

DAFTAR PUSTAKA

- Adyatami, Stella Chrisma. 2016 . The effect Celebrity Endorsement on Consumers Attitude Toward The Brand And Purchasing Intention. *E-jurnal UAJY*, Pp. 1-15.
- Ahmed, Naveed; Farooq, Omer; dan Iqbal, Junaidi. 2014. Credibility of Celebrity Endorsement and Buying Intention an Evidence from Srudent of Islamabad Pakistan. *International Letter of Social and Humanistic Sciences*, Vol. 20 pp. 1-13.
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness A quantitative synthesis of effect size. *International Journal of Advertising*. 27(2), pp. 209–234
- Anwar, Adnan dan Jalees, Tariq. 2017. Celebrity Endorsement and Consumer Purcuse Intentions. *Marke Forces College of Management Sciences* Vol. XII, No. 1, Pp. 29-40.
- Apejoye, Adeyanju. 2013. Influence of Celebrity endorsement of Adevertisement on Students' Purchase Intention. *Mass Communication and Journalism*, Volume 3 Issue 3. Pp1-7.
- Arikunto, Suharsimi. 2002. Metodologi Penelitian. Penerbit PT. Rineka Cipta. Jakarta
- Blackwell, R. D., Miniard, P. W., & Engel, J., F. 2001. *Consumer Behavior*. Mason Ohio: South Western
- Chi, H., Yeh, H. R., & Tsai, Y. C. (2007). The Influences of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser. *Journal of International Management Studies*, 4(1), 135-144
- Clow, K. E. (2006). The relationship of the visual element of an advertisement to service quality expectations and source credibility. *Journal of Services Marketing* , 404-411.
- Dharmmesta, Basu Swastha., Handoko, T. Hani. 2012. Manajemen Pemasaran Analisis Perilaku Konsumen. Edisi Pertama. BPFE, Yogyakarta.
- Dissanayake,D.M.R. & Ismail,N. 2015. Relationship between Celebrity Endorsement and Brand Attitude: With Reference to Financial Services Sector Brands in Sri Lanka, *Conference Proceedings of 6th International Conference on Business and Information (ICBI)*, 472-487.

- Gauns, Karuna Krishna, et.al. 2017. Impact of Celebrity Endorsement on Consumer Buying Behavior The State of Goa. *IIM Kozhikode Society & Management Review* 7 (I) 1-14.
- Gendro, Wiyono. 2011. Merancang Penelitian Bisnis dengan Alat Analisis SPSS 17.0 & Smart PLS 2.0. Yogyakarta: Percetakan STIM YKPM.
- Grace, P & Furuoka, F. (2007). An Examination of The Celebrity Endorser's Characteristics and Their Relationship with The Image of Consumer Products. *UniTAR e-Journal*. 3 (2). pp. 27-41
- Gupta, Ruchi; Kishore, Nawal; Verma, DPS. 2015. Impact of Celebrity Endorsement on Consumers Purchase Intention: A Study of Indian Consumer. *Australian Journal of Business And Management Research*, Vol. 05. No. 03 Pp. 1-15.
- Hakimi, et al (2011). Investigate the Impact of Celebrity Endorsement on Brand Image. *European Journal of Scientific Research*. Vol.58 No.1 (2011), pp.116-132
- Hayes, D. 1990. The Green Decade. *The Amicus Journal*, 12: 24-29.
- Kamal Khan, Shaista; Rukhsar, Aroobah; Shoiab, Maria. 2016. Influence of Celebrity Endorsement on Consumer Purchase Intention. *IOSR Journal of Business and Management*, Volume 18, Issue. 1, Pages 6-12
- Kianpour, Kamyar; Anvari, Roya; Jusoh, Ahmad; Othman, Muhammed Fauzi. 2014. Important Motivators for Buying Green Products. *Intangible Capital*, 10(5): 873-896 – Online ISSN: 1697-9818 – Print ISSN: 2014-3214.
- Laroche, M.; Bergeron, J.; Barbaro-Forleo, G. (2001). Targeting Consumers Who Are Willing To Pay More For Environmentally Friendly Products. *Journal Of Consumer Marketing*, 18(6): 503-520. [Http://Dx.Doi.Org/10.1108/Eum0000000006155](http://dx.doi.org/10.1108/Eum0000000006155).
- McCracken, G. 1989. Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321.
- Mikuláš, P., & Svetlík, J. 2016. Execution of Advertising and Celebrity Endorsement. *Communication Today*, 7(1), 92-103.
- Minh Ha, Nguyen & Hung Lam, Nguyen. 2017. The Effect of Celebrity Endorsement on Customer's Attitude Toward Brand and Purchase Intention. *International Journal of Economics and Finance*, Vol. 9, No. 1, Pp. 64-77 . Published by Canadian Center of Science and Education.

