

## DAFTAR PUSTAKA

- Aaker, D. A. (2009). *Managing Brand Equity*. New York: The Free Press.
- Abbas, A., Afshan, G., Aslam, I., & Ewaz, L. (2018). The Effect of Celebrity Endorsement on Customer Purchase Intention: A Comparative Study. *Current Economics and Management Research*, 1-10.
- Abdullah, M. M. (2017). *Manajemen Komunikasi Periklanan: Cetakan Pertama*. Yogyakarta: Aswaja Pressindo.
- Alexopoulos, E. C. (2010). Introduction to Multivariate Regression Analysis. *Hippokratia Quarterly Medical Journal* , 23-28.
- Alma, P. D. (2018). *Manajemen Pemasaran & Pemasaran Jasa*. Bandung: Alfabeta Bandung.
- Alvianita, R. (2017). Persaingan Smartphone Produk China Dengan Smartphone Produk Jepang di Indonesia. *eJournal Ilmu Hubungan Internasional*, 1041-1056.
- Amalia, E., & Nurseto, S. (2019). Pengaruh Harga dan Citra Merek Terhadap Keputusan . *Jurnal Administrasi Bisnis*, 91-97.
- Amalia, S., & Nst, M. O. (2017). Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa. *Jurnal Manajemen dan Keuangan*, 660-669.
- Amrullah, A. R., & Agustin, S. (2016). Pengaruh Kualitas Produk, Harga dan Citra Merek Terhadap Keputusan Pembelian: Honda Beat. *Jurnal Ilmu dan Riset Manajemen* .
- Ananda, F., Putra, R. D., & Hendrastyo, V. S. (2017). Kesuksesan Implementasi System Application Product (SAP) Studi Kasus di PT. Semen Padang. *Jurnal Pundi, Vol. 01, No. 01*, 1-10.
- Andari, R., & Napu, D. M. (2016). Pengaruh Word of Mouth Terhadap Keputusan Pembelian Tiket Maskapai Domestik di Davina Tour dan Travel Gorontalo. *Journal Tourism and Hospitality Esentials*, 1013-1022.
- Andi, Suyono, Hafis, P. A., & Hendri. (2020). Pengaruh Celebrity Endorser, Kualitas Produk, Desain Produk Terhadap Minat Beli Smartphone ASUS Pada Mahasiswa Pelita Indonesia. *Procuratio: Jurnal Ilmiah Manajemen*, 23-36.
- Anggitasari, A. M., & Dr. Tony Wijaya, M. (2016). Pengaruh eWom Terhadap Brand Image dan Brand Trust, Serta Dampaknya Pada Minat Beli Produk Smartphone Iphone (Studi Pada Masyarakat di Yogyakarta) . *Jurnal Manajemen dan Bisnis Indonesia*, 266-275.

