

REFERENCES

- Adam, M. A. (2017). Impact of celebrity endorsement on consumers buying behaviors. *British Journal of Marketing Studies*, 79-121. Retrieved from www.eajournals.org
- Agam. (2017). Celebrity endorser physical attractiveness effect on consumers' attitude toward online advertisement. *Australian Journal of Accounting, Economics and Finance*, 25-29.
- Ahmad, A. I. (2019). The Impact of Young Celebrity Endorsements in Social Media Advertisements and Brand Image Towards the Purchase Intention of Young Consumers. *International journal of Financial research*. Retrieved from https://www.researchgate.net/publication/333726108_The_Impact_of_Young_Celebrity_Endorsements_in_Social_Media_Advertisements_and_Brand_Image_Towards_the_Purchase_Intention_of_Young_Consumers
- Ahmed, A. M. (2012). Effect of celebrity endorsement on customers' buying behavior. *Interdisciplinary Journal of Contemporary Research in business*. Retrieved from https://www.researchgate.net/publication/326347178_Effect_of_Celebrity_Endorsement_on_Customers'_Buying_Behavior_A_Perspective_From_Pakistan
- Anwar, A. &. (2017). Celebrity Endorsement and Consumer Purchase Intentions. *Market Forces Research Journal*. Retrieved from <https://www.pafkiet.edu.pk/marketforces/index.php/marketforces/article/view/336>
- Aziz, S. G. (2013). Impact of celebrity credibility on advertising effectiveness. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 107-127.
- Baek, T. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology and Marketing*, 662-678. doi:10.1002/mar.20350
- Bandura, A. &. (1977). *Social learning theory (Vol. 1)*. Englewood Cliffs, NJ: Prentice-hall.
- Bohra, N. (2015). Social learning theory and promotion through social media.
- Bradic, L. (2015, september 30). Celebrity endorsements on social media are driving sales and winning over fans. Retrieved from

<https://socialmediaweek.org/blog/2015/09/brands-using-celebrity-endorsements/>

- Cho, C. &. (2014). Parasocial Relationship via Reality TV and Social Media: Its Implication for Celebrity Endorsement. Retrieved from https://ink.library.smu.edu.sg/lkcsb_research/4330/
- Choi, S. &. (2012). The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. *psychology and marketing*.
- Chung, S. &. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology & Marketing*, 481-495.
- Cialdini, R. (2003). Crafting Normative Messages to Protect the Environment. *current direction in psychological science*, 105-109. doi:<https://doi.org/10.1111/1467-8721.01242>
- Cuomo, M. T. (2019). celebrity endorsement and the attitude towards luxury brands for sustainable consumption. *Sustainability*. doi:10.3390/su11236791
- Deaton, S. (2014, November 30). Social learning theory in the age of social media: Implications for educational practitioners. Retrieved from <https://eric.ed.gov/?id=EJ1098574>
- Djafarova, E. &. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human behavior*. doi:<https://doi.org/10.1016/j.chb.2016.11.009>
- Dunn, L. &. (2016). Not Your Mother's Celebrity Endorsement: Novel Pathways of celebrity influence. *Advances in Consumer Research*. Retrieved from <https://www.acrwebsite.org/volumes/1021402/volumes/v44/NA-44>
- Erdem. (2002). The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing*, 1-19.
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *journal of marketing management*, 291-314. doi:<https://doi.org/10.1362/026725799784870379>
- Ertugan, A. &. (2019). Understanding the relationship between celebrity endorsement on social media and consumer purchasing intention. *international journal of advanced and Applied Sciences*. Retrieved from https://www.researchgate.net/publication/332189671_Understanding_the_relationship_between_celebrity_endorsement_on_social_media_and_consumer_purchasing_intention

