

DAFTAR PUSTAKA

- Anas, Mardi. (2015). *Analisis Pengaruh Brand Equity dan Country of Origin Terhadap Keputusan Pembelian Smartphone Lenovo dan Smartphone Asus di Kota Padang*. Padang: Universitas Andalas Fakultas Ekonomi Jurusan Manajemen.
- Chen, Hui. (2012). *The Influence of Perceived Value and Trust in Online Buying Intention*. Journal of computers, Vol. 7, No. 7.
- Chi, Hsinkuang., Yeh, H.R., & Tsai, Y.C. (2011). *The Influence of Perceived Vale on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser*.
- Dodss, W.B & Monroe , K.B. (1985). *The Effect of Brand and Price Information on Subjective Product Evaluation*. Advances in Consumer Research, 12, 85-90.
- Ellison, N. B., Steinfield, C & Lampe, C. 2007. *The benefits of Facebook “friends: ”Social capital and college students’ use of online social network sites*. Journal of Computer-Mediated Communication, 12, 1143-1168
- Ferdinand, Augusty. (2006). *Metode penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis, dan disertai Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2011. *Aplikasi analisis multivariate dengan program SPSS*. Semarang: Universitas Diponegoro
- Goldsmith, R., Barbara A. Lafferty, & Stephen J. Newell. (2000). *The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands*. Journal of Advertising, 29(3), 43-54.
- Hair, J. F, Black, W. C, Babin, B.J, Anderson, R. E., & Tatham, R. L., (2006) Multivariate data Analysis, Sixth Edition, New Jersey: Prentice Hall.
- Hsiao, M.H. (2009). *Shopping mode choice: Physical store shopping versus e-shopping*. Transportation Research Part E: Logistics and Transportation Review, 45, 86-95.
- Hsin Chang, H., & Wen Chen, S. (2008). *The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator*. Online information review 32(6): 818-841.

- Indraswari, N. M. M., & Pramudana, K. A. S. (2014). *Pengaruh Kredibilitas Celebrity Endorser dan Kewajaran Harga Terhadap Niat beli Konsumen Wanita Pada Online Shop Produk Pakaian*. E-Jurnal Manajemen Universitas Udayana, 3(4).
- Ishak, Asmai. (2008). *Pengaruh Penggunaan Selebriti Dalam Iklan Terhadap Minat Beli Konsumen*. Jurnal Siasat Bisnis 12 no.2.
- Jamil, R. A., & Rameez ul Hassan, S. (2014). *Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study*. Syed Rameez ul Hassan, RAJ (2014). *Influence of celebrity endorsement on consumer purchase intention for existing products: a comparative study*. Journal of Management Info, 4(1), 1-23.
- Joshi, Sangita. (2003). *Face Value: A Celebrity is Used to Important Credibility and Asporational Values to a Brand but the Celebrity Needs to Match Product*. Business Line. Chennai, April 24, 2003,1.
- Kaplan, Andreas M.& Michael Haenlein (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. Business Horizons 53(1): 59–68.
- Kempe, d., Kleinberg, j. & Tardos, é. (2003) *Maximizing The Spread of Influence through a Social Network*. In: Proceedings of the ninth ACM SIGKDD international conference on Knowledge discovery and data mining, ACM, 137-146.
- Kotler, Philip. (1997). *Manajemen Pemasaran*. Jakarta: Prenhallindo.
- Kotler, Philip. (2006). *Manajemen pemasaran*. Edisi 11. Jilid 1. Jakarta: P.T Indeks Gramedia.
- Kotler, Philip, and Amstrong, Gary. (2008). *Dasar-dasar pemasaran*. Edisi 12. Jilid 2. Jakarta: Erlangga.
- Kotler, Philip & Keller, K.L. (2009). *Manajemen Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga.
- Kotler, Philip & Keller, K.L. (2009). *Manajemen Pemasaran*. Edisi 13 Jilid 2. Jakarta : Erlangga
- Lafferty, B. A., Goldsmith, R. E., & Newell, S. J. (2002). *The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions*. Journal of Marketing Theory and Practice, 10(3), 1-11.
- Lestari, D.P. *Analisis Strategi Internet Marketing Butik Online di Surabaya Melalui Instagram*. Commonline Departmen Komunikasi, Vol.4, No.2.

