McGraw-Hill College.
- Boyd, H. W., Walker, O. C., & Larreche, J. C. (2000). Manajemen pemasaran. *Jakarta: Erlangga*.
- Branaghan, R. J., & Hildebrand, E. A. (2011). Brand personality, self- congruity, and preference: A knowledge structures approach. *Journal of Consumer Behaviour*, 10(5), 304-312.
- Bryman, A., Becker, S., & Sempik, J. (2008). Quality criteria for quantitative, qualitative

and mixed methods research: A view from social policy. *International Journal of Social Research Methodology*, 11(4), 261-276.

- Campbell, M. C., & Keller, K. L. (2003). Brand familiarity and advertising repetition effects. *Journal of consumer research*, 30(2), 292-304.
- Chaudhuri, A., & Holbrook, M. B. (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *Journal of Brand Management*, 10(1), 33-58.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research*, 295(2), 295-336.
- Choi, S. M., & Rifon, N. J. (2012). It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. *Psychology & Marketing*, 29(9), 639-650.
- Clow, K. E., & Baack, D. (2002). *Integrated advertising, promotion, & marketing communication*.
- Crosno, J. L., Freling, T. H., & Skinner, S. J. (2009). Does brand social power mean market might? Exploring the influence of brand social power on brand evaluations. *Psychology & marketing*, 26(2), 91-121.
- Dahlen, M., & Bergendahl, J. (2001). Informing and transforming on the web: an empirical study of response to banner ads for functional and expressive products. *International Journal of Advertising*, 20(2), 189-205.
- Dahlén, M., & Lange, F. (2004). To challenge or not to challenge: Ad-brand incongruency and brand familiarity. *Journal of marketing theory and practice*, 12(3), 20-35.
- De Chernatony, L., & Dall'Olmo Riley, F. (1998). Defining a "brand": Beyond the literature with experts' interpretations. *Journal of Marketing Management*, 14(5), 417-443.
- De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2007). *Marketing communications: A European perspective*. Pearson education.
- Delgado-Ballester, E., Navarro, A., & Sicilia, M. (2012). Revitalising brands through communication messages: the role of brand familiarity. *European Journal of Marketing*, 46(1/2), 31-51.
- Depdiknas. (2001). *Kamus Besar Bahasa Indonesia*. Jakarta: Balai Pustaka.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 28(3), 307-319.
- Dolich, I. J. (1969). Congruence relationships between self images and product brands. *Journal of marketing research*, 6(1), 80-84.
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), 291-314.

- Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of advertising research*, 41(3), 39-48.
- Fiske, S. T., & Pavelchak, M. A. (1986). Category-based versus piecemeal-based affective responses: Developments in schema-triggered affect. Boon, S. D., & Lomore, C. D. (2001). Admirer-celebrity relationships among young adults: Explaining perceptions of celebrity influence on identity. *Human communication research*, 27(3), 432-465.
- Freiden, J. B. (1984). Advertising spokesperson effects-An examination of endorser type and gender on 2 audiences. *Journal of advertising research*, 24(5), 33-41.
- Freling, T. H., & Forbes, L. P. (2005). An empirical analysis of the brand personality effect. *Journal of Product & Brand Management*, 14(7), 404-413.
- Ghozali, I. (2008). *Structural equation modeling: Metode alternatif dengan partial least square (pls)*. Badan Penerbit Universitas Diponegoro.
- González Mieres, C., María Díaz Martín, A., & Trespalacios Gutiérrez, J. A. (2006). Antecedents of the difference in perceived risk between store brands and national brands. *European Journal of Marketing*, 40(1/2), 61-82.
- Govers, P. C., & Schoormans, J. P. (2005). Product personality and its influence on consumer preference. *Journal of Consumer Marketing*, 22(4), 189-197.
- Graeff, T. R. (1996). Image congruence effects on product evaluations: The role of self-monitoring and public/private consumption. *Psychology & Marketing*, 13(5), 481-499.
- Ha, H. Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour: An International Research Review*, 4(6), 438-452.
- Hair, J. F. (2006). *Multivariate data analysis*. Pearson Education India.
- Harris, E. G., & Fleming, D. E. (2005). Assessing the human element in service personality formation: personality congruency and the five factor model. *Journal of Services Marketing*, 19(4), 187-198.
- Helgeson, J. G., & Supphellen, M. (2004). A conceptual and measurement comparison of self-congruity and brand personality: The impact of socially desirable responding. *International Journal of Market Research*, 46(2), 205-233.
- Holbrook, M. B. (1986). Emotion in the consumption experience: toward a new model of the human consumer. *The role of affect in consumer behavior: Emerging theories and applications*, 6(23), 17-52.
- Holden, S. J., & Vanhuele, M. (1999). Know the name, forget the exposure: Brand familiarity versus memory of exposure context. *Psychology & Marketing*, 16(6), 479-496.
- Homer, P. M. (1990). The mediating role of attitude toward the ad: Some additional

