

DAFTAR PUSTAKA

- Aaker, D. & Keller, K. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*.
- Aaker, D.A. (1991). Managing brand equity: Capitalizing on the value of a brand name, New York: Free Press.
- Aaker, David. (1992). The value of brand equity. *Journal of Business Strategy*.
- Aaker, J. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, Vol. 34 Issue 3, p347.
- Agung, K.H. (2006). Analisis Pengaruh Kualitas Layanan, Komitmen, dan Kepercayaan Terhadap Loyalitas Konsumen.
- Alma, Buchori. (1992). *Manajemen Pemasaran dan Pemasaran Jasa, Edisi ke-4*. Bandung: Alfabeta.
- Anghel, Christine. (2009). The effect of celebrity endorsements on gift-giving purchases: An application of the elaboration likelihood model. *Graduate School Theses and Dissertations*.
- Anwar, S., Yasin, S., Iqbal, A. & Sajid, M. (2013). Demographic and Geographic Influence of the Country-of-Origin Image on Consumer Purchase Decision. *European Journal of Business and Management*, Vol.5, No.8.
- Arnould, E., Price, L., Zinkan, G. (2005). *Consumers*. 2nd ed. Singapore: McGraw-Hill/Irwin
- Baker, M.J. & Churchill G. A. Jr. (1977). "The impact of physically attractive models on advertising evaluations". *Journal of Marketing Research*, (Nov), Vol. 14, pp. 538-556.
- Balakrishnan, L. & C.S. Kumar. (2011). Effect of celebrity based advertisements on the purchase attitude of consumers toward durable product (a study with reference to the city of chennai). *World Review of Business Research*, 1(2): 98-112.
- Basil, Michael D. (1996). "Identification as a mediator of celebrity effects". *Journal of Broadcasting and Electronic Media*, Vol. 40I, Iss. 4, pp. 478-496.
- Chitty, W., Barker, N., & Shimp, A.T. (2005). *Integrated Marketing Communications*. South Melbourne, Victoria: Thomson.
- Cooper, D.R. dan Emory, C.W. (1996). *Metode Penelitian Bisnis, Edisi Kelima, alih bahasa Widyono Soetjipto*, Jakarta: Erlangga.

- Damniloveindonesia.com. (2013). Lokasi store. Diunduh 19 Juni 2013, dari Damniloveindonesia.com. <http://damniloveindonesia.com/about.php>
- Dskon.com. (2012). DAMN! I Love Indonesia. Diunduh 5 Juni 2013, dari Dskon.com. <http://www.dskon.com/damn-i-love-indonesia/>
- Dyer, G. (1988). *Advertising as communication*. London: Routledge. Edition. New York: John Wiley and Son.
- Erdogan, B.Z. (1999). Celebrity endorsement: a literature review. *Journal of Marketing Management*, Vol.15, Iss.4, PP.291-314.
- Erlandsson, R, Hansen I. & Mokhtari. H. (2013). Celebrity endorsement - A gender perspective of consumer behavior in the fashion industry . *Junkoping International Business School*.
- Evans, R. (1988). *Production and Creativity in Advertising*, London: Pitman.
- Ferdinand, A. (2002). *Structural equation modelling dalam penelitian manajemen: Aplikasi model-model rumit dalam penelitian untuk tesis magister & disertasi doktor*. Semarang: Badan penerbit UNDIP.
- Fleck, Nathalie & Korchia, Michael. (2009). Celebrities in advertising: looking for congruence or for likability?. *Anzmac*.
- Friedman, H. H., Friedman, L. (1979). "Endorser effectiveness by product type". *Journal of Advertising Research*. Oct. Vol. 19, Iss. 5, p. 63.
- Goldsmith, R. Lafferty, B. & Newell, S. (2000), "The relative impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands", *Journal of Advertising*, Vol. 29, Iss. 3, pp. 43-54.
- Heckler S. E. & Childers T. L. (1992). "The role of expectancy and relevancy in memory for verbal and visual information: what is incongruency?". *Journal of Consumer Research*, 18, March, 475-492.
- Irawan, Handi. (2007). 10 Karakter Unik Konsumen Indonesia, Publishing One, Jakarta
- Jaiprakash, A.T. (2008). A conceptual research on the association between celebrity endorsement, brand image and brand equity. *The Icfai University Journal of Marketing Management*, Vol.VII, No.4.
- Kahle, L. & Homer, P. (1985). "Physical attractiveness of the celebrity endorser: a social adaptation perspective". *Journal of Consumer Research*, Vol. 11, Iss. 1, pg. 954-961.
- Kamins, M. A. (1989), "Celebrity and non celebrity advertising in a two-sided context", *Journal of Advertising Research*, Vol. 29, Iss. 3, pp. 34-42.