- Linaschke, J. (2011). *Getting the Most from Instagram*: Peachpit Press.
- Ling, K. C., bin Daud, D., Piew, T. H., Keoy, K. H., & Hassan, P. (2011). *Perceived risk, perceived technology, online trust for the online purchase intention in Malaysia*. International Journal of Business and Management, 6(6), 167.
- Marla Royne Stafford, Thomas F. Stafford, & Day, E. (2002). *A Contingency Approach: The Effects of Spokesperson Type and Service Type on Service Advertising Perceptions*. Journal of Advertising, 31(2), 17-35. Retrieved from <http://www.jstor.org/stable/4189212>
- McQuail, Dennis. McQuail's. (2005). *Mass Communication Theory* 5th edition. London: Sage Publication Ltd.
- Mowen, John C & Michael Minor. (2002). *Perilaku Konsumen* Terjemahan oleh Lina Salim. Jilid 1. Jakarta: Erlangga
- Ondang, Jessica Patrisia. (2015). *Influence of Perceived Value and AttitudeToward Consumer Purchase Intention to Billy Coffe House Customer at Mega Smart Area Manado*. Jurnal berkala ilmiah efisiensi 15 no. 5.
- Paquette, Holly. (2013). *Social Media as a Marketing Tool: A Literature Review*. Major Papers by Master of Science Students. Paper 2.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). *ES-QUAL a multiple-item scale for assessing electronic service quality*. Journal of service research, 7(3), 213-233.
- Pavlou, P. A. (2003). *Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model*. International Journal of Electronic Commerce, 7(3), 197-226
- Peter, J Paul & Jerry C Olson. (2013). *Perilaku Konsumen dan Strategi Pemasaran* Terjemahan oleh Diah Tantri Dwiandani. Edisi Kesembilan Jilid 1. Jakarta: Erlangga.
- Pornpitakpan, C. (2004). *The effect of celebrity endorsers' perceived credibility on product purchase intention: The case of Singaporeans*. Journal of International Consumer Marketing, 16(2), 55-74.
- Prabowo, Yanuar Widi. (2014). *Pengaruh celebrity endorser terhadap minat beli (Survei pada Pengunjung 3Second Store di Jalan Soekarno Hatta Malang)*. Jurnal Administrasi Bisnis 14 no. 2
- Sarwono, Jonathan. (2008) *Teori E-Commerce*. Bandung: Gava Media.

- Sekaran, Uma. (2006). *Research methods for business*, Buku 1 Edisi 4. Jakarta: Salemba Empat.
- Sekaran, Uma. (2007). *Metodologi Penelitian untuk Bisnis*. Edisi 4. Buku 2. Jakarta: Salemba Empat.
- Sema, Patarawadee, (2013). *Does Social Media Affect Consumer Decision-Making?*. MBA Student Scholarship. Paper 24.
- Shimp, Terence A. (2003). *Periklanan Promosi: Aspek Tambahan, Komunikasi Pemasaran Terpadu*, edisi kelima, jilid II. Jakarta: Erlangga.
- Shimp, Terence A. (2008). *Periklanan Promosi: Aspek Tambahan Komunikas Pemasaran Terpadu*. Jakarta: Erlangga.
- Sugiyono. (2009). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Suharsaputra, Uhar. (2012). *Metode Penelitian: Kuantitatif, Kualitatif dan Tindakan*. Bandung: PT. Refika Aditama.
- Suyanto, M. (2007). *Marketing Strategy Top Brand Indonesia*. Yogyakarta: Andi Offset.
- Suryadi, Didih. (2006). *Promosi Efektif*. Penerbit Tugu: Yogyakarta.
- Sweeney, J.C and Soutar, G.N. (2001). *Consumer Perceived Value: The Development of Multiple Item Scale*. Journal of Retailing, Vol. 77, No.2 , pp.203-220.
- Thaler, R. (1985). *Mental Accounting and Consumer Choice*. Marketing Science, 4(3), 199-214.
- Toomey, A.C. and Wysocki, A.F. *Distinguishing between Traditional and Online Retailing: Evaluating E-commerce with Respect to the Food System1*.
- Utami, Chrisina Whidya. (2014). *Manajemen Ritel:Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia*. Edisi 2.Jakarta: Salemba Empat.
- Uyung, Sulaksana. (2007). *Integrated Marketing Communications*. Pustaka Peajar, Yogyakarta.
- Wijaya, Toni. (2012). Cepat Menguasai SPSS 20 Untuk Olah dan InterpretasiData . Edisi pertama. Yogyakarta: Cahaya Atma Pustaka.

Yamin,Sofyan & Kurniawan,Heri. (2009). *SPSS COMPLET. Teknik Analisis Statistik Terlengkap dengan Sofware SPSS*.Seri 1.Jakarta: Salemba Infotek.

Zeithaml, V. A. (1988). *Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence*. The Journal of marketing, 2-22.

Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). *Service quality delivery through web sites: A critical review of extant knowledge*. Journal of the Academy of Marketing Science, vol. 30, 362-375.

