

DAFTAR PUSTAKA

- Abdullah, T., & Tantri, F. (2016). *Manajemen Pemasaran” Cetakan kelima*. PT. Rajagrafindo Persada.
- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analysing the Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company. *Procedia - Social and Behavioral Sciences*, 143, 822–826. <https://doi.org/10.1016/j.sbspro.2014.07.483>
- Ahmad, M., Tumbel, T. M., & Kalangi, J. A. (2020). Pengaruh Citra Merek Terhadap Minat Beli Produk Oriflame Di Kota Manado. *Jurnal Administrasi Bisnis*, 10(1), 25–31. <http://www.topbrand-award.com>
- Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*, 10(5), 54–65. <https://doi.org/10.5430/ijfr.v10n5p54>
- Ahmad, A. P. L. P. (2022). *Pengaruh Trend Kecantikan Korea Selatan Terhadap Impor Produk Kecantikan Ke Indonesia*. UNIVERSITAS BOSOWA.
- Ainun, H., & Tantra, T. (2023). Pengaruh Customer Review dan Celebrity Endorsement Terhadap Purchase Intention Dengan Trust Sebagai Variabel Moderasi Pada Produk Skincare Serum Somethinc. *Jurnal Ilmu Manajemen*, 12(2), 201–212. <https://doi.org/10.32502/jimn.v12i2.6117>
- Akbar, M. F., Evadianti, Y., & Asniar, I. (2021). *Public Relations*. Ikatan Guru Indonesia.
- Akbari, M. (2015). Different Impacts of Advertising Appeals on Advertising Attitude for High and Low Involvement Products. *Global Business Review*, 16(3), 478–493. <https://doi.org/10.1177/0972150915569936>
- Aledo-Ruiz, M. D., Martínez-Caro, E., & Santos-Jaén, J. M. (2022). The influence of corporate social responsibility on students’ emotional appeal in the HEIs: The mediating effect of reputation and corporate image. *Corporate Social*

Responsibility and Environmental Management, 29(3), 578–592.
<https://doi.org/10.1002/csr.2221>

Alistian, A. (2022). Pengaruh brand ambassador dan brand image terhadap minat beli produk scarlett whitening (survei pada konsumen scarlett di toko koleksi tasik termurah). *Jurnal Cendekia Ilmiah*, 1(5), 582–586.

Anggi, V. F., & Soesanto, H. (2016). Analisis Pengaruh Daya Tarik Iklan dan Selebrity Endorser pada Promo dan Aqua Terhadap Minat Beli AMDK Aqua Dengan Citra MMerek Sebagai Variabel Intervening (Studi Kasus pada Mahasiswa S1 di Jawa Tengah dan DIY). *Diponegoro Journal of Management*, 5(3), 1–14.

Anisa Yusuf, D., Tumbel, A. L., & Djemly, W. (2022). the Influence of Nct Dream'S Kpop Brand Ambassador and Product Quality on Purchase Decisions for Lemonilo Noodle Products in Manado. *Emba*, 10(3), 965–974.

Annafik, A. F., & Rahardjo, M. (2012). *Analisis pengaruh kualitas produk, harga, dan daya tarik iklan terhadap minat beli sepeda motor yamaha (Studi kasus pada konsumen Yamaha SS Cabang Kedungmundu Semarang)*. UNDIP.

Ardianto, S. S. (2010). *Dasar-Dasar Public Relation*. PT Remaja. Rosdakarya.

Arwanda, D., Wulandari, E. A., & Padma Saputra, M. R. (2021). Putih yang Ideal: Representasi Warna Kulit Perempuan dalam Iklan Kosmetik Vaseline Insta Fair Tahun 2013. *Jurnal Audiens*, 3(1), 48–60.
<https://doi.org/10.18196/jas.v3i1.11769>

Astuti, S. P. (2017). Persuasi dalam Wacana Iklan. *Nusa: Jurnal Ilmu Bahasa Dan Sastra*, 12(1), 38. <https://doi.org/10.14710/nusa.12.1.38-45>

Aulia, M. K., & Wardhana, A. (2018). Pengaruh Brand Ambassador Terhadap Brand Image Pada Mamahke Jogja. *EProceedings of Management*, 5(2), 1–26.