- Anggraini, L. (2020, Agustus 3). *Nanti, Samsung Bakal Setop Penjualan Galaxy Note 10*. Retrieved from Medcom.id:  
<https://www.medcom.id/teknologi/news-teknologi/Dkq79GWN-nanti-samsung-bakal-setop-penjualan-galaxy-note-10>
- Arbainah, S. (2010). Studi Tentang Word of Mouth Positif Pada Bisnis Ritel Pasar Modern (Kasus Empiris pada Minimarket Alfamart dan Indomart di Kota Semarang). *Undip E-Journal System Portal*.
- Aryatilandi, S., Ramdan, A. M., & Sunarya, E. (2020). Analisis Word of Mouth dan Brand Image terhadap Keputusan Pembelian Smartphone di Kota Sukabumi. *Jurnal Riset Manajemen dan Bisnis Dewantara*, 54-65.
- Badan Pusat Statistik. (2018). *Statistik Telekomunikasi Indonesia 2018*. Jakarta: Badan Pusat Statistik. Retrieved from Badan Pusat Statistik.
- Basri, N. A., Ahmad, R., Anuar, F. I., & Ismail, K. A. (2016). Effect of Word of Mouth Communication on Consumer Purchase Decision: Malay Upscale Restaurant. *Procedia - Social and Behaviour Sciences*, 324-331.
- Bhakar, D. S., Bhakar, S., & Bhakar, S. (2013). Relationship Between Country Origin, Brand Image, and Customer Purchase Intention . *Far East Journal of Psychology and Business*.
- BPS Indonesia. (2019, Desember 02). *Statistik Komunikasi Indonesia*. Retrieved from bps.go.id:  
<https://www.bps.go.id/publication/2019/12/02/6799f23db22e9bdcf52c8e03/statistik-telekomunikasi-indonesia-2018.html>
- Briliana, V., & Ritonga, J. S. (2016). Pengaruh Perceived Price, Brand Equity, Brand Loyalty, Perceived Price Deal, dan Produk Involvement Terhadap Purchase Intention Mobil Toyota Grand New Avanza. *Jurnal Wira Ekonomi Mikroskil*, 23-31.
- Bringula, R. P., Moraga, S. D., Catacutan, A. E., Jamis, M. N., & Mangao, D. F. (2018). Factors Influencing Online Purchase Intention of Smartphones: A Hierarchical Regression Analysis. *Cogent Business & Management*, 1-18.
- Burhan, B. (2010). *Metodologi Penelitian Kualitatif*. Jakarta: PT. Raja Grafindo Persada.
- Cahya, N., & Shihab, M. S. (2018). Pengaruh Persepsi Harga, Kualitas Produk, Citra Merek, dan Layanan Purna Jual terhadap Keputusan Pembelian dan Dampaknya terhadap Kepuasan Pelanggan Smartphone Asus. Studi Kasus di PT. Datascrip. *Journal of Entrepreneurship, Management and Industry*, 34-46.
- Calabuig, F., Nunez-Pomar, J. M., Gasco, V. J., & Sanz, V. A. (2014). Effect of Price Increases on Future Intentions of Sport Consumers. *Journal of Business Research*, 729-733.

- Choi, I. (2020, Jul 28). *BTS is One of The Biggest Music Sensation in History. Here is the Look Back on Their Meteoric Rise to Stardom*. Retrieved from Insider.com: <https://www.insider.com/how-bts-became-global-sensation-popular-timeline>
- Clinton, B. (2020, Juli 12). *Ini Beda Samsung Galaxy S20 Plus BTS Edition dengan Versi Reguler*. Retrieved from Kompas.com: <https://tekno.kompas.com/read/2020/07/12/19080017/ini-beda-samsung-galaxy-s20-plus-bts-edition-dengan-versi-reguler>
- Daeng, I. T., Mewengkang, N., & Kalesaran, E. R. (2017). Penggunaan Smartphone Dalam Menunjang Aktivitas Perkuliahan Oleh Mahasiswa Fispol Unsrat Manado. *e-journal "Acta Diurna"*, 1-15.
- Darlington, R. B., & Hayes, A. F. (2017). *Regression Analysis and Linear Models: Concepts, Applications, and Implementation*. New York: The Guilford Press.
- Fahmi, R., & Pangestuti, E. (2018). Pengaruh International Brand Image dan Word of Mouth Terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis*, 105-114.
- Farki, A., & Baihaqi, I. (2016). Pengaruh Online Customer Review dan Rating terhadap Kepercayaan dan Minat Pembelian pada Online marketplace di Indonesia. *Jurnal Teknik ITS*.
- Frankenfield, J. (2018, Maret 1). *Smartphone*. Retrieved from Investopedia: <https://www.investopedia.com/terms/s/smartphone.asp>
- Ge, X., Bridgen, N., & Haubi, G. (2014). The Preference-Signaling Effect of Search. *Journal of Consumer Psychology*, 245-256.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gifary, S., & N, I. K. (2015). Intensitas Pengguna Smartphone Terhadap Perilaku Komunikasi. *Journal Sositoteknologi*, 170-178.
- Golder, P. N., Mitra, D., & Moorman, C. (2012). What is Quality? An Integrative Framework of Processes and States. *Journal of Marketing*, 2-23.
- Graciola, A. P., Toni, D. D., Lima, V. Z., & Milan, G. S. (2018). Does Price Sensitive and Price Level Influence Store Price Image and Repurchase Intention in Retail Markets? *Journal of Retailing and Consumer Services*, 201-213.
- Gupta, R., Kishor, N., & Verma, D. (2017). Construction And Validation Of A Five-dimensional Celebrity Endorsement Scale: Introducing The Pater Model. *British Journal of Marketing Studies*, 15-33.

