

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.
- Ajzen, I. (2011), “The theory of planned behaviour: reactions and reflections”, Psychology and Health, Vol. 26 No. 9, pp. 1113-1127.
- Ambali, A. R., & Bakar, A. N. (2014). People’s Awareness on Halal Foods and Products: Potential Issues for Policy-makers. Procedia - Social and Behavioral Sciences, 121, 3–25. <https://doi.org/10.1016/j.sbspro.2014.01.1104>
- Ayu, L., Andriani, W., Inggang, K., & Nuralam, P. (2018). The Effect of Celebrity Endorser on Brand Awareness and It’s Impact on Purchasee Decision (Study on Undergraduate Student User of Oppo Smartphone in Malang City). In Jurnal Administrasi Bisnis (JAB)|Vol (Vol. 60, Issue 3). www.statista.com
- Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: a literature review and research agenda. International Journal of Advertising, 35(4), 642–663. <https://doi.org/10.1080/02650487.2015.1137537>
- Brown, D., & Hayes, N. (2008). *Influencer Marketing: Who Really Influences Your Customers?* Elsevier/Butterworth-Heinemann.
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers’ purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Cooke, R., & Sheeran, P. (2004). Moderation of cognition-intention and cognition-behaviour relations: A meta-analysis of properties of variables from the theory of planned behaviour. *British Journal of Social Psychology*, 43(2), 159–186. <https://doi.org/10.1348/0144666041501688>
- Damian Ryan. (2014). *Understanding Digital Marketing*. Kogan Page.
- DeChernatony, L., & McDonald, M. (1998). *Creating Powerful Brands in Consumer, Service, and Industrial Markets*. Butterworth-Heinemann.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>

- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product and Brand Management*, 24(5), 449–461. <https://doi.org/10.1108/JPBM-10-2014-0722>
- Effendy, O. U. (2007). *Ilmu Komunikasi Teori dan Praktek*, PT Remaja Rosdakarya.
- Gladwell, M. (2006). *The Tipping Point-Little*, Brown and Company (2006).
- Grenny, J., Patterson, K., Maxfield, D., McMillan, R., & Switzler, A. (2013). *Influencer: The New Science of Leading Change*. McGraw-Hill Education.
- Hair, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Howkins, J. (2002). *The Creative Economy: How People Make Money from Ideas*. Penguin Books Limited.
- Hsu, C.L. and Lin, J.C.C. (2015), “What drives purchase intention for paid mobile apps? an expectation confirmation model with perceived value”, *Electronic Commerce Research and Applications*, Vol. 14 No. 1, pp. 46-57.
- Jain, A., Shah, H., Tiwari, I., & Modi, N. (2019). Impact Of Influencers On The Buying Behaviour And Attitude Of Individuals. *International Journal of Advanced Research*, 7(10), 836–851. <https://doi.org/10.21474/IJAR01/9899>
- Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). *The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour*. *Decision Support Systems*, 77, 137–147. <https://doi.org/10.1016/j.dss.2015.06.004>
- Keller, K. L. (1993). *How To Manage Brand Equity*. Gramedia Pustaka Utama.
- Keller, K. L. (2013). *Strategic Brand Management Building, Measuring, and Managing Brand Equity*. Pearson Education.
- Khedher, M. (2019). Conceptualizing and researching personal branding effects on the employability. *Journal of Brand Management*, 26(2), 99–109. <https://doi.org/10.1057/s41262-018-0117-1>

