

### Daftar Pustaka

- Aaker, D. A. (1991). *Managing brand equity*. New York: The Free Press.
- Adam, M., & Hussain, N. (2017). Impact of celebrity endorsement on consumers buying behavior. *British Journal of Marketing Studies*, 79-121.
- Alhaddad, A. (2015). Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty. *Journal of Research in Business and Management*, 3(4), 1-8.
- Alkhawaldeh, A., & Eneizan, B. M. (2018). Factors influencing brand loyalty in durable goods market. *International Journal of Academic Research in Business and Social Sciences*, 326-339.
- Allkpop. (2020, January 16). *Cosmetics brand 'Nature Republic' to end contract with EXO after 8 years*. Retrieved from Allkpop:  
<https://www.allkpop.com/article/2020/01/cosmetics-brand-nature-republic-to-end-contract-with-exo-after-8-years>
- Ambroise, L., Pantin-Sohier, G., Valette-Florence, P., & Albert, N. (2014). From endorsement to celebrity co-branding: Personality transfer. *Journal of Brand Management*, 273-285.
- Andleeb, N. (2016). BRAND LOYALTY AND CONSUMPTION VALUES: EMPIRICAL ANALYSIS OF PERSONAL CARE PRODUCTS. *Arabian Journal of Business and Management Review (Oman Chapter)*, 55-68.
- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. Boston: Cengage Learning.
- Anggraeni, R. (2019, May 27). *Dinilai Potensial, Nature Republic Perkuat Pasar Indonesia*. Retrieved May 8, 2020, from Sindonews.com:  
<https://ekbis.sindonews.com/berita/1407624/34/dinilai-potensial-nature-republic-perkuat-pasar-indonesia>
- Anindyasari, Y. (2019). Pengaruh Interaksi Parasosial Terhadap Hubungan Parasosial, Kredibilitas Endorser Dan Niat Beli Penggemar Syahrini Terhadap Produk Kosmetik Di Media Instagram. *Arthavidya Jurnal Ilmiah Ekonomi Oktober*, 124-134.
- Anwar, A., Gulzar, A., Sohail, F. B., & 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*, 73-79.

Asgari, O., & Hosseini, M. S. (2015). Exploring the antecedents affecting attitude, satisfaction, and loyalty towards Korean cosmetic brands. *Journal of Distribution Science*, 13(6), 45-70.

Asia Economy. (2013, August 29). 태연.엑소, 네이처리퍼블릭 모델로 발탁.

Retrieved September 16, 2021, from 아시아경제 website:

<http://view.asiae.co.kr/news/view.htm?idxno=2013082909041537288&nvr=Y>

Audi, M., Al Masri, R., & Ghazzawi, K. (2015). The effect of celebrity endorsement on creating brand loyalty: an application on the lebanese cosmetic sector's demand. *International Journal of Business Management and Economic Research*, 273-287.

Aulia, S. A. (2017). Pengaruh Penggunaan Brand Ambassador Lee Min Ho dalam Iklan Luwak White Koffie terhadap Perilaku Komsumen di Kalangan Penggemar Kpop Yogyakarta. *Skripsi Universitas Gadjah Mada*.

Azwar, S. (2015). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.

Babbie, E. (2013). *The Practice of Social Research : 13th Edition International Edition*. Toronto: Nelson Cengage Learning.

Beautynesia. (2020, April 13). Gantikan EXO, NCT 127 Terpilih Jadi Brand Ambassador Terbaru Nature Republic. Retrieved September 15, 2021, from life website: <https://www.beautynesia.id/berita-travel/gantikan-exo-nct-127-terpilih-jadi-brand-ambassador-terbaru-nature-republic/b-135062>

Belaid, S., & Behi, A. T. (2011). The role of attachment in building consumer-brand relationships: an empirical investigation in the utilitarian consumption context. *Journal of Product & Brand Management*, 37-47.

Berger, A. A. (2016). *Media and Communication Research Methods: 4th edition*. Sage Publications, Inc.

