

## DAFTAR PUSTAKA

- 10 E-commerce dengan Pengunjung Terbesar pada Kuartal IV 2020. (2021).  
<https://databoks.katadata.co.id/datapublish/2021/02/11/10-e-commerce-dengan-pengunjung-terbesar-pada-kuartal-iv-2020>
- A Shimp, T. (2007). *Periklanan Promosi (Aspek Tambahan Komunikasi Pemasaran Terpadu) Jilid I, edisi Terjemahan.*
- Dewi, V. K. (2019). PENGARUH CELEBRITY ENDORSER DAN PRODUCT INVOLVEMENT TERHADAP BRAND ATTITUDE SHOPEE. *Journal of Accounting and Business Studies.*
- Erdem, Tulin. Swait, J. (2004). Brand Credibility, Brand Consideration, and Brand Choice. *Journal of Consumer Research., Vol. 31 No. 1*, 191–198.
- Fenny, & Darmoyo, S. (2021). PERAN ATTITUDE TOWARD THE BRAND SEBAGAI MEDIATOR PADA PENGARUH CELEBRITY ENDORSEMENT TERHADAP PURCHASE INTENTION.
- Firmansyah, B. C. (2014). PENGARUH KREDIBILITAS MEREK TERHADAP NIAT BELI DENGAN MEDIASI KUALITAS YANG DIRASA KONSUMEN PRODUK BATIK JETIS DI SIDOARJO.
- Ghozali, I. (2020). PARTIAL LEAST SQUARES Konsep, Teknik & Aplikasi Menggunakan Program SmartPLS 3.0.
- Ha, N. M. (2017). *The Effect of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention.*
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi.* Refika Aditama.
- Internet World Stats.com. (2020). *World Internet Usage and Population Statistics.*  
<https://www.internetworldstats.com/stats.htm>

- Katadata.co.id. (2021a). *Bos Tokopedia Ungkap Keuntungan BTS & Blackpink Jadi Brand Ambassador.*  
<https://katadata.co.id/agustiyanti/digital/6145c93973df1/bos-tokopedia-ungkap-keuntungan-bts-blackpink-jadi-brand-ambassador>
- Katadata.co.id. (2021b). *Negara Pengguna Instagram Terbanyak.*  
<https://databoks.katadata.co.id/datapublish/2021/08/03/iniyah-negara-pengguna-instagram-terbanyak-indonesia-urutan-berapa>
- Kim, Y., & Han, J. (2014). Why smartphone advertising attracts customers: A model of web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256–269.
- Kotler, P. (1997). *MANAJEMEN PEMASARAN, ANALISIS, PERENCANAAN, IMPLEMENTASI, DAN KONTROL.*
- Kotler, P. T. (2016). *Principles of Marketing* (15th Editi). Pearson Education, Inc.
- Li, Y., wang, X., & Yang, Z. (2011). The Effects of Corporate-Brand Credibility, Perceived Corporate-Brand Origin, and Self-Image Congruence on Purchase Intention: Evidence From China's Auto Industry. *Journal of Global Marketing*.
- Munawaroh. (2012). *Panduan memahami metodologi penelitian*. Intimedia.
- Ogunsiji, S. A. (2012). The Impact of Celebrity Endorsement on Strategic Brand Management Ladoke Akintola University of Technology. *International Journal of Business and Social Science*, 3(6), 141–145.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising. Taylor & Francis Group*, 19(3), Pp. 39–52.
- Purwianti, L. (2021). Pengaruh Religiostik, EWOM, Brand Image dan Attitude terhadap Purchase Intention. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, Vol. 5 No. 1.

- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. Wiley.
- Similarweb.com. (2021). *Traffic & Engangement Tokopedia*.  
<https://www.similarweb.com/website/tokopedia.com/#traffic>
- Spears, N., & Surendra N, S. (2004). Measuring Attitudes Toward The Brand And Purchase Intentions. *Journal of Current Issues And Research in Advertising*, 53–66.
- Sugiyono. (2008). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. 54–71.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif R&D*. Alfabeta.
- Sukawati, W. (2016). PERAN PERSEPSI NILAI DALAM MEMEDIASI PENGARUH KREDIBILITAS CELEBRITY ENDORSER PADA NIAT BELI PRODUK KOSMETIK WARDAH. *E-Jurnal Manajemen Unud*, Vol. 5, No. 11, 2016: 7100-7127.
- Syahruddin. (2019). *The Effect of " Axis Hits Bonus " Version Tagline Advertising and Ambassador Brand Against Axis Cards Awareness ( study in STIE Amkop Makassar Students )*. 75(ICMEMm 2018), 155–158.
- Vidyanata, D., Sunaryo., & Hadiwidjojo, D. (2018). THE ROLE OF BRAND ATTITUDE AND BRAND CREDIBILITY AS A MEDIATOR OF THE CELEBRITY ENDORSEMENT STRATEGY TO GENERATE PURCHASE INTENTION. *Journal of Applied Management (JAM)*, Vol 16.
- Wang, S. W., Kao, G. H.-Y., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*.
- Widodo, T., & Solehudin, Z. (2021). PENGARUH SOCIAL MEDIA MARKETING ACTIVITIES TERHADAP CUSTOMER RESPONSE MELALUI MEDIASI BRAND EQUITY PADA E-WALLET INFLUENCE OF SOCIAL MEDIA

MARKETING ACTIVITIES ON CUSTOMER RESPONSE WITH MEDIATION OF BRAND EQUITY IN E-WALLET. *E-Proceeding of Management*, Vol. 8, No, 987.

Wu, P. C. S., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30–39.  
<https://doi.org/10.1016/j.ausmj.2010.11.001>

Yan et al. (2013). *Information Propagation in Online Social Network Based on Human Dynamics*. 2013(16), 4–5.