

DAFTAR PUSTAKA

- Anderson, L.M. and Taylor, R. . (1995). McCarthy's 4Ps: Timeworn or Time-Tested *Journal of Marketing Theory and Practice*, Vol. 3 No., 1–9. <https://doi.org/10.1080/10696679.1995.11501691>
- Angelina Gunawan, S., Hermawan, A., Wachidin Widjaja, A., & Bernarto, I. (2021). Celebrity Endorser and Purchase Intention: The Mediating Role of Resonance-Based Self-Attitude and Brand Credibility. *Innocentius BERNARTO / Journal of Asian Finance*, 8(7), 603–0611. <https://doi.org/10.13106/jafeb.2021.vol8.no7.0603>
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value that Influence Consumer's Purchase Intention towards American and Local Products. *Procedia Economics and Finance*, 35(October 2015), 639–643. [https://doi.org/10.1016/s2212-5671\(16\)00078-2](https://doi.org/10.1016/s2212-5671(16)00078-2)
- Brain, C. (2020). *The Brand Ambassador: Who Are They And Why Do They Matter?* Everyonesocial.Com.
- Chang, T. Z., & Wildt, A. R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing Science: Official Publication of the Academy of Marketing Science*, 22(1), 16–27. <https://doi.org/10.1177/0092070394221002>
- Cheah, J. H., Ting, H., Cham, T. H., & Memon, M. A. (2019). The effect of selfie promotion and celebrity endorsed advertisement on decision-making processes: A model comparison. *Internet Research*, 29(3), 552–577. <https://doi.org/10.1108/IntR-12-2017-0530>
- Choi, S. M., & Rifon, N. J. (2012). It Is a Match: The Impact of Congruence between Celebrity Image and Consumer Ideal Self on Endorsement Effectiveness. *Psychology & Marketing*, 29(9), 639–650. <https://doi.org/10.1002/mar>
- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Das, G. (2015). Linkages between self-congruity, brand familiarity, perceived quality and purchase intention: A study of fashion retail brands. *Journal of Global Fashion Marketing*, 6(3), 180–193. <https://doi.org/10.1080/20932685.2015.1032316>
- Familmaleki, M., Aghighi, A. and Hamidi, K. (2015). Analyzing the influence of sales promotion on customer purchasing behavior. *International Journal of Economics and Management Sciences*, Vol. 4 No., 1–6.
- Ferdinand, A. T. (2014). *Metode Penelitian Manajemen* (2014th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Gilal, F. G., Paul, J., Gilal, N. G., & Gilal, R. G. (2020). Celebrity endorsement and brand passion among air travelers: Theory and evidence. *International Journal of Hospitality Management*, 85(June 2019), 102347.

<https://doi.org/10.1016/j.ijhm.2019.102347>

Hardani, Hikmatul, A. N., Ardiani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif* (Issue March).

Hazen, B. T., Boone, C. A., Wang, Y., & Khor, K. S. (2017). Perceived quality of remanufactured products: construct and measure development. *Journal of Cleaner Production*, *142*(August), 716–726. <https://doi.org/10.1016/j.jclepro.2016.05.099>

Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H. (2011). The Effect of Brand Equity Components on Purchase Intention: *International Business and Management*, *2*(2), 149–158.

Jeong, J. S. (2014). A study on factors affecting the reception of KoreanWave: The moderating effects of communicative action and contents preference. *Journal of Communication Studies*, *58*, 402–427.

Jeong, J. S., Lee, S. H., & Lee, S. G. (2017). When Indonesians routinely consume Korean pop culture: Revisiting Jakartan fans of the Korean drama Dae Jang Geum. *International Journal of Communication*, *11*, 2288–2307.

Jin, B., Yang, H., & Kim, N. (2019). Prototypical brands and cultural influences: Enhancing a country's image via the marketing of its products. *Management Decision*, *57*(11), 3159–3176. <https://doi.org/10.1108/MD-01-2018-0057>

Keller, K. L. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (3rd ed.). Pearson Education International.