Billboard a. (2020, November 15). K-Pop Boy Band EXO Collaborate With “Star Wars” on New Single “Lightsaber”: Watch. Retrieved September 16, 2021, from Billboard website: <https://www.billboard.com/articles/columns/k-town/6760708/exo-lightsaber-star-wars-collaboration/>

Billboard b. (2018, February 8). Korean Singers, K-Pop Acts Get Drawn Into Pyeongchang 2018 Winter Olympics: EXO, CL to Perform At Closing Ceremony. Retrieved September 16, 2021, from Billboard website: <https://www.billboard.com/articles/columns/k-town/8098875/korean-singers-k-pop-acts-pyeongchang-2018-winter-olympics>

Billboard c. (2020, November 13). EXO Earn First Top 40 Entry on Billboard 200 With “Don’t Mess Up My Tempo.” Retrieved September 16, 2021, from

Billboard website: <https://www.billboard.com/articles/columns/k-town/8484700/exo-billboard-200-chart-dont-mess-up-my-tempo-album>

- Blight, M. G., Ruppel, E. K., & Schoenbauer, K. V. (2017). Sense of community on Twitter and Instagram: Exploring the roles of motives and parasocial relationships. *Cyberpsychology, Behavior, and Social Networking*, 314-319.
- Bloemer, J. M., & Kasper, H. D. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of economic psychology*, 311-329.
- Brahmbhatt, D., & Shah, J. (2017). Determinants of Brand Equity from the Consumer's Perspective: A Literature Review. *IUP Journal of Brand Management*.
- Burnasheva, R., & Suh, Y. G. (2020). The moderating role of parasocial relationships in the associations between celebrity endorser's credibility and emotion-based responses. *Journal of Marketing Communications*, 1-17.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 81-93.
- Chi, H. K., Yeh, H. R., & Chiou, C.-Y. (2009). The Effects of Brand Affect on Female Cosmetic Users Brand Loyalty in Taiwan. *The Journal of American Academy of Business*, 230-236.
- Chung, S., & Cho, H. (2014). Parasocial relationship via reality TV and social media: its implications for celebrity endorsement. *Proceedings of the ACM International Conference on Interactive Experiences for TV and Online Video*, 47-54.
- Colliander, J., & Erlandsson, S. (2013). The blog and the bountiful: Exploring the effects of disguised product placement on blogs that are revealed by a third party. *Journal of Marketing Communications*, 110-124.
- Cox, W. E. (1967). Product Life Cycles as Marketing Models. *The Journal of Business*, 40(4), 375-384.  
[https://www.jstor.org/stable/pdf/2351620.pdf?casa\\_token=y0ZwnPQ41IUAAAAA:cn37i5IY2k61b9UKpfv0qQ2JglqXcz5NivdlocbiOAu3u36K-B6RVqa2IYq42zCBHTB2rrHs72dG\\_jyxObNj-0QnEv462l5k0PIVItgNb72OOIxInA](https://www.jstor.org/stable/pdf/2351620.pdf?casa_token=y0ZwnPQ41IUAAAAA:cn37i5IY2k61b9UKpfv0qQ2JglqXcz5NivdlocbiOAu3u36K-B6RVqa2IYq42zCBHTB2rrHs72dG_jyxObNj-0QnEv462l5k0PIVItgNb72OOIxInA)
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.

- Damaledo, Y. D., & DH, A. (2020, February 24). *Musik K-Pop Rajai Spotify Dunia, Ada BTS, Blackpink, EXO*. Retrieved March 12, 2021, from tirto.id: <https://tirto.id/musik-k-pop-rajai-spotify-dunia-ada-bts-blackpink-exo-eA1Z>
- Denzin, N. K., & Lincoln, Y. S. (2017). *The Sage Handbook of Qualitative Research: 5th edition*. Thousand Oaks: Sage Publications, Inc.
- Dharmmesta, B. S. (1999). LOYALITAS PELANGGAN: SEBUAH KAJIAN KONSEPTUAL SEBAGAI PANDUAN BAGI PENELITI. *Jurnal Ekonomi dan Bisnis Indonesia*, 14(3).
- Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2016). Parasocial interaction and parasocial relationship: Conceptual clarification and a critical assessment of measures. *Human Communication Research*, 21-44.
- Eelen, J., Özturan, P., Verlegh, &., & W., P. (2017). The differential impact of brand loyalty on traditional and online word of mouth: The Moderating Roles of Self-brand Connection and The Desire to Help The Brand. . *International Journal of Research in Marketing*, 872-891.
- Fashion In Korea. (2014, March 5). EXO sneakers “MOVE-XO” by KOLON SPORT - Fashion in Korea. Retrieved September 16, 2021, from Fashion in Korea website: <https://web.archive.org/web/20140525022203/http://fashioninkorea.org/exo-sneakers-kolon-sprot-2014/#sthash.EY0vNz6Z.jmMRrBdi.dpbs>
- FemaleDaily. (2019, January 12). *Highlight Acara Female Daily Best of Beauty Awards 2018*. Retrieved from Female Daily: <https://editorial.femaledaily.com/blog/2019/01/12/highlight-acara-female-daily-best-of-beauty-awards-2018/>
- Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships. *Journal of Product & Brand Management*.
- Ferreira, A. G., & Coelho, F. J. (2015). Product involvement, price perceptions, and brand loyalty. *Journal of Product & Brand Management*, 349-364.
- Fill, C. (2010). *Marketing communications : interactivity, communities, and content*. London: Pretince Hall.
- Fisher-Buttinger, C., & Vallaster, C. (2008). Brand ambassadors: Strategic diplomats or tactical promoters? In P. Kitchen, *Marketing metaphors and metamorphosis* (pp. 132-145). London: Palgrave Macmillan.
- Fitrianto, E. M., Nofiawaty, & Iisnawati. (2020). Brand Ambassador Performance and the Effect to Consumer Decision Using VisCAP Model on Online

