

DAFTAR PUSTAKA

- Abdullah, M. (2015). *Metode Penelitian Kuantitatif*. Aswaja Pressindo.
- Abdullah, M., Ghazanfar, S., Ummar, R., & Shabbir, R. (2022). Role of celebrity endorsement in promoting employees' organization identification: a brand-based perspective. *Frontiers in Psychology*, 13, 910375. <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.910375/full>
- Ahdiat, A. (2024, February 1). *Penetrasi Internet di Indonesia Capai 79% pada 2024*. Databoks. <https://databoks.katadata.co.id/datapublish/2024/02/01/penetrasi-internet-di-indonesia-capai-79-pada-2024>
- Ahdiat, A. (2024, Juni 25). *Pemerintahan, Sektor Paling Rentan Insiden Siber*. Databoks. <https://databoks.katadata.co.id/datapublish/2024/06/25/pemerintahan-sektor-paling-rentan-insiden-siber>
- Ahdika, A. (2017). Improvement of Quality, Interest, Critical, and Analytical Thinking Ability of Students through the Application of Research Based Learning (RBL) in Introduction to Stochastic Processes Subject. *International Electronic Journal of Mathematics Education*, 12(2), 167-191. <https://doi.org/10.29333/iejme/608>
- Ahmad, N., Farooq, O., & Iqbal, J. (2014). Credibility of Celebrity Endorsement and Buying Intentions an Evidence from Students of Islamabad, Pakistan. *International Letters of Social and Humanistic Sciences*, 20(6), 1-13. <https://www.cceol.com/search/article-detail?id=40633>
- Alanazi, M., Freeman, M., & Tootell, H. (2022). Exploring the factors that influence the cybersecurity behaviors of young adults. *Computers in Human Behavior*, 136. <https://doi.org/10.1016/j.chb.2022.107376>
- Anjani, A. O. (2023, Januari 20). *Tren Pengaduan Konsumen Meningkatkan Signifikan*. Kompas.id. <https://www.kompas.id/baca/ekonomi/2023/01/20/tren-pengaduan-konsumen-meningkat-signifikan>
- Annur, C. M. (2020, November 23). *Berapa Usia Mayoritas Pengguna Media Sosial di Indonesia?* Databoks. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/7d0cac9b2502791/berapa-usia-mayoritas-pengguna-media-sosial-di-indonesia>
- APJII. (2024, February 7). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Asosiasi Penyelenggara Jasa Internet Indonesia. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Badan Pusat Statistik. (2020). *Statistik Pemuda Indonesia*. Badan Pusat Statistik.
- Badan Siber dan Sandi Negara. (2023). *Lanskap Keamanan Siber Indonesia Tahun 2023*. Badan Siber dan Sandi Negara.
- Badan Siber dan Sandi Negara. (2022). *Lanskap Keamanan Siber Indonesia Tahun 2022*. Badan Siber dan Sandi Negara.