- Kamins, M. A. (1990), "An investigation into the 'Match-Up' hypothesis in celebrity advertising: when beauty may be only skin deep", *Journal of Advertising*, Vol. 19, Iss.1, pg. 4-13.
- Kartajaya, Hermawan. (2010). *The Official MIM Academy Coursebook: Brand Operation*. Jakarta: Erlangga
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22
- Keller, K.L. (2003). *Strategic Brand Management*. Jakarta: Erlangga.
- Kemenperin.go.id. (2011). Pemantauan Impor Kelompok Hasil Industri Tekstil. Diunduh 20 Juni 2013, dari Kemenperin.go.id. http://kemenperin.go.id/statistik/kelompok_sub.php?ekspor=&kel=2&n=
- Kirmani, A., & Shiv, B. (1998). Effects of source congruity on brand attitudes and beliefs: the moderating role of issue-relevant elaboration. *Journal of Consumer Psychology*, 7, 25-47.
- Koo, Jakeun., Lee, Chungyeol., & Lee, Younghan. (2013). The effect of celebrity athlete endorsement on attitudes and purchase intention: the interaction effect between athlete endorser -product congruence and endorser credibility. *North American Society for Sport Management Conference*.
- Kotler, Philip & Armstrong, Gary. (2010). *Principles of Marketing 13th Edition*. Upper Saddle River.: Pearson Prentice Hall.
- Kotler, Philip. (2007). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kountur, Ronny. (2007). *Metode Penelitian Untuk Penulisan Skripsi dan Tesis*. Edisi Revisi. Jakarta: PPM.
- Lin, Long-Yi & Chen, Chun-Shuo. (2006). The influence of the country-of – origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insuranceand catering services in Taiwan. *Journal of Consumer Marketing Vol.23 No.5*, 248-265.
- Mahal, G. (April, 2006). Selebritis, Endorser Brand; Kenapa Gagal. B&B, April 2006, 106-107.
- Majalahexcellent.com. (2011, Maret). Daniel Mananta: Cinta Indonesia!. Diunduh 10 Juni 2013, dari majalahexcellent.com. <http://www.majalahexcellent.com/artikel/185/daniel-mananta--cinta-indonesia>
- McCracken, Grant. (1989). "Who is the celebrity endorser? Cultural foundations of the endorsement process". *Journal of Consumer Research*, Vol. 16, Iss. 3, pg.310-320.
- Misra S. & Beatty S. E. (1990). Celebrity spokesperson and brand congruence, an assessment of recall and affect. *Journal of Business Research* 21, 159-173.