- Habibah, U., & Sumiati. (2016). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Kosmetik Wardah di Kota Bangkalan Madura. *Jurnal Ekonomi dan Bisnis*, 31-48.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to Use and How to Report The Results of PLS-SEM. *European Business Review*.
- Harjati, L., & Venesia, V. (2015). Pengaruh Kualitas Layanan dan Persepsi harga Terhadap Kepuasan Pelanggan pada Maskapai Penerbangan Tiger Air Mandala. *E-Journal WIDYA Ekonomika*, 64-74.
- Harrison-Walker, L. J. (2001). The Measurement of Word of Mouth Communication and an Investigation of Service Quality and Consumer Commitment as Potential Antecedents. *Journal of Service Research*.
- Hasniaty, S. M. (2015). Strategi Pemasaran P.T. Samsung Electronic Indonesia Divisi HHP Cabang Makassar. *Journal Manajemen Motivasi*, 523.
- Hidayat, A. (2012, Oktober 14). *Hipotesis Penelitian Adalah: Penjelasan Lengkap*. Retrieved from Statistikian: <https://www.statistikian.com/2012/10/hipotesis.html>
- Ilmiyah, K., & Krishernawan, I. (2020). Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, dan Terhadap Keputusan Pembelian pada Marketplace Shopee di Mojokerto. *Jurnal Management*, 31-42.
- Isik, A., & Yasar, M. F. (2015). Effect of Brand on Customer Preferences: A Study in Turkmenistan. *Eurasian Journal of Business and Economics*, 139-150.
- Joesyiana, K. (2018). Pengaruh Word of Mouth Terhadap Keputusan Pembelian Konsumen Pada Media Online Shop Shopee di Pekanbaru (Survey pada Mahasiswa Semester VII Jurusan Pendidikan Akuntansi Fakultas Keguruan dan Ilmu Pendidikan Universitas Islam Riau). *Jurnal Valuta Vol. 4 No 1*, 71-85.
- Jr, S. L., Jr, S. L., Wahid, N. A., & Ishak, I. (2007). The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in the Context Of Color Cosmetic. *Asian Academy of Management Journal*, 83-107.
- Juhari, J. (2018). Perspektif Produk, Harga, Promosi dan Merek dalam Keputusan Pembelian Smartphone Samsung. *Journal of Applied Business and Economic*, 290-304.
- Kamaliyah, A. (2020, Juli 30). *Mengejutkan, Penjualan Ponsel Huawei Menyalip Samsung*. Retrieved from inet.detik.com: <https://inet.detik.com/business/d-5114328/mengejutkan-penjualan-ponsel-huawei-salip-samsung>
- Kamila, K. T., Suharyono, S., & Nuralam, I. P. (2019). Pengaruh Online Consumer Review Terhadap Keputusan Pembelian (Survey pada

Mahasiswa Universitas Brawijaya TA 2015/2016 – 2018/2019 yang Pernah Membeli dan Menggunakan Xiaomi Smartphone). *Jurnal Administrasi Bisnis*, 202-210.

