

## REFERENCES

- Adekunle, S. A., & Ejechi, J. O. (2018). Modelling repurchase intention among smartphones users in Nigeria. *Journal of Modelling in Management*, 13(4), 794-814.
- Anam, M., Anosh, M., Hamad, N. (2015), Celebrity endorsement as a physiological apparatus, *International Letters of Social and Humanistic Sciences*, Vol. 47, pp 55-62.
- Arslan, M., & Zaman, R. (2014). Impact of Brand Image and Service Quality on Consumer Purchase Intention, *Research on Humanities and Social Sciences*, Vol. 4, No. 22.
- Bandaranayake, S. R., Kularathne, C. S. P., Pathirage, C.H., Perera, H. S. P. D., Bernard, Kingsley Dr. (2019). An Examination of the Celebrity Endorsement towards Consumer Purchase Intention, of Young Females in Sri Lanka (From a Case Study of Fairness Creams): A Pilot study and Overview of the Findings, *Global Journal of Management and Business Research: E Marketing*, Vol. 19, No. 4.
- Belch, G.E., Belch, M.A. (1995), Introduction to Advertising and Promotion An Integrated Marketing Communications Perspective, 3rd ed., Irwin Publishing, New York.
- Chan, K., Ng, Y.L., and Luk, E. (2013). Impact of Celebrity Endorsement in Advertising on Brand Image among Chinese adolescents. *Young Consumers*, 14(2), 167-179.
- Clemente, Mark N. (2002). *The marketing glossary: Key terms, concepts and applications*. New Jersey: Clemente Communication Group.
- Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). "Selecting celebrity endorsers: the practitioner's perspective". *Journal of Advertising Research*, 41(3), 39-49.
- Ferdinand, A. (2005). Structural Equation Modeling dalam Penelitian Manajemen. Fakultas Ekonomi Universitas Diponegoro Semarang.

- Fincham, J.E. (2008). Response Rates and Responsiveness for Surveys, Standards, and the Journal, *American Journal of Pharmaceutical Education*.
- Gupta, R. Kishore, N. Verma, D. (2015). "Impact of Celebrity Endorsement on Consumers Purchase Intention: A Study of Indian Consumers". *Australian Journal of Business and Management Research*. Vol.05 No.03. July-2015.
- Hassan, S. & Jamil, A. (2014). Influence Celebrity Endorsement on Consumer Purchase Intention on Existing Product: A Comparative Study, *Journal of Management Info*, Vol. 4.
- Higginbottom, G.M.A. (2004). "Sampling issues in qualitative research". *Nurse Researcher*, 12, 7-19.
- Hoekman, M.L.L. (2011). Celebrity Endorser: How Does Celebrity Endrosment Influence The Attitude Towards The Brand and How Does Negative Publicity Affect This Relationship. *Journal of International Business Administration*, Tillburg University
- Huang, W. M., Chi. H.K., and Yeh. R.H. (2008). The Influence of Advertising Endorser, Brand Image, Brand Equity, Price Promotion, on Purchase Intention – The Mediating Effect of Advertising Endorser.
- Ibrahim, I.I., Khairul, A.S., Kamsol, M.K., & Siti, K.B.M. (2013). *International Journal of Academic Research in Business and Social Sciences*. Vol. 3, No. 12.
- Ing, P., & Furuoka, F. (2007). An Examination of The Celebrity Endorsers Characteristics and Their Relationship with The Image of Consumer Products, *UNITAR E-Journal*, Vol. 3, No. 2
- Khan, M.M. (2018). The Effect of Celebrity Endorsement on Consumer Purchase Intention-Evidence from Q Mobile Linq Advertisement. *Pakistan Business Review*. Pp 1065-1082
- Keller Lane, K. (1998). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Prentice Hall, New Jersey.
- Keller Lane, K. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity 4th Edition*. Global Edition, Pearson.

Kotler, P. (2009). "Marketing Management", Volume 1 and 2, Jakarta PT indeks.

Gramedia Group

Kotler, P., Keller Lane, K., Brady, Mairead., Goodman, Malcolm., Hansen, Torben. (2009) Marketing Management. European Edition. Prentice Hall.

Lim, X.J., Radzol, A., Cheah, J., & Wong, M. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude, *Asian Journal of Business Research*, Vol.7, Issue.2.

