

DAFTAR PUSTAKA

Adhi, H., Nugroho, V., Putri, G. and Savitri, G., 2023. Does Appearance Matter? Building Digital Brand Image Through Brand Ambassador on Instagram. In E3S Web of Conferences (Vol. 426, p. 02035). EDP Sciences. <https://doi.org/10.1051/e3sconf/202342602035>

Barquero Cabrero, J.D., Castillo-Abdul, B., Talamás-Carvajal, J.A. and Romero-Rodríguez, L.M., 2023. Owned media, influencer marketing, and unofficial brand ambassadors: differences between narratives, types of prescribers, and effects on interactions on Instagram. *Humanities and Social Sciences Communications*, 10(1), pp.1-12. <https://doi.org/10.1057/s41599-023-01779-8>

Clarissa, C. and Bernarto, I., 2022. The Influence of Brand Ambassador, Brand Awareness, Brand Image and Prices on Purchase Decisions on Online Marketplace. *Business and Entrepreneurial Review*, 22(2), pp.273-288. <https://doi.org/10.25105/ber.v22i2.14966>

Dapas, C.C., Sitorus, T., Purwanto, E. and Ihalauw, J.J., 2019. The effect of service quality and website quality of zalora. Com on purchase decision as mediated by purchase intention. *Calitatea*, 20(169), pp.87-92.

Diyanti, J. and Edastama, P., 2022. PENGARUH BTS SEBAGAI BRAND AMBASSADOR DAN BRAND IMAGE MELALUI KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK DI TOKOPEDIA. *Journal of Advances in Digital Business and Entrepreneurship*, 1(02), pp.16-32. <https://intropublicia.org/index.php/jadbe/article/view/56/38>

Erpurini, W., Ramadhan, I.K. and Indahsari, S., 2023. Strategi Promosi Digital dalam Menarik Minat Beli Konsumen PT Sinverho Energi Indonesia. *SOSMANIORA: Jurnal Ilmu Sosial dan Humaniora*, 2(1), pp.95-107. <https://doi.org/10.55123/sosmaniora.v2i1.1761>

Fasha, A.F., Robi, M.R. and Windasari, S., 2022. Determinasi keputusan pembelian melalui minat beli: brand ambassador dan brand image (literature review manajemen pemasaran). *Jurnal manajemen pendidikan dan ilmu sosial*, 3(1), pp.30-42. <https://doi.org/10.38035/jmpis.v3i1>

Faradilla, M.A. and Andarini, S., 2022. Pengaruh Brand Ambassador Terhadap Minat Beli Produk Maybelline New York Melalui Sikap pada Iklan Sebagai Variabel Mediasi. *Jurnal Administrasi Bisnis (JAB)*, 12(1), pp.97-104.

Grewal & Levy. *Marketing 5th Edition*. McGrawHill Education, 2015.

Hundura, R., Silfia, S. and Chaudhary, Z., 2023. The Effectiveness Of Ariel Noal's Representation As Gojek's Brand Ambassador For Gojek's Social Media. *Jurnal Indonesia Sosial Teknologi*, 4(9), pp.1272-1284. <https://jst.publikasiindonesia.id/index.php/jst/article/view/681/1260>

Jung, Y.S., Yang-Tae, K., Baeck, J.S., Lee, J. and Kim, J.G., 2018. The neural correlates of celebrity power on product favorableness: An fMRI study. *NeuroQuantology*, 16(2). <https://doi.org/10.14704/nq.2018.16.2.1092>

Kannan, P.K., 2017. Digital marketing: A framework, review and research agenda. *International journal of research in marketing*, 34(1), pp.22-45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>

Khaleeli, M., 2020. The effect of social media advertising and promotion on online purchase intention. *education*, 7(19), p.2020.

Komalasari, F., Christianto, A. and Ganiarto, E., 2021. Factors influencing purchase intention in affecting purchase decision: A study of e-commerce customer in Greater Jakarta. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi Dan Organisasi*, 28(1), p.1. <https://doi.org/10.20476/jbb.v28i1.1290>

Klucharev, V., Smidts, A. and Fernández, G., 2008. Brain mechanisms of persuasion: how 'expert power' modulates memory and attitudes. *Social cognitive and affective neuroscience*, 3(4), pp.353-366. <https://academic.oup.com/scan/article/3/4/353/1625801>

Maftukhah, I., Rahmawati, F.D. and Fadlilah, A., 2018. Considering the influence of digital promotion performed by Go-Jek Indonesia and C2C marketplaces on buyers' purchasing decision. *KnE Social Sciences*, pp.541-552. <https://knepublishing.com/index.php/KnE-Social/article/view/3155/>

Primatika, R.A. and SRI, R.T.A., 2018. Analisis Pengaruh Periklanan dan Promosi Penjualan Terhadap Keputusan Pembelian Melalui Ekuitas Merek Sebagai Variabel Intervening Pada Produk Nescafe di Kota Semarang (Doctoral dissertation, Fakultas Ekonomika dan Bisnis).