- Butler, R. (2020). A systematic literature review of the factors affecting smartphone user threat avoidance behaviour. *Information & Computer Security*, 28(4), 555-574. <https://doi.org/10.1108/ICS-01-2020-0016>
- Chandra, H. (2010). *Marketing untuk orang awam*. Maxicom.
- Dean, D. H., & Biswas, A. (2001). Third party organization endorsement of products: An advertising cue affecting consumer pre-purchase evaluation of goods and services. *Journal of Advertising*, 30(4), 41-57. <https://doi.org/10.1080/00913367.2001.10673650>
- Dhillon, G., & Backhouse, J. (2001). Current directions in IS security research: towards socio-organizational perspectives. *Information systems journal*, 11(2), 127-153. <https://doi.org/10.1046/j.1365-2575.2001.00099.x>
- Erdogan, B., Baker, M., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of Consumer Research*, 41(3), 39-48. 10.2501/JAR-41-3-39-48
- Ericsson, L., & Hakansson, E. (2005). *Athletes as celebrity endorsers. Case studies from Sweden*. Lulea University of Technology.
- Firmansyah, R., & Darmawan, D. (2020). Kesadaran Masyarakat terhadap Perlindungan Data Pribadi di Era Digital. *Jurnal Ilmiah Komputer dan Informatika*, 8(2), 123.
- Fongo, P. (2021). *Celebrity endorser dan Daya Tarik Iklan terhadap Minat Belanja Online Kaum Milenial*. Literasi Nusantara.
- Fraenkel, J. R., & Wellen, N. E. (2008). *How to Design and Evaluate Research in Education*. McGraw-Hill.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS19*. Badan Penerbit Universitas Diponegoro.
- Glennardo, Y. (2018). Pengaruh Celebrity endorser Slank Terhadap Minat Berdonasi Masyarakat Pada Organisasi Non-Profit Profauna. *Parsimonia-Jurnal Ekonomi dan Bisnis*, 5(1), 19-28. <http://jurnal.machung.ac.id/index.php/parsimonia/article/view/164>
- Gupta, R., Kishor, N., & Verma, D. (2017). Construction and validation of a five-dimensional celebrity endorsement scale: introducing the pater model. *British journal of marketing studies*, 5(4), 15-35. https://d1wqtxtslxzle7.cloudfront.net/53125382/Construction-and-Validation-of-a-Five-Dimensional-Celebrity-Endorsement-Scale-Introducing-the-PATER-Model-libre.pdf?1494790607=&response-content-disposition=inline%3B+filename%3DConstruction_and_Validation_of_
- Hani, S., Marwan, A., & Andre, A. (2018). The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry. *Arab Economic and Business Journal*, 13(2), 190-196. <http://dx.doi.org/10.1016/j.aebj.2018.11.002>
- Hasan, I. (2006). *Analisis Data Penelitian dengan Statistik*. Bumi Aksara.
- Hooper, V., & Blunt, C. (2020). Factors Influencing The Information Security Behaviour of IT Employees. *Behaviour & Information Technology*, 39(8), 862-874. <https://doi.org/10.1080/0144929X.2019.1623322>

- Indonesia Anti-Phishing Data Exchange. (2023). *LAPORAN AKTIVITAS PHISHING DOMAIN ~.ID Periode Q4 2023*. Indonesia Anti-Phishing Data Exchange.
- Ivan, I., Ciurea, C., Doinea, M., & Avramiea, A. (2012). Collaborative Management of Risks and Complexity in Banking Systems. *Informatica Economica*, 16(2), 128-141. <https://revistaie.ase.ro/content/62/13%20-%20Ivan.pdf>
- Jin, S. V., & Ryu, E. (2020). "I'll buy what she's #wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55, 1-15. <https://doi.org/10.1016/j.jretconser.2020.102121>
- Kajtazi, M., & Bulgurcu, B. (2013). Information Security Policy Compliance: An Empirical Study on Escalation of Commitment. *AMCIS 2013 Proceedings*, 1-10. <https://aisel.aisnet.org/amcis2013/ISSecurity/GeneralPresentations/6>
- Kalam, A., Goi, C. L., & Tiong, Y. Y. (2024). The effects of *celebrity endorser* on consumer advocacy behavior through the customization and entertainment intention—A multivariate analysis. *Young Consumers*. <https://www.emerald.com/insight/content/doi/10.1108/YC-07-2023-1800>
- Kamins, M. A. (1990). An Investigation into the 'Match-Up' Hypothesis in Celebrity Advertising: When Beauty May be Only Skin Deep. *Journal of Advertising*, 19(1), 4-13. <https://doi.org/10.1080/00913367.1990.10673175>
- Khan, B., Alghathbar, K. S., Nabi, S. I., & Khan, M. K. (2011). Effectiveness of information security awareness methods based on psychological theories. *AFRICAN JOURNAL OF BUSINESS MANAGEMENT*, 5(26), 10862-10868. <https://doi.org/10.5897/ajbm11.067>
- Kruger, H. A., & Kerney, W. D. (2006). A prototype for assessing information security awareness. *Computers & Security*, 25(4), 289-296. doi:10.1016/j.cose.2006.02.008
- Lee, E. -B., Lee, S. -G., & Yang, C. -G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, 117(6), 1011-1036. <http://dx.doi.org/10.1108/IMDS-06-2016-0229>
- Limna, P., Kraiwanit, T., & Siripipattanakul, S. (2022). The Relationship between Cyber Security Awareness, Knowledge, and Behavioural Choice Protection among *Mobile Banking Users* in Thailand. *International Journal of Computing Sciences Research*, 6, 1-19. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4268205
- Matlala, N. P. (2023). Behavioural Insights Into Cybersecurity Practices Among Digital Banking Consumers in South Africa. *Indonesian Journal of Business Analytics (IJBA)*, 3(4), 1425-1442. <https://journal.formosapublisher.org/index.php/ijba/article/view/5515/5771>
- McQuail, D. (1989). *Teori Komunikasi Massa Suatu Pengantar*. Erlangga.
- Narimawati, U. (2008). *Metodologi Penelitian Kualitatif dan Kuantitatif, Teori dan Aplikasi*. Agung Media.

- Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M. H., Lestari, W. J., Khatimah, H., & Beribe, M. F. B. (2021). *Teori Perilaku Konsumen*. Penerbit NEM.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure *Celebrity endorsers' Perceived Expertise, Trustworthiness, and Attractiveness*. *Journal of Advertising*, 19(3), 39-52. <http://dx.doi.org/10.1080/00913367.1990.10673191>
- Ohanian, R. (2015). Construction and validation of a scale to measure *celebrity endorsers' perceived expertise, trustworthiness, and attractiveness*. *Journal of Advertising*, 19(3), 37-41. <https://doi.org/10.1080/00913367.1990.10673191>
- Parsons, K., Calic, D., Pattinson, M., Butavicius, M., McCormac, A., & Zwaans, T. (2017). The Human Aspects of Information Security Questionnaire (HAIS-Q): Two further validation studies. *Computers & Security*, 66, 40-51. <https://doi.org/10.1016/j.cose.2017.01.004>
- Pattinson, M., Butavicius, M., Parsons, K., McCormac, A., & Jerram, C. (2015). Examining attitudes toward information security behaviour using mixed methods. In N. Clarke & S. Furnell (Eds.), *Proceedings of the Ninth International Symposium on Human Aspects of Information Security & Assurance (HAISA 2015)* (pp. 57-70). Plymouth University.
- Priester, J. R., & Petty, R. E. (2003). The Influence of Spokesperson Trustworthiness on Message Elaboration, Attitude Strength, and Advertising Effectiveness. *Journal of Consumer Psychology*, 13(4), 408-421. https://doi.org/10.1207/S15327663JCP1304_08
- Putra, Y. S. (2017). Theoretical review: Teori perbedaan generasi. *Among makarti*, 9(2), 123-134. <http://dx.doi.org/10.52353/ama.v9i2.142>
- Putri, G. H., & Patria, B. (2018). Pengaruh Endorsement Selebriti Instagram terhadap Minat Beli Remaja Putri. *Gadjah Mada Journal of Professional Psychology (GamaJPP)*, 4(1), 33-41. <https://doi.org/10.22146/gamajpp.45347>
- Qorri, N. (2022). *Corporate Communication Perbankan dalam Membentuk Pesan Edukasi melalui Media Sosial (Analisis Isi Kuantitatif Konten Pencegahan Penipuan pada Akun Resmi Instagram @banksyariahindonesia Yang Diunggah pada Bulan Februari-Oktober 2021)*. Skripsi. Universitas Gadjah Mada.
- Rahayu. (2008). Metode Survei: Karakteristik dan Prosedur Aplikasinya. In P. Narendra (Ed.), *Metodologi Riset Komunikasi: Panduan untuk Melaksanakan Penelitian Komunikasi* (pp. 49-79). Balai Pengkajian dan Pengembangan Informasi (BPPI) Wilayah IV Yogyakarta dan Pusat Kajian Media dan Budaya Populer Yogyakarta.
- Ramadhan, T., & Purwandari, B. (2023). Analisis Tingkat Kesadaran Keamanan Informasi: Studi Kasus Pengguna Aplikasi Perbankan Digital di Indonesia Guna Mencegah Social Engineering. *Syntax Idea*, 5(1), 87-98. <https://doi.org/10.36418/syntax-idea.v5i1.2113>

- Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian di Bidang Manajemen, teknik Pendidikan dan Eksperimen*. CV Budi Utama.
- Sadasri, L. M. (2020). Micro-celebrity participation and risk communication in Indonesia: A content analysis of @dr.tirta and @rachelvennya Instagram posts during the COVID-19 pandemic. *Pacific Journalism Review*, 26(2), 53-71.
<https://www.google.com/url?q=https://search.informit.org/doi/abs/10.3316/informit.569237290564462&sa=D&source=docs&ust=1725003337760134&usg=AOvVaw0BazZeG1pkuGHt1y73OKKz>
- Sarwono, J. (2006). *Metode Penelitian Kuantitatif & Kualitatif*. Graha Ilmu.
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer Behavior* (7th ed.). Prentice Hall.
- Sekarwulan, A. (2023). *Pengaruh Pesan Kampanye Bank Rakyat Indonesia di Twitter terhadap Sikap Melindungi Kerahasiaan Data Pribadi (Studi Kuantitatif Kampanye BRI Edukasi pada Pengikut Akun Twitter @kontakbri)*. Skripsi. Universitas Negeri Jakarta.
- Sembiring, S., & Pandia, H. (2024). Analisa Perilaku Keamanan Informasi Pengguna *Mobile Banking*. *TelKa*, 14(1), 53-65.
<https://doi.org/10.36342/teika.v14i1.3382>
- Shimp, T. (2007). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications* (7th ed.). Thomson South-Western.
- Shimp, T. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi* (8th ed.). Salemba Empat.
- Singarimbun, M., & Effendi, S. (2011). *Metode Penelitian Survei*. LP3ES.
- Situmeang, S. M. T. (2020). *Cyber Law*. Cakra.
- Sofiyanti, S., & Novita, D. (2021). Peran trustworthiness, attractiveness, expertise pada minat beli (Studi Kasus Pada Pengguna media Sosial Instagram). *Prosiding Konferensi Nasional Ekonomi Manajemen dan Akuntansi (KNEMA)*, 1(1), 1-11.
<https://jurnal.umj.ac.id/index.php/KNEMA/article/view/9080>
- Sufren, & Natanael, Y. (2013). *Mahir Menggunakan SPSS Secara Otodidak*. Rumpi Tekno.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Sulistianingsih, H., Maivalinda, M., & Riski, T. R. R. R. (2021). Dampak Literasi Digital Dan Faktor Demografi Terhadap Perilaku Keuangan Pinjaman Online Di Masa Pandemi Covid-19. *Jaz: Jurnal Akuntansi Unihaz*, 4(2), 259-270. <https://doi.org/10.32663/jaz.v4i2.2450>.
- Suryani, T. (2013). *Perilaku Konsumen di Era Internet "Implikasinya pada Strategi Pemasaran"* (1st ed.). Graha Ilmu.
- Tanriverdi, N. S., & Metin, B. M. (2021). Enterprise Information Security Awareness and Behavior as an Element of Security Culture During Remote Work. DOI: 10.4018/978-1-7998-7513-0.ch008
- Tantawi, P., & Sadek, H. (2019). The Impact of Celebrity Endorsement in Cause Related Marketing Campaigns on Audiences' Behavioral Intentions: Egypt

- Case. *International Review on Public Nonprofit Mark*, 16(2-4), 293-311.
<https://doi.org/10.1007/s12208-019-00231-5>
- 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.
<https://doi.org/10.1002/mar.20205>
- Utomo, B. C., & Rahman, A. A. (2024). Analisis Kesadaran Keamanan Data Pribadi pada Pengguna E-Wallet DANA. *JRST (Jurnal Riset Sains dan Teknologi)*, 8(2), 155-166.
<https://jurnalnasional.ump.ac.id/index.php/JRST/article/view/21162>
- Wardhana, D. Y. (2016). pengaruh Kredibilitas Endorser Pada Niat Beli Konsumen Dan Tingkat Kepercayaan Pada Iklan. *Kinerja*, 20(1), 13-28.
<https://doi.org/10.24002/kinerja.v20i1.694>
- Widodo. (2011). *Aspek Hukum Kejahatan Mayantara*. Aswindo.
- Yusera, D. A. (2024). *Efektivitas Iklan Layanan Masyarakat BCA “Don’t Know? Kasih No!” dalam Meningkatkan Pengetahuan Bahaya Phishing pada Nasabah BCA di Sleman, Yogyakarta*. Skripsi. Universitas Pembangunan Veteran Yogyakarta.
- Zhou, G., Gou, M., Gan, Y., & Schwarzer, R. (2020). Risk Awareness, Self-Efficacy, and Social Support Predict Secure Smartphone Usage. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.01066>