Kennedy, A., Baxter, S. M., & Kulczynski, A. (2021). Promoting authenticity through celebrity brands. *European Journal of Marketing*, *55*(7), 2072–2099. <https://doi.org/10.1108/EJM-10-2019-0802>

Khalid, N. R. B., Wel, C. A. B. C., Alam, S. S., & Mokhtaruddin, S. A. B. (2018). Cosmetic for Modern Consumer: The Impact of Self-Congruity on Purchase Intention. *International Journal of Asian Social Science*, *8*(1), 34–41. <https://doi.org/10.18488/journal.1.2018.81.34.41>

Khan, M. M., Memom, Z., & Kumar, S. (2019). Celebrity Endorsement and Purchase Intentions: The Role of Perceived Quality and Brand Loyalty Institute of Business Management, Karachi, Pakistan Zareena Memon Institute of Business Management Market Forces. *Market Forces (College of Management Sciences)*, *14*(2), 99–120.

Kim, E., & Lee, J. H. (2019). Influence of characteristics, attachment and self congruity of Korean wave human brand on brand equity. *The Research Journal of the Costume Culture*, *27*(5), 479–495. <https://doi.org/10.29049/rjcc.2019.27.5.479>

Klabi, F. (2020). Self-Image Congruity Affecting Perceived Quality and the Moderation of Brand Experience: The Case of Local and International Brands in the Kingdom of Saudi Arabia. *Journal of Global Marketing*, *33*(2), 69–83. <https://doi.org/10.1080/08911762.2019.1614242>

Kumar, D. P., & Raju, K. V. (2013). The Role of Advertising in Consumer Decision Making. *Journal of Business and Management*, *14*(4), 37–45. <https://doi.org/10.1080/10641734.1999.10505096>

Lee, W. Y., Hur, Y., Kim, D. Y., & Brigham, C. (2017). The effect of endorsement and congruence on banner ads on sports websites. *International Journal of Sports Marketing and Sponsorship*, *18*(3), 263–280. <https://doi.org/10.1108/IJSMS-08-2017->

096

Liang, H. L., & Lin, P. I. (2018). Influence of multiple endorser-product patterns on purchase intention: An interpretation of elaboration likelihood model. *International Journal of Sports Marketing and Sponsorship*, 19(4), 415–432. <https://doi.org/10.1108/IJSMS-03-2017-0022>

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 and Brand Management*, 29(6), 783–801. <https://doi.org/10.1108/JPBM-11-2018-2106>

Majeed, S., & Razzak, S. (2011). The impact of television advertisement repetition, celebrity endorsement and perceived quality on consumer purchase decision. *Australian Journal of Basic and Applied Sciences*, 5(12), 3044–3051.

Mccracken, G., & Mccracken, G. (1989). *Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process*. 16(3), 310–321.

Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.

Nguyen, K. T. N., & Huynh, H. T. T. (2018). the Relationships Among Self-Congruity, Celebrity Endorser'S Credibility and Purchase Intention in E-Commerce Industry. *International Journal of Information, Business and Management*

Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>

Plewa, C., & Palmer, K. (2014). Self-congruence theory: towards a greater understanding of the global and malleable selves in a sports specific consumption context. *International Journal of Sports Marketing and Sponsorship*, 15(4), 26–39. <https://doi.org/10.1108/IJSMS-15-04-2014-B004>

Pradhan, D., Kapoor, V., & Moharana, T. R. (2017). One step deeper: gender and congruity in celebrity endorsement. *Marketing Intelligence and Planning*, 35(6), 774–788. <https://doi.org/10.1108/MIP-02-2017-0034>

Punjani, K. K., & Kumar, V. V. R. (2021). Impact of advertising puffery and celebrity trustworthiness on attitude and purchase intent: a study on Indian youth. *Journal of Advances in Management Research*, 18(5), 738–757. <https://doi.org/10.1108/JAMR-06-2020-0133>

Ranjbarian et al. (2012). A analysis of the relationship between perceived value, perceived quality, customer satisfaction and repurchase intention in the chain stores of Tehran. *Journal of Business Management*, 4.