Putri, S., Satoto, E. and Reskiputri, T., 2022. Analisis pengaruh brand ambassador, promosi dan brand image terhadap minat beli konsumen tokopedia pada followers@ tokopedia. *JPE: Jurnal Peneliti Ekonomi*, 1(1), pp.74-86.

Putri, C.S., 2016. Pengaruh media sosial terhadap keputusan pembelian konsumen cherie melalui minat beli. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, 1(5), pp.594-603. <https://doi.org/10.37715/jp.v1i5.348>

Putri, Y., PRADANA, M., and Nugraha, D., 2021, March. The Influence of Brand Ambassador on E-Commerce Purchase Intention. In 11th Annual International Conference on Industrial Engineering and Operations Management, <https://doi.org/10.46254/AN11.20211179>.

Rozalia, H.R. and Hs, R., 2020. Pengaruh Brand Ambassador Terhadap Citra Merek dan Keputusan Pembelian Produk Sepatu Nike di Kota Mataram. *Jurnal Distribusi*, 8(2), pp.149-162.

Ryan, R. and Johan, S., 2022, July. Impact of influencer endorsement, brand ambassador, brand image, and brand awareness on purchase decision (a case study of Erigo brand). In *Proceeding of the International Conference on Family Business and Entrepreneurship* (Vol. 3, No. 1). <http://dx.doi.org/10.33021/icfbe.v3i1.3811>

Shah, P., Bhusal, N. and Chettri, K.K., 2023. Influence of Social Media Usage on Generation Z's Choice in Selecting Restaurants in Kathmandu. *Journal of Business and Social Sciences Research*, 8(1), pp.95-110.

Shita, R., 2020. Pengaruh Persepsi Kemudahan Dan Persepsi Kemanfaatan Terhadap Minat Konsumen Menggunakan Kartu Mandiri E-Money Bank Mandiri. *Jurnal Ilmu Ekonomi (Manajemen Perusahaan) Dan Bisnis*, 4(02), pp.39-48. <https://doi.org/10.51512/jimb.v4i02.56>

Sihombing, N.S., Pardede, E., Sihombing, A. and Dewantara, N., 2022. Pemasaran Digital. Penerbit Widina.

Siregar, L.Y. and Nasution, M.I.P., 2022. Pengaruh Promosi, Brand Ambassador Terhadap Minat Beli Konsumen Yang Berdampak Pada Keputusan Pembelian Produk Bagi Pengguna Tokopedia Pada Mahasiswa/I Uinsu. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi*, 9(3). <https://doi.org/10.35794/jmbi.v9i3.43667>

Takaya, Rowlan. "Antecedents analysis of purchase intention." *Business and Marketing Management* 14th edition. Philip Kotler, and Kevin Lane Keller. Pearson Education, 2012.

Tiago, T. and Verissimo, J., 2013. Marketing and Social Media: Benefits and Ways Forward. In INBAM 2013 Conference.

Utami, D.I. and Hidayah, N., 2022. PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN PRODUK SCARLETT. *Jurnal Ilmiah Multidisiplin*, 1(04), pp.102-111. <https://doi.org/10.56127/jukim.v1i04.159>

Wiguna, I.G.N.A.D., Agustina, M.D.P. and Trarintya, M.A.P., 2022. Pengaruh digital marketing dan kualitas produk terhadap minat beli konsumen. *Widya Amrita: Jurnal Manajemen, Kewirausahaan dan Pariwisata*, 2(2), pp.486-492.

Wang, F. and Hariandja, E.S., 2016, March. The influence of brand ambassador on brand image and consumer purchasing decision: A case of tous les jours in

Indonesia. In International Conference on Entrepreneurship (IConEnt-2016) (Vol. 493497).

Zalyus, F.M., Abdillah, Y. and Iqbal, M., 2020. MEMPERTIMBANGKAN PERSPEKTIF SERVICE-DOMINANT LOGIC SEBAGAI STRATEGI PEMASARAN DI AGRO TAWON WISATA PETIK MADU, LAWANG. PROFIT: JURNAL ADMINISTRASI BISNIS, 14(2), pp.21-31.
<https://doi.org/10.21776/ub.profit.2020.014.02.3>

Zuswayuda, M.R. and Rosyad, U.N., 2018. Hubungan Antara Brand Ambassador dengan Minat Beli Konsumen. Prosiding Manajemen Komunikasi, pp.356-363.
<http://dx.doi.org/10.29313/v0i0.10426>

<https://ejournal3.undip.ac.id/index.php/djom/article/view/20951/19628>

<https://data.goodstats.id/statistic/agneszefanyayonatan/menilik-pengguna-media-sosial-indonesia-2017-2026-xUAIp>

<https://dinastirev.org/JMPIS/article/view/840>

<https://djpb.kemenkeu.go.id/kppn/meulaboh/id/data-publikasi/artikel/2862>

<http://repository.unwira.ac.id/1228/3/3.%20Bab%20II%20Marissa.pdf>

<https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>

