UNIVERSITAS
GADJAH MADA
PENGARUH KREDIBILITAS CELEBRITY-ENDORSER PADA SIKAP KONSUMEN PRODUK KOSMETIK BIBIR MEREK WARDAH
RIEFKI DAMAYANTI, Sari Winahjoe Siswomihardjo, Dr., M.B.A.
Universitas Gadjah Mada, 2020 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Babut., Raluca, D., dan Dan, C. (2012). Can Attitude to Advertisement Influence Brand Attitude and Purchase Intention? Empirical Findings from the Romanian Banking System. *The Proceedings of the International Conference*.

Bella, A. (2017). Wardah Tak Mau Jadi Sekadar Produsen. Tersedia di http://marketeers.com/Wardah-tak-mau-jadi-sekedar-produsen/, diakses pada Februari 28, 2019.

Biswas, D., Biswas, A., dan Das, N. (2006). The Differential Effects of Celebrity and Expert Endorsements on Consumer Risk Perceptions. *Journal of Advertising*, 17–31.

Biswas, S., Hussain, M., dan O'Donnell, K. (2009). Celebrity Endorsements in Advertisements and Consumer Perceptions: A Cross-Cultural Study. *Journal of Global Marketing*, 121-137.

Casa, Beauty. (2019). Wardah Exclusive Matte Lipcream PALSU! Cara membedakan Wardah Lipcream Palsu VS Wardah Lipcream Asli. Tersedia di https://youtu.be/g4212Cx5WQs, diakses pada 27 September 2020.

Chao, P., Wuhrer, G., dan Werani, T. (2005). Celebrity and Foreign Brand Name as Moderators of Country-of-Origin Effects. *International Journal of Advertising*, 173-192.

Claudia, L. V. (2018). Artis Tanah Air Tersandung Endorsement Kosmetik Ilegal. Tersedia di https://kumparan.com/@kumparannews/artis-tanah-air-tersandung-endorsement-kosmetik-ilegal-1545274202528692741, diakses pada 21 Januari 2019

Cooper, D.R. dan Schindler, P.S. (2014). *Business Research Methods 12th edition*.

New York: McGraw Hill.

Coulter, R. A., Price, L. L., dan Feick, L. (2003). Rethinking the Originsof Involvement and Brand Commitment: Insights from Postsocialist Central Europe. *Journal of Consumer Research, 30*.

Daily, I. (2018). Industri Kosmetik Nasional Tumbuh 20%. Tersedia di http://www.kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20, diakses pada 21 Februari 2019.

Damanik, M. J. (2018). *#BFA2018: 3 Brand Makeup Lokal Kebanggaan Indonesia*. Tersedia di https://www.idntimes.com/news/indonesia/margith-juita-damanik/bfa2018-3-brand-makeup-lokal-kebanggaan-indonesia-1/full, diakses pada 26 April 2019.

Derbaix, C. (2008). Adolescents: Involvement in Product Categories and Attitude towards Brands. *Reserche et Aplications en Marketing*.

Dhani, A. (2016). Etalase Baru Instagram. Tersedia di https://tirto.id/etalase-baru-instagram-87, diakses pada 20 Mei 2019.

UNIVERSITAS
GADJAH MADA
PENGARUH KREDIBILITAS CELEBRITY-ENDORSER PADA SIKAP KONSUMEN PRODUK KOSMETIK BIBIR MEREK WARDAH
RIEFKI DAMAYANTI, Sari Winahjoe Siswomihardjo, Dr., M.B.A.
Universitas Gadjah Mada, 2020 | Diunduh dari http://etd.repository.ugm.ac.id/

Ester. (2016). Mengenal Generasi Millennial. Tersedia di http://www.kominfo.go.id/content/detail/8566.mengenal-generasi-millennial/0/sorotan_media, diakses pada 21 Agustus 2019.

Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 Edisi 9.* Semarang: Badan Penerbit Universitas Diponegoro.

Gyo, L. J. dan Jae Jin, P. (2014). The Effects of Endorsement Strength and Celebrity-Product Match on The Evaluation of a Sports-Related Product: The Role of Product Involvement. *International Journal of Sports Marketing and Sponsorship*, 52.

Hair, J. F., dan dkk. (2014). *Multivariate Data Analysis.* England: Pearson.

Handayani, M. S. (2016). Saat Kosmetik Halal Memimpin Pasar. Tersedia di https://tirto.id/saat-kosmetik-halal-memimpin-pasar-bP4r, diakses pada 26 Mei 2019.

Hendryadi (2017). *Validitas Isi: Tahap Awal Pengembangan Kuesioner*. Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi Universitas Islam Attahiriyah,Vol 2 No. 2.

Karbalaei, M., Norouzi, A., Abadi, B. F., Malmir , R., dan Taheri, F. (2013). The Investigation of Relationship between Product Involvement and Consumer Risk Perception. *Journal of Applied Sciences, Engineering and Technology*.

Khafifah, N. (2018). *Tergiur Kosmetik Endorse-an Artis*. Tersedia di https://kumparan.com/@kumparannews/tergiur-kosmetik-endorse-an-artis-1545274202528692736?ref=rel, diakses pada 16 April 2019.

Kinasih, R. (2017). Wardah*'s Fashionable Strategy for Halal Beauty Products*. Tersedia di https://ecommerceiq.asia/brand-series-Wardah-halal-cosmetics/, diakses pada 06 Mei 2019.

Kotler, P. dan Keller, K. L. (2016). *Marketing Management* (15 ed.). London: Pearson Education, Inc.