Marketplace in Indonesia . *Sriwijaya International Journal of Dynamic Economics and Business*, 21-30.

Gaon Music Chart. (2018). 국내 대표 음악 차트 가온차트! Retrieved September 16, 2021, from Gaonchart.co.kr website:  
<http://gaonchart.co.kr/main/section/certification/list.gaon>

Griffin, J. (1995). *Customer Loyalty*. ESENSI.

Gupta, R., Nawal, K., & Verma, D. (2017). Construction and Validation of A Five-Dimensional Celebrity Endorsement Scale: Introducing The PATER Model. *British Journal of Marketing Studies*, 15-36.

Hanzaee, K. H., & Andervazh, L. (2012). The influence of brand loyalty on cosmetics purchase intention of Iranian female consumers. *Journal of Basic and Applied Scientific Research*, 5389-5398.

HallyuSG. (2016, October 6). [NEWS] EXO appointed as the ambassadors of the new Skechers D'Lites 2! Retrieved September 16, 2021, from HallyuSG website: <https://www.hallyusg.net/2016/10/06/news-exo-appointed-as-the-ambassadors-of-the-new-skechers-dlites-2/>

Herald POP. (2021, June 14). 엑소, 스페셜 앨범도 음반 판매량 100만장 돌파..통산 6번째 밀리언셀러[공식]. Retrieved September 16, 2021, from Naver.com website:  
<https://n.news.naver.com/entertain/article/112/0003444554>

Hollensen, S., & Schimmelpfennig, C. (2013). Selection of celebrity endorsers: A case approach to developing an endorser selection process model | Emerald Insight. *Marketing Intelligence & Planning*, 31(1), 88–102.  
<https://doi.org/10.1108/mip>

Horton, D., & Wohl, R. R. (1956). Mass communication and Parasocial Interaction: Observations on Intimacy at a Distance. *Psychiatry Interpersonal and Biological Processes*, 19(3), 215-229.

Hung, K. (2014). Why Celebrity Sells: A Dual Entertainment Path Model of Brand Endorsement. *Journal of Advertising*, 155-166.

Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 155-173.

International Trade Administration. (2021, March 18). Indonesia's Beauty and Personal Care Market Growth. Retrieved September 29, 2021, from International Trade Administration | Trade.gov website:

<https://www.trade.gov/market-intelligence/indonesias-beauty-and-personal-care-market-growth>

- Iribhogbe, J. (2019). An investigation on the determinants of brand loyalty in cosmetics products among Nigerian female consumers. *Doctoral dissertation, Dublin, National College of Ireland*.
- Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. *Journal of Marketing research*, 1-9.
- Jazilah, I. (2017). *Pengaruh Kepercayaan Merek, Celebrity Endorsement, Dan Kepuasan Merek Terhadap Loyalitas Merek Pantene (Shampoo) Di Kota Gresik* (Doctoral dissertation, STIE PERBANAS SURABAYA).
- Jin, S. V., Ryu, E., & Muqaddam, A. (2021). I trust what she's endorsing on Instagram: moderating effects of parasocial interaction and social presence in fashion influencer marketing. *Journal of Fashion Marketing and Management: An International Journal*.
- Jones, T., & Taylor, S. F. (2007). The conceptual domain of service loyalty: how many dimensions? *Journal of services marketing*, 36-51.
- JoongAng Magazine a. (2018, March 13). EXO Is Coming to Hong Kong as the New Face of MLB Asia. Retrieved September 16, 2021, from *중앙일보* website: <https://www.joongang.co.kr/article/22437290#home>
- Jung, C. S., & Lee, Y. (2006). When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement. *JOURNAL OF CONSUMER PSYCHOLOGY*, 16(2), 145-155.
- Jung, M. (2015, 11 4). *EXO-태연 함께 간다, 뷰티 브랜드 전속모델 재계약*. Retrieved from Naver News : <https://n.news.naver.com/entertain/article/111/0000440225>
- Jung, J., Lee, S., & Lee, S. (2017). When Indonesians Routinely Consume Korean Pop Culture: Revisiting Jakartan Fans of the Korean Drama Dae Jang Geum. *International Journal of Communication* , (11) 2288–2307.
- Kapferer, J. N. (1997). *Strategic Brand Management*. London: Kogan Page.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (Global Edition)*. Harlow: Pearson Education Limited.
- Khande, P. S. (2005). Celebrities as Brand Ambassadors. *Review of Professional Management-A Journal of New Delhi Institute of Management*, 60-66.



