

## DAFTAR PUSTAKA

- Agmeka, Fanni., Wathoni, Ruhmaya Nida., & Santoso, Adhi Setyo. (2019). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce. *Procedia Computer Science* 161
- Ajayi, V. O. (2017). Primary Sources of Data and Secondary Sources of Data. *Advance Statistical Methods in Education*, (September).
- Akbar, Ali., Sarteshnizi, Reeishi. (2021). Investigating the Effect of Brand Certification on Brand Reputation with the Mediating Role of Brand Attitude and Consumers' Awareness in Ansar Bank. *Turkish Journal of Computer and Mathematics Education* 12 (11).
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2020). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*, 12(7), 1339–1362.
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, Vol 1
- Atulkar, S. (2020). Brand Trust and Brand Loyalty in Mall Shoppers. *Marketing Intelligence & Planning*, Vol. 38, No. 5.
- Ballester, Deldago., & Aleman, Manuera. (2001). Brand Trust in The Context of Consumer Loyalty. *European Journal Marketing*. Vol 35 No. 11/12
- Bergkvist, L., Hjalmarson, H., & Mägi, A. W. (2016). A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects. *International Journal of Advertising*, 35(2), 171-184.
- Chen, Mei-Fang, and Chia-Lin Lee. (2015) "The Impacts of Green Claims on Coffee Consumers' Purchase Intention." *British Food Journal*, 117 (1): 195-209.
- Chen, Z.F. and Cheng, Y. (2020). Consumer response to fake news about brands on social media: the effects of self-efficacy, media trust, and persuasion knowledge on brand trust. *Journal of Product & Brand Management*, 29(2), 188-198.

- Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa. *Journal of Business and Retail Management Research*, 12(1), 143-154.
- Creswell, J. W., & Creswell, D.J. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approach*. Sage Publication (5th ed.).
- Cuomo, Maria Teresa., Faroudi, Pantea., Tortora, Debole., Hussain, Shazeb., Melewar. (2019). *Celebrity Endorsement and the Attitude Towards Luxury Brands for Sustainable Consumption*
- Dr. Dey, V., Dr. Swapna, H., & Dr. Krishna, D. 2021. Effect of Celebrity Endorsement on Purchase Intention-Sem Analysis. *Turkish Journal of Computer and Mathematics Education*.
- Eagle, L., Dahl, S., Hill, S., Bird, S., Spotswood, F., Tapp, A. (2013). *Social Marketing*. Pearson Prentice Hall: London.
- Ferdinand, Augusty. 2014. *Metode Penelitian Manajemen*. Edisi 5. Semarang: Badan Penerbit Universitas Diponegoro.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- George, M. W. (2008). *The Elements of Library Research*. Princeton & Oxford: Princeton university press.
- Gupta, S., & Ramachandran, D. (2021). Emerging Market Retail: Transitioning from a Product- Centric to a Customer-Centric Approach. *Journal of Retailing*
- Hafez. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing* Vol. 39 No. 7.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010) *Multivariate Data Analysis*. 7th Edition, Pearson, New York.
- Hair, J. F. J., G. Tomas M. Hult, Christian M. Ringle, & Marko Sarstedt. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.)*. SAGE Publications.
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019), "When to use and how to report the results of PLS-SEM", *European Business Review*, Vol. 31 No. 1, pp. 2-24.

