

DAFTAR PUSTAKA

- Abbas, Aamir, Gul Afshan, Iqra Aslam, and Laila Ewaz. 2018. "The Effect of Celebrity Endorsement on Customer Purchase Intention: A Comparative Study." *Current Economics and Management Research* 4(1): 1–10. <https://www.researchgate.net/publication/322987493>.
- Ahmed, Rizwan Raheem; Seedani, Sumeet Kumar; Ahuja, Manoj Kumar; Sagar Kumar Paryani. 2015. "Impact of Celebrity Endorsement on Consumer Buying Behavior." *SSRN Electronic Journal* 16(2006): 12–20.
- Armstrong, Gary, and Philip Kotler. 2016. *Fortune Marketing An Introduction*. 13th ed. Pearson.
- Bala, Madhu, and Deepak Verma. 2018. "A Critical Review of Digital Marketing ." *International Journal of Management* 8(10): 321–39.
- Borishade, T., O. Ogunnaike, Joy Dirisu, and Prosper, Onochie. 2015. "Empirical Study of Packaging and Its Effect on Consumer Purchase Decision in a Food and Beverages Firm." *European Journal of Business and Social Sciences* 3(11): 44–53.
- Chang, Tung Zong, and Albert R. Wildt. 1994. "Price, Product Information, and Purchase Intention: An Empirical Study." *Journal of the Academy of Marketing Science: Official Publication of the Academy of Marketing Science* 22(1): 16–27.
- Charlesworth, Alan. 2018. *Digital Marketing: A Practical Approach*.

- Choi, Sejung Marina, Wei-Na Lee, and Hee-Jung Kim. 2005. "Lessons from the Rich and Famous : A Cross-Cultural Comparison of Celebrity Endorsement in Advertising Author (s): Sejung Marina Choi , Wei-Na Lee , Hee-Jung Kim Reviewed Work (s): Content in a Trusted Digital Archive . We Use Information Technology A." *Differences* 34(2): 85–98.
- Dachyar, M, and L Banjarnahor. 2017. "Factors Influencing Purchase Intention Towards." *Intangible Capital* 13(5): 946–66.
- Damian Ryan. 2014. *Understanding Digital Marketing*.
- Damuri, Yosef Rizal, Adinova Fauri, and Dandy Rafitrandi. 2021. "E-Commerce Development and Regulation in Indonesia." *Centre for Strategic and International Studies*: 0–8. <https://www.jstor.org/stable/resrep28866%0A>.
- Dave Chaffey, PR Smith. 2008. *EMarketing EXcellence Planning and Optimizing Your Digital Marketing*. 3rd ed.
- Fatemeh Meskaran, Zuraini Ismail and Bharani Shanmugam. 2013. "Online Purchase Intention: Effects of Trust and Security Perception." *Australian journal of basic and applied sciences* 7(6): 307–15.
- Freire, Otávio, Filipe Quevedo-Silva, Diego Senise, and Pedro Scrivano. 2018. "The Effectiveness of Celebrity Endorsement in Aspiring New Celebrities: Examining the Effects of Brand, Congruence, Charisma and Overexposure." *RAUSP Management Journal* 53(3): 289–303.
- Geng, Ruibin et al. 2020. "Content Marketing in E-Commerce Platforms in the

- Internet Celebrity Economy.” *Industrial Management and Data Systems* 120(3): 464–85.
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate Dengan Program IBM Dan SPSS*. 8th ed. Semarang: Badan Penerbit Universitas Diponegoro.
- Halonen, Elina, and Leila Hurmerinta. 2010. “Who Endorses Whom? Meanings Transfer in Celebrity Endorsement.” *Journal of Product and Brand Management* 19(6): 452–60.
- Harahap, Dedy Ansari. 2018. “Perilaku Belanja Online Di Indonesia: Studi Kasus.” *JRMSI - Jurnal Riset Manajemen Sains Indonesia* 9(2): 193–213.
- Jamil, Raja Ahmed, and Syed Rameez ul Hassan. 2014. “Influence of Celebrity Endorsement on Consumer Purchase Intention for Existing Products: A Comparative Study.” *Journal of Management Info* 1(4): 1–8.
- Jin, S. Venus, Aziz Muqaddam, and Ehri Ryu. 2019. “Instafamous and Social Media Influencer Marketing.” *Marketing Intelligence and Planning* 37(5): 567–79.
- Khatri, Puja. 2006. “Celebrity Endorsement - A Strategic Promotion Perspective.” *Indian Media Studies Journal* 1(1): 25–37.
<http://www.satishserial.com/issn0972-9348/finaljournal03.pdf>.
- Kotler, Philip, Veronica Wong, John Saunders, and Gary Armstrong. 2005. 38 The Economic Journal *Principles of Marketing*. 4th ed.
- Mahalaxmi, K R, and P. Ranjith. 2016. “A Study on Impact of Digital Marketing

in Customer Purchase Decision in Trichy.” *International Journal for Innovative Research in Science & Technology* 2(10): 332–38.

Melović, Boban et al. 2020. “The Impact of Digital Transformation and Digital Marketing on the Brand Promotion, Positioning and Electronic Business in Montenegro.” *Technology in Society* 63(October).