- Kim, B. (2012, September 24). Yonhap News Agency. Retrieved September 14, 2021, from Yonhap News Agency website: <https://en.yna.co.kr/view/AEN20120924004100320>
- Kim, B. R. (2015). Past, Present and Future of Hallyu (Korean Wave). *American International Journal of Contemporary Research*, 5(5) 154-160.
- Kim, S., Choe, J. Y., & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing & Management*.
- Klimmt, C., Hartmann, T., & Schramm, H. (2011). Parasocial Interactions and Relationships. In J. Bryant, & P. Vorderer, *Psychology of Entertainment*. New Jersey: Routledge.
- Knox, S., & Walker, D. (2001). Measuring and managing brand loyalty. *Journal of strategic marketing*, 111-128.
- Korea Bizwire. (2018, February 13). Myeong-dong Nature Republic Store Most Expensive Property in South Korea - Be Korea-savvy. Retrieved September 14, 2021, from Be Korea-savvy website: <http://koreabizwire.com/myeong-dong-nature-republic-store-most-expensive-property-in-south-korea/111072>
- Koreaboo. (2015, January 31). Koreaboo. Retrieved September 16, 2021, from Koreaboo website: <https://www.koreaboo.com/news/exo-mobilizes-more-than-30000-fans-in-fan-signing-events-for-nature-republic/>
- Kotler, P., & Keller, K. (2011). *Marketing Management 14th edition*. New Jersey: Prentice Hall.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. New Jersey: John Wiley & Sons, Inc.
- Kumar, V., & Gupta, S. (2016). Conceptualizing the evolution and future of advertising. *Journal of advertising*, 45(3), 302-317.
- Kumparan. (2018, January 20). *Nature Republic Buka Gerai Pertamanya di Indonesia*. Retrieved from Kumparan: <https://kumparan.com/kumparanstyle/nature-republic-buka-gerai-pertamanya-di-indonesia>
- Kurniawan, D. (2008). Regresi Linier. *R-Foundation for Statistical Computing*, 1-17.
- Kuusik, A. (2007). Affecting customer loyalty: Do different factors have various influences in different loyalty levels? *The University of Tartu Faculty of Economics and Business Administration Working Paper*, 3-29.

- Labrecque, L. I. (2014). Fostering consumer–brand relationships in social media environments: The role of parasocial interaction. *Journal of interactive marketing*, 134-148.
- Lee, J. A. (2016, June 21). Nature Republic CEO steps down amid corruption probe. Retrieved September 14, 2021, from koreatimes website: [http://www.koreatimes.co.kr/www/news/nation/2016/06/116\\_207470.html](http://www.koreatimes.co.kr/www/news/nation/2016/06/116_207470.html)
- Lee, J. E., Goh, M. L., & Noor, M. N. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*.
- Leite, F. P., & Baptista, P. D. (2021). The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust. *Journal of Marketing Theory and Practice*, 1-17.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of marketing*, 80(6), 69-96.
- Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interaction. *Asia Pacific Journal of Marketing and Logistics*.
- Löfgren, E., & Li, J. (2010). Brand Loyalty: A Study of the Prevalent Usage of Celebrity Endorsement in Cosmetic Advertising. *Thesis of Umeå School of Business*.
- Lu, Y.-C., & Chen, K.-N. (2017). Consumer Knowledge, Brand Image, Openness to Experience and Involvement: A Case in Cosmetic Consumption. *Journal of Cosmetics, Dermatological Sciences and Applications*, 349-361.
- Lucouw, L. (2014). The impact of brand ambassador transgression on brand perception. *Doctoral dissertation*.
- Lukmanda, R. (2013). Hallyu Sebagai Soft Power Korea Selatan di Indonesia. In INAKOS, *Budaya Hallyu Korea* (pp. 85-116). Yogyakarta: INAKOS, Pusat Studi Korea UGM, IIS UGM.
- Luo, J. (2019). The Impact of Celebrity Endorsement Advertising Frequency on Brand Equity among Idolaters and Non-idolaters: A Study of the Chinese Cosmetics Market. *Master of Communication Arts Graduate School of Bangkok University*.
- Malik, M. E., Ghafoor, M. M., Hafiz, K. I., Riaz, U., Hassan, N. U., Mustafa, M., & Shahbaz, S. (2013). Importance of Brand Awareness and Brand Loyalty in Assessing Purchase Intentions of Consumer. *International Journal of Business and Social Science*, 167-171.