- evidence. *Journal of Marketing research*, 27(1), 78-86.
- Jamal, A., & Al-Marri, M. (2007). Exploring the effect of self-image congruence and brand preference on satisfaction: the role of expertise. *Journal of Marketing Management*, 23(7-8), 613-629.
- Kahle, L. R., & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: A social adaptation perspective. *Journal of consumer research*, 11(4), 954-961.
- Kamins, M. A. (1989). Celebrity and noncelebrity advertising in a two-sided context. *Journal of advertising research*.
- Kamins, M. A., & Gupta, K. (1994). Congruence between spokesperson and product type: A matchup hypothesis perspective. *Psychology & Marketing*, 11(6), 569-586.
- Kent, R. J., & Allen, C. T. (1994). Competitive interference effects in consumer memory for advertising: the role of brand familiarity. *Journal of marketing*, 58(3), 97-105.
- Kent, R. J., & Allen, C. T. (1994). Competitive interference effects in consumer memory for advertising: the role of brand familiarity. *Journal of marketing*, 58(3), 97-105.
- Kim, C. K., Han, D., & Park, S. B. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese psychological research*, 43(4), 195-206.
- Kleine III, R. E., Kleine, S. S., & Kernan, J. B. (1993). Mundane consumption and the self: a social- identity perspective. *Journal of consumer psychology*, 2(3), 209-235.
- Kotler, P. (1996). Amstrong. 2001. *Prinsip-prinsip pemasaran*.
- Kotler, P., & Bowen, M. J. (1999). *Marketing for Hospitality and Tourism*.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing management*. Pearson Education Ltd..
- Kotler, P., Keller, K. L. (2016;478). *Marketing Management*. Jakarta: Erlangga.
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business research*, 59(9), 955-964.
- Kuncoro, E. A. Riduwan. (2007). *Cara menggunakan dan memaknai analisis jalur (path analysis)*.
- Latan, H., & Ghozali, I. (2012). Partial Least Square: Konsep, Teknik, dan Aplikasi SmartPLS 2.0 M3. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of marketing*, 25(6), 59-62.
- Lutz, R. J., & MacKenzie, S. B. (1982). Construction of a diagnostic cognitive response

- model for use in commercial pretesting. *Straight talk about attitude research*, 145-156.
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of marketing research*, 23(2), 130-143.
- Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. (2005). Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy: A conceptual framework and research propositions. *Journal of advertising*, 34(4), 69-80.
- Malär, L., Krohmer, H., Hoyer, W. D., & Nyffenegger, B. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of marketing*, 75(4), 35-52.
- Malhotra, N. K. (1988). Self concept and product choice: An integrated perspective. *Journal of Economic Psychology*, 9(1), 1-28.
- McCracken, Grant. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310-321.
- Mengxia, Z. (2007). Impact of brand personality on PALI: a comparative research between two different brands. *International Management Review*, 3(3), 36.
- Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude. *Journal of marketing research*, 18(3), 318-332.
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In *Communication and persuasion* (pp. 1-24). Springer, New York, NY.
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of travel research*, 42(4), 333-342.
- Pradhan, D., Duraipandian, I., & Sethi, D. (2016). Celebrity endorsement: How celebrity–brand–user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22(5), 456-473.
- Premeaux, S. R. (2009). The attitudes of middle class versus upper class male and female consumers regarding the effectiveness of celebrity endorsers. *Journal of Promotion Management*, 15(1-2), 2-21.
- Quintal, V., & Phau, I. (2013). Brand leaders and me-too alternatives: how do consumers choose?. *Marketing Intelligence & Planning*, 31(4), 367-387.
- Rapp, A., Beitelspacher, L. S., Grewal, D., & Hughes, D. E. (2013). Understanding social media effects across seller, retailer, and consumer interactions. *Journal of the Academy of Marketing Science*, 41(5), 547-566.
- Ross, I. (1971). Self-concept and brand preference. *The Journal of Business*, 44(1), 38-50.