Lin, C., Wu, Y., Chen, J. (2013). Electronic word of mouth: the moderating roles of product involvement and brand image, *Proceedings of International Conference on Technology Innovation and Industrial Management*, Phuket, Thailand p. 29-47

Lau, K.C., & Phau, I. 2007. Extending symbolic brands using their personality: Examining antecedents and implications towards brand image fit and brand dilution. *Psychology and Marketing*, 24 (5), 421-444.

Lomboan, S. (2013). The Impact of Celebrity Endorsement on Brand Image. *Journal EMDA*, Vol. 1 No. 3, pp 788-795.

Maharani, K., & Totoatmojo. (2015). The Celebrity Endorser (Selebgram) Effect

Toward Purchase Intention on Instagram Social Media. *Sustainable Development of Asian Community*, University of Gadjah Mada.

Malik, M., Ghafoor, M., Iqbal, H., Ali, Q., Hunbal, H., Noman, M., & Ahmad, B.

(2013) Impact of brand image and advertisement on consumer buying behavior, *World Applied Sciences Journal*, 23 (1): 117-122

Minh Ha, N., & Hung Lam, M. (2017). The Effects of Celebrity Endorsement on

Customer's Attitude towards Brand and Purchase Intention. *International*

*Journal of Economics and Finance*, Vol. 9, No. 1.

Morissan. M.A. (2010). Periklanan komunikasi pemasaran terpadu, Jakarta: Penerbit Kencana.

Oksman, V. (2010). The mobile phone: A medium in itself. *VTT Publications* 737.

Priyankara, R., Weerasiri, S., Dissanayaka, R., & Jinadasa, M. (2017). Celebrity

Endorsement and Consumer Buying Intention with Relation to The Television Advertisement for Perfumes, *Management Studies*, Vol. 5, No.2.

Rachbini, W (2018). The Influence of Celebrity Endorsements on Purchase Intention (A Study on VIVO V7). *IOSR Journal of Business and Management*, Vol. 20

Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors influencing purchasing intention of smartphone among university students. *Procedia Economics and Finance*, 37, 245-253.

Rahman, M. S., Haque, M., & Khan, A. H. (2012). A Conceptual Study on Consumers Purchase Intention of Broadband Services: Service Quality and Experience Economy Perspective. *International Journal Of Business And Management*, 7(18), 115-129.

Shah, S., Aziz, J., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M., et al. (2012). The Impact of Brands on Consumer Purchase Intention. *Asian Journal of Business Management*, 4(2), 105-110.

Shahid, Z., Hussain, T., & Azafar, F. (2017). The Impact of Brand Awareness on The Consumer Purchase Intention, *Journal of Marketing and Consumer Research*, Vol. 33.

Shimp, Terence. A., (2007). Advertising, promotion, and other aspects of integrated marketing communication. Seventh edition. USA: Cengage Learning.

Shimp, Terence. A., & Andrews, Craig, J. (2013). Advertising, promotion, and other aspects of integrated marketing communication. Ninth edition. USA: Cengage Learning.

Sugiyono. (2003). Metode Penelitian Bisnis, Cetakan Kelima. Bandung: Penerbit CV. Alfabeta.

Suliyanto. (2005), *Analisis Data dalam Aplikasi Pemasaran*, Ghalia Indonesia, Bogor.

\_\_\_\_\_. 2006. *Metode Riset dan Bisnis*. ANDI : Yogyakarta.

\_\_\_\_\_. 2011. *Ekonometrika Terapan : Teori dan Aplikasi dengan SPSS*. ANDI:Yogyakarta.

Tjiptono, Fandy. 2005. *Prinsip-Prinsip Total Quality Service*. Yogyakarta: Andi.

Uddin, M. A., Xu, H., & Azim, M. T. (2015). Factors affecting mobile handset (MH) buying Decision: An empirical study. *International Journal of Management and Business Research*, 5 (3), 225-236.

Wang, S.W., Kao, G.H., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector, *Journal of Air Transport Management* 60, 10-17

Wang, W. C. (2006). *The Effect of Product Knowledge and Brand Image on Purchase Intention Moderated by Product Category*. Taiwan: Tatung University.

Wijaya, A.W. & Sugiono, S. (2015) Pengaruh Celebrity Endorsement Terhadap Purchase Intention dengan Brand Image Sebagai Variabel Intervening (Studi Kasus Iklan Produk Perawatan Kecantikan Pond's. *Jurnal Manajemen Pemasaran*, Vol. 9, No. 1.

Zipporah, M., & Mberia, H. (2014). The Effect of Celebrity Endorsement in Advertisements. *International Journal of Academic Research in Economics and Management Sciences*, Vol. 3 No. 5.