- Noor, Juliansyah. (2011). *Metodologi Penelitian: Skripsi, Tesis, Disertasi dan Karya Ilmiah*. Jakarta: Kencana.
- O'Cass, A. (2000). An Assessment of consumer product, purchase decision, advertising and consumption involvement in fashion clothing. *Journal of Economic Psychology*.
- Okezone.com. (2013, Februari 15). Indonesia Miliki Market Fashion yang Kuat. Diunduh 5 Juni 2013, dari Okezone.com. <http://lifestyle.okezone.com/read/2013/02/15/29/762581/indonesia-miliki-market-fashion-yang-kuat>
- Packard, V. (1991). *The hidden persuader*. London: Penguin.
- Peter, J.P. & Olson.J.C. (2000). *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*. Terjemahan Damos Sihombing, Jilid1. Edisi 4. Jakarta:, Erlangga.
- Pornpitakpan, C. (2003). Validation of the celebrity endorser's credibility scale: evidence from Asians. *Journal of Marketing Management*, 181.
- Ratneshwar, S. and Chaiken, S. (1991). "Comprehension's Role in Persuasion: The Case of Its Moderating Effect on the Persuasive Impact of Source Cues". *Journal of Consumer Research*, 18 (June), 52-62.
- Rodriguez, K.P.(2008). Apparel brand endorsers and their effects on purchase intention: a study of Philippine consumers. *Phillipine Management Review*, 15: 83-99.
- Salinas, E.M. & Perez, J.M.P. (2009). Modeling the brand extensions influence on brand image. *Journal of Business Research*.
- Sarwono, Jonathan. (2010). *Pintar Menulis Karangan Ilmiah: Kunci Sukses dalam Menulis Ilmiah*. Yogyakarta: ANDI
- Schiffman, L.G. & Kanuk, L.L. (2008). *Consumer Behavior, Seventh Edition*. Upper Saddle River.: Prentice-Hall, Inc.
- Sekaran, Uma. (2003). *Research Methods for Business : A Skill Building Approach 2nd*
- Setiadi, Nugroho J. (2008). Perilaku Konsumen (edisi 5). Jakarta.: Erlangga. Jilid 2
- Shimp, A Terence. (2003). *Promosi dan Periklanan Jilid I*. Jakarta: Erlangga
- Simamora, Bilson. (2008). *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia.
- Socialbakers.com. (2013). DAMN! I Love Indonesia by Daniel Mananta Facebook Page Statistic. Diunduh 20 Juni 2013, dari socialbakers.com. <http://www.socialbakers.com/facebook-pages/268053639909248-damn-i-love-indonesia-by-daniel-mananta/in-indonesia>

- Suara Surabaya.net. (2012, Oktober 16). Ajak Anak Muda Cinta Indonesia, VJ Daniel Kunjungi SS Media. Diunduh 5 Juni 2013, dari Suarasurabaya.net. http://www.suarasurabaya.net/print_news/Kampoeng%20Media/2012/111104-Ajak-Anak-Muda-Cinta-Indonesia,-VJ-Daniel-Kunjungi-SS-Media
- Sugiyono. (2002). *Metode Penelitian Bisnis*. Jakarta: Gramedia.
- Sutisna dan Prawita. (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung : PT.Remaja Rosdakarya
- Swa.co.id. (2013, Februari 7). Bisnis Clothing Kebanggaan Daniel Mananta. Diunduh 19 Juni 2013, dari Swa.co.id. <http://swa.co.id/entrepreneur/bisnis-clothing-kebanggaan-daniel-mananta>
- Swa.co.id. (2013, Maret 19). Bidik Segmen Anak Muda, Uniqlo Perkenalkan Brand Ambassador Terbaru. Diunduh 5 Juni 2013, dari Swa.co.id. <http://swa.co.id/corporate/bidik-segmen-anak-muda-uniqlo-perkenalkan-brand-ambassador-terbaru>
- Wiryawan,D.,& Pratiwi, A. (2009). Analisis pengaruh selebriti endorser terhadap brand image pada iklan produk kartu prabayar XL bebas di Bandar Lampung. *Jurnal Bisnis dan Manajemen*, 243.
- Wolipop.com. (2012, November 5). 5 Selebriti Indonesia Pamer Karya & Lini Fashion Terbaru. Diunduh 6 Juni 2013, dari wolipop.com. <http://wolipop.detik.com/read/2012/11/05/003505/2081129/233/5-selebriti-indonesia-pamer-karya-lini-fashion-terbaru>
- Wolipop.com. (2012, Oktober 2). 9 Selebriti Indonesia yang Melirik Bisnis Online Shop. Diunduh 6 Juni 2013, dari wolipop.com. <http://wolipop.detik.com/read/2012/10/02/101252/2051712/1137/10/9-selebriti-indonesia-yang-melirik-bisnis-online-shop#bigpic>
- Zhao, Jing. (2004). An experimental comparison of celebrity spokesperson's credibility, attractiveness, expertise and identification on attitudes towards the ads and future interest, 14.