

DAFTAR PUSTAKA

- Aaker, J. L. (1999). The Malleable Self: The Role of Self-Expression in Persuasion. *Journal of Marketing Research*, 36(1), 45–57. <https://doi.org/10.1177/002224379903600104>
- Aguirre-Rodriguez, A., Bosnjak, M., & Sirgy, M. J. (2012). Moderators of the self-congruity effect on consumer decision-making: A meta-analysis. *Journal of Business Research*, 65(8), 1179–1188. <https://doi.org/10.1016/j.jbusres.2011.07.031>
- Alatas, S. L., & Tabrani, M. (2018). Pengaruh celebrity *endorser* terhadap purchase intention melalui *brand* credibility. *Jurnal Manajemen Inovasi*, 9(1), 91–105. <http://www.jurnal.unsyiah.ac.id/JInoMan>
- Albert, N., Ambroise, L., & Valette-Florence, P. (2017). Consumer, *brand*, celebrity: Which congruency produces effective celebrity endorsements? *Journal of Business Research*, 81(July), 96–106. <https://doi.org/10.1016/j.jbusres.2017.08.002>
- Amelina, D., & Zhu, Y. Q. (2016). Investigating effectiveness of source credibility elements on social commerce endorsement: The case of instagram in Indonesia. *Pacific Asia Conference on Information Systems, PACIS 2016 - Proceedings*.
- Anand, S., & Kaur, H. (2018). Fashion self-congruity: scale development and validation. *Journal of Fashion Marketing and Management*, 22(2), 158–175. <https://doi.org/10.1108/JFMM-05-2017-0048>
- Assasel, H. (2002). *Consumers Behavior and Marketing Action, Edition 3* (Edition 3). Kent Publishing Company.
- Azzahro, D. F. (2013). Pengaruh Kredibilitas Merek (*Brand Credibility*) Dan Prestise Merek (*Brand Prestige*) Terhadap Niat Beli Konsumen Pada Produk Fashion Riamiranda. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.

Baek, T. H., & King, K. W. (2011). Exploring the consequences of *brand* credibility in services. *Journal of Services Marketing*, 25(4), 260–272.

<https://doi.org/10.1108/08876041111143096>

Choi, S. (2005). Lessons From the Rich and Famous. *Journal of Advertising*, 34(2), 85–98.

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*, 30(6), 461–469. <https://doi.org/10.1002/mar>

Daneshvary, R., & Schwer, R. K. (2000). The association endorsement and consumers' intention to purchase. *Journal of Consumer Marketing*, 17(3), 203–213. <https://doi.org/10.1108/07363760010328987>

Dewi, Y. R. (2017). Pengaruh Celebrity Endorsement Terhadap *Brand* Credibility dan *Brand* Equity pada Online Shop (Study pada Online Shop Vanilla Hijab Indonesia). *Ekonomi Bisnis*, 22(2), 80–86.

Elliott, R., & Yannopoulou, N. (2007). The nature of trust in *brands*: A psychosocial model. *European Journal of Marketing*, 41(9–10), 988–998. <https://doi.org/10.1108/03090560710773309>

Erdem, T., Swait, J., & Louviere, J. (2002). The impact of *brand* credibility on consumer price sensitivity. *International Journal of Research In Marketing*, 19(2002), 188–191. <https://doi.org/10.1109/INFOP.2015.7489375>

Erdogan, B. zafer. (1999). Celebrity Endorsement: A Literature Review Celebrity Endorsement : A Literature Review. *Journal of Marketing Management*, 772858957, 37–41.

Fennis, B. M., & Pruyn, A. T. H. (2007). You are what you wear: *Brand* personality influences on consumer impression formation. *Journal of Business Research*, 60(6), 634–639.

<https://doi.org/10.1016/j.jbusres.2006.06.013>

Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang. Badan Penerbit Universitas Diponegoro.