Bakar, S. N. A., & Zakaria, N. H. (2021). The impact of fear and rational appeal scam techniques on individual susceptibility. *Baghdad Science Journal*, 18(2), 871–883. [https://doi.org/10.21123/bsj.2021.18.2\(Suppl.\).0871](https://doi.org/10.21123/bsj.2021.18.2(Suppl.).0871)

- Barnes, L., & Lea-Greenwood, G. (2013). Fast fashion: a second special issue. *Journal of Fashion Marketing and Management: An International Journal*, 17(2). <https://doi.org/10.1108/jfmm.2013.28417baa.001>
- Barnes, L., & Lea-Greenwood, G. (2018). *Pre-loved? Analysing the Dubai luxe resale market. In Vintage luxury fashion*. Palgrave Macmillan.
- Bhara, A. M., & Syahida, A. R. (2019). Pengaruh Iklan Brand Ambassador Blackpink Shopee Terhadap Minat Belanja Daring Mahasiswa. *JISIP: Jurnal Ilmu Sosial Dan Ilmu Politik*, 8(4), hlm. 288-296.
- Bhatia, T. K. (2019). Emotions and language in advertising. *World Englishes*, 38(3), 435–449. <https://doi.org/10.1111/weng.12420>
- Chandra, R., & Aulia, S. (2022). Pengaruh Daya Tarik Iklan Shopee 9.9 Sale terhadap Minat Beli Konsumen. *Jurnal Kiwari*, 1(4), 669–674.
- Christina, I., Fenni, F., & Roselina, D. (2019). Digital marketing strategy in promoting product. *Management And Entrepreneurship: Trends Of Development*, 4(10).
- Dewi, A. R., & Fadli, J. A. (2022). *Ambassador Terhadap Keputusan Pembelian Kepada E- Commerce Tokopedia Dengan Memediasi Brand Image Dan Brand Awareness. XX(Xx)*, 14–26.
- Djaali. (2020). *Metodologi Penelitian Kuantitatif*. Bumi Aksara.
- Durianto. (2013). *Strategi Menaklukan Pasar Melalui Riset Ekuitas Dan. Perilaku Merek (Cet. Ke-10)*. PT Gramedia Pustaka Utama.
- Edriasa, A. T., & Sijabat, R. (2022). Purchase Intention Short Video Marketing Tiktok : Studi Pada Boy Group BTS Tokopedia. *Jurnal Administrasi Bisnis (JAB)*, 12(1), 27–40. Interesting content, Scenario-based Experience, User Participant Interaction, Perceived%0AUsefulness, Playfulness, The Involvement of Celebrity, Consumer Brand Attitude, Online Purchase Intention,%0APemasaran Video Pendek,
- Ezzana, N. S. (2022). *Pengaruh Daya Tarik Iklan, Potongan Harga, Promosi, Dan*

Brand Image Terhadap Minat Beli Pada Aplikasi Shopee Di Kota Gresik.
Universitas Hayam Wuruk Perbanas Surabaya.

Faradasya, C. I., & Trianasari, N. (2021). Pengaruh Brand Ambassador Kpop Stray Kids Dan Brand Image Terhadap Keputusan Pembelian (Studi Kasus E-Commerce Shopee). *E-Proceeding of Management*, 8(2), 865–873. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/download/14755/14532>

Ferdinand, A. (2012). Marketing Strategy Making: Proses dan Agenda Penelitian. *Jurnal Sains Pemasaran Indonesia.*, 1(1).

Fitriahningsih, A. S. C. (2020). *Pengaruh Brand Ambassador Terhadap Minat Beli Dengan Citra Merek Sebagai Variabel Intervening (Studi Kasus Pada Pengguna Aplikasi Shopee Di Kota Makassar).* Universitas Hasanuddin.

Ghodang, F. (2020). *Path Analysis (Analisis Jalur): Konsep & Praktik dalam Penelitian.* PT. Penerbit Mitra Group.

Ghozali, & Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25.* Badan Penerbit Universitas Diponegoro: Semarang.

Ghozali, L. dan. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0.* Badan Penerbit UNDIP.

Gita, D., & Setyorini, R. (2016). Pengaruh Brand Ambassador Terhadap Brand Image Pada Perusahaan Online Zalora. co. id. *EProceedings of Management*, 3(1), 62–66.

Gopinath, G. (2016). The International Price System. *Jackson Hole Symposium Proceedings.*

Goutam, D. (2013). Influence of Brand Ambassadors on Buying Behavior of Soft Drinks: With Reference To Belgaum City. *International Journal of Research in Business Management*, 1(4), 2321–2886.

Gunawan, D., Pratiwi, A. D., Arfah, Y., & Hartanto, B. (2022). *Keputusan Pembelian Skincare Safi Berbasis Media Marketing.* PT Inovasi Pratama