

DAFTAR PUSTAKA

- Bahrom, F. H., & Idris, I. (2013). Determinants influencing Malaysian generation y's purchase intention towards local celebrity-endorsed apparels. *Journal of Internsional Conference on Management*, 03, 145-156.
- Belch, G. E. (2004). Introduction to advertising and promotion. *Journal of Advertising*, 29, 16-22.
- Chang, L. (2013). Factors influencing changsa teenager's purchase intention towards celebrity endorsed apparels. *Journal of Advertising Research*, 23(1), 57-62.
- Cheah, I. & Phau, I. (2005). Toward a framework of consumers' willingness to purchase environmentally friendly product. *Journal of Humanities and Social Science*, 1, 278-284.
- Chiou, J. S. (1998). The effects of attitude, subjective norm, and perceived behavioral control on consumers purchase intention. *Journal of Humanities and Social Science*, 9(2), 298-308.
- Chiou, J., Huang, C., & Chuang, M. (2005). Antecedents of Taiwanese adolescents' purchase intention toward the merchandise of a celebrity: The moderating effect of celebrity adoration. *Journal of Social Psychology*, 145(3), 317-332.

Daneshvary, B. & Paternault, C. (1995). Observation-understanding the world of international luxury brands. *Journals of Advertising Research*, 35(4), 69-76

Friedman, Hershey, H. (2003). The effectiveness of advertisements utilizing four types of endorser. *Journal of Advertising*, 6, 22-24.

Ghozali, Imam. (2002). *Aplikasi Analisis Multi Variat dengan Program SPSS*. Badan Penerbit Universitas Diponegoro. Semarang

Goldsmith, R. E., Lafferty, B. A. & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3), 43-54.

Hofstede, G. (2001). Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations. Thousand Oaks, CA: Sage.

Journal of Marketing, 11(6), 484-506.

Indriantoro dan Supomo, (2002), *Metode Penelitian*, Penerbit : PT. Indeks Kelompok Gramedia, Jakarta.

Kambitsis, C., et. al. (2002). Sports advertising in print media: The case of 2000 olympic games. *An International Journal*, 7(3), 155-161.

Khan, B. M. (2012). The effect of Indian celebrity credibility dimensions on purchase intention of Indian consumers. *Journal of Marketing Research*, 14, 538-555.

Kotler, P. & Armstrong, G. (2000). *Dasar-Dasar Pemasaran*: Jilid 1. Erlangga, Jakarta.

Kotler, P. & Armstrong, G. (2010). *Principles of marketing*. Pearson Prentice Hall, Thirteen Editions, New Jersey.

Kotler, Philip and Keller, Kevin Lane. 2009, *Manajemen Pemasaran*, Edisi 13 Jilid 1, Erlangga, Jakarta.

Kotler, Philip and Keller, Kevin Lane. 2009, *Manajemen Pemasaran*, Edisi 13 Jilid 2, Erlangga, Jakarta.

Lodorfos, G. N., Mulvana, K. L., & Temperly, J. (2006). Consumer Behaviour: luxury brands. *Journal of Product and Brand Management*, 9(7), 485–501.

McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310-321.

Ohanian, R. (1990). Construction and Validation of a scale to measure celebrity endorser's perceived expertise, trustworthiness and attractiveness. *Journal of Advertising*, 19(3), 39-52.

Park, S.Y & Yang, Y. (2010). The effect of celebrity conformity on purchase intention of celebrity sponsorship brand. *Journal of Global Fashion Marketing*, 1(4), 215-229.

Russell, J. T., & Lane, W. R. (1996). *Advertising procedure* (13th ed.). USA: Prentice Hall Inc.

Schiffman, Leon, G. & Kanuk, L. L. (2008). *Consumer behavior 8th edition*. New Jersey: Prenticr-Hall.

Schlecht, C. (2003). *Celebrities' impact on branding. Center on Global Brand Leadership*. New York: Colombia Business School.

Sherman, S.P. (1985). *When You Wish Upon a Fortune Star*. New York, 68.

Shimp, T. (2007). The attractiveness of celebrity endorsement. *Journal of Marketing Management*, 9, 55-69.

Tan, M. Z. & Teoh, S. Y. (2013). Perceived purchase intention of undergraduates towards luxury brands. *Journal of the Proceeding of the International Conference*, 8, 735-746.

Tariq, M.I., et al., (2013) Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market, *Journal of Basic and Applied Scientific Research*, 3(2), 340-347.

Thompson, O. (2012). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science*, 30(3), 240-249.

Till, B.D.& Shrimp, T.A. (1995). Can negative celebrity information hurt the endorsed brand?. Proceedings of AMA Winter Educators' Conference. *Journal of Marketing Management*, 9(2), 154-155.

Tom, G. & Clark, R. (1992). The use of created versus celebrity spokespersons in advertisements. *Journal of Consumer Marketing*, 9(4), 45-51.

Wilkie, I. & Fishbein, M. (1994). Belief, attitude, intention, and behavior: An introduction to theory and research. *Journal of Leisure Research*, 24, 207-212.

Zafar, Q. & Rafique, M. (2013). Impact of celebrity advertisement on customers brand perception and purchase intention. *Journal of Business and Management Sciences*, 1(11), 53-67.