



## Daftar Pustaka

- Azwar, Saifuddin. 2003. *Metode Penelitian*. Yogyakarta: Pustaka Pelajar
- Belch, G. E., dan Belch, M. A. (2013). A content analysis study of the use of celebrity endorsers in magazine advertising. *International Journal of Advertising*, 32(3), 369. <http://doi.org/10.2501/IJA-32-3-369-389>
- Cahyaningtyas, Dwi. 2019. The Impact of Micro-Celebrity Endorsement in Indonesia. Tesis gelar Master Universitas Gadjah Mada
- Charbonneau, J., dan Garland, R. (2005). Celebrity or athlete? New Zealand advertising practitioners views on their use as endorsers. *International Journal of Sports Marketing and Sponsorship*, 7(1), 29-35.
- Cooper, D., dan Schindler, P. (2014). *Business Research Method*, 12 Edition. MCGraw-Hill.
- Djafarova, E. dan Rushworth, C. (2017). Exploring the credibility of online celebrities instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, Vol. 68, pp. 1-7.
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291-314.
- Hair Jr, J., Black, W., Babin, B., dan Anderson, R. (2014). *Multivariate Data Analysis*, 7 edition. Upper Saddle River, NJ: Pearson Prentice Hall.
- Hani, Safi., Marwan Azouri dan Andre Azouri (2018). The Effect of Celebrity Endorsement on Consumer Behavior: Case of The Lebanese Jewelry Industry. *Arab Economic and Business Journal* 13 (2018) 190-196
- Hovland, Carll., Irving K. Janis, dan Harold H., Kelley. (1953). *Communication and Persuasion*, New Haven, CT: Yale University Press.
- Jakpat. (2016). Indonesia Brand Endorser Survey 2015. Tersedia di <http://jakpat.net/pdf/3882/brand-endorser>. Diakses pada 20 Desember 2019.
- Jayani, Dwi Hafiza. (2020). Ramai RUU Ketahanan Keluarga, Berapa Jumlah Perceraian di Indonesia?. Tersedia di <https://databoks.katadata.co.id/datapublish/2020/02/20/ramai-ruuketahanan-keluarga-berapa-angka-perceraian-di-indonesia>. Diakses pada 16 Juni 2020.
- 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.



- Kemp, S. (2017). Digital Report in 2018 in SoutheEast Asia. WeareSocial & Hootsuite. Tersedia di <http://wearesocial.com/blog.2018/01/global-digital-report-2018>. Diakses pada 20 Desember 2019.
- Kotler, P., dan Keller, Kevin (2016). *Marketing Management*, 15<sup>th</sup> Edition. Pearson.
- Motehrsbaugh, D., dan Hawkins, D. (2016). *Consumer Behavior: Building Marketing Strategy*, United State, 13 Edition. McGraw-Hill.
- 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.
- Schmidt, T. L., dan Hitchon, J. C. (1999). When Advertising and Public Relations Converge: An Application of Schema Theory to the Persuasive Impact of Alignment Ads. *Journalism & Mass Communication Quarterly*, 76(3), 433-455.
- Schindler, Pamela S. (2019). *Business Research Methods Thirteenth Edition*. McGraw Hill Education: United States
- Sekaran, U., dan Bougie, R. J. (2016). *Research Methods For Business: A Skill Building Approach Seventh Edition*. John Wiley & Sons.
- Seno, D., dan Lukas, B. A. (2007). The equity effect of product endorsement by celebrities. *European Journal of Marketing*, 41(1/2), 121-134.
- Shimp, T. A. (2003). *Advertising, Promotion & Supplemental Aspects of Integrated Marketing Communications*. Mason (Ohio): Thomson South-Western
- Statista. (2019). Leading Countries Based on Number of Instagram Users As Of October 2019. Tersedia di <https://www.statista.com/statistics/578364/countries-with-most-instagram-users/>. Diakses pada 20 Desember 2019.
- Till, B. D., dan Busler, M. (1998). "Matching products with endorsers: attractiveness versus expertise," *Journal of Consumer Marketing*, Vol. 15 No. 6
- Venkatesh, V Moris, M.G., Davis, G.B., dan Davis F.D., 2003, "User Acceptance of Information Technology: Toward a Unified View," *MIS Quarterly*, Vol.27, No.3, September, pp.425-475.
- VosFoyer. (2020). 2019 Year in Review. Tersedia di <https://www.instagram.com/p/B60fIJUHTIH/?igshid=1qyatmf1yt349>. Diakses pada 4 Januari 2020
- Wang, Stephen W. dan Angeline C. S., (2019) Enhancing Brand Credibility Via Celebrity Endorsement Trustworthiness Trumps, Attractiveness and Expertise. *Journal of Advertising Research* 16-32



- Wei, K. K., dan Wu, Y. L. (2013). Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers. *International Journal of Sports Marketing and Sponsorship*, 14(3), 2-22.
- Weismueller, Jason., Harrigan, Paul., Shasha, Wang., dan Soutar, Geoffrey N. (2020). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australian Marketing Journal*
- Zeithaml, V. A., Berry, L. L., dan Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31.