Kudeshia, C., BIT, Noida, India, dan Kumar, A. (2016). Social eWOM: Does It Affect The Brand Attitude and Purchase Intention of Brands? *Journal of Consumer Marketing*, 317.

Liliyah, A. (2014). *Kosmetik* Wardah *Bukan Hanya untuk Konsumen Muslim*. Tersedia di https://swa.co.id/swa/business-strategy/kosmetik-Wardah-bukan-hanya-untuk-konsumen-muslim, diakes pada 26 April 2019.

Mansour, I. H. dan Diab, D. M. (2016). The Relationship Between Celebrities' Credibility and Advertising Effectiveness: *Journal of Islamic Marketing*.

Mason, K. dan Bequette, J. (1998). Product Experience and Consumer Product Attribute Inference Accuracy. *Journal of Consumer Marketing*, 343-357.

Mothersbaugh, D. L. dan Hawkins, D. I. (2016). *Consumer Behavior: Building Marketing Strategy 13th Edition.* New York: McGraw-Hill.

Munnuka, J. Uusitalo, O. dan Toivonen, H. (2016). Credibility of A Peer-*Endorser* and Advertising Effectiveness. *Journal of Consumer Marketing*, 182.

UNIVERSITAS
GADJAH MADA
PENGARUH KREDIBILITAS CELEBRITY-ENDORSER PADA SIKAP KONSUMEN PRODUK KOSMETIK BIBIR MEREK WARDAH
RIEFKI DAMAYANTI, Sari Winahjoe Siswomihardjo, Dr., M.B.A.
Universitas Gadjah Mada, 2020 | Diunduh dari http://etd.repository.ugm.ac.id/

Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity *Endorser*s' Perceived Expertise, Trustworthiness, and Attractiveness. *Jounal of Advertising, 19*(3), 39-52.

Pusat Data Republika. (2016). *Mengenal Generasi Millennial*. Tersedia di https://www.republika.co.id/berita/koran/inovasi/16/12/26/ois64613-mengenal-generasi-millennial, diakes pada 24 April 2019.

Roy, S. Jain, V., dan Rana, P. (2013). The Moderating Role of Consumer Personality and Source Credibility in Celebrity Endorsements. *Asia-Pasific Journal of Business Administration, 5*(1).

Sandra, Dewi. (2020). Profil Instagram Dewi Sandra. Tersedia di from Instagram: https://www.instagram.com/dewisandra/, diakses pada 19 Desember 2020.

Sekaran, U. dan Bougie, R. (2016). *Research Methods for Business: a skill-building approach.* United Kingdom: John Wiley and Sons Ltd.

Septi, D. (2019). [FORUM] Kenapa sih Wardah jadi salah satu kosmetik favorit kamu. Tersedia di http://beautynesia.id/29727, diakses pada 26 April 2019.

Singh, R. P. dan Banerjee, N. (2018). Exploring the Influence of Celebrity Credibility on Brand Attitude, Advertisement Attitude and Purchase Intention. *Global Business Review*. doi:10.1177/0972150918794974

Spears, N., dan Singh, S. N. (2014). Measuring Attitude Toward the Brand and Purchase Intentions. *Journal of Current Issues and Research in Advertising*.

Spry, A., Pappu, R., dan Cornwell, T. B. (2011). Celebrity Endorsement, Brand Credibity dan Brand Equity. *European Journal of Marketing*, 884.

Statista Reseach Departement. (2019). Breakdown of Social Media Users by Age and Gender Indonesia 2019. Tersedia di https://www.statista.com/statistics/997297/indonesia-breakdown-social-media-users-age-gender/, diakses pada 16 Agustus 2019.

Strenthal, B., Dholakia, R., dan Leavitt, C. (1978). The Persuasive Effect of Source Credibility: Tests of Cognitive Response. *Journal of Consumer Research*, 252-260.

Taher, A. P. (2018). Kedok Produsen Kosmetik Ilegal Lewat Endorse Artis Terkenal. Tersedia di from Tirto: https://tirto.id/kedok-produsen-kosmetik-ilegal-lewat-endorse-artis-terkenal-dbew, diakses pada 21 Januari 2019.

Te'eni-Harari, T., dan Hornik, J. (2010). Factors influencing product involvement among young consumers. *Journal of Consumer Marketing, 27*(6), 499-506.

Wardahbeauty. (2014). Wujudkan Inspiring Beauty dengan Wardah yang #HalaldariAwal. Tersedia di https://www.Wardahbeauty.com/news/detail/wujudkan-inspiring-beauty-dengan-Wardah-yang-halaldariawal, diakses pada 28 Februari 2019.

Wu, S.-I. (2001). An Experimental Study on the Relationship between Consumer Involvement and Advertising Effectiveness. *Asia Pacific Journal of Marketing and Logistics, 13*(1).

UNIVERSITAS
GADJAH MADA
PENGARUH KREDIBILITAS CELEBRITY-ENDORSER PADA SIKAP KONSUMEN PRODUK KOSMETIK BIBIR MEREK WARDAH
RIEFKI DAMAYANTI, Sari Winahjoe Siswomihardjo, Dr., M.B.A.
Universitas Gadjah Mada, 2020 | Diunduh dari http://etd.repository.ugm.ac.id/

YLKI. (2019). Hak Konsumen. Tersedia di https://ylki.or.id/hak-konsumen/, diakses pada 21 Februari 2019.

Zongya, L., dan Yiyi, Y. (2018). Attractiveness, expertise and closeness: The effect of source credibility of the first lady as political *endorser* on social media in China. *Global Media and China*.