- Hair, J. F. J., Black, C., Babin, Barry., & Anderson, Rolph E. (2017). *Multivariate Data Analysis 7<sup>th</sup> ed.* Boston: Pearson.
- Hair, J., Hult, G., Ringle, C., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. America: SAGE Publication, Inc.
- Han, H., Yu, J., Chua, BL, Lee, S., & Kim, W. (2019). Impact of core-product and service- encounter quality, attitude, image, trust and love on repurchase: Full-service vs low- cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31(4), 1588–1608
- Hidayati, Ayu., Anastasia, Balderas., Shofiani, Yustika., Gunadi, Willy. (2021). The Effect of Nostalgia Emotion to Brand Trust and Brand Attachment towards Repurchase Intention. *Turkish Journal of Computer and Mathematics Education*
- Hong, J., Repetti, T., Erdem, M. and Henthorne, T. (2020), “Effect of guest demographics on perception of hotel room price”. *Journal of Hospitality and Tourism Insights*, Vol. 3 No. 1, pp. 3-16.
- Husain, Rehan., Ahmad, Amna., Khan, Bilal Mustafa. (2022). The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. *Cogent Business & Management*, 9.
- Hwang, Jinsoo., Abbas, Jawad., Joo, Kyuhyeon., Choo, Seung-Woo., & Sean, Sunghyup. (2022). The Effects of Types of Service Providers on Experience Economy, Brand Attitude, and Brand Loyalty in the Restaurant Industry. *International Journal Environmental Research Public Health* 19.
- Kanwar, A., & Chuan, Y. 2021. Indian Females Inclination towards Cosmetic Brands Niat pembelian Influenced by Celebrity Endorsement through Perceived Quality and Brand Trust. *Review of Integrative Business and Economics Research*, 11(3).
- Kao, H. M. (2017). Exploring Personality Trait and Purchase Intention- the Mediator of Legal and Ethical Responsibilities of Third-Party Payment. *The Journal of International Management Studies*, Vol 12.
- Khan, M. M. (2018). The effect of celebrity endorsement on consumer purchase intention evidence from q mobile link advertisement. *Pakistan Business Review*, 19(4), 1065–1082.

- Khan, M. M., Memon, Z., & Kumar, S. (2019). Celebrity endorsement and purchase intention: The role of perceived quality and brand loyalty. *Market Forces*, 14(2), 1-22.
- Kheder, M., 2018. Celebrity Endorsement - Consumers' willingness to pay for celebrity endorsed products.
- Kim, Jae., Kim, Joo Young. (2017). The Relationship among Golf Wear Selection Attributes, Customer Satisfaction, Brand Attitude and Repurchase Intention. *Journal of Digital Convergence* Vol 15 No. 6
- Kothari, C.R. 2004. *Research Methodology: Methods and Techniques*. New Delhi: New Age International (P) Ltd., Publishers.
- Kruger, Liezl-Marié & Kuhn, Stefanie & Petzer, Daniel & Mostert, Pierre. (2013). Investigating brand romance, brand attitude, and brand loyalty in the cellphone industry. *Acta Commercii*.
- Kudeshia, Chetna, and Amresh Kumar. (2017) "Social eWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands?" *Management Research Review* 40 (3): 310-330.
- Lassoued, R., Hobbs, J.E. (2015). Consumer confidence in credence attributes: The role of brand trust. *Food Policy* Lee, E.-B., Lee, S.-G., & Yang, C.-G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, 117(6), 1011–1036.
- Lee, S., Han, H., Radic, A. and Tariq, B. (2020), "Corporate social responsibility (CSR) as a customer satisfaction and retention strategy in the chain restaurant sector", *Journal of Hospitality and Tourism Management*, Vol. 45, pp. 348-358.
- Likert, Rensis (1932), "A Technique for the Measurement of Attitudes", *Archives of Psychology*, 140: 1–55.
- Manosuthi, N., Lee, J.S. and Han, H. (2020), "Impact of distance on the arrivals, behaviours and attitudes of international tourists in Hong Kong: a longitudinal approach", *Tourism Management*, Vol. 78
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387.