Friedman, H. H., Termini, S., & Washington, R. (2013). *Types of Endorsers The Effectiveness of Advertisements Utilizing Four Types of Endorsers*. February 2015, 3–6. <https://doi.org/10.1080/00913367.1976.10672647>

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*. <https://doi.org/10.1086/266350>

Islam, T., Attiq, S., Hameed, Z., Khokhar, M. N., & Sheikh, Z. (2019). The impact of selfcongruity (symbolic and functional) on the *brand hate*: A study based on self-congruity theory. *British Food Journal*, 121(1), 71–88. <https://doi.org/10.1108/BFJ-03-2018-0206>

Kahle, L. R., Homer, P. M., Kahle, L. R., & Homer, P. M. (2015). *Physical Celebrity Attractiveness of Endorser : the Social Adaptation Perspective*. 11(4), 954–961.

Kandampully, J., & Tingting (christina) Zhang. (2016). *Article information : Customer Loyalty: A Review and Future Directions With A Special Focus on The Hospitality Industry*.

Kotler, P., & Keller, K. L. (2009). “Marketing Management,” 13th Edition. *Pearson Prentice Hall, Upper Saddle River,*.

Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on *brand loyalty*. *Journal of Business Research*, 59(9), 955–964. <https://doi.org/10.1016/j.jbusres.2006.06.001>

Kwon, M., Saluja, G., & Adaval, R. (2015). Who said what: The effects of cultural mindsets on perceptions of *endorser*-message relatedness. *Journal of Consumer Psychology*, 25(3), 389–403. <https://doi.org/10.1016/j.jcps.2015.01.011>

Lafferty, B. A., Goldsmith, R. E., Newell, S. J., Lafferty, B. A., Goldsmith, R. E., The, S. J. N.,

& Goldsmith, R. E. (2016). *The Dual Credibility Model : The Influence of Corporate and Endorser Credibility on Attitudes and Purchase Intentions* THE DUAL CREDIBILITY

MODEL : THE INFLUENCE OF CORPORATE AND ENDORSER CREDIBILITY ON ATTITUDES The University of South Florida. 6679(March).

<https://doi.org/10.1080/10696679.2002.11501916>

Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of *Branded Content* on Social Media. *Journal of Interactive Advertising*. [http. Journal of Interactive Advertising](http://doi.org/10.1080/15252019.2018.1533501).

<https://doi.org/10.1080/15252019.2018.1533501>

Low, G., Charles, W., & Lamb, J. (2010). The measurement and dimensionality of *brand* associations The measurement and dimensionality of *brand* associations. In *Journal of Product & Brand Management* (Vol. 9, Issue 6).

Martini, S., Mitra, S. B., & Suroso, A. (2013). Analisis Pengaruh *Brand Origin*, *Brand Credibility*, *Self-Image Congruence* dan *High Involvement* Terhadap *Purchase Intention* Dengan *Brand Knowledge* Sebagai *Moderasi Brand Origin* (Studi Kasus Pada Handphone Cross Di Purwokerto). *Journal & Proceeding FEB Unsoed*, 13(1).

McCracken. (1989). Who Is the Celebrity *Endorser*? Cultural Foundations of the Endorsement Process. *Emotions in Early Development*, 16(December), 315–349.

<https://doi.org/10.1016/b978-0-12-558702-0.50017-0>

Munandar, J. M., Riskhi, A. N. M., & Najib, M. (2018). Pengaruh Kredibilitas *Endorser* Terhadap Minat Beli Dengan Tiga Tipe Konsumen Pada Industri Busana Muslimah. *Mix: Jurnal Ilmiah Manajemen*, 8(3), 579. <https://doi.org/10.22441/mix.2018.v8i3.008>

- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity *endorsers'* perceived *expertise*, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Olson, J. C. (1981). “*What Is an Esthetic Response?*”, in *SV - Symbolic Consumer Behavior* (eds. Eliza). Association for Consumer Research.
- Priansa, D. (2017). *Perilaku Konsumen*. Alfabeta.
- Richins, M. L. (1994). Valuing Things: The Public and Private Meanings of Possessions. *Journal of Consumer Research*, 21(3), 504. <https://doi.org/10.1086/209414>
- Riyadi, S. (2016). Pengaruh *Brand Credibility* Maskapai Penerbangan Terhadap Purchase Intention Konsumen di Surabaya. *Calyptra*, 2(2), 1–12.
- Sakinah, N., & Rachmawati, I. (2020). Pengaruh Celebrity *Endorser* terhadap Purchase Intention pada Smartphone Samsung di Indonesia. *Jurnal Sains Manajemen*, 6(2), 137–148. <https://e-jurnal.lppmunsera.org/index.php/SM/article/view/2353>
- Sanjaya, R. (2016). Peran *Brand Credibility* Terhadap Niat. *Journals of Accounting and Business Studies*, 1(1), 74–88.
- Santoso, B. B. (2012). KREATIVITAS IKLAN PRODUK PERAWATAN WAJAH WANITA. *Upn Veteran Yogyakarta*.
- Shimp, T. A., & Andrews, C. J. (2013). Advertising, promotion, and other aspects of integrated marketing communication. *Integrated Marketing Communications*, 754. [https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/19082/Thesis Final-Bulka.pdf?sequence=1](https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/19082/Thesis%20Final-Bulka.pdf?sequence=1)

- Singh, R. P., & Banerjee, N. (2021). The mediating role of *brand* credibility on celebrity credibility in building *brand* equity and immutable customer relationship. *IIMB Management Review*, 0–43. <https://doi.org/10.1016/j.iimb.2021.03.010>
- Sirgy, J. M. (1982). Self-Concept in Consumer Behavior: Some Research and Managerial Implications. *Journal of Consumer Research*, 9(December), 287–300. <http://www.journals.uchicago.edu/doi/abs/10.1086/208924>
- 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)
- Srinivasan, N., & Ratchford, B. (1991). An Empirical Test of a Model of External Search for Automobiles. *Journal of Consumer Research*, 18, 233–242.
- Takaya, R. (2019). Effect of *Endorser* Credibility, *Brand* Credibility, Self-*Brand* Connection on *Brand* Equity. *Business and Entrepreneurial Review*, 18(2), 115. <https://doi.org/10.25105/ber.v18i2.5309>
- Usakli, A., & Baloglu, S. (2011). *Brand* personality of tourist destinations: An application of self-congruity theory. *Tourism Management*, 32(1), 114–127. <https://doi.org/10.1016/j.tourman.2010.06.006>
- 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*, 60, 10–17. <https://doi.org/10.1016/j.jairtraman.2016.12.007>
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing *brand* credibility via celebrity endorsement trustworthiness trumps attractiveness and *expertise*. *Journal of Advertising Research*. <https://doi.org/10.2501/JAR-2017-042>

- Wiedmann, K. P., & von Mettenheim, W. (2020). Attractiveness, trustworthiness and *expertise* – social influencers’ winning formula? *Journal of Product and Brand Management*, June. <https://doi.org/10.1108/JPBM-06-2019-2442>
- Alatas, S. L., & Tabrani, M. (2018). Pengaruh celebrity *endorser* terhadap purchase intention melalui *brand* credibility. *Jurnal Manajemen Inovasi*, 9(1), 91–105. <http://www.jurnal.unsyiah.ac.id/JInoMan>
- Dewi, Y. R. (2017). Pengaruh Celebrity Endorsement Terhadap *Brand* Credibility dan *Brand* Equity pada Online Shop (Study pada Online Shop Vanilla Hijab Indonesia). *Ekonomi Bisnis*, 22(2), 80–86.
- Singh, R. P., & Banerjee, N. (2021). The mediating role of *brand* credibility on celebrity credibility in building *brand* equity and immutable customer relationship. *IIMB Management Review*, 0–43. <https://doi.org/10.1016/j.iimb.2021.03.010>
- Takaya, R. (2019). Effect of *Endorser* Credibility, *Brand* Credibility, Self-*Brand* Connection on *Brand* Equity. *Business and Entrepreneurial Review*, 18(2), 115. <https://doi.org/10.25105/ber.v18i2.5309>
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing *brand* credibility via celebrity endorsement trustworthiness trumps attractiveness and *expertise*. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>