

DAFTAR PUSTAKA

- Ali, M., & Asrori, M. (2004). *Psikologi Remaja, Perkembangan Peserta Didik*. Jakarta: Bumi Aksara.
- Amir Sodikin. (2017). *Fenomena Selebgram, Saat "Endorsement" Jadi Bisnis Raksasa* Menggiurkan. <http://megapolitan.kompas.com/read/2017/01/17/09042701/fenomena.selebgram.saat.endorsement.jadi.bisnis.raksasa.menggiurkan> tanggal 7 Januari 2018.
- Anin, A., Rasimin., & Atamimi, N. (2011). Hubungan *self monitoring* dengan *impulsive buying* terhadap produk *fashion* pada remaja. *Jurnal Psikologi*, 35(2), 181-193.
- ANTARA. (2017). *Instagram Tambah Fitur Penanda Lokasi dan Tagar Stories*. <https://tekno.tempo.co/read/news/2017/05/24/072878225/Instagram-tambahfitur-penanda-lokasi-dan-tagar-stories>, 2017, diakses tanggal 2 Februari 2018.
- Azwar, S. (2012). *Reliabilitas dan Validitas*. Yogyakarta: Pustaka Pelajar
- Belch, G. E., & Belch, M. A. (2000). *Advertising and Promotion: An Integrated Marketing Communication Perspective*. 6th Edition. New York : McGraw-Hill.
- Carvalho, A. F. E. M. (2012). The effects of celebrity endorsement on consumers purchasing intentions. *Dissertation Master in Marketing*. ISCTE Business School.
- Chandra, G. (2001). *Pemasaran Global*. edisi 1. Yogyakarta: Andi.
- Chi, H. K., Yeh, H. R., & Tsai, Y. C., (2011). The influence of perceived value on consumer purchase intention: the moderating effect of advertising endorser. *Journal of international management studies*, 6(1). 1-6
- Christensen, L.B. (2001). *Experimental Methodology* (8th Ed.). Boston: Allyn & Bacon.
- Coelho D. C., Meneses R. F. C., & Moreira M. R. A. (2013). Factors Influencing Purchase Intention of Private Label Products: The Case of Smartphones. *Exploring Services Science: 4th International Conference*. 313-321. DOI: 10.1007/978-3-642-36356-6_25
- Dharmmesta, B. S., & Irawan. (2008). *Manajemen dan Pemasaran Modern*. Cetakan Kedua Belas. Yogyakarta: Liberty



- Dodds, J., Kent, B., & Grewal. (1991). The effect of price, brand, and store information on buyers' product evaluation. *Journal of Marketing Research*, 28, 307-319.
- Evans, D. (2008). *Social Media Marketing: An Hour A Day*. Indiana: Wiley Publishing.
- Feist, J., & Feist, G. J. (2008). *Theories of personality (7th ed.)*. New York: McGraw Hill.
- Gupta, S. (2009). How do consumers judge celebrities' irresponsible behavior? An attribution theory perspective. *Journal of Applied Business and Economics*, 10(3), 1-14.
- Hastjarjo, T. D. (2014). Rancangan eksperimen acak. *Buletin Psikologi*, 22(2), 73-86.
- Hawkins, D., Mothersbaugh, D., & Best, R. (2007). *Consumer Behavior, Building Marketing Strategy, 10th Edition*. New York: The McGraw-Hill Companies, Inc.
- Hulten, P., & Vanyushyn, V. (2014). Promotion and shoppers' impulse purchases: The example of clothes. *Journal of Consumer Marketing*. 31(2), 94-102. <https://doi.org/10.1108/JCM-06-2013-0603>
- Hurlock, E. B. (1980). *Psikologi Perkembangan : Suatu Pendekatan Sepanjang Rentang Kehidupan*, Edisi kelima (penerjemah : Istiwidayanti & Soedjarwo). Jakarta : Erlangga.
- Isparmo. (2016). Data Statistik Pengguna Internet Indonesia Tahun 2016. <http://isparmo.web.id/2016/11/21/data-statistik-pengguna-internet-indonesia-2016/> tanggal 20 Desember 2017
- Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of Behavioral Research*. Orlando: Harcourt College Publishers.
- Kinney, T. C., & Taylor, J. R., (1995). *Marketing Research: An Applied Approach*. McGraw Hill Text.
- Kotler, P., & Keller, K. L. (2009). *Managemen pemasaran jilid 1*, Edisi 13. Edisi Bahasa Indonesia. Jakarta: Erlangga.
- Krzywinski, M., & Altman, N. (2013). Power and sample size: The ability to detect experimental effects is undermined in studies that lacks power. *Nature Methods*, 10(12), 1139-1140.
- Lockwood, P., & Kunda, Z. (1997). Superstars and me: Predicting the impact of role models on the self. *Journal of Personality and Social Psychology*. 73(1), 91-103.