- Muda, M., Rosidah, M., & Lennora. 2012. Breaking through the Clutter in Media Environment: How Do Celebrities Help? *Procedia – Social and Behavioral Sciences* 42 , 374-382.
- Munggaran, Aria Putra; Azis, Elvira. 2015. Pengaruh *Endoser Credibility* Terhadap Minat Beli Konsumen. e-Proceeding of Management, Vol. 2, No. 3 Pp. 2691-2698.
- Muthohar, Muchsin; dan Triatmaja, Amin Ramadhan. 2013. Pengaruh Endorser Ulama Terhadap Sikap Dan Minat Beli Konsumen. *Jurnal Bisnis dan Ekonomi (JBE)*, Maret 2013, Vol. 19, No. 1, Hal. 86 – 99
- Ranjbarian, B., Shekarchizade, Z., & Momeni, Z. 2010. Celebrity endorser influence on attitude toward advertisements and brands. *European Journal of Social Sciences*, 13(3), 399-407.
- Rodriguez, K.P. 2008. Apparel Brand Endorsers And Their Effects On Purchase Intentions: A Study Of Philippine Consumers. *Philippine Management Review*. Vol. 15, pp. 83-99.
- Roll, M. 2015. *Celebrity Branding in Asia Asian Brand Strategy*, Palgrave McMillan UK.
- Savitri, Nyoman Wisniari. 2017. Pengaruh Celebrity Endoser Dan Iklan Melalui Media Televisi Terhadap Minat Beli Pada Tokopedia Di Denpasar. *E-Jurnal Manajemen Unud*, Vol. 6, No. 8 Pp. 4214-4239
- Schiffman, L.G dan Kanuk, Lesley L. 2007. *Consumer Behavior*. New Jersey: Pearson Prestise Hall
- Schlecht. 2003. *Celebrities Impact On Branding, Centre on global brand leadership*. Columbia business school: New York
- Setoglu, Aysegul Ermeç; Catli, Ozlem; Korkmaz, Sezer. 2014. Examining the effect of Endorser Credibility on the Consumers Buying Intention: An Empirical Studi in Turkey. *International Review of Management and Marketing*, Vol. 4, no.1 Pp. 66-77
- Shenje, Jacob. 2017 Midas touch or time bomb? A look at the influence of Celebrity endorsement on Costumer purchase intentions: The case Study of Fast foods Outlet Companies in Harare, Zimbabwe. *African Journal of Business Management*, Vol. 11(15) Pp. 347-356.
- Sugiyono. 2009. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfabeta.

Sugiyono. 2015. Metode Penelitian Kuantitatif Kualitatif R&B. Bandung: Aflabeta

Yuniarto, H. 2010. Corak Kulit sebagai Daya Tarik Kecantikan Luar terhadap Perempuan di Desa Simego. Diunduh tanggal 14 Desember 2012 di <http://ruraleconomics.fib.ugm.ac.id/wp-content/uploads/lebakbarang-2010-hendy-yuniarto>.