- Koo, G. Y., Ruihley, B. J., & Dittmore, S. W. (2012). *Impact of Perceived On-Field Performance on Sport Celebrity Source Credibility*. Sport Marketing Quarterly.
- Kotler, P. (2002). *Manajemen Pemasaran (Millenium)*. Prenhallindo.
- Kotler, P., & Keller, K. L. (2013). *Manajemen Pemasaran* (Vol. 2). Erlangga.
- Kucharska, W., & Mikołajczak, P. (2018). Personal branding of artists and art-designers: necessity or desire? *Journal of Product and Brand Management*, 27(3), 249–261. <https://doi.org/10.1108/JPBM-01-2017-1391>
- Kumar, A., Lee, H.J. and Kim, Y.K. (2009), “Indian consumers’ purchase intention toward a United States versus local brand”, *Journal of Business Research*, Vol. 62 No. 5, pp. 521-527.
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. bin. (2019). *Understanding purchase intention of university students towards skin care products*. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
- Liu, Y.-M., Lee, Y.-L. and Lien, N.-J. (2012), “Online social advertising via influential endorsers”, *International Journal of Electronic Commerce*, Vol. 16, doi: 10.2753/jec1086-4415160305.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Lu, L.C., Chang, W.P. and Chang, H.H. (2014), “Consumer attitudes toward blogger’s sponsored recommendations and purchase intention: the effect of sponsorship type, product type, and brand awareness”, *Computers in Human Behavior*, Pergamon, Vol. 34, pp. 258-266.
- Maksymiw, A. (2011). *How to Get Your Content Found: Tips from Content Marketing World*. <Https://Contentmarketinginstitute.Com/>.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R. and Branco, F. (2017), “How smartphone advertising influences consumers’ purchase intention”, *Journal of Business Research*, Elsevier, Vol. 94, August 2017, pp. 378-387.
- Marwick, A. E., Diaz, D. M., & Palfrey, J. (2010). *Youth, Privacy, and Reputation*. <http://ssrn.com/abstract=1588163>
- Mayfield, A. (2008). *What is Social Media?* iCrossing.
- Montoya, P., & Vandehey, T. (2002). *The Personal Branding Phenomenon: Realize Greater Influence, Explosive Income Growth and Rapid Career*

Advancement by Applying the Branding Techniques of Michael, Martha & Oprah. Peter Montoya Incorporated.

- Mulyana, D. (2015). *Ilmu Komunikasi: Suatu Pengantar*. PT Remaja Rosdakarya.
- Noel, H. (2009). *Basics Marketing 01: Consumer Behaviour*. AVA Publishing.
- Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Powell, W. W. (2003). *Neither Market Nor Hierarchy. Research in Organizational Behavior*, 12.
- Rachmawati, E., Suliyanto, S., & Suroso, A. (2020). A moderating role of halal brand awareness to purchase decision making. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-05-2020-0145>
- Rahman, R. (2018). Building brand awareness: The role of celebrity endorsement in advertisements. *Journal of Global Scholars of Marketing Science*, 28(4), 363–384. <https://doi.org/10.1080/21639159.2018.1509366>
- Rampersad, H. K. (2008). *Sukses Membangun Authentic Personal Branding (Indonesia)*. PPM.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour*. Pearson Prentice Hall.
- Simamora, H. (2008). *Manajemen Sumber Daya Manusia*. STIE YKPN.
- Till, B. D., & Busler, M. (2000). The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs. *Journal of Advertising*, 29(3), 1–13. <https://doi.org/10.1080/00913367.2000.10673613>
- Ugwuanyi, C. C. (2015). Effectiveness of Cooperative Learning Method in Mathematics in Nigeria: A MetaAnalysis. *International Journal for Cross-Disciplinary Subjects in Education*, 6(2), 2159–2164. <https://doi.org/10.20533/ijcdse.2042.6364.2015.0299>
- Ugwuanyi, C. C., Okeke, C. V., & Emezue, L. N. (2018). Celebrity Advertising, Brand Awareness and Brand Recognition: A Structural Equation Modelling Approach Alcoholic Beverages View project Effect of entrepreneurship orientation on the performance of selected manufacturing firm in Enugu State, Nigeria View project. <https://www.researchgate.net/publication/328653765>
- Vered, A. (2007). *Tell A Friend -- Word of Mouth Marketing: How Small Businesses Can Achieve Big Results*. Lulu.com.

Wilson, J. A. J., & Liu, J. (2010). Shaping the Halal into a brand? *Journal of Islamic Marketing*, 1(2), 107–123.
<https://doi.org/10.1108/17590831011055851>

Yang, B., Kim, Y. and Yoo, C. (2013), “The integrated mobile advertising model: the effects of technology- and emotion-based evaluations”, *Journal of Business Research*, Vol. 66 No. 9, pp. 1345-1352.

