

## DAFTAR PUSTAKA

- Adzimaturrehman, R., Wibowo, L., & Lisnawati. (2019). Ekspektasi Pelanggan Media Sosial: Brand Engagement dalam Mempertahankan Customer Loyalty. *Journal of Business Management Education | Volume 4, Number 2, September 2019, page. 18-23.*
- Arora, N., Prashar, S., Parsad, C., & Vijay, T. (2019). MEDIATING ROLE OF CONSUMER INVOLVEMENT BETWEEN CELEBRITY ENDORSEMENT AND CONSUMER EVALUATION: COMPARATIVE STUDY OF HIGH AND LOW INVOLVEMENT PRODUCT. *Asian Academy of Management Journal, Vol. 24, No. 2, 113–142, 2019.*
- Bernazzani, S. (2018, 12 13). *Customer Loyalty: The Ultimate Guide*. Retrieved from World Wide Web: <https://blog.hubspot.com/service/customer-loyalty>
- Brown, Z., & Tiggemann, M. (2016). Attractive celebrity and peer images on Instagram: Effect on women's mood and body image. *Body Image 19 (2016) 37–43.*
- Bush, A. J., Martin, C. A., & Bush, V. D. (2004). Sports Celebrity Influence on the Behavioral Intentions of Generation Y. *Journal of Advertising Research.*
- Chen, X., Li, W., & Joo, D. (2021). Literary celebrity, tourists' self-destination connection, and brand engagement: Based on a marketing perspective of celebrity endorsement effects. *Journal of Hospitality and Tourism Management 48 (2021) 230–239.*
- Choi, S. M., & Rifon, N. J. (2012). It Is a Match: The Impact of Congruence between Celebrity Image and Consumer Ideal Self on Endorsement Effectiveness. *Psychology and Marketing 29(9), 6390650.*
- Coach Story* . (n.d.). Retrieved from Coach: <https://id.coach.com/coach-story>
- Dehghan, A., & Shahin, A. (2011). Customer Loyalty Assessment. A Case Study in Maddiran, the Distributor of LG Electronics in Iran. *Business Management and Strategy, Vol. 2, No. 1: E2, p.p. 1-23.*
- Drysdale, J. (2021, 7 22). *How Selena Gomez's Passion for Diversity Led to Her Most Inspiring Projects Yet*. Retrieved from ET Online: <https://www.etonline.com/how-selena-gomez-s-passion-for-diversity-led-to-her-most-inspiring-projects-yet-153664>
- Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact. *Journal of Retailing and Consumer Services 24 (2015)100–109.*
- Effani, A. M. (2020, January 27). *Arti Trendsetter, Apa Bedanya dengan Influencer yang Sering Diucapkan di Media Sosial*. Retrieved from TribunSumsel.com: <https://sumsel.tribunnews.com/2020/01/27/arti-trendsetter-apa-bedanya-dengan-influencer-yang-sering-diucapkan-di-media-sosial>
- Ferdinand. (2002). *Metode Penelitian Manajemen: Pedoman penelitian untuk Skripsi, Tesis, dan Desertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.

- Fleck, N., & Korchia, M. (2015). Celebrities in advertising: looking for congruence or for likability?
- Frates, C. (n.d.). *Selena Gomez Biography*. Retrieved from IMDb: <https://www.imdb.com/name/nm1411125/bio>
- Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Department of Management, LeBow College of Business, Drexel University, 101 N. 33rd St/Academic Building, Philadelphia.*
- George, K. (2015, August 6). *Coach Pups: Ariana Grande's puppy is the latest star of the campaign* . Retrieved from marie france asia : <https://www.mariefranceasia.com/fashion/latest-news/new-campaigns/coach-pups-ariana-grandes-puppy-star-coach-campaign-117383.html#item=1>
- Ghozali, I. (2004). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Diponegoro.
- Hair, J. F., & et al. (2007). *Multivariate Data Analysis 6th Edition*. New Jersey: Pearson Education Inc.
- Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2006). *Multivariate Data Analysis Sixth Edition*. New Jersey: Pearson Prentice Hall.
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2017). Customer engagement and the relationship between involvement,. *Journal of Business Research*.
- Hatta, H., & Adreanus, R. (2019). Pengaruh Influencer, Membership Program, dan Instagram Ads Terhadap Minat Pembelian Ulang Customer Brand Coach. *Journal of Entrepreneurship, Management, and Industry (JEMI)*.
- Ilieska, K. (2013). Customer Satisfaction Index - as a Base for Strategic Marketing Management. *University "St Kliment Ohridski"–Bitola, Faculty of Economics-Prilep, Gjorce Petrov bb, 7500 Prilep, Macedonia.*
- Khadka, K., & Maharjan, S. (2017). CUSTOMER SATISFACTION AND CUSTOMER LOYALTY Case Trivsel Städtjänster (Trivsel siivouspalvelut). *CENTRIA UNIVERSITY OF APPLIED SCIENCES Business Management*.
- Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate. *International Journal of Hospitality Management*.
- Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management* 37 (2014) 131– 145.
- Kim, S., & Kim, S. (2017). Perceived values of TV drama , audience involvement , and behavioral intention in film tourism. *Journal of Travel & Tourism Marketing*, 1–14.

