

## DAFTAR PUSTAKA

- A, Shimp, T. (2003). *Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran Terpadu, Jilid I (edisi 5)*. Erlangga.
- Aaker, D. (1991). Brand equity. *La gestione del valore della marca*, 347, 356.
- Aaker, David A. (2008). *Manajemen Ekuitas Merek: Memanfaatkan Nilai dari suatu Merek*. Cetakan Ketiga. Jakarta: Penerbit Mitra Utama.
- Alhaddad, Abdullah. (2014). The Effect of Brand Image and Brand Loyalty on Brand Equity. *Internationa Journal of Business and Management Invention*, Vol. 3. 28-32.
- Alia Putri Nadila, Nila Armelia Windasari (2022). Analyzing the Influence of Korean Celebrities as Brand Ambassadors toward Customer Loyalty in Indonesia. *International Journal of Current Science Research and Review*, 5(12), 4808-4818
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision. *European Scientific Journal*, 14(13), 228.
- Ansary, A., & Nik Hashim, N. (2018). Brand image and equity: the mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*, 12(4), 969-1002. doi:10.1007/s11846-017-0235-2
- Aziz Fauzal Adzim. (2022). Lokal Brand Indonesia dihiasi Wajah-wajah Artis Korea. Sandiaga Uno: Tidak Masalah! <https://www.indonesiatrends.com/politik/pr-3663255274/lokal-brand-indonesia-dihiasi-wajah-wajah-artis-korea-sandiaga-uno-tidak-masalah> diakses pada 30 Mei 2022
- Bailey R, Ball S (2006) An exploration of the meanings of hotel brand equity. *Serv Ind J* 26(1):15–38
- Bartsch, F., Han, C. M., & Mandler, T. (2021). Brand credibility and marketplace globalization: The role of perceived brand globalness and localness. *Journal of International Business Studies*, 52(8), 1559-1590. doi:10.1057/s41267-020-00312-2
- Belch, G. E., & Belch, M. A. (2004). *Advertising and Promotion: An Integrated Marketing Communications Perspective*.

- Byun, E. M. (2014). Impact of K-Pop Celebrity Endorsement on Thai Brand Image. *ASBBS Annual Conference*, (pp. 134-147). Las Vegas.
- Chan, K., Leung Ng, Y. and Luk, E.K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers*, Vol. 14 No. 2, pp. 167-179.
- Chao, P., Wührer, G., & Werani, T. (2005). Celebrity and foreign brand name as moderators of country-of-origin effects. *International Journal of Advertising*, 24(2), 173-192. doi:10.1080/02650487.2005.11072913
- Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling Theory: A Review and Assessment. *Journal of Management*, 37(1), 39-67. doi:10.1177/0149206310388419
- Dachlan, Usman. (2014). Panduan Lengkap Structural Equation Modeling. Semarang: Lentera Ilmu.
- Dekker, K., & Van Reijmersdal, E. A. (2013). Disclosing Celebrity Endorsement in a Television Program to Mitigate Persuasion: How Disclosure Type and Celebrity Credibility Interact. *Journal of Promotion Management*, 19(2), 224-240. doi:10.1080/10496491.2013.769473
- Dewi, Yana Respati. (2017). Pengaruh Celebrity Endorsement Terhadap Brand Credibility dan Brand Equity pada Online Shop. *Ekonomi Bisnis* Vol. 22, 80-86.
- Duncan, T., & Moriarty, S. E. (1998). A Communication-Based Marketing Model for Managing Relationships. *Journal of Marketing*, 62(2). doi:10.2307/1252157
- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*, 24(5), 449-461. doi:10.1108/JPBM-10-2014-0722
- Effendi, S. (1989). Unsur-Unsur Penelitian Survei. Metode Penelitian survei.
- Erdem, T., & Swait, J. (1998). Brand Equity as a Signaling Phenomenon. *Journal of Consumer Psychology*, 7(2), 131-157. doi:10.1207/s15327663jcp0702\_02
- Erdem, T., & Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31(1), 191-198. doi:10.1086/383434
- Erdem, T., Swait, J., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing*, 19(1), 1-19. doi:10.1016/S0167-8116(01)00048-9