- Marques, S. M. (2018). The disruption of retail through Gen Z: An exploratory study on the new customer journey and the impact of customer touchpoints on Brand Loyalty. *Dissertation for Universtiy of Porto*.
- Massey Jr, F. J. (1951). The Kolmogorov-Smirnov test for goodness of fit. *Journal of the American statistical Association*, 68-78.
- Maziyya, P. A., Sukarsa, I. K., & Asih, N. M. (2015). Mengatasi Heteroskedastisitas Pada Regresi Dengan Menggunakan Weighted Least Square. *E-Jurnal Matematika*, 20-25.
- Men, L. R., & Tsai, W. H. (2013). Beyond liking or following: Understanding public engagement on social networking sites in China. *Public Relations Review*, 13-22.
- Nathalie, C., & Bulck, H. V. (2015). Parasocial relationships with audiences' favorite celebrities: The role of audience and celebrity characteristics in a representative Flemish sample. *Communication*, 43-65.  
doi:10.1515/commun-2014-0027
- NatureRepublic. (2018, January 25). *네이처리퍼블릭, 인도네시아 성공적 진출로 해외 사업 가속화* (Nature Republic Accelerates Overseas Business by Successfully Entering Indonesia). Retrieved from Nature Republic: <http://brand.naturerepublic.com/brand/newsView/2682>
- Nature Republic. (2019, May 27). Nature Republic News. Retrieved September 16, 2021, from Naturerepublic.com website:  
[https://www.naturerepublic.com/brand/news\\_view.php?bbs\\_ix=00000308](https://www.naturerepublic.com/brand/news_view.php?bbs_ix=00000308)
- Nature Republic Indonesia. (2021). About us - Nature Republic. Retrieved September 14, 2021, from Naturerepublic.id website:  
<https://naturerepublic.id/about-us>
- Naver News. (2015, November 4). *네이처리퍼블릭, EXO 및 소녀시대 태연과 전속모델 재계약*. Retrieved September 15, 2021, from Naver.com website:  
<https://news.naver.com/main/read.naver?mode=LSD&mid=sec&oid=016&aid=0000896539&sid1=001&lfrom=twitter>
- Nielsen, R. H., & Kornum, N. (2018). Developing Loyalty With Followers of Digital Influencers Through Parasocial Relationship: An In-depth Case Study of The Dynamic Process of Follower Motivation, The Creation, and Development of Brand Loyalty in The Online World. *Master Thesis of Copenhagen Business School*.

