

Daftar Pustaka

- Adzharuddin, Nor Azura., Moses, Ibrahim Oyewole., & Yussof, Siti Zanariah. (2017). The Influence of *Brand Image* of Perodua Axia on Consumer's Decision Making. *International Journal of Academic Research in Business and Social Sciences*. Vol.7 pp. 1072-1087. Retrived from <http://hrmars.com>.
- Alma, Buchari. (2013). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Arslan, Muhammad. (2014). Impact of *Brand Image* and Service Quality on Cosumer Purchase Intention: A study of Retail Store in Pakistan. *Research on Humanities and Social Sciences*. Vol. 4 pp. 98-105. Retrieved from International Knowledge Sharing Platform.
- Bachrudin, Achmad., & Tobing, Harapan L. (2003). Analisis Data Untuk Penelitian Survei. Bandung: FMIPA-UNPAD.
- Chinomona, Richard. (2016). Brand communication, *Brand Image* and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*. Vol. 7 Iss 1 pp. 124-139. Retrieved from Emerlad Insight Journal Database.
- Danica. (2018). EXO Gathers 50,000 People In Bangkok Fan Signing Event [online]. <https://www.hellokpop.com>. [8 september 2018].
- Dwivedi, Abhisek., Jhonson, Lester W., dan McDonald, Robert E. (2015). *Celebrity Endorsement*, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*. Vol.24 Iss 5 pp. 449-461. Retrieved from Emerlad Insight Journal Database.
- Ghozali, Imam. (2015). *Aplikasi Analisis Multivariate dengan Program SPSS*. Yogyakarta: Badan Penerbit BPFE.
- Hair, J.F., Bush, R.P., & Ortinau, D.J. (2002). *Marketing Research Within a Changing Information Environment*, (2nd ed). New York: The McGraw–Hill Companies.
- Hasibuan, Lyanda. (2018). Sihir Kosmetik Korea Masih Ampuh, Ekspansi Makin Gencar di RI [online]. <https://www.cnbcindonesia.com/>. [15 November 2018].

- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung : Aditama.
- Ismagilova, Elvira., Dwivedi, Yogesh K., Slade, Emma., & Williams, Michael D. (2017). *Electronic Word of Mouth (eWOM) In The Marketing Context*. Switzerland: Springer Nature.
- Jaikumar, Saravana., & Sahay, Arvind. (2015). *Celebrity Endorsements and branding strategies: event study from India*. *Journal of Product & Brand Management*. Vol.24 Iss 6 pp. 633-645. Retrieved from Emerlad Insight Journal Database.
- Jain, Varsha & Roy, Subhadip. (2016). Understanding meaning transfer in *Celebrity Endorsements: a qualitative exploration*", *Qualitative Market Research: An International Journal*. *Qualitative Market Research: An International Journal*. Vol.19 Iss 3 pp. 266-286. Retrieved from Emerlad Insight Journal Database.
- Jain, Vipul. (2011). *Celebrity Endorsement And Its Impact On Sales: A Research Analysis Carried Out In India*. *Global Journal of Management and Business Research*. Vol.11 Iss 4 pp. 68-84. Retrieved from Global Journals Inc. (USA) Database.
- Jalilvand, Mohammad Reza., dan Samie, Neda. (2012). "The effect of *Electronic Word of Mouth on Brand Image* and purchase intention: An empirical study in the automobile industry in Iran". *Marketing Intelligence & Planning*. Vol. 30 Iss 4 pp. 460-476. Retrieved from Emerlad Insight Journal Database.
- Kementrian Perindustrian Republik Indonesia. (2012). *Indonesia Lahan Subur Industri Kosmetik*. Jakarta: Kemenperin.
- Kertamukti, Rama. 2015. *Strategi Kreatif dalam Periklanan*. Yogyakarta: Rajawali pers.
- Khan, Afsheen., & Lodhi, Samreen. (2016). "Influence of *Celebrity Endorsement* on Consumer Purchase Decision: (A case of Karachi)". Vol.2 Iss 1 pp. 102-111. Retrieved from Imperial Journal of Interdisciplinary Research (IJIR).
- Kim, Seongseop., Choe, Ja Young., & Petrick, James F. (2018). The effect of celebrity on brand awareness, perceived quality, Brand Image, brand loyalty, and

- destination attachment to a literary festival. *Journal of Destination Marketing & Management*. Vol.9 pp. 320-329. Retrieved from Elsevier Journal Database.
- Koreaboo. (2015). Taeyeon and EXO renew their contract as Nature Republic's exclusive models [online]. <https://www.koreaboo.com>. [18 September 2018].
- Kotler, Philip., & Keller, Kevin Lane. (2016). *Manajemen Pemasaran* (Bob Sabran, Penerjemah). Jakarta: Erlangga.
- Kotler, Philip and Gary Amstrong. (2016). *Prinsip-prinsip Pemasaran* (Bob Sabran, Penerjemah). Jakarta: Erlangga.
- Kudeshia, Chetna., & Kumar, Amresh. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*. Vol.40 Iss 3 pp. 310-330. Retrieved from Emerlad Insight Journal Database.
- Leslie, Larry Z. (2011). *Celebrity On The 21st Century*. California: ABC-CLIO, LLC.
- McCormic, Karla. (2016). *Celebrity Endorsements*:Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*. Vol.32 pp. 39-45. Retrieved from Elsevier Journal Database.
- Nurfadilah, Putri Syifa. (2018). Perempuan Indonesia Pilih Produk Kecantikan dari Korea, Bagaimana dengan Label Halal? [Online]. <https://ekonomi.kompas.com>. [15 November 2018].
- Oladepo, Isaac., dan Abimbola, Samuel. (2015). "The influence of *Brand Image* and promotional mix on consumer buying decision- a study of beverage consumers in Lagos State, Nigeria". *British Journal of Marketing Studies*. Vol.3 pp. 97-109. Retrived from European Centre for Research Training and Development UK.
- Parasad, Shantanu., Gupta Ishwar C., dan K. Totala, Navindra. (2017). Social media usage, *Electronic Word of Mouth* and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*. Vol.9 Iss 2 pp. 134-145. Retrieved from Emerlad Insight Journal Database.

- Park, In-Hye., & Park, Eun-Ji. (2016). S. Korea's Innisfree ascends as a formidable contestant to local budget market leader TheFaceShop [Online]. <https://pulsenews.co.kr>. [8 Oktober 2018].
- Salem, Mohammed Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*. Vol.56 Iss 8 pp. 1748-1768. Retrieved from Emerlad Insight Journal Database.
- Sangadji, Etta Mamang., & Sopiah. (2013). *Perilaku Konsumen*. (1st ed). Yogyakarta: CV. Andi Offset.
- Sekaran, U. (2011). *Research Method for Business*. New York: John Wiley and Sons, Inc.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.