- Erdem, T., Swait, J., & Valenzuela, A. (2006). Brands as Signals: A Cross-Country Validation Study. *Journal of Marketing*, 70(1), 34-49. doi:10.1509/jmkg.2006.70.1.34
- Erdem, T., & Swait, J. (1998). Brand Equity as a Signaling Phenomenon. *Journal of Consumer Psychology*, 7(2), 131–157.
- Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting Celebrity Endorsers: The Practitioner's Perspective. *Journal of Advertising Research*, 41(3), 39-48. doi:10.2501/JAR-41-3-39-48
- Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, 9(3), 61-75. doi:10.1080/10696679.2001.11501897
- Ferdinand, A. (2006). Structural Equation modeling: Dalam Penelitian Manajemen. —Aplikasi Model-Model Rumit dalam Penelitian untukn Tesis Magister & Disertasi Doktor, Ed. 4. Semarang, Badan Penerbit Universitas Diponegoro. ISBN 979-9156-75-0.
- Ferdinand, A. (2014). Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan desrtasi ilmu manajemen.
- Gao, G. Y., Pan, Y., Tse, D. K., & Yim, C. K. (2006). Market Share Performance of Foreign and Domestic Brands in China. *Journal of International Marketing*, 14(2), 32-51. doi:10.1509/jimk.14.2.32
- Ghozali, I. (2011). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24* (7 ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29(3), 43-54. doi:10.1080/00913367.2000.10673616
- Grigoriou, N., Davcik, N., & Sharma, P. (2016). Exploring the Influence of Brand Innovation on Marketing Performance Using Signaling Framework and Resource-Based Theory (RBT) Approach. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 813–818.
- H'ng, Y. V., & Yazdanifard, R. (2014). How Does Sponsorship Marketing in Korean Dramas Bring in Lucrative Business?. *International Business Research*, 8(1).
- Hadiwidjojo, Djumilah, Deandra, & Sunaryo (2018). The Role of Brand Attitude and Brand Credibility as A Mediator of The Celebrity Endorsement Strategy

- to Generate Purchase Intention. *Journal of Applied Management*, Vol. 16, 402-411.
- Hair Jr, J. F., & B., L. (2014). *Marketing Research* (Vol. 2).
- Hasan, G., & Rohaizat, P. S. (2022). The Effect Of Korean Celebrities As Brand Ambassadors On Cosmetic Products Customer's Purchase Intention In Batam City. *Inovbiz: Jurnal Inovasi Bisnis*, 10, 211-222.
- Hawkins, & Mothersbaugh. (2013). *Consumer Behavior: Building Marketing Strategy*.
- Holden SJS. (1992). Brand equity through brand awareness: measuring and managing brand retrieval. Ph.D. Dissertation: University of Florida.
- Hou, T. (2012). How Do Chinese Consumers Perceive Celebrity Endorsers: A Social Identity Perspective.
- Huang, C.-C., Wang, Y.-M., Wu, T.-W., & Wang, P.-A. (2013). An Empirical Analysis of the Antecedents and Performance Consequences of Using the Moodle Platform. *International Journal of Information and Education Technology*, 217-221. doi:10.7763/IJiet.2013.V3.267
- Huat, C. B. (2010). Korean Pop Culture. *Malaysian Journal of Media Studies*, 12(1), 15–24.
- Hyejung-Ju. (2010). Glocalization of the Korean popular culture in East Asia: Theorizing the Korean Wave.
- Jeong-Won, L. (2023, March 22). Retrieved May 10, 2023, from Korea JoongAnd Daily:  
<https://koreajoongangdaily.joins.com/2023/03/22/entertainment/kpop/Korea-Hallyu-Kpop/20230322143703130.html>
- Kapferer, J.-N. (1992). *Strategic brand management: New approaches to creating and evaluating brand equity*.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1). doi:10.2307/1252054
- Keller, K. L. (2003). Understanding brands, branding and brand equity. *Interactive Marketing*, 5(1), 7-20. doi:10.1057/palgrave.im.4340213
- Keller, K. L. (2013). *Strategic Brand Management: Building Measuring, and Managing Brand Equity*. Pearson Education.
- Kim, Y. (2013). *The Korean Wave: Korean Media Go Global*. Routledge.