- Kotler, P. (2011). *Manajemen Pemasaran di Indonesia*. Jakarta: Salemba Empat.
- Kotler, P., Hayes, Thomas, & Bloom, P. (2002). *Marketing Professional Service*. Prentice Hall International Press.
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences 2017, Vol. 7, No. 4 ISSN: 2222-6990*.
- Memahami Sukuk Ritel sebagai Investasi Syariah*. (2022). Retrieved from CIMB NIAGA: <https://www.cimbniaga.co.id/id/inspirasi/investasi/memahami-sukuk-ritel-sebagai-investasi-syariah>
- Oetarjo, M., & Prastyo, H. (2017). Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Pt. Roman Ceramic International Di Mojokerto. *Jurnal Bisnis, Manajemen & Perbankan, 35-51*.
- Ohanian, R. (2013). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising, 19:3, 39-52*.
- Parwati, K. Y., Rohman, F., & Puspaningrum, A. (2020). The effect of self-congruity and celebrity endorsement on brand loyalty with brand attitude as a mediation variable. *Faculty of Economics and Business, Universitas Brawijaya*.
- Priyanto. (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian Dengan SPSS*. Yogyakarta: Gava Media.
- Pureklolong, F. (2017). Pengaruh Kepuasan terhadap Loyalitas Konsumen Studi Kasus pada Sipink Tatto Studio Yogyakarta. *Program Studi Manajemen Jurusan Manajemen Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta*.
- Rizqi, G. (2020, 10 3). *Mengenal Lini Rare Beauty Milik Selena Gomez*. Retrieved from elle.co.id: <https://elle.co.id/beauty/mengenal-lini-rare-beauty-milik-selena-gomez/>
- Santoso, S. (1999). *SPSS: Buku Latihan SPSS Statistik Parametrik*. Jakarta: Elex Media Komputindo.
- Santoso, S. (2000). *SPSS: Mengolah Data Statistik Secara Profesional*. Jakarta: Elex Media Komputindo.
- Santoso, S. (2006). *Buku Latihan SPSS untuk Statistik Parametrik*. Jakarta: Elex Media Komputindo.
- Santoso, S. (2009). *Panduan Lengkap Menguasai Statistik dengan SPSS 17*. Jakarta: Elex Media Komputindo.
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement. *Jurnal Manajemen & Kewirausahaan Vol. 9, No. 2, 2021 : 163-172*.
- Sekaran, U. (2003). *Research Methods for Business : A Skill Building Approach 2nd Edition*. New York: John Wiley and Son.

- Solid the history of the New York brand Coach, which has attracted celebrities around the world!* (2020, June 1). Retrieved from Buysell brandch e:  
<https://brandchee.com/en/blogs/column/history-of-the-coach>
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *EUROPEAN JOURNAL OF MARKETING*.
- Sugiyono, P. D. (2017). *Metode Penelitian Kebijakan Pendekatan Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Evaluasi*. Bandung: Alfabeta.
- Sunyoto, S. (2011). *Analisis Regresi dan Uji Hipotesis*. Yogyakarta: Caps.
- Verriana, R., & Anshori, M. (2017). Pengaruh Kualitas Layanan (Service Quality) Terhadap Loyalitas Melalui Kepuasan Pada Mahasiswa Universitas Nu Surabaya. *Accounting And Management Journal*, 63-79.
- Widiawaty. (2015). Pengaruh Brand Familiarity terhadap Purchase Intention melalui Brand Fit pada Hotel Mulia Jakarta. *Jurnal Manajemen dan Pemasaran Jasa Volume 8, No. 2 Tahun 2015*.
- Wijaya, T. (2009). *Analisis Structural Equation Modeling Menggunakan AMOS*. Yogyakarta: Universitas Atmajaya Jogjakarta.
- Yawas, U., Babakus, E., Deitz, G. D., & Jha, S. (2014). Correlates of customer loyalty to financial institutions: A case study. *Journal of Consumer Marketing*, 31(3), 218–227.