

## DAFTAR PUSTAKA

- Adhi H, Veronica Nugroho, Gabriella Putri, and Galuh Savitri (2023) Does Appearance Matter? Building Digital Brand Image Through Brand Ambassador on Instagram.
- Adhi Murti, Citra Amalia Hendarsin, Zevana Reggy, Gabriella Putri, Anindya Widita (2024) Utilizing K-Pop Idols as Brand Ambassadors to Increase Brand Awareness in Social Media.
- Ahmad Amirul Aufa Ahmad Shakir, Noraziah Adzhar (2025) Incorporating Multiple Linear Regression in Analysing Factors Influencing Consumers Purchase Intention for Online Shopping in Malaysia.
- Barween Al Kurdi, Muhammad Alshurideh, Iman Akour, Emad Tariq, Ahmad AlHamad and Haitham M. Alzoubi (2022) The effect of social media influencers characteristics on consumer intention and attitude toward Keto products purchase intention,
- Belch, G. E., & Belch, M. A. (2022). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11th ed.). McGraw-Hill Education.
- Benson R. OKE, PhD, Prof Walter C. IHEJIRIKA, PhD, Godwin A. BENSON, Aniebo C. SAMSON, PhD (2023). Sales Promotion Strategies and Retention of Customer Brand Loyalty in Airtel and Globacom in Akwa Ibom State.
- Dalitso Kuphanga (2024) Questionnaires in Research: Their Role, Advantages, and Main Aspects

- Dede Suleman, Yohanes Totok Suyoto, Rachman Sjarief, Sabil Sabil, Sofyan Marwansyah, Popon Rabia Adawia and Aprilia Puspasari (2023) The effects of brand ambassador and trust on purchase decisions through social media.
- Djafarova, E., & Bowes, T. (2021). *'Instagram Made Me Buy It': Generation Z Impulse Purchases in Fashion Industry*. *Journal of Retailing and Consumer Services*, 59, 102345.
- Fernando Navarro-Lucena (2024). The effects of esports viewers' customer experience on intention to purchase sponsoring brands: the mediating role of social identification.
- Fitriani, A. D., Pramesthi, H. K., Prasetyo, B. D., & Muchtar, M. S. M. (2024). K-Pop Idols' Marketing Magic: Boosting Healthy Product Purchases through Brand Ambassador. *Tuturlogi: Journal of Southeast Asian Communication*,
- Fini Yulida, Junaid Ali Saeed Rana, Wenny Candra Mandagie, Restiana Ie Tjoe Linggadjaya (2023).
- Hamed Taherdoost (2022) Data Collection Technique for Academic and Business Research Projects.
- Kim, J. (2022). *Fan Culture and Purchase Behavior in the K-pop Industry: The Role of Limited-Edition Merchandise*. *Journal of Consumer Culture in Asia*, 17(1), 44–59.
- Kim, S. Y. (2021). *Hallyu Marketing and Consumer Behavior: A Study of Korean Cultural Influence in Southeast Asia*. Seoul: Korea Marketing Association.

- Md Shamim Hossain, Tarannum Islam, Md. Asaduzzaman Babu, Mehejabin Moon, Mehanaj Mim, Md Tamjid Ul Alam, Aditya Bhattacharjee, Most. Sadia Sultana, Mst. Mumtahina Akter (2025). The influence of celebrity credibility, attractiveness, and social media influence on trustworthiness, perceived quality, and purchase intention for natural beauty care products.
- Muchsin S. Shihab, Maulida Azmi, Indra, Muhamad Zahrudin, Diana Putri Lazirkha (2022) The Effect Of Advertising, Sales Promotion, And Brand Image On Repurchasing Intention.
- Nur Kholis, Muchammad Saifuddin, Nur Aulia Syajida Arif (2023) The role of positive emotional response in the relationship between store atmosphere, sales promotion, hedonic shopping motivation, and impulsive buying in Indonesia's largest department store.
- N Azizia Gia Mutiarasari, Sri Hartini, Suwandi S. Sangadji, Lia Febria Lina (2025). Celebrity Characteristics and Purchase Intentions: A Structural Equation Modeling Analysis of YouTube Culinary Content.
- Novia, M., & Loisa, R. (2024). Pengaruh Social Media Marketing, Brand Equity, dan Brand Experience terhadap Brand Loyalty pada Indomie. Jurnal Manajemen Bisnis dan Kewirausahaan.
- Okky Pujianto, Andhatu Achsa, Ivo Novitaningtyas (2023). The Effect of Brand Ambassador, Sales Promotion, and Brand Awareness on Purchasing Decisions in E-Commerce.

- Rafaela Cajado Magalhaes de Alencar, Felipe Gerhard, Mizael Moreira Sales and Felipe Roberto da Silva (2024) *Independen: Visual Appeals, Brand Ambassador Dependin: Consumer Purchase Behavior*.
- Rahmawati, A., & Suryani, T. (2023). *Pengaruh Brand Ambassador terhadap Niat Beli Produk Mie Instan: Studi Kasus Mie Sedaap Rasa Korea*. *Jurnal Manajemen dan Pemasaran*, 21(2), 115–128.
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.
- Sulaiman Helmi, Sunda Ariana, Lalu Supardin (2022). *The Role of Brand Image as a Mediation of The Effect of Advertising and Sales Promotion on Customer Purchase Decision. Customer Experience and Sales Promotion Towards Repurchase Intention: An Insight into Jakarta's Highly Competitive Minimarkets*
- Xueying Wang, Yuexian Zhang (2025) *Product-independent or product-dependent: The impact of virtual influencers primed identity on purchase intention*.
- Yolanda, A., & Astuti, B. (2023). *Factors That Influence Brand Awareness of The Purchase Intention of Indomie Instant Noodle*. *Asian Journal of Management, Entrepreneurship and Social Science*.