- Ferdinand. (2005). *Structural equation modeling dalam penelitian manajemen*. Semarang: Badan penerbit universitas diponegoro.
- Ferdinand. (2014). *(Management Research Methode 5th editions)*. Semarang: Badan penerbit Universitas diponegoro.
- Gaied, A. M. (2017). The Congruence Effect between Celebrity and the Endorsed Product in Advertising. *journal of marketing management*, 27-44. doi: 10.15640/jmm.v5n1a4
- Gauns, K. P.-C. (2017). Impact of Celebrity Endorsement on Consumer Buying Behaviour in the State of Goa. *IIM Kozhikode Society & management riview*. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/2277975217733897>
- Ghozali, i. (2008). *konsep dan aplikasi dengan program amos*. semarang: badan penerbit universitas diponegoro.
- Goldsmith, R. E. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 43-54.
- Gupta, D. D. (2007). Impact of Celebrity Endorsement on Consumer Buying Behaviour and brand building. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1203322
- Ha, N. M. (2017). The effect of celebrity endorsement on customer's attitude toward brand and purchase intention. *International journal of economics and finance*. doi:http://dx.doi.org/10.5539/ijef.v9n1p64
- Hair, j. F. (2014). *Multivariate data analysis* (6 th ed.). New jersey, pearson: prentice hall.
- Hassan, S. &. (2014). Influence of Celebrity Endorsement on Consumer Purchase Intention for Existing Products. *journal of management*. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2566816
- Herjanto, H. A. (2020). The Effect of Celebrity Endorsement on Instagram Fashion Purchase Intention: The Evidence from Indonesia. *Organizations and Markets in Emerging Economies*. Retrieved from <https://www.journals.vu.lt/omee/article/view/14565>
- Ing, P. (2018). Antecedents of Consumer Attitude towards Blogger Recommendations and its Impact on Purchase Intention. *Asian Journal of Business and Accounting*. doi:https://doi.org/10.22452/ajba.vol11no1.10

- Isyanto, P. (2019). Micro Influencers Marketing and Brand Image to Purchase Intention of Cosmetic Products Focallure. *A multifaceted review journal in the field of pharmacy*, 601-605.
- Janjua, T. N. (2017). Impact of celebrity endorsement on customers brand perception in the British sports apparel industry: A comparison between celebrity endorsed and non endorsed brands. *SSRN Electronic Journal*, 9-21. doi:10.2139/ssrn.2279977
- Jean, L. X. (2019). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*. doi:10.14707/ajbr.170035
- Joshi, S. K. (2015). Likert scale: Explored and explained. *British Journal of Applied Science & Technology*, 7(4), 396–403. doi:10.9734/BJAST/2015/14975
- Kerpen, D. (2011). *likeable social media*. port washington: McGraw hill.
- Kotler. (2005). (*Marketing Management 11th Edition Volume 1*). Jakarta: Index kelompok Gramedia.
- kotler. (2009). *manajemen pemasaran*. jakarta: PT indeks.
- Kutthakaphan, R. (2013). The Use of Celebrity Endorsement with The Help of Communication Channel (Instagram): Case Study of Magnum Ice Cream in Thailand,. *Master's Thesis. Malardalen University School of Business, Society and Engineering*.
- Lim, X. J.-H. (2017). The Impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business research*. doi:https://doi.org/10.14707/ajbr.170035
- Liu, M. T. (2011). Selecting a Female Athlete Endorser in China. *europen journal of marketing*, 1214-1235. doi:https://doi.org/10.1108/03090561111137688
- Malik, A. S. (2018). Management-based factors of sports celebrity endorsement and effect on brand image. *IIM Kozhikode Society & management riview*, 75-87. doi:10.1177/2277975217733882
- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 39-45. doi: https://doi.org/10.1016/j.jretconser.2016.05.012
- Min, J. Z. (2017). The effects of celebrity-brand congruence and publicity on consumer attitudes, buying intention, and Loyalty. *Fashion and textiles*. doi:10.31274/itaa_proceedings-180814-1804

- Ming, G. I. (2018). Antecedents of Consumer Attitude towards Blogger Recommendations and its Impact on Purchase Intention. *Asian journal of business and accounting*.
- Murwaningtyas, F. (2019). Effect of Celebrity Endorser Through Social Media on Organic Cosmetic Purchasing intention mediated with attitude. *6th International Conference on Entrepreneurship (ICOEN)*.
- Newbert, J. (2020). Celebrity Impact on Fashion Brand Choice Using Social Media. Retrieved from <https://scholarcommons.sc.edu/etd/6082>
- Newbert, j. (2020). Celebrity Impact on Fashion Brand Choice Using Social Media
- Nouri, M. (2018). The Power of Influence: Traditional Celebrity vs Social Media Influencer. Retrieved from https://scholarcommons.scu.edu/engl_176/32
- Nugraha, R. K. (2018). The influence of celebrity endorsement in Instagram towards customer behavior and purchase intention in healthy food diet business. *FIRM Journals of Management Studies*. Retrieved from https://www.researchgate.net/publication/326119486_The_Influence_Of_Celebrity_Endorsement_In_Instagram_Towards_Customer_Behavior_And_Purchase_Intention_In_Healthy_Food_Diet_Business
- Ong, Z. Q. (2015). The Impact of Celebrity Credibility on Consumer's Purchase Intention toward the Footwear Industry in Malaysia: The Mediating Effect of Attitude toward Advertisement. *journal management and business riview*, 55-63.
- Osei-Frimpong, K. D.-F. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *journal of Marketing Theory and Practice*, 103-121. doi:10.1080/10696679.2018.1534070
- Pornpitakan, C. (2004). The Effect of Celebrity Endorsers' Perceived Credibility on Product purchase intention. *journal of international consumer marketing*, 55-74. doi:https://doi.org/10.1300/J046v16n02_04
- Powell, M. (2019, may 29). What is Social Learning (And How to Adopt it). Retrieved from <https://www.docebo.com/blog/what-is-social-learning-how-to-adopt-it/>.
- Rafique, M. &. (2012). . Impact of celebrity advertisement on customers' brand perception and purchase intention. *Asian Journal of Business and Management sciences*, 53-67.

