

DAFTAR PUSTAKA

- Aaker, D. A. (2017). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
- Andrianata, M., Suharsono, J., & Fithrianto, M. N. (2022). *Pengaruh Brand Image, Harga, Dan Lokasi Terhadap Keputusan Pembelian Konsumen Pada Rumah Makan Ikan Bakar Gatsu Probolinggo*. Jesya (*Jurnal Ekonomi dan Ekonomi Syariah*), 5(2), 2657-2666.
- Amalo, P. A., Niha, S. S., Manafe, H. A., & Paridy, A. (2023). *Pengaruh Media Sosial, Celebrity Endorser, Brand Image, terhadap Minat Beli Ulang Pelanggan MS Glow Kupang dengan Brand Trust sebagai Variabel Intervening*. *Jurnal Ekonomi Manajemen Sistem Informasi*, 4(6), 944-957.
- Albert, N., & Merunka, D. (2013). *The role of brand love in consumer-brand relationships*. *Journal of Consumer Marketing*, 30(3), 258–266.
- Ali Hasan. (2018). Marketing Dan Kasus-Kasus Pilihan. Cetakan Pertama. Media Pressdindo. Yogyakarta
- Apriliani, R. A. E. (2019). *Pengaruh Brand Trust, Brand Equity dan Brand Image Terhadap Loyalitas Pelanggan (Studi Pada Pelanggan Teh Botol Sosro di Wonosobo)*. *Jurnal Penelitian Dan Pengabdian Kepada Masyarakat UNSIQ*, 6(2), 112-121.
- Arif, M. E. (2019). *The influence of electronic word of mouth (eWOM), brand image, and price on re-purchase intention of airline customers*. *Jurnal Aplikasi Manajemen*, 17(2), 345-356.
- Ardhiansyah, N., Setyawati, S. M., & Yunanto, A. (2021). *Impact Of Brand Trust On Customer Satisfaction And Customer Loyalty*. ICORE, 5(1).
- Aysegul, Ermec Sertoglu, Ozlem Catli and Sezer Korkmaz, (2014). *Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey*. *International Journal of Management and Marketing*.
- Apriliani, R. A. E. (2019). *Pengaruh Brand Trust, Brand Equity dan Brand Image Terhadap Loyalitas Pelanggan (Studi Pada Pelanggan Teh Botol Sosro di Wonosobo)*. *Jurnal Penelitian Dan Pengabdian Kepada Masyarakat UNSIQ*, 6(2), 112-121.
- Cahyaningrum, F. (2020). *Analisis pengaruh Electronic Word of Mouth, Celebrity Endorser dan Country Of Origin terhadap Purchase Intention melalui Brand Image di Wardah Beauty House Semarang*.

- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2019). *How Fashion Influencers Contribute to Consumer's Purchase Intention*. *Journal of Fashion Marketing and Management*, 24(3), 361-380
- Copley, P. (2014). *Marketing Communications Management*. Ann Torres National University or Ireland.
- Delgado, E., Munuera, J.L. and Yague, M.J. (2016). Development and validation of a brand trust scale. *International Journal of Market Research*, Vol.45 No.1, pp. 35-54.
- Dharmayana, I. M. A., & Rahanatha, G. B. (2017). *Pengaruh brand equity, brand trust, brand preference, dan kepuasan konsumen terhadap niat membeli kembali* (Doctoral dissertation, Udayana University).
- Dwivedi, A. & Johnson, L. W. (2012). *Trust-Commitment as A Mediator of The Celebrity Endorser-Brand Equity Relationship In a Service Context*. *Australian Marketing Journal*, 21(1), 36-42.
- Fakhrudin, A. (2020). *Citra Perusahaan, Citra Pemakai, Citra Produk Terhadap Loyalitas Konsumen STTKD Yogyakarta*. *Jurnal Manajemen Dirgantara*, 13(1), 11-18.
- Febriani, N. M. A., & Ardani, I. G. A. K. S. (2021). *The influence of customer experience, ease of use, and trust on repurchase intention (Case study of Tokopedia consumers in Denpasar)*. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(2), 378-383.
- Ha, S. Y., Lee, H. K., & Weenig, A. (2019). *The role of celebrity endorsers in building brand trust: A cross-cultural study*. *Journal of global marketing*, 22(4), 19-40.
- Hartanto ,Rian (2019) *Brand & Personal Branding*, Denokan Pustaka, Yogyakarta.
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M. O. (2017). *A social commerce investigation of the role of trust in a social networking site on purchase intentions*. *Journal of Business Research*, 71, 133-141.
- Herjanto, H., Adiwijaya, M., Wijaya, E., & Semuel, H. (2020). *The effect of celebrity endorsement on instagram fashion purchase intention: The evidence from Indonesia* (Doctoral dissertation, Petra Christian University).
- O'Mahony, S., & Evans, N. J. (2018). *Celebrity endorsement and corporate reputation: The case of the sporting celebrity*. *Journal of Corporate Reputation*, 13(2), 145-157.