- Lucas, D. B., & Britt, S. H. (1950). *Advertising Psychology and Research*, New York: McGraw-Hill.
- Martin, C. A., & Bush, A. J. (2000). Do role models influence teenagers' purchase intentions and behavior?. *Journal of Consumer Marketing*, 17(5), 441–453. <https://doi.org/10.1108/07363760010341081>
- Mathot, S., Schreij, D., & Theeuwes, J. (2012). OpenSesame: An open-source, graphical experiment builder for the social sciences. *Behavior Research Methods*, 44(2), 314-324. doi:10.3758/s13428-011-0168-7
- McBurney, D. H., & White, T. L. (2009). *Research Method Eight Edition*. Mason: Cengage Learning.
- McCartney, G., & Pinto, J. F. (2014). Influencing Chinese travel decisions: The impact of celebrity endorsement advertising on the Chinese traveler to Macao. *Journal of Vacation Marketing*, 20(3) 253–266.
- Muda, M., Musa, R., & Putit, L. (2012). Breaking through the Clutter in Media Environment: How Do Celebrities Help?. *Procedia - Social and Behavioral Sciences*, 42, 374-382
- Myers, A., & Hansen, C. H. (2012). *Experimental Psychology*. 7th Edition. Belmont: Wadsworth
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorser's perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Patton, M. Q. (1990). *Qualitative Evaluation and Research Method*. 2nd Edition. Newbury Park, CA: Sage Publication.
- Peter, J., & Olson, C. (1999). *Consumer Behavior Perilaku Konsumen dan Strategi Pemasaran*, Edisi 4. Jilid 1. Jakarta: Penerbit Erlangga.
- Phelps, J. E., & Hoy, M. G. (1996). The Aad-Ab-PI relationship in children: The impact of brand familiarity and measurement timing. *Psychology & Marketing*, 13(1), 77- 101.
- Pusat Data dan Informasi Kementerian RI. (2014). *Situasi Kesehatan Reproduksi Remaja*. Di unduh dari <file:///C:/Users/Gayatri/Downloads/infodatin%20reproduksi%20remaja-ed.pdf> tanggal 26 Februari 2018.
- Pughazhendi, A., & Ravindran, D.S. (2012). A study on the influence of using celebrity endorsements on consumer buying behaviour in Tamil Nadu, India. *Journal of Research in International Business Management*, 2(4), 89-96.
- Random.org. <https://www.random.org/>. Tanggal 10 April 2018



- Rastika, I. (2017). *Menguak Layar Bisnis Selebgram*. <https://megapolitan.com/read/2017/01/14/08343201/menguak.layar.bisnis.selebgram>. tanggal 9 April 2018
- Santrock, J. W. 2003. *Adolescence. Perkembangan Remaja*. Edisi Keenam. Jakarta: Erlangga.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior*. 10th Edition. Boston: Prentice Hall.
- Schlosser, A. E., White, T. B., & Lloyd, S. M. (2006). Converting web site visitors into buyers: How web site investment increases consumer trusting beliefs and online purchase intentions. *Journal of Marketing*, 70, 133-48.
- Seniati, L., Yulianto, A., & Setiadi, B. N. (2009). *Psikologi Eksperimen*. Jakarta: PT Indeks.
- Sertoglu, A. E., Catli, O., & Korkmaz, S. (2014). Examining the effect of endorser credibility on the consumers' buying intentions: An empirical study in turkey. *International Review of Management and Marketing*, 4(1), 66-77.
- Shimp, T. A. (2003). *Periklanan Promosi (Aspek Tambahan Komunikasi Pemasaran Terpadu)*. Jilid I. Edisi Terjemahan. Jakarta: Erlangga.
- Skinner, B. F. (1995). *Science and Human Behavior*. New York: Macmillan
- Soesatyo, N., & Rumambi, L. J. (2013). Analisa Credibility Celebrity Endorser Model: Sikap Audience terhadap Iklan dan Merek serta Pengaruhnya pada Minat Beli Top Coffee. *Jurnal Manajemen Pemasaran*, 1(2), 1-12.
- Solso, R. L., Johnson, H. H., & Beal, M. K. (1998). *Experimental Psychology: A Case Approach* (6th Ed.). Addison-Wesley Educational Publisher Inc.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, 77(2), 203- 220.
- Sumaryati, M. M., & gregie, G. (2016). Analisis atribut produk terhadap perilaku pembelian konsumen sepatu merek nike. *Jurnal Manajemen*, 6(1), 58-75
- Tambunan, R. (2001). Remaja dan Perilaku Konsumtif. <http://www.e-psikologi.com> tanggal 12 Januari 2018.
- Wade, C., & Tavriss, C. (2008). *Psikologi (Jilid 1)*. Jakarta: Erlangga
- Zabid, A. R., Jainthy, N., & Samsinar, M. D. (2002). Perceptions of advertising and celebrity endorsement in Malaysia. *Asia Pacific Management Review*, 7(4), 535-554.
- Zebua, A. S., & Nurdjayadi, R. D. (2001). Hubungan antara konformitas dan konsep diri dengan perilaku konsumtif pada remaja putri. *Phronesis*, 3(6), 72-82.



Zeithaml, V. A., & Berry, L. L. (1996). The behavioral consequences of service quality. *Journal in Marketing*. 60. 31-46. DOI: 10.2307/1251929