- Rajaguru. (2014). Motion picture-induced visual, vocal and celebrity effects on tourism motivation: Stimulus organism response model. *Asia Pacific Journal of Tourism Research*, 375-388.
- Samat, M. f. (2016). Endorser Credibility and its Influence on The Purchase Intention of Social Networking Sites Consumer: A Mediating Role of Attitudes Towards SNS Advertising. *International Journal of Management and Applied Science*.
- schiffman. (2010). *Consumer behavior 8th*. New jersey: Prentice Hall.
- Schiffman, L. G. (2007). *Consumer Behaviour 9th Edition*. New jersey: pearson prentice hall.
- Schouten, A. P. (2019). Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and Product-Endorser fit. *International journal of advertising*. doi:. <https://doi.org/10.1080/02650487.2019.1634898>
- Seiler, R. &. (2017). Source credibility model, source attractiveness model and match-up-hypothesis – an integrated model. *economy and business journal*, 1-15.
- Shouman, L. (2020). The Use of Celebrity Endorsement in Social Media Advertising and its Impact on Online Consumers' Behavior: the Lebanese Scenario. *The 4th International Conference on E-commerce, E-Business and E-Government (ICEEG 2020)*. doi:<https://dl.acm.org/doi/fullHtml/10.1145/3409929.3409930>
- Singh, R. P. (2018). Exploring the influence of celebrity credibility on. *global business riview*, 1622-1639. doi:10.1177/0972150918794974
- Sparks, B. P. (2013). Online travel reviews as per-suasive communication: The effects of content type, source, and certifica-tion logos on consumer behavior. *tourism management*, 1-9. doi:<http://dx.doi.org/10.1016/j.tourman.2013.03.007>
- Spry, A. P. (2011). Celebrity endorsement, brand credibility and brand equity. *European journal of Marketing*, 882-909.
- Suliyanto. (2005). *Analisis Data Dalam Aplikasi Pemasaran*. Bogor: Ghalia Indonesia.
- Suliyanto'. (2011). *Ekonometrika terapan : Teori dan aplikasi dengan SPSS*. yogyakarta: Andi.
- Suliyanto. (2017). *Metode penelitian kualitatif*. Yogyakarta: Andi.

- Suliyanto. (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis, & Disertasi*. Yogyakarta: Andi.
- Swait, E. &. (2004). Brand credibility, brand consideration, and choice. *journal of consumer research*, 191-198. doi: 10.1086/383434
- Ujang, S. (2017). perilaku konsumen (Consumer behavior).
- Um. (2015). Korean advertising practitioners' perspectives on celebrity endorsement. *journal of promotion management*, 33-54. doi:https://doi.org/10.1080/10496491.2014.946210
- Um. (2017). What affects the effectiveness of celebrity endorsement? Impact of interplay among congruence, identification, and attribution. *Journal of marketing communications*, 746-759. doi:10.1080/13527266.2017.1367955
- Wang, S. W. (2017). Enhancing Brand Credibility via Celebrity endorsement. *journal of advertisin research*, 16-32. doi:https://doi.org/10.2501/JAR-2017-042
- Zamudio, C. (2016). Matching with the stars: How brand personality determines celebrity endorsement contract formation. *international journal of research in marketing*, 409-427.
- Zipporah, M. M. (2014). The effects of celebrity endorsement in advertisement. *International Journal of Academic Research in Economics and management science*. doi:doi:10.6007/ijarems/v3-i5/12