- Khasanah, S. H., Ariani, N., & Argo, J. G. (2021). *Analisis Citra Merek, Kepercayaan Merek, dan Kepuasan Merek terhadap Loyalitas Merek*. *Konferensi Riset Nasional Ekonomi Manajemen dan Akuntansi*, 2(1), 394-411.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15thn Edition New Jersey*: Pearson Prentice Hall.
- Laoli, C. M. S., & Farida, N. (2021). *Pengaruh Brand Image, Brand Trust, Dan Customer Value Terhadap Repeat Purchase Intention (Studi Pada Konsumen Sepatu Bata Di Kota Medan)*. *Jurnal Ilmu Administrasi Bisnis*, 10(2), 1177-1189.
- Liu, C., Zhang, Y., & Zhang, J. (2020). *The Impact of Self-Congruity And Virtual Interactivity On Online Celebrity Brand Equity And Fans' Purchase Intention*. *Journal of Product & Brand Management*, Vol. 29 No. 6, pp. 783-801.
- Mabkhot, H. A., Shaari, H., & Md Salleh, S. (2017). *The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study*. *Jurnal pengurusan*, 50, 71-82.
- Malhotra, N. (2016). *Marketing research: An applied orientation*. Upper Saddle River, NJ: Prentice Hall.
- Manda, N. A., & Setyoningtyas, W. P. (2021). *Pengaruh Celebrity Endorsment Terhadap Repurchase Intention Dengan Brand Image Sebagai Variabel Intervening Pada Produk Luwak White Koffie (Study Kasus Pada Mahasiswa Manajemen Universitas PGRI Adi Buana Surabaya)*. *Journal of Sustainability Bussiness Research (JSBR)*, 2(1), 251-260.
- Noordiono, A. (2016). *Karakter Generasi Z Dan Proses Pembelajaran Pada Program Studi Akuntansi* (Doctoral dissertation, Universitas Airlangga).
- Oliver, R. L. (2017). *A process model for the antecedents and consequences of customer satisfaction*. *Journal of consumer research*, 23(4), 305-320.
- Rahmawati, F., & Heriyanto, Y. (2021). *Pengaruh Brand Image dan Produk Knowledge Terhadap Purchase Intention Produk Workshop From Home di Top Coach Indonesia*. *JAMBIS: Jurnal Administrasi Bisnis*, 1(5), 432-443.
- Riani, O., Wijayanto, G., & Rosyetti, R. (2023). *Pengaruh Brand Image Dan Celebrity Endorser Terhadap Brand Loyalty Dan Repurchase Intention Pada Konsumen Produk Maybeline Di Kota Pekanbaru*. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 104-116.
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). *The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement*. *Jurnal Manajemen dan Kewirausahaan*, 9(2), 163-172.

- Setiadi, Nugroho J. (2013). Perilaku Konsumen. Edisi Revisi. Jakarta: Kencana Prenada Media. Group
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabeta
- Supranto, J. (2017). Pengukuran Tingkat Kepuasan Pelanggan Untuk Kenaikan Pangsa Pasar”, Edisi 4, Penerbit Rineka Cipta. Jakarta.
- Supriyadi, S., Wiyani, W., & Nugraha, G. I. K. (2017). Pengaruh kualitas produk dan brand image terhadap keputusan pembelian. *Jurnal bisnis dan manajemen*, 4(1).
- Surachman, S. A. (2008). *Dasar-Dasar Manajemen Merek*. Malang: Bayumedia Publishing.
- Susilawati, W., & Wufron, W. (2018). *Pengaruh Brand Image terhadap Brand Trsut Serta Implikasinya terhadap Brand Loyality (Produk Dodol PT. Herlinah Cipta Pratama)*. *Jurnal Wacana Ekonomi*, 17(1), 024-034.
- Suwandi. (2017), Mengenal Corporate Social Responsibility (CSR) Teori dan. Praktek, Yogyakarta: Sekolah Pasca Sarjana Universitas Gadjah Mada.
- Tjiptono, Fandy. (2014). Pemasaran Jasa –Prinsip, Penerapan, dan Penelitian, Andi Offset, Yogyakarta.
- Triputranto, B., Nurdiansyah, F., & Madani, F. (2021). *Pengaruh celebrity endorser terhadap minat akses situs web dan aplikasi tokopedia (studi kasus pada iklan tokopedia X bts)*. *Pro Mark*, 11(1), 9-9.
- Turner, A. (2015). *Generation Z: Technology and social interest*. *The Journal of Individual Psychology*, 71(2), 103–113
- Wijayajaya, H. R., & Astuti, S. T. (2018). *The Effect of trust and brand image to repurchase intention in online shopping*. *KnE Social Sciences*, 915-928.
- Wijaya, F. A., & Sugiharto, S. (2015). *Pengaruh celebrity endorsement terhadap purchase intention dengan librand image sebagai variabel intervening (studi kasus iklan produk perawatan kecantikan pond's)*. *Jurnal Manajemen Pemasaran*, 9(1), 16-22.
- Wulandari, N. M. R., & Nurcahya, I. K. (2015). *Pengaruh Celebrity Endorser, Brand Image, Brand Trust Terhadap Keputusan Pembelian Clear Shampoo di Kota Denpasar* (Doctoral dissertation, Udayana University).
- Yohanna, Y., & Ruslim, T. S. (2021). *Pengaruh Brand Love, Brand Satisfaction, Brand Trust Terhadap Purchase Intention Produk Gucci*. *Jurnal Manajerial Dan Kewirausahaan*, 3(2), 569-579.

Zeithaml, V. A. (2017). *The quality dilemma: Facing increasing expectations from customers*. Free Press.