Rossiter, J. R., & Percy, L. (1987). *Advertising and Promotion Management*.

Saleem, B. 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: E Marketing*, 15(1), p21-28. https://globaljournals.org/GJM BR_Volume15/3-Product-Perceived-Quality.pdf

Shah, S. S. H., Aziz, J., Jaffari, A. R., Wasir, S., Ejaz, W., Fatima, M., & Sherazi, S. kamran. (2012). The Impact of Brands on Consumer Purchase Intention. *Journal of*

- Business Management*, 4(2), 105–110. <https://doi.org/10.20525/ijrbs.v5i4.551>
- Sirgy, M. J. (1985). Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*, 13(3), 195–206. [https://doi.org/10.1016/0148-2963\(85\)90026-8](https://doi.org/10.1016/0148-2963(85)90026-8)
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28(2), 197–207. <https://doi.org/10.1080/21639159.2018.1436981>
- Sirgy, M. J., Grewal, D., & Mangleburg, T. (2000). Retail Environment, Self-Congruity, and Retail Patronage. *Journal of Business Research*, 49(2), 127–138. [https://doi.org/10.1016/s0148-2963\(99\)00009-0](https://doi.org/10.1016/s0148-2963(99)00009-0)
- Sirgy, M. J., Lee, D., Johar, J. S., & Tidwell, J. (2008). *Effect of self-congruity with sponsorship on brand loyalty*. 61, 1091–1097. <https://doi.org/10.1016/j.jbusres.2007.09.022>
- Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, 38(4), 340–352. <https://doi.org/10.1177/004728750003800402>
- Sudhana, P., Noermijati, N., Sabil Hussein, A., & Khusniyah Indrawati, N. (2020). The mediating role of self-congruity in transnational higher education choice: a proposed framework. *Journal of Applied Research in Higher Education*, 13(3), 811–829. <https://doi.org/10.1108/JARHE-05-2020-0141>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tran, P. K. T., Nguyen, P. D., Le, A. H. N., & Tran, V. T. (2022). Linking self-congruity, perceived quality and satisfaction to brand loyalty in a tourism destination: the moderating role of visit frequency. *Tourism Review*, 77(1), 287–301. <https://doi.org/10.1108/TR-04-2020-0143>
- von Felbert, A., & Breuer, C. (2020). How the type of sports-related endorser influences consumers' purchase intentions. *International Journal of Sports Marketing and Sponsorship*, 22(3), 588–607. <https://doi.org/10.1108/IJSMS-01-2020-0009>
- Wang, S., & Kim, K. J. (2020). Consumer response to negative celebrity publicity: the effects of moral reasoning strategies and fan identification. *Journal of Product and Brand Management*, 29(1), 114–123. <https://doi.org/10.1108/JPBM-10-2018-2064>
- Wijaya, F. A., & Sugiharto, S. (2015). Pengaruh Celebrity Endorsement terhadap Purchase Intention Dengan brand Image Sebagai Variabel Intervening (Studi Kasus Iklan Produk Perawatan Kecantikan Pond'S). *Jurnal Manajemen Pemasaran*, 9(1), 16–22. <https://doi.org/10.9744/pemasaran.9.1.16-22>
- Yan, L., Xiaojun, F., Li, J., & Dong, X. (2019). Extrinsic cues, perceived quality, and purchase intention for private labels: Evidence from the Chinese market. *Asia Pacific Journal of Marketing and Logistics*, 31(3), 714–727. <https://doi.org/10.1108/APJML-08-2017-0176>
- Yang, W. (2018). Star power: the evolution of celebrity endorsement research. *International Journal of Contemporary Hospitality Management*, 30(1), 389–415. <https://doi.org/10.1108/IJCHM-09-2016-0543>