- Meshreki, H., Ennew, C., & Mourad, M.M. (2018). A comparative analysis of dimensions of COO and animosity on industrial buyers' attitudes and intentions. *Journal of Product & Brand Management*, 27(7), 832-846.
- Muhammad, R. R., Rai, I. H., & Hussain, S. (2020). The impact of logo shapes redesign on brand loyalty and repurchase intentions through brand attitude. *International Review of Management and Marketing*, 10(5), 117-126
- Nabil, Mostafa., Khaled, Habiba., Taher, Hagar., Ayman, Mirna., & Ashoush, Norhan. (2022). Celebrity endorsement and its impact on purchase intention of luxurious brands. *The Business and Management Review*, 13 (2).
- Nelson, O., & Deborah, A. (2017). Celebrity endorsement influence on brand credibility: A critical review of previous studies. *Online Journal of Communication and Media Technologies*, 7(1), 15.
- Nurhandayani, Arum., Syarief, Rizal., & Najib, Mukhamad. (2019). The Impact Of Social Media Influencer And Brand Images To Purchase Intention. *Journal of Applied Managament* Vol. 7 No. 4
- Osei, K., Donkor, G., & Owusu, N. 2019. The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory & Practice*.
- Ozdemir, S., Zhang, S., Gupta, S., & Bebek, G. (2020). The effects of trust and peer influence on corporate brand—Consumer relationships and consumer loyalty. *Journal of Business Research*, 117, 791–805.
- Park, H.H., Jeon, J.O. and Sullivan, P. (2015), "How does visual merchandising in fashion retail stores affect consumers' brand attitude and purchase intention?", *The International Review of Retail, Distribution and Consumer Research*, Vol. 25 No. 1, pp. 87-104.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6).
- Pribadi, A. P., Adiwijaya, M., & Herjanto, H. (2019). The effect of brand trilogy on cosmetic brand loyalty. *International Journal of Business Society*, 20(2), 730–742.
- Ramesh, K., Saha, R., Goswami, S.S. and Dahiya, R. (2018), "Consumers response to CSR activities: Mediating role of brand image and brand attitude", *Corporate Social Responsibility and Environmental Management*, Vol. 26 No. 2, pp. 377-387.

- Samrand, Toufini, et al. (2017) "The importance of aesthetics on customers intention to purchase smartphone", *Marketing Intelligence & Planning*, Vol.35 Issue: 3,.316-338.
- Shah, M., Atta, A., Qureshi, M.I. and Shah, H. (2012) Impact of Socio-Economic Status (SES) of Family on the Academic Achievements of Students. *Gomal University Journal of Research*, 28, 12-17.
- Sriram, K., Namitha, K., & Giridhar, B. 2021. Social media advertisements and their influence on consumer purchase intention. *Cogent Business & Management*
- Souiden, N., Ladhari, R. and Chang, L. (2018). Chinese perception and willingness to buy Taiwanese brands: The role of ethnocentrism and animosity. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 816-836.
- Sullivan, Y.W. and Kim, D.J.D.J. (2018), "Assessing the effects of consumers product evaluations and trust on repurchase intention in e-commerce environments", *International Journal of information Management*, Vol. 39, pp. 199-219.
- Takaya, R. 2017. The Effect of Celebrity Endorsement on Brand Image and Trust Brand and Its Impact to purchase intention Case Study: Oppo Smartphone. *Business and Entrepreneurial Review* 17(2).
- Venter de Villiers, M., Chinomona, R. & Chuchu, T., (2018). The influence of store environment on brand attitude, brand experience and purchase intention. *South African Journal of Business Management*, 49(1), 1-8.
- Wang, Stephen. (2017). Enhancing Brand Credibility via Celebrity Endorsement Trustworthiness Trumps Attractiveness and Expertise. *Journal of Advertising Research*.
- Widyasari, Kadek & Suparna, Gede. (2022). The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention. *European Journal of Business and Management Research*
- Yan, Liu., Xiaojun, Fan., Li, Jie., Dong, Xuebinng. (2017). Extrinsic cues, perceived quality, and purchase intention for private labels: Evidence from the Chinese market. *Asia Pacific Journal of Marketing and Logistics* Vol. 31 No. 3.

<https://www.tribunnews.com/nasional/2022/11/04/profil-erigo-hingga-sosok-sang-ceo-muhammad-sadad-yang-berhasil-bawa-erigo-ke-new-york-fashion-week>