



DAFTAR PUSTAKA

- Acidah, Nur., M Mukery Warso., Leonardo Budi Hasiolan. (2016). *Pengaruh Promosi, Harga, dan Desain Terhadap Keputusan Pembelian Sepeda Motor Mio GT*, 2(2).
- Amin, Amirudin M., & Yuli Natalia. (2017). *Analisis of The Influence of Celebrity Endorser, Brand Image, and Trust on The Purchasing Decision of Garnier Products For Student At STIE Pelita Indonesia*, 5(4), 487-496.
- Cooper, Donald R. & Pamela S. Schindler (2017), *Metode Penelitian Bisnis*, Edisi 12, Buku 1, Terjemahan oleh Rahma Wijayanti & Gina Gania, Jakarta: Salemba Empat.
- Fera, Gunawan. (2015). *Efektivitas Penggunaan Ashraf & BCL Sebagai Celebrity Endorser Dalam Iklan Televisi LINE Let's Get Rich Dengan Menggunakan Model TEARS*, 3(2), 1-10.
- Filieri, Raffaele. (2015). *What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM*, 1261-1270.
- Firmansyah, Muhammad A. (2019), *Pemasaran Produk dan Merek: Planning & Strategy*, Pasturuan: Qiara Media.
- Ghozali, Imam (2016), *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*, Edisi 8, Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, Joseph F., William C. Black, Barry J. Babin, & Rolph E. Anderson (2014), *Multivariate Data Analysis*, Edisi 7, United States of America: Pearson Education
- Ifeanyichukwu, Chioma Dili. (2016). *Effect of Celebrity Endorsements on Consumers Purchase Decision in Nigeria*, 3(9), 103-110.
- Kotler, Philip & Gary Armstrong (2018), *Principles of Marketing*, Edisi 17, United States of America: Pearson Education.
- Kotler, Philip & Kevin L. Keller (2016), *Marketing Management*, Edisi 15, United States of America: Pearson Education.
- Latan, Hengky & Imam Ghozali (2017), *Partial Least Square: Konsep, Metode, dan Aplikasi Menggunakan Program WarpPLS 5.0*, Edisi 3, Semarang: Badan Penerbit Universitas Diponegoro.
- Mo, Zan., Yan-Fen Li., Peng Fan. (2015). *Effect of Online Reviews on Consumer Purchase Behavior*, 8(1), 419-424.
- Putri, Larifa., & Harimukti Wandebori. (2016). *Factor Influencing Cosmetics Purchase Intention In Indoesia Based On Online Review*, 255-263.



Rizaty, Monavia Ayu. (2022). "Pengguna Instagram di Indonesia Bertambah 3,9 Juta pada Kuartal IV-2021, diakses pada 11 Januari 2022, <https://databoks.katadata.co.id/datapublish/2022/01/10/pengguna-instagram-di-indonesia-bertambah-39-juta-pada-kuartal-iv-2021>.

Scarlett Whitening (n.d), diakses pada 16 Februari 2022, <https://scarlettwhitening.com/>.

Sekaran, Umma, dan Roger Bougie. (2017), *Metode Penelitian Untuk Bisnis*. Jakarta: Salemba Empat

Shopee (2022), diakses pada 17 Januari 2022, <https://shopee.co.id/product/39479320/605012143?smtt=0.177486485-1645390182.9>.

Sudijono, Frans., Sulistiyani., Honorata Ratnawati Dwi Putranti. (2020). *The Role of Product Attributes, Brand image, and Celebrity Endorser on Purchase Decision and Their Effects on Consumer Satisfaction on Homypad Shoes Product in Yogyakarta*, 29(6), 4888 – 4898.

Takaya, Rowlan. (2017). *The Effect Of Celebrity Endorsment On Brand Image And Trust Brand And It's Impact To Purchaseintention Case Study: Oppo Smartphone*, 17(2), 183-196.