Ogunsiji, Sola A. 2012. “The Impact of Celebrity Endorsement on Strategic Brand Management Ladoke Akintola University of Technology.” *International Journal of Business and Social Science* 3(6): 141–45.

Olson, Eric M., Kai M. Olson, Andrew J. Czaplewski, and Thomas Martin Key. 2021. “Business Strategy and the Management of Digital Marketing.” *Business Horizons* 64(2): 285–93.
<https://doi.org/10.1016/j.bushor.2020.12.004>.

Ovidiu Folcut and Virgil Chichernea. 2013. *JOURNAL OF INFORMATION SYSTEMS & OPERATIONS MANAGEMENT*.

Parsons, Andrew, Michael Zeisser, and Robert Waitman. 1998. “Organizing Today for the Digital Marketing of Tomorrow.” *Journal of Interactive Marketing* 12(1): 31–46.

Pornpitakpan, Chanthika. 2004. “The Effect of Celebrity Endorsers’ Perceived Credibility on Product Purchase Intention.” *Journal of International Consumer Marketing* 1530(September): 55–74.

Rocha, Patrícia Ianelli, Jorge Henrique Caldeira de Oliveira, and Janaina de Moura

- Engracia Giraldi. 2020. "Marketing Communications via Celebrity Endorsement: An Integrative Review." *Benchmarking* 27(7): 2233–59.
- Roy, Subhadip. 2018. "Meaning Transfer in Celebrity Endorsements: An Explanation Using Metaphors." *Journal of Marketing Communications* 24(8): 843–62.
- Saifuddin, Muchammad. 2014. "DENGAN MEMANFAATKAN APLIKASI PEMASARAN BERBASIS ANDROID (Studi Kasus Pada Unit Bisnis Kidpreneur Di Yayasan AL MADINA Surabaya) (Online)." : 16–20. <https://nscpolteksby.ac.id/ejournal/index.php/jbt/article/download/180/152/404> (diakses 25 April 2021).
- Saputra, Gede Wisnu, and I Gusti Agung Ketut Sri Ardani. 2020. "Pengaruh Digital Marketing, Word of Mouth, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian." *E-Jurnal Manajemen Universitas Udayana* 9(7): 2596.
- Saputro, Alan, and Sugiono Sugiharto. 2018. "Pengaruh Digital Marketing Dan Brand Ambassador Dalam Membentuk Brand Identity Sebagai Variabel Intervensi Terhadap Purchase Intention Pada Produk Markobar." *Jurnal Strategi Pemasaran* 5(2): 1–8.
- Sekaran, Uma, and Roger Bougie. 2014. *Encyclopedia of Quality of Life and Well-Being Research Research Methods for Business*. 7th ed. ed. John Wiley. Chichester.
- Setiawan, Andi, M Kom, John Burch, and Gary Grudnitski. 2015. "1. Pendahuluan •." IX(Tahap II): 1–21.

- Setiawan, Budi, and Celia Celesta Rabuani. 2019. "Pengaruh Iklan Dan Endorser Terhadap Brand Awareness Serta Dampaknya Pada Keputusan Pembelian." *Riset* 1(1): 001–015.
- Silvera, David H., and Benedikte Austad. 2004. "Factors Predicting the Effectiveness of Celebrity Endorsement Advertisements." *European Journal of Marketing* 38(11/12): 1509–26.
- Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif Dan R & D*. 19th ed. Bandung: ALVABETA.
- Thaichon, Park et al. 2020. "Online Relationship Marketing: Evolution and Theoretical Insights into Online Relationship Marketing." *Marketing Intelligence and Planning* 38(6): 676–98.
- Tiago, Maria Teresa Pinheiro Melo Borges, and José Manuel Cristóvão Veríssimo. 2014. "Digital Marketing and Social Media: Why Bother?" *Business Horizons* 57(6): 703–8.
- Vidyanata, Deandra, Sunaryo Sunaryo, and Djumilah Hadiwidjojo. 2018. "The Role of Brand Attitude and Brand Credibility As a Mediator of the Celebrity Endorsement Strategy To Generate Purchase Intention." *Jurnal Aplikasi Manajemen* 16(3): 402–11.
- Wind, Jerry, and Vijay Mahajan. 2002. "Digital Marketing." *Symphony. Emerging Issues in Management* (1): 43–54.
- Yang, Wan. 2018. "Star Power: The Evolution of Celebrity Endorsement

Research.” *International Journal of Contemporary Hospitality Management* 30(1): 389–415.

Younus, Sohail, Faiza Rasheed, and Anas Zia. 2015. “Identifying the Factors Affecting Customer Purchase Intention.” 15(2).

Zafer Erdogan. 2010. “Celebrity Endorsement: A Literature Review Celebrity Endorsement: A Literature Review.” *Journal of marketing Management* (772858957): 37–41.

Zipporah, Mwendwa Mildred, and Hellen K. Mberia. 2014. “The Effects OF Celebrity Endorsement in Advertisements.” *International Journal of Academic Research in Economics and Management Sciences* 3(5): 178–88.