- Kanitra, A. R., & Kusumawati, A. (2018). Pengaruh Country of Origin dan Online Consumer Review Terhadap Trust dan Keputusan Pembelian (Survey Pada Mahasiswa S1 Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2015/2016 dan 2016/2017 Tahun Akademik 2017/2018 Pembeli Produk Oppo Smartphon. *Jurnal Administrasi Bisnis*.
- Kayacan, M. (2017). Effect of Price and Brand on Purchase Decision - An Application on Turkish Smrtphone Consumers. *International Conference on Eurasian Economies*, 2-6.
- Keith, T. Z. (2019). *Multiple Regression and Beyond: An Introduction to Multiple Regression and Structural Equation Modeling*. New York: Taylor & Francis.
- Khoirunnisa. (2019, Desember 31). *Fitur Smartphone 2020 yang Paling Ditunggu*. Retrieved from Selular.id: <https://selular.id/2019/12/20-fitur-smartphone-2020-yang-paling-ditunggu/>
- Kim, R. B., & Chao, Y. (2019). Effects of Brand Experience, Brand Image and Brand Trust on Brand Building Process: The Case of Chinese Millennial Generation Consumers. *Journal of International Studies*, 9-21.
- Kinasih, B. P. (2020). Pengaruh Country of Origin dan Celebrity Endorser Terhadap Keputusan Pembelian Smartphone Vivo Melalui Citra Merek Sebagai Variabel Intervening (Studi Kasus Pada Mahasiswa Universitas Sarjanawiyata Tamansiswa) . *Jurnal Ekobis Dewantara*, 30-38.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. London: Pearson Education.
- Kotler, P., Burton, S., Deans, K. R., Brown, L., & Armstrong, G. (2013). *Marketing*. New South Wales: Frenchs Forest.
- Kotler, P., Scott, W. G., & Armstrong, G. (2009). *Principle of Marketing*. Milano: Pearson Prentice Hall.
- Langhe, B. D., Osselaer, S. M., Puntoni, S., & McGill, A. L. (2014). Fooled by Heteroscedastic Randomness Local Consistency Breeds Extrimity in Price Based Quality Inferences. *Journal of Consumer Research*, 979-994.
- Levine, D. M. (2017). *Statistics for Managers Using Microsoft Excel 8th Edition* . London: Pearson.
- Medina, C. A., Fiestas, M. M., Jesus, M. I., & Aranda, L. A. (2020). The Processing of Price During Purchase Decision Making: Are There Neural

Differences Among Prosocial and non Prosocial Consumers. *Journal of Cleaner Production*.

- Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviewers on Consumer Purchase Behaviour. *Journal of Service Science and Management*, 419-424.
- Momani, D. R. (2015). The Impact of Brand Dimension on the Purchasing Making on the Jordanian Consumer for Shopping Goods. *International Journal of Business and Social Science*, 150-165.
- Montgomery, D. C. (2012). *Introduction to Linear Regression Analysis*. New York: John Wiley.
- Mudassar, K., Talib, S., Cheema, S., & Raza, M. S. (2013). The Impact of Service Quality on Customer Satisfaction and the Moderating Role of Word of Mouth. *African Journal Business Management*, 1751-1756.
- Nasir, J. (2020, Februari 28). *Ini Daftar Smartphone Yang Digunakan Para Selebriti Hollywood*. Retrieved from gadgetdiva.id:  
<https://gadgetdiva.id/gadget/8011-daftar-smartphone-selebri-hollywood/>
- Ngazis, A. N., & Bestari, N. P. (2019, Oktober 18). *Brand Value Samsung Capai US\$60 Miliar, Duduki Nomor 6 Dunia*. Retrieved from Viva.co.id:  
<https://www.viva.co.id/digital/teknopedia/1184185-brand-value-samsung-capai-us-60-miliar-duduki-nomor-6-dunia>
- Nuprilianti, N. P., & Khuzaini. (2016). Pengaruh Personal Selling, Brand Image, Word of Mouth Terhadap Keputusan Pembelian: Mobil. *Jurnal Ilmu dan Riset Manajemen*, 1-18.
- Nwulu, C. S. (2015). A Theoretical Reflection Of Celebrity Endorsement In Nigeria. *International Journal of Business and Economic Development*, Juli.
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *The Journal of Marketing Theory and Practice*, 103-121.
- Pertiwi, W. K. (2020, Mei 18). *5 Besar Pasar Smartphone Indonesia Kuartal I-2020, Vivo Teratas*. Retrieved from Kompas.com:  
<https://tekno.kompas.com/read/2020/05/18/17223937/5-besar-pasar-smartphone-indonesia-kuartal-i-2020-vivo-teratas?page=all>
- Powa, G. A., Lapian, S. H., & Wenas, R. S. (2018). Pengaruh Kualitas Produk, Harga, dan Word of Mouth Terhadap Minat Beli Konsumen Handphone pada Mahasiswa FEB UNSRAT. *Jurnal EMBA*, 1188-1197.