- Nurhadi. (2020). Pengaruh Parasocial Relationship terhadap Brand Loyalty Penggemar Micro-celebrity gamer. *Skripsi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Gadjah Mada*.
- O'Keefe, D. J. (2012). Persuasion. *The International Encyclopedia of Communication*, 1-3.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of marketing*, 33-44.
- Oluwatayo, J. A. (2012). Validity and reliability issues in educational research. *Journal of educational and social research*, 391-400.
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing & Management*, 755-774.
- Orcik, A., Tekic, Z., & Anisic, Z. (2013). Customer Co-Creation throughout the Product Life Cycle. *International Journal of Industrial Engineering and Management (IJIEM)*, 4(1), 43-49.  
[https://www.iim.ftn.uns.ac.rs/images/journal/volume4/ijiem\\_vol4\\_no1\\_6.pdf](https://www.iim.ftn.uns.ac.rs/images/journal/volume4/ijiem_vol4_no1_6.pdf)
- Padayachy, Y. (2017). A cross-sectional qualitative study exploring how celebrity brand ambassadors influence customer loyalty. *Doctoral Dissertation Independent Institute of Education*.
- Pail, S. (2010, October 22). Nature Republic boosts entry into cosmetic industry with fifth store. Retrieved September 14, 2021, from Borneo Post Online website: <https://www.theborneopost.com/2010/10/23/nature-republic-boosts-entry-into-cosmetic-industry-with-fifth-store/>
- Park, S. S. (2018, January 25). Nature Republic opens store in Indonesia. Retrieved September 14, 2021, from koreatimes website: [https://www.koreatimes.co.kr/www/tech/2021/05/693\\_243055.html?RD](https://www.koreatimes.co.kr/www/tech/2021/05/693_243055.html?RD)
- Percy, L., & Elliott, R. (2016). *Strategic advertising management*. Oxford: Oxford University Press.
- Phua, J. (2016). The effects of similarity, parasocial identification, and source credibility in obesity public service announcements on diet and exercise self-efficacy. *Journal of health psychology*, 699-708.
- Piyush, R. (2012). Celebrity endorsements and brand building. *Journal of advertising*, 1-88.
- Prasad, C. J. (2013). Brand endorsement by celebrities impacts towards customer satisfaction. *African journal of business management*, 3630-3635.
- Primadini, F. (2017). Pengaruh Penggunaan Brand Ambassador dan Brand Image terhadap Keputusan Pembelian Produk Sabun Mandi LUX (Survei pada

Iklan LUX Soft Touch Maudy Ayunda pada Konsumen Wanita di Yogyakarta). *Skripsi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Gadjah Mada*.

Pressrove, G., & Pardun, C. J. (2016). Relationship between personal technology use and the donor/volunteer: A parasocial approach. *Journal of Promotion Management*, 137-150.

Ramadhaningrum, I. M. (2017). The Influence of Brand Communication on Brand Loyalty of LUX Soap with The Mediating Role of Brand Image and Brand Trust. *Skripsi Manajemen Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada*.

Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). ‘You really are a great big sister’—parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of marketing management*, 279-298.

Retail Asia. (2018, June 6). Etude House and Nature Republic debut in Saudi Arabia. Retrieved September 14, 2021, from Retail News Asia website: <https://www.retailnews.asia/etude-house-and-nature-republic-debut-in-saudi-arabia/>

Retail Asia b. (2018, December 10). Pop-up store Nature Republic opened in Italy. Retrieved September 14, 2021, from Retail News Asia website: <https://www.retailnews.asia/pop-up-store-nature-republic-opened-in-italy/>

Roberts, K. A. (2007). Relationship attachment and the behaviour of fans towards celebrities. *Applied psychology in criminal justice*, 54-74.

Rossiter, J., Percy, L., & Bergkvist, L. (2018). *Marketing Communication: Objectives, Strategy, Tactics*. London: SAGE Publications Ltd.

Rubin, A. M., & Step, M. M. (2000). Impact of motivation, attraction, and parasocial interaction on talk radio listening. *Journal of Broadcasting & Electronic Media*, 635-654.

Rubin, R. B., & McHugh, M. P. (1987). Development of parasocial interaction relationships. *Journal of Broadcasting & Electronic Media*, 279-292.

Rundle-Thiele, S., & Bennett, R. (2001). A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets. *Journal of Product & Brand Management*.

Sagia, A., & Situmorang, S. H. (2018). Pengaruh Brand Ambassador, Brand Personality Dan Korean Wave Terhadap Keputusan Pembelian Produk Nature Republic Aloe Vera. *Jurnal Manajemen Bisnis Indonesia*, 5(2), 286-298.

