DAFTAR PUSTAKA


Fernando de Oliveira Santini, (2015). An analysis of the influence of discount sales promotion in consumer buying intent and the moderating effects of attractiveness. DOI: 10.5700/rausp1210


Manish Mittal (2016). Impact of Celebrity Endorsements on Advertisement Effectiveness & Purchase Decision Among Youths. Acropolis Faculty of Management & Research, Indore, Madhya Pradesh, India

Mohammad Reza Jalilvand & Neda Samie (2011). *The effect of electronic word of mouth on brand image and purchase intention*

Muhammad Ikhsan Putra Suharyono Yusri Abdillah. *Pengaruh Brand Ambassador Terhadap Brand Image Serta Dampaknya Terhadap Keputusan Pembelian (Survey pada pengguna LINE di Asia)*

Nisa Marisa (2013). *Analisis Faktor Faktor yang mempengaruhi Keputusan Pembelian Konsumen Terhadap Kawasan Plamongan Elok Semarang*


Otávio Freire, Filipe Quevedo-Silva & Diego Senise and Pedro Scrivano(2016). *The effectiveness of celebrity endorsement in aspiring new celebrities Examining the effects of brand, congru*


Rafael Billy Leksono, Herwin (2017). *Pengaruh Harga Dan Promosi Grab Terhadap Brand image Yang Mempengaruhi Keputusan Pembelian Konsumen Pengguna Transportasi Berbasis Online*