- Kirman, A., & Rao, A. R. (2000). No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality. *Journal of Marketing*, 64(2), 66-79. doi:10.1509/jmkg.64.2.66.18000
- Kotler, Philip dan Keller, K. L. (2009). *Manajemen Pemasaran, 13th Edition*. Erlangga.
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. New Jersey: Pearson Education.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Upper Saddle River: Pearson.
- Kumar, A. (2011). Celebrity Endorsements and Its Impact on Consumer Buying Behaviour. *SSRN Electronic Journal*. doi:10.2139/ssrn.1802531
- Kumar, V., & Kaushik, A. K. (2020). Building consumer–brand relationships through brand experience and brand identification. *Journal of Strategic Marketing*, 28(1), 39-59. doi:10.1080/0965254X.2018.1482945
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11-19. doi:10.1108/07363769510095270
- Lee, S.-J. (2011). The Korean Wave: The Seoul of Asia. *The Elon Journal of Undergraduate Research in Communications*, 2(1), 85-93.
- Luo, A., & Lehmann, D. R. (2015). Co-managing brand equity and customer equity. In *Handbook of Research on Customer Equity in Marketing*. Edward Elgar Publishing. doi:10.4337/9781781004982.00024
- MacKenzie, S. B., & Lutz, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53(2). doi:10.2307/1251413
- Mao, J. (2010). Customer Brand Loyalty. *International Journal of Business and Management*, 5(7). doi:10.5539/ijbm.v5n7p213
- Mavlanova, T., Benbunan-Fich, R., & Koufaris, M. (2012). Signaling theory and information asymmetry in online commerce. *Information & Management*, 49(5), 240-247. doi:10.1016/j.im.2012.05.004
- McCracken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3). doi:10.1086/209217

- Mishra, P., and Datta, B. (2011). Perpetual Asset Management of Customer-Based Brand Equity-The PAM Evaluator. *Current Research Journal of Social Sciences*, 3(1): pp.34-43.
- Molinillo, S., Japutra, A., & Ekinci, Y. (2022). Building brand credibility: The role of involvement, identification, reputation and attachment. *Journal of Retailing and Consumer Services*, 64. doi:10.1016/j.jretconser.2021.102819
- Muhson, A. (2006). Teknik analisis kuantitatif. Universitas Negeri Yogyakarta. Yogyakarta, 183-196.
- Mutia, A. (2022, December 5). Retrieved March 12, 2023, from Katadata: <https://databoks.katadata.co.id/datapublish/2022/12/05/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022>
- Nayeem, T., Murshed, F., & Dwivedi, A. (2019). Brand experience and brand attitude: examining a credibility-based mechanism. *Marketing Intelligence & Planning*, 37(7), 821-836. doi:10.1108/MIP-11-2018-0544
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1), 46-54.
- Pahlevi, R. (2022, September 4). Retrieved December 5, 2022, from Katadata: <https://databoks.katadata.co.id/datapublish/2022/09/04/survei-54-konsumen-kosmetik-lebih-pilih-brand-lokal>
- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. *Journal of Consumer Research*, 10(2). doi:10.1086/208954
- Rai, J. S., Yousaf, A., Itani, M. N., & Singh, A. (2021). Sports celebrity personality and purchase intention: the role of endorser-brand congruence, brand credibility and brand image transfer. *Sport, Business and Management: An International Journal*, 11(3), 340-361. doi:10.1108/SBM-06-2020-0062
- Roy, S., & Moorthi, Y. (2009). Celebrity Endorsements and Brand Personality. *SSRN Electronic Journal*. doi:10.2139/ssrn.2124619
- Royan, F. M. (2005). *Marketing Celebrities* (1 ed.). Jakarta: PT Elex Media Komputindo.
- Schmitt, B. H., & Simonson, A. (1997). *Marketing Aesthetics: The Strategic Management of Brands, Identity, and Image*. New York: The Free Press.

- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Setiadi, N. J. (2017). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Prenada media.
- Shimp, T. A. (2003). *Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran Terpadu* (5 ed.). Jakarta: Erlangga.
- Siglitz, J. E. (2002). *Globalization and Its Discontents*. New York: W.W. Norton & Company. doi:10.1046/j.0391-5026.2003.00107.x
- Silvera, D. H., & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of Marketing*, 38(11/12), 1509-1526. doi:10.1108/03090560410560218
- Singh, R. P., & Banerjee, N. (2021). The mediating role of brand credibility on celebrity credibility in building brand equity and immutable customer relationship: The mediating role of brand credibility on celebrity credibility. *IIMB Management Review*, 33(2), 119-132. doi:10.1016/j.iimb.2021.03.010
- Situmorang, Syafrizal H. dan Muslich Lufti. (2010). *Analisis Data Untuk Riset Manajemen dan Bisnis* (Ed. 3). Medan, USU Press.
- Siyoto, S. & Sodik, A. (2015) *Dasar Metodologi Penelitian*. Yogyakarta: Literasi Media Publishing.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suki, N. 2016. Green Product Purchase Intention: Impact of Green Brands, Attitude, and Knowledge. *British Food Journal*. Emerald Group Publishing Limited, 118(12), pp. 2893–2910. doi: 10.1108/BFJ-06-2016-0295.
- Spence, M. (2002). Signaling in Retrospect and the Informational Structure of Markets. *American Economic Review*, 92(3), 434-459. doi:10.1257/00028280260136200
- Spry, A., Pappu, R., & Bettina Cornwell, T. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882-909. doi:10.1108/03090561111119958
- Srivastava, R. K., Shervani, T. A., & Fahey, L. (1998). Market-Based Assets and Shareholder Value: A Framework for Analysis. *Journal of Marketing*, 62(1). doi:10.2307/1251799
- Tiara, F., & Gunadi, W. (2022). The Impact of Korean Celebrity Endorsements Toward Purchase Intention in Indonesia Marketplace that mediated by

Brand Image and Brand Attitude. *3rd South American International Industrial Engineering and Operations Management Conference*, (pp. 656-667). Asuncion, Paraguay.

- Till, B. D., & Busler, M. (2000). The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs. *Journal of Advertising*, 29(3), 1-13. doi:10.1080/00913367.2000.10673613
- Till, B. D., & Shimp, T. A. (1998). Endorsers in Advertising: The Case of Negative Celebrity Information. *Journal of Advertising*, 27(1), 67-82. doi:10.1080/00913367.1998.10673543
- Tirole, J. (1988). *The Theory of Industrial Organization*. The MIT Press.
- Tjoe, F. Z., & Kim, K.-T. (2016). The Effect of Korean Wave on Consumer's Purchase Intention of Korean Cosmetic Products in Indonesia. *Journal of Distribution Science*, 14(9), 65-72. doi:10.15722/jds.14.9.201609.65
- Um, N.-H., & Lee, W.-N. (2015). Korean Advertising Practitioners' Perspectives on Celebrity Endorsement. *Journal of Promotion Management*, 21(1), 33-54. doi:10.1080/10496491.2014.946210
- Waluyo, Minto. (2016). Mudah Cepat Tepat Penggunaan Tools Amos Dalam Aplikasi (SEM). Jawa Timur: UPN "Veteran" Jawa Timur.