- Saleem, S., Rahman, S. U., & Umar, R. M. (2015). Measuring customer based beverage brand equity: Investigating the relationship between perceived quality, brand awareness, brand image, and brand loyalty. *International Journal of Marketing Studies*, 66-77.
- Sardovski, V. B. (2022). The difference between the life cycle of the brand and the life cycle of the product. Rebranding and brand refresh. *Innovations*, 10(1), 13-16.
- Saumendra, D., & Padhy, P. K. (2012). Brand perception by celebrity endorsement. *International Journal of Advanced Research in Management and Social Sciences*, Volume1, (2), 79-93.
- Schimmelpfennig, C., & Hollensen, S. (2016). Significant decline in celebrity usage in advertising: a review. *IUP Journal of Marketing Management*, 15(1), 7.
- Schifman, L. G., Hansen, H., & Kanuk, L. (2012). *Consumer Behavior: An European Outlook (2nd edition)*. New Jersey: Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: 7th Edition*. Chichester: John Wiley & Sons Ltd.
- Sharma, K., & Kumar, S. S. (2013). Celebrity Endorsement In Advertising; Can It Lead To Brand Loyalty In The Long Run? *International Journal of Marketing, Financial Services & Management Research*, 2(3).
- Sharma, R. (2016). Effect of celebrity endorsements on dimensions of customer-based brand equity: Empirical evidence from Indian luxury market. *Journal of Creative Communication*, 11(3), 264-281.
- Sharma, R. (2017, August 18). Nature Republic - Alchetron, The Free Social Encyclopedia. Retrieved September 14, 2021, from Alchetron.com website: <https://alchetron.com/Nature-Republic>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.
- Shoffner, L. K. (2019). Parasocial Relationship Influence on CoverGirl Buying Intentions: Trust and Loyalty from SMI and Celebrity Endorsements. *Doctoral dissertation, Appalachian State University*.
- Smith, B. G., Kendall, M. C., Knighton, D., & Wright, T. (2018). Rise of the Brand Ambassador: Social Stake, Corporate Social Responsibility and Influence among the Social Media Influencers. *Communication Management Review*, 3(1), 6-29.

- Sofwan, M. (2019, May 26). *Acara Fansign Dengan EXO Berlangsung Ramai dan Menyenangkan*. Retrieved from Insertlive.com:  
<https://www.insertlive.com/hot-gossip/20190526175041-7-43034/acara-fansign-dengan-exo-berlangsung-ramai-dan-menyenangkan>
- Sola, O. (2012). The Impact of Celebrity Endorsement on Strategic Brand Management. *International Journal of Business and Social Science* , 141-145.
- Solomon, M. (1992). *Consumer Behavior: Buying, Having and Being*. Allyn and Bacon.
- Soompi a. (2012, November 15). EXO-K Chosen as CF Models for Samsung Electronics. Retrieved September 16, 2021, from Soompi website:  
<https://www.soompi.com/article/444170wpp/exo-k-chosen-as-cf-models-for-samsung-electronics>
- Soompi b. (2013, December 27). EXO Breaks 12-Year Drought, “XOXO” Becomes Million Seller. Retrieved September 16, 2021, from Soompi website: <https://www.soompi.com/article/564421wpp/exo-breaks-12-year-drought-xoxo-becomes-million-seller>
- Soompi c. (2018, June 24). EXO Appointed As Honorary Ambassadors By Korea Tourism Organization. Retrieved September 16, 2021, from Soompi website: <https://www.soompi.com/article/1189975wpp/exo-appointed-honorary-ambassadors-korea-tourism-organization>
- Spanjaard, P. J. (2020). Responding to the irresponsible: A study on the responses of followers experiencing parasocial relationships with influencers involved in controversial incidents. *Bachelor's thesis, University of Twente*.
- Stanfill, M. (2019). *Exploiting fandom: How the media industry seeks to manipulate fans*. University of Iowa Press.
- Star2.com. (2016, April 12). Guess which K-pop stars are modelling for Spao? Retrieved September 16, 2021, from Star2.com website:  
<https://web.archive.org/web/20160414220353/https://www.star2.com/style/2016/04/13/guess-which-k-pop-stars-are-joining-spao/>
- Sutikno, B. (2011). Does Consumers' Brand Identification Matter: The Mediating Roles of Brand Loyalty. *International Journal of Interdisciplinary Social Sciences*, 6(3), 319-331.
- Tabloid Bintang. (2016, September 30). Taeyeon “SNSD” Jadi Model Produk Kosmetika Banila Co. Retrieved September 15, 2021, from Tabloidbintang.com website:  
<https://www.tabloidbintang.com/asia/korea/read/49016/taeyeon-snsd-jadi-model-produk-kosmetika-banila-co>

