

## DAFTAR PUSTAKA

- Abbas (2018), "*The Effect of Celebrity Endorsement on Customer Purchase Intention: A Comparative Study*", *journal Current Economics and Management Research* 4(1) hal. 1-10
- Alalwan (2018), "*Investigating the impact of social media advertising features on customer purchase intention*", *journal of Information Management* 42 hal.65-77
- Albert (2017), "*Consumer, brand, celebrity: Which congruency produces effective celebrity endorsements?*", *journal of Business Research* hal.96-106
- Bonne (2007), "*Factors affecting Halal meat purchase intention – evidence from international Muslim students in China* ", *British Food Journal* *journal of british food* Vol. 119
- Brian D. (2014), "*Matching products with endorsers: attractiveness versus expertise*", *journal of consumer marketing* vol.15 hal.576-586
- Ferle dan Choi (2005), "*The Importance of Perceived Endorser Credibility in South Korean Advertising*", *Journal of Current Issues and Research in Advertising*
- <https://kemenperin.go.id/artikel/18465/Industri-Makanan-dan-Minum-an-Masih-Jadi-Andalan>
- <https://radarsurabaya.jawapos.com/read/2019/02/22/120908/potensi-industri-fb-mampu-tumbuh-20-persen-tahun-ini>
- Jain (2011), "*Celebrity Endorsement And Its Impact On Sales: A Research Analysis Carried Out In India*", *journal of Management and Business Research* vol.11
- Juha T. (2016), "*Credibility of a peer endorser and advertising effectiveness*", *journal of consumer marketing* vol.3 hal.182-192
- Karla (2016), "*Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions*", *Journal of retailing and consumer service* 32 hal.39-45

- Kaur dan Garg (2016), "*Celebrity Endorsment And Buying Behavior: A Study Of Panjab University Students*", *journal management Vol.4 (Iss.11)*
- Kennedy, Jhon E. & R. Dermawan Soemanagara. 2006. *Marketing Communication*. Jakarta
- Kim (2013),"*Which endorser and content are most influential in Korean restaurant promotions?*", *journal of International Journal of Hospitality Management* hal.208-218
- Khong (2010),"*Examining the Impact of Online Advertising on Purchase Intentions*",*journal of Research Public*
- Kutthakaphan dan Chokesamritpol (2013), "*The Use of Celebrity Endorsement with the Help of Electronic Communication Channel (Instagram): Case Study of Magnum Ice Cream Thailand*", *master thesis*
- Lin (2016),"*Predicting user response to sponsored advertising on social media via the technology acceptance model*", *journal of Computers in human Behavior* 64 hal.710-718
- Lin (2018),"*Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services*", *journal of information management*
- Mazzini, Rosidah, Rozita, Halimahton (2014),"*Celebrity Endorsement Entrepreneur Endorsement and Advertising Effectiveness*", *journal Social and Behavioral Sciences*, 130, 11 – 20
- Merot (2017),"*Picture-based persuasion in advertising: the impact of attractive pictures on verbal ad's content*", *journal of consumer marketing* vol.34
- Mulyawati (2015),"*Effect of Celebrity Endorser On Consumer Attitude*", *journal of Journal of Business Administration Vol. 24*
- Muthohar (2013),"*The Influence of Islamic Preacher toward the Attitude and Consumers Purchase Intention*", *journal of business and economic* page 86 -99
- Natalia (20 13),"*Credibility Celebrity Endorser Analysis Model: Audience Attitude to Advertising and Brand as Wellas The Effect On Buying Interest "TOP COFFEE"*,*journal of marketing management vol 1*

- Natalie, B. (2016), "*The Influence of Sports Celebrity Credibility on Purchase Intention: The Moderating Effect of Gender and Consumer Sports Involvement*", *journal BBR Special Issues Vitória-ES*, hal. 1-21
- Neil (2017), "Article *An examination of how source classification impacts credibility and consumer behavior*", *journal of public relations review*
- Philip Kotler. 2002. *Manajemen Pemasaran*. Edisi 10. Jakarta: PT. Indeks Kelompok Gramedia
- Philip Kotler dan Kevin Lane Keller. 2012. *Marketing Management*. Edition 14e. Pearson
- Philip (2016), "*Impact of Advertising Appeals on Purchase Intention*", *journal of management*
- Radha dan Jija (2013), "*Influence of Celebrity Endorsement on the Consumer's Purchase Decision*", *Journal of Scientific and Research Publications*, Volume 3
- Rice dan Lutz (2012), "*Multiple endorsers and multiple endorsements: The influence of message repetition, source congruence and involvement on brand attitudes*", *journal of consumer psychology* 249-259
- Rushworth (2017), "*Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users*", *journal of Computers in Human Behavior* hal. 1-7
- Saleem (2011), "*Effective advertising and its influence on consumer buying behavior*", *journal of Business and Management* vol.3 No.3
- Schmidt (2015), "*Online Behaviour of Social Media Participants' and Perception of Trust, Comparing Social Media Brand Community Groups and Associated Organized Marketing Strategies*", *Journal of social and behavior sciences* 177 hal.432-439
- Sertoglu (2014), "*Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey*", *journal International Review of Management and Marketing* Vol. 4, No. 1, hal.66-77

- Solimun, (2002), *"Multivariate Analysis: Structural Equation Modeling Lisrel dan Amos"*. Malang. Universitas Brawijaya Press
- Wang (2010), *"Argument form and spokesperson type: The recommendation strategy of virtual salespersons"*, *journal of Information Management* 30 (2010) 493–501
- Wang (2012), *"Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework"*, *journal of marketing*, vol 26
- Wang, PhD. (2017), *"Trustworthiness Trumps Attractiveness and Expertise: Enhancing Brand Credibility via Celebrity Endorsement"*, *Journal of Advertising Research*
- Webster (2011), *"Effects of multiple endorsements and consumer–celebrity attachment on attitude and purchase intention"*, *journal of Australian marketing* 19 hal.230-237