

DAFTAR PUSTAKA

- Ajiputra, M. S., & Yuniawan, A. (2016). "Analisis Pengaruh Job Insecurity Dan Kepuasan Kompensasi Terhadap Turnover Intention Serta Dampaknya Pada Kinerja Karyawan (Studi Pada PDAM Kabupaten Semarang)". *Diponegoro Journal of Management*, 231-245.
- Atkin, C. d. (1983). "Effectiveness of Celebrity Endorsers". *Journal Advertising Research*.
- Baheti, J. J. (2012). "The Impact of Advertising Appeals on Consumer Buying Behavior". *International Journal of Research in commerce & Management*.
- Barata, D. D. (2007). "Pengaruh Penggunaan Strategi Brand Extension pada Intensi Membeli Konsumen". *Jurnal Manajemen Vol. 2*.
- Basuki, S. (2000). *Asas-Asas Pemasaran*. Yogyakarta: Liberty.
- Belch, G., & Belch, M. (2001). *Advertising and Promotion : An Integrated Marketing Communication Perspective*. New York: McGraw Hill.
- Bendixen, M. T. (1993). "Advertising Effects and Effectiveness". *European Journal of Marketing*.
- Burke, M., & Edell, J. A. (1989). "The Impact of Feelings on Ad-Based Affect and Cognition". *Journal of Marketing Research*.
- Christensen, L. (1988). *Experimental Methodology*. Boston: Allyn and Bacon.
- Erdogan, B., Kraimer, M. L., & Linden, R. C. (2001). "Procedural Justice as a Two-Dimensional Construct: An Examination in the Performance Appraisal Context". *The Journal of Applied Behavioral Science*, 205-222.
- Fatmawati, I. (2015). *Pembangkaian pesan persuasif untuk mendorong perubahan perilaku*. Yogyakarta: LP3M UMY.
- Friedman, H., & Friedman, L. (1976). "The effectiveness of advertisements utilizing four types of endorsers". *Journal of advertising*, 22-24.
- Goldsmith, R., Lafferty, B., & Newell, S. (2000). "The Influence of Corporate redibility on Consumer Attitudes and Purchase Intention". *Corporate Reputation Review*, 304-318.
- Grewal, D. S. (1997). "Comparative Versus Non Comparative Advertising: A Meta-Analysis". *Journal of Marketing*.
- Hair, J., Anderson, R., Tatham, R., & Black, W. (2006). *Multivariate Analysis*. London: Prentice-Hall.

- Howard, J. (1994). *Buyer Behavior in Marketing Strategy*. New Jersey: Prentice Hall.
- Huffer, & Burgon. (2000). *Human Communication*. London: Sage Publication.
- Imanita, M. A. (2014). "Pengaruh Kredibilitas Perusahaan dan Kredibilitas Endorser pada Sikap Konsumen (terhadap Iklan dan Merek) dan Intensi Membeli". *Jurnal Ilmiah Mahasiswa FEB*, 1-12.
- Kambitsis, C., Harahousou, Y., Theodorakis, N., & Chatzibeis, G. (2002). "Sports Advertising in Print Media: The Case of 2000 Olympic Games,". *Corporate Communications: An International Journal*, 7 (3), 155-161.
- Keller, K. L. (1998). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice-Hall, Inc.
- Kerlinger, F. N., & Lee, H. (2000). "Foundation of Behavioral Research". *College Publishers*.
- Kotler, P., & Armstrong, G. (2012). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. (2016). *Marketing Management*. Upper Saddle River: Pearson Education Inc.
- Lafferty, e. (2002). "The Dual Credibility Model: The Influence of Corporate and Endorser Credibility on Attitudes and Purchase Intentions." *Journal of Marketing Theory and Practice*, 1-12.
- MacKenzie, S., & Lutz, R. (1989). "An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in An Advertising Pretesting Context". *Journal of Consumer-Research: Vol-16*, 310-321.
- McCracken, G. (1989). "Who is the Celebrity Endorser? Cultural Foundation of the Endorsement Process". *Journal of Consumer Research*, 310-321.
- Neuman, W. L. (1997). *Social Research Method*. Boston: Allyn and Bacon.
- Ohanian, R. (1990). "Constraction and Validation of a Scale to Measure Brand endorsers' Perceived Expertise, Trustworthiness, and Attractiveness". *Journal Advertising*, 39-55.
- Petty, R. E. (1986). "The Elaboration likelihood model of persuasions". *Advances in Experimental Social Approaches*.
- Rodriguez, K. P. (2008). "Apparel brand endorsers and their effects on purchase intentions: A study of Philippine consumers". *Philippine Management Review*.

- Samat, M., Hashim, H., & Yusoff, R. (2014). "Endorser Credibility and Its Influence on the Attitude Toward Social Media Advertisement in Malaysia". *Rev. Integr. Bus. Econ. Res. Vol 4(1)*, 144-159.
- Sekaran, U. (2006). *Research methods for Bussiness*. Jakarta: Salemba Empat.
- Sertoglu, A. E. (2014). "Examining the effect of endorser credibility on the consumers' buying intentions: an empirical study in Turkey". *International Review of Management and Marketing*, 66.
- Soliha, E., & Kusumo, R. Y. (2013). "Perbedaan Sikap dan Kepercayaan pada Iklan dengan Menggunakan Kredibilitas Sumber tinggi dan Rendah". *Proceeding Fakultas Ekonomi*, 1-15.
- Solomon, R. M. (2002). *Consumer Behavior, Buying, Having, and Being*. New Jersey: Prentice Hall.
- Stephanie, E., Rumambi, L. J., & Yohanes, K. S. (2013). "Analisa Pengaruh Rio Dewanto dan Donita sebagai Celebrity endorser terhdap Minat Beli Produk AXE ANARCHY dengan Daya Tarik iklan dan Efek Iklan sebagai Variable Intervening". *Jurnal Manajemen Pemasaran*, 1-8.
- T., B. M. (1993). "Advertising Effects and Effectiveness". *European Journal Marketing*, 10.
- Till, B. D. (2001). "Managing Athlete Endorser Image". *Sport Marketing Quarterly*.
- Till, B. D. (2005). "Recall and Persuasion: Does Creative advertising Matter?". *Journal of Advertising*.
- Tirtiroglu, E. d. (2008). Qualifying Purchase Intentions Using Queueing Theory. *Journal of Applied Quantitative Methods Vol. 3 No. 8 Summer* .
- Tirtiroglu, E., & Elbeck, M. (2008). "Qualifying Purchase Intentions Using Queueing Theory". *Journal of Applied Quantitative Method Vol. 3 No. 8*.
- Wang, C. C. (2012). "Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators.". *Human Factors and Ergonomics in Manufacturing & Service Industries*.
- Widyatama, R. (2008). *Pengantar periklanan*. Yogyakarta: Pustaka Book Publisher.
- Zeithaml, V. (1988). "Consumer perceptions of price, quality and value: a meansend model and synthesis of evidence". *Journal of Marketing*.