- Toporowski, W., & Lademann, R. (2014). The importance of assortment, pricing, and retail site location for competition in food retailing—Results from marketing research. *Marketing: ZFP—Journal of Research and Management*, 36(2), 131-140.
- Thakar, M. H., & Patel, V. (2016). A Study on Determinants of Brand Loyalty for Cosmetic Products in Gujarat: An Empirical Study. *Synergy: Journal of Management, Authors Guidelines for Paper Submission*, 18(2), 63-69.
- The Korea Times. (2018, February 4). K-pop titan EXO rocks 6,000 fans [PHOTOS]. Retrieved September 16, 2021, from Koreatimes.co.kr website: [http://m.koreatimes.co.kr/phone/news/view.jsp?req\\_newsidx=243548](http://m.koreatimes.co.kr/phone/news/view.jsp?req_newsidx=243548)
- The National. (2018, August 29). Exo to return to Dubai Fountain for the whole of September. Retrieved September 16, 2021, from The National website: <https://www.thenationalnews.com/arts-culture/music/exo-to-return-to-dubai-fountain-for-the-whole-of-september-1.764752>
- Thakur, H. R. (2017). An Evaluation of the Cost and Benefits of Applied Cosmetics Industry Marketing Best Practices: A Case Study of the Kenyan Market. *Doctoral dissertation, United States International University-Africa*.
- Turner, G. (2013). *Understanding Celebrity*. Sage.
- TVREPORT. (2014, April 17). EXO、単独コンサートのチケットが1.47秒で完売に. Retrieved September 16, 2021, from Kstyle website: <https://news.kstyle.com/article.ksn?articleNo=1993128&categoryCode=KP>
- UNCTAD. (2017). *Strengthening The Creative Industries for Development In The Republic Of Korea*. New York and Geneva: United Nations.
- Umemura, M., & Slater, S. (2017). Reaching for global in the Japanese cosmetics industry, 1951 to 2015: the case of Shiseido. *Business History*, 877-903.
- Varey, R. J. (2002). *Marketing communication: Principles and practice*. London: Routledge.
- Vaughn, R. (1980). How advertising works: A planning model. *Journal of Advertising Research*.
- Vera, J., & Trujillo, A. (2017). Searching most influential variables to brand loyalty measurements: An exploratory study. *Contaduría y administración*, 600-624.
- Wang, F., & Hariandja, E. S. (2018). The Influence of Brand Ambassador on Brand Image And Consumer Purchasing Decision: A Case of Tous Les Jours In Indonesia. *International Conference on Entrepreneurship (IConEnt-2016): "How Innovation could Improve the Performance and*



- Productivity in Entrepreneurship?*” (pp. 292-306). Tangerang: Universitas Pelita Harapan.
- Wang, Q., Fink, E. L., & Cai, D. A. (2008). Loneliness, gender, and parasocial interaction: A uses and gratifications approach. *Communication Quarterly*, 87-109.
- Weinstein, D., & Weinstein, M. (2003). Celebrity worship as weak religion. *Word and World*, 294-302.
- Wen, N. (2017). Celebrity influence and young people’s attitudes toward cosmetic surgery in Singapore: The role of parasocial relationships and identification. *International Journal of Communication*, 1234–1252.
- Widhiarso, W. (2012). Butir Unfavorabel, Perlu Dilibatkan dalam Skala Psikologi atau Tidak?
- Yahoo Life News. (2014, October 13). NATURE REPUBLIC Looking to focus in the American market by opening stores in major cities such as LA and Hawaii. Retrieved September 14, 2021, from Yahoo.com website: <https://sg.style.yahoo.com/news/nature-republic-looking-to-focus-in-the-american-234737846.html>
- Yahoo News. (2014, February 13). NATURE REPUBLIC Opens First Store in Hong Kong. Retrieved September 14, 2021, from Yahoo.com website: <https://news.yahoo.com/nature-republic-opens-first-store-in-hong-kong-064206487.html>
- Yu, Y. T., & Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International journal of service industry management*.
- Yuan, C. L., Kim, J., & Kim, S. J. (2016). Parasocial relationship effects on customer equity in the social media context. *Journal of Business Research*, 3795-3803.
- Yuan, S., & Lou, C. (2020). How social media influencers foster relationships with followers: the roles of source credibility and fairness in parasocial relationship and product interest. *Journal of Interactive Advertising*, 133-147.
- ZAP. (2018). *ZAP Beauty Index 2018*.
- Zuleika, A. D. (2018). Pengaruh Brand Ambassador Wanna One Melalui Online Visual Merchandising Innisfree Terhadap Perilaku Compulsive Buying (Survei Pada Grup Penggemar K-POP Wanna One Di Line Square). *Skripsi Universitas Pembangunan Nasional Veteran Jakarta*.



UNIVERSITAS  
GADJAH MADA

**PENGARUH BRAND AMBASSADOR EXO TERHADAP LOYALITAS MEREK NATURE REPUBLIC**

NOKIA PUTRI ANDIKA L, Dr. Muhamad Sulhan, S.I.P., M.Si.

Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>