- Prabawa, A. B., Christin, M., & Febrianing, S. N. (2016). Pengaruh Brand Image Terhadap Keputusan Pembelian Smartphone Xiaomi (Studi Kuantitatif pada Komunitas Xiaomi di halaman Facebook Mi Indonesia). . *E-Proceeding of Management*, 3637-3642.
- Prasad, S., Garg, A., & Prasad, S. (2019372-385). Purchase Decision of Generation Y in an Online Environment. *Shantanu Prasad*.
- Prawira, E. Y., & Sukardi. (2019). Pengaruh Promosi, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Vivo Pada Masyarakat Kota Yogyakarta. *Jurnal Fokus*, 64-75.
- priceprice.com. (2020, 11 30). *Daftar Harga HP Samsung Murah terbaru Desember 2020 dan Spesifikasi*. Retrieved from id.priceprice.com: id.priceprice.com/harga-hp/?maker=Samsung-128
- Purwianti, L., & Ricarto, T. (2018). Analisa Faktor-Faktor Yang Mempengaruhi Purchase Intention Pada Pengguna Smartphone Di Batam. *Jurnal Manajemen Maranatha*, 41-56.
- Putra, A. P. (2015). Pengaruh Mutu Sistem Transaksi dan Customer Value terhadap Minat Bertransaksi Ulang melalui Mediasi Trust Studi pada Arwindo.com. *Jurnal Sains Pemasaran Indonesia*, 101-110.
- Putra, A. S. (2018). Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Konsumen (Studi pada Konsumen Smartphone Lenovo di DIY). *Jurnal Manajemen Bisnis Indonesia*, 252-260.
- Putri, V. (2018). The Effect of Brand Image and Perceived Price on Smartphone Purchase Intention (Case Study on Samsung Brand). *IRONIS* (pp. 559-565). Bandung: Politeknik Bandung.
- Qoyumi, M. A. (2019). Peran Citra Merek dan Inovasi Produk Dalam Memengaruhi Keputusan Pembelian Smartphone Merek Asus (Studi Pada Pembeli di Plaza Marina dan WTC Surabaya). *Jurnal Ilmu Manajemen Volume 7 Nomor 4*, 1056-1064.
- Raed Ahmad, M. (2015). The Impact of Brand Dimension on the Purchasing Decision Making of the Jordanian Consumer for Shopping Goods. *International Journal of Business and Social Science*, 149-168.
- Ramadhani, N. (2020, Februari 28). *Ini Dampak Perkembangan Teknologi yang Dapat Dirasakan*. Retrieved from Akseleran: <https://www.akseleran.co.id/blog/perkembangan-teknologi/>
- Redaksi, CNBC Indonesia. (2020, Juni 2). *Penjualan Samsung, Huahwe, Oppo Anjlok, Xiaomi Malah Naik*. Retrieved from cnbcindonesia.com: <https://www.cnbcindonesia.com/tech/20200602174956-37-162552/penjualan-samsung-huawei-oppo-anjlok-xiaomi-malah-naik>