- Santoso, S. (2012). Analisis SEM Menggunakan Amos. *Jakarta: Elex Media Komputindo*.
- Schiffman, L. G., & Kanuk, L. L. (2007). Purchasing behavior.
- Setiadi, N. J. (2003). Perilaku konsumen: Konsep dan implikasi untuk strategi dan penelitian pemasaran. *Jakarta: Prenada Media*.
- Shimp, T. A. (2010). *Integrated Marketing Communication in Advertising and Promotion/por Terence A Shimp* (No. 658.8 S45.).
- Shimp, T. A., Wood, S. L., & Smarandescu, L. (2007). Self-generated advertisements: Testimonials and the perils of consumer exaggeration. *Journal of Advertising Research, 47*(4), 453-461.
- Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *Journal of consumer research, 9*(3), 287-300.
- Sirgy, M. J. (1986). *Self-congruity: Toward a theory of personality and cybernetics*. Praeger Publishers/Greenwood Publishing Group.
- Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J. O., Chon, K. S., Claiborne, C. B., ... & Berkman, H. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the academy of marketing science, 25*(3), 229.
- Sotiropoulos, V. (2003). *Luxury fashion brands: the impact of embodied imagery on brand responses* (Doctoral dissertation, Concordia University).
- Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of consumer-brand identification. *International journal of research in marketing, 29*(4), 406-418.
- Subana, M. R. (2005). Sudrajat. *Statistik Pendidikan. Bandung: Pustaka Setia*.
- Sugiyono, P. Dr. 2010. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: CV Alfabeta*.
- Swann Jr, W. B., De La Ronde, C., & Hixon, J. G. (1994). Authenticity and positivity strivings in marriage and courtship. *Journal of personality and social psychology, 66*(5), 857.
- Tam, J. L. (2008). Brand familiarity: its effects on satisfaction evaluations. *Journal of Services Marketing, 22*(1), 3-12.
- Thamrin, S. D. (2003). Studi Mengenai Proses Adopsi Konsumen Pasca Masa Tayang Iklan Produk " Xon-Ce" di SURABAYA. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science), 2*(2), 141-154.
- Thomas, V. L., & Fowler, K. (2015). More Isn't Always Better: Exploring the Influence of Familiarity When Using Multiple Celebrity Endorsers. *Journal of Promotion Management, 21*(2), 208-223.

- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13.
- Till, B. D., Stanley, S. M., & Priluck, R. (2008). Classical conditioning and celebrity endorsers: An examination of belongingness and resistance to extinction. *Psychology & Marketing*, 25(2), 179-196.
- Toldos-Romero, M. D. L. P., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. *European Business Review*, 27(5), 462-476.
- Wee, T. T. T. (2004). Extending human personality to brands: the stability factor. *Journal of Brand Management*, 11(4), 317-330.
- Wiener, J. L., & Mowen, J. C. (1985). Source credibility: On the independent effects of trust and expertise when attractiveness is held constant. In *Working Paper 85-3*. Oklahoma State University.
- Wu, P. C., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal (AMJ)*, 19(1), 30-39.
- Yamin, S., & Kurniawan, H. (2011). *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modeling: Aplikasi dengan Software XLSTAT, SmartPLS, dan Visual PLS*. Jakarta: Salemba Infotek.
- Zwarun, L., & Torrey, A. (2011). Somebody versus nobody: An exploration of the role of celebrity status in an election. *The Social Science Journal*, 48(4), 672-680.