- Roza'in, A. (2017). Pengaruh Celebrity Endorser, Gaya Hidup, Dan Media Iklan Terhadap Keputusan Pembelian Smartphone Smartfren Andromax Di Kota Kediri. *Simki-Economic. Simki-Economic*.
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product Perceived Quality and Purchase Intention with Consumer Satisfaction. *Global Journal of Management and Business Research. Global Journal of Management and Business Research E-Marketing*.
- Sammobile.com. (2020, Agustus 17). *Samsung Makes Waves with Galaxy S20 Promos Starring BTS*. Retrieved from Sammobile.com: <https://www.sammobile.com/news/samsung-waves-galaxy-s20-promos-starring-bts/>
- Sanusi, A., & Herlina. (2018). Quality Of Products And Countries Of Origin At Interest In Buying Samsung Smartphone With Perceived Quality As Intervening. *DLSU Business & Economics Review*, 147-160.
- Saudin, L., & Sadidi, A. (2018). Pengaruh Selebriti Endorser Dan Desain Produk Terhadap Keputusan Pembelian Smartphone Vivo (Studi Kasus Pada Pengguna Smartphone Vivo Yang Membeli Di Citra Raya Seluler Luwuk). *Jurnal Ilmiah Manajemen EMOR*, 50-69.
- Schiffman, L. d. (2014). *Customer Behaviour*. New Jersey: Prentice-Hall International Inc.
- Schivinski, B. (2015). The Impact of Brand Communication on Brand Equity through Facebook. *Journal of Research in Interactive Marketing*, 31-53.
- Sekaran, U., & Bougie. (2016). *Research Method for Business: A Skill Building Approach*. New Jersey: Wiley.
- Sernovitz, A. (2012). *Word of Mouth Marketing*. Austin: Greenleaf Book Group Press.
- Setiadi, N. J. (2016). *Perilaku Konsumen*. Jakarta: Kencana Perdana Media Group.
- Setiawan, P. H., & Harris, I. (2020). Pengaruh Kesadaran Merek, Citra Merek, Loyalitas Merek terhadap Ekuitas Merek (Studi Kasus pada Penggunaan Smartphone Xiaomi di Batam). *e-Journal Apresiasi Ekonomi*, 49-58.
- Setiawan, R., & Achyar, A. (2012). Effects of Perceived Trust and Perceived Price on Customers' Intention to Buy in Online Store in Indonesia. *Asean Marketing Journal*, 26-36.
- Setyaningrum, A., Udayana, J., & Effendi. (2015). *Prinsip-Prinsip Pemasaran*. Yogyakarta: Andi Offset.



- Sitompul, S. S., & Irvan. (2019). Analysis of The Effect of Brand Image, Features, and Prices on Xiaomi Smartphones Purchase Decision at Asia Ponsel Pekanbaru. *Procuratio: Jurnal Ilmiah Manajemen*, 310-320.
- Sofiani, S., & Colline, F. (2018). Pengaruh Ekuitas Merek (Brand Equity) Terhadap Keputusan Pembelian Produk Iphone (Studi Kasus Pada Mahasiswa Fakultas Universitas Kristen Krida Wacana. *Jurnal Ilmiah Manajemen Bisnis*, 89-108.
- Sriningsih, M., Hatidja, D., & Prang, J. D. (2018). Penanganan Multikolinearitas dengan Menggunakan Analisis Regresi Komponen Utama pada Kasus Impor Beras di Provinsi Sulut. *Jurnal Ilmiah Sains*, 18-24.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Suryani, N. (2018). Sistem Pendukung Keputusan Pemilihan Smartphone Bagi Pengguna. *Jurnal Swabumi*, 44-54.
- Tabalema, M. R., Sriwidodo, U., & Sumaryanto. (2016). Analisis Pengaruh Brand Image Terhadap Keputusan Pembelian Smartphone Samsung dengan Word of Mouth sebagai Model Moderasi. *Jurnal Ekonomi dan Kewirausahaan*, 442-449.
- Tati, P. W., Suhartono, & Yulianto, E. (2015). Pengaruh Country of Origin dan Global Brand Image Terhadap Minat Beli dan Keputusan Pembelian (Survei pada Konsumen yang Membeli Smartphone Samsung Galaxy di Asia Tenggara). *Jurnal Administrasi Bisnis (JAB)*, 1-10.
- Tengor, G., Kawet, L., & Loindong, S. (2016). Pengaruh Merek, Desain dan Kualitas Produk terhadap Keputusan Pembelian Iphone Studi Kasus pada Mahasiswa Stie Eben Haezar Manado. *Jurnal Berkala Ilmiah Efisiensi*, 367-375.
- Tjiptono, F. (2015). *Brand Management Strategy*. Yogyakarta: Andi.
- tribunjateng.com. (2016, Desember 12). *Baru 3 Hari Dibuka, Oppo Indonesia Hentikan Pemesanan Raisa Phone*. Retrieved from jateng.tribunnews.com: <https://jateng.tribunnews.com/2016/12/12/baru-3-hari-dibuka-oppo-indonesia-hentikan-pemesanan-raisa-phone>
- Udo, M. I., & Stella, N. C. (2015). A Theoretical Reflection of Celebrity Endorment in Nigeria. *International Journal of Business and Economic Development*, 81-92.
- Umashankar, N., Bhagwat, Y., & Kumar, V. (2016). Do Loyal Customer Really Pay More for Services? *Journal of the Academy of Marketing Science*.
- Vanessa, I., & Arifin, Z. (2017). Pengaruh Citra Merek (Brand Image) Dan Harga Terhadap Keputusan Pembelian Konsumen. *Jurnal Administrasi Bisnis*, 44-48.

- Vongurai, R., Elango, D., & Phothikitti, K. (2018). Social media Usage, Electronic Word of Mouth and Trust Influence Purchase Decision Involvement in Using Travelling Services. *Asia Pasific Journal of Multidiciplinary Research* , 32-37.
- Widyastuti, S., & Said, M. (2017). Consumer Consideration in Purchase Decision of SPECS Sport Shoes Product Through Brand Image, Product Design, and Price Perception. *International Journal of Supply Chain Management*, 199-207.
- Widyawati, I. B. (2014). Pengaruh Celebrity Endorser Anggun C Sasmi Terhadap Minat Beli Konsumen Shampo Pantene (Studi Pada Masyarakat Semarang Barat). *Ruang Publikasi Ilmiah*.
- Wilson, N., & Keni. (2018). Pengaruh Website Design Quality dan Kualitas Jasa terhadap Repurchase Intention: Variabel Trust Sebagai Variabel Mediasi. *Jurnal Manajemen dan Pemasaran Jasa*, 291-310.
- Wu, C. S., & Chen, T.-T. (2019). Building Brand's Value: Research on Brand Image, Personality, and Identification. *International Journal of Management, Economics and Social Sciences (IJMESS)*, 299-318.
- Wulandari, N. M., & Nurcahya, I. K. (2015). Pengaruh Celebrity Endorser, Brand Image, Brand Trust, Terhadap Keputusan Pembelian Clear Shampoo di Kota Denpasar. *E-Jurnal manajemen Unud*, 3909-3935.
- Yamawati, S., & Indiani, N. L. (2019). The Influence of Brand Equity on Consumer Interest in Buying Xiaomi Smartphones. *Warmadewa Management and Business Journal*, 60-64.
- Yang, F. X. (2017). Effects of Restaurant Satisfaction and Knowledge Sharing Motivation on eWOM Intentions: The Moderating Role of Technology Acceptance Factors. *Journal of Hospitality & Tourism Research*, 93-127.
- Yasmin, A. (2017). Impact of Brand Image on Consumers' Purchase Decision. *International Journal of Research in Social Sciences*, 627-644.
- Yeo, S. F., Ling, G. M., Lim, K. B., & Tan, S. H. (2015). The Effect of Celebrity Endorser Towards Customer Purchase Intention. *Advanced Science Letters*, 1-6.
- Zainul, Z. R., Ayumiati, Zakia, Y., Ar-Raniry, U., & Unsyiah. (2020). Pengaruh Teknologi Informasi, Kualitas Pelayanan, dan Motif Religius Terhadap Kepuasan Nasabah PT. Bank Syariah Mandiri di Banda Aceh. *BISNIS: Jurnal Bisnis dan Manajemen Islam*, 83-96.
- Zamudio, C. (2015). Matching with the stars: How Brand Personality Determines Celebrity Endorsement Contract Formation. *International Journal of Research in Marketing*. *International Journal of Research in Marketing*, 409-427.