

Daftar Referensi

- Ahmadi. (2018). Pengaruh Kualitas Produk dan Kepercayaan Pelanggan Terhadap Kepuasan Pelanggan Pada PT PAL Indonesia (Persero) Surabaya Melalui Keputusan Pembelian. *Jurnal Manajerial Bisnis*, 112–124.
- Anggraeni, M. (2017). Pengaruh Celebrity Endorsement terhadap Purchase Intention dengan Brand image sebagai Variabel Intervening (Studi Kasus Iklan Produk Perawatan Kecantikan Wardah). *Prosiding Seminar Nasional Manajemen Dan Ekonomi Bisnis*, 1, 303–312.
- AppleNewsroom. (2019). Retrieved from Apple Reports Third Quarter. *Newsroom*. <https://www.apple.com/newsroom/2019/07/appl%0Ae-reports-third-quarter-results/>
- Belch, G., Belch, M. (2009). Advertising and Promotion: An Integrated Marketing Communications Perspective. *McGraw-Hill/Irwin*, 775.
- Charis, J. C., Rotty, G. V., Wiraputra, A. L., & Parani, R. (2023). Kekuatan Pemasaran Digital: Analisis Dampak Iklan, Celebrity Endorsement, Dan Influencer Marketing Terhadap Niat Beli Konsumen. *Jurnal Ilmu Komunikasi Dan Media Sosial (JKOMDIS)*, 3(3), 709–714. <https://doi.org/10.47233/jkomdis.v3i3.1217>
- Cuming, L. (2018). *Engaging Consumers Online: The Impact of Social Media on Purchasing Behaviour*. DEI Worldwide. <http://www.deiworldwide.com/files/DEIStudEngaging>
- Dahmiri, Indrawijaya, S., Patricia, R. S., & Yasmin, A. (2018). Batik jambi promotion based on social media in asean economics community. *Emerald Reach Proceedings Series*, 1, 323–329. <https://doi.org/10.1108/978-1-78756-793-1-00015>
- Dyah. (2014). Studi Elaboration Likelihood Model pada Pengaruh Selebgram (Selebriti Endorser Instagram) terhadap Minat Pembelian dalam Media

- Sosial Instagram. *International Journal of Advertising*,.
- Fausser, S. . (2011). Touchpoint social web”: an explorative study about using the social web for influencing high involvement purchase decisions. *Problems and Perspectives in Management*, 3945.
- Fournier, S. (2011). The uninvited brand. *Business Horizons*, 193–207.
- Ghozali. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24*. Badan Penerbit Universitas Diponegoro.
- Googletrends. (2024).
[https://trends.google.co.id/trends/explore?q=Iphone&date=now](https://trends.google.co.id/trends/explore?q=Iphone&date=now&geo=ID&hl=id) 1-
- Hanaysha, J. R. (2018a). An Examination of The Factors Affecting Consumer’s Purchase Decision in The Malaysian Retail Market. *PSU Research Review*, 2(2), 7–23. [https://doi.org/https://doi.org/10.1108/PRR-08-2017-0034](https://doi.org/10.1108/PRR-08-2017-0034)
- Hanaysha, J. R. (2018b). An examination of the factors affecting consumer’s purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hanna, R. (2011). We’re all connected: The power of the social media ecosystem. *Business Horizons*, 265–273.
- Ifeanyichukwu, C. D. (2016). Effect of Celebrity Endorsements on Consumers Purchase Decision in Nigeria. *International Research Journal of Management, IT & Social Sciences*, 3(9), 103.
- Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.03.001>
- Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Hussain, S., Gillani, M., & Awan, F. H. (2022). Role of Social Media Marketing Activities in Influencing Customer Intentions : A Perspective of a New Emerging Era. *Frontiers in Psychology*. *A Frontiers in Psychology*, 1–12. [https://doi.org/https://doi.org/10.3389/fpsyg.2021.808525](https://doi.org/10.3389/fpsyg.2021.808525)

- Jiang, N., Khong, K. W., Gan, J. L., Turner, J. J., Teng, S. S., & Xavier, J. A. (2022). Impact of athlete performance and brand social value on product involvement: a mediation role of celebrity endorsement in social media. *Asia-Pacific Journal of Business Administration*. <https://doi.org/10.1108/APJBA-05-2022-0204>
- Joseph H. Hair, Jr., G. Tomas M. Hult, Christian Ringle, and M. S. (2019). Partial Least Squares Structural Equation ModelingBased Discrete Choice Modeling: An Illustration In Modeling Retailer Choice. *Business Research*.
- Kaplan, A. M., & Haenlein, M. (2010). *The challenges and opportunities of social media*.
- Khan, A. (2016). Influence Of Celebrity Endorsement On Consumer Purchase Decision: A Case Of Karachi. *Imperial Journal of Interdisciplinary Research (IJIR)*, 2, 102–111.
- Khatri, P. (2016). Celebrity endorsement - A strategic promotion perspective. *Indian Media Studies Journal*, 1(1), 25–37. <http://www.satishserial.com/issn0972-9348/finaljournal03.pdf>
- Kotler, P., and Keller, K. L. (2019). *manajemen pemasaran* (13th ed.). Erlangga.
- Kwan. (2018). PENGARUH SALES PROMOTION DAN STORE ATMOSPHERE TERHADAP IMPULSE BUYING DENGAN POSITIVE EMOTION SEBAGAI VARIABEL INTERVENING PADA PLANET SPORTS TUNJUNGAN. *Jurnal Manajemen Pemasaran*, 10, 27–34.
- Misra, S. K. (2019). actors influencing consumer choice of celebrity endorsements and their consequent effect on purchase decision. *International Journal on Emerging Technologies*, 10(2), 392–39.
- Moriansyah, L. (2015). Pemasaran Melalui Media Sosial: Antecedents dan Consequences. *Jurnal Penelitian Komunikasi Dan Opini Publik*, 9, 187–196.
- Mulyansyah, G. T. (2021). *PENGARUH DIGITAL MARKETING BERBASIS SOSIAL MEDIA TERHADAP KEPUTUSAN PEMBELIAN KULINER DI KAWASAN G-WALK SURABAYA*. 9(1), 1097–1103.

- Nangoy, C. L., Tumbuan, W. J. F. A., & Program, M. (2018). *THE EFFECT OF ADVERTISING AND SALES PROMOTION ON CONSUMER BUYING DECISION OF INDOVISION TV CABLE PROVIDER*. 6(3), 1228–1237.
- Natalia. (2014). Pengaruh Periklanan dan Promosi Penjualan Terhadap Keputusan Pembelian. *Jurnal Ilmiah Manajemen Kesatuan*, 2, 118–123.
- Neuman, W. (2014). *Social Research Methods: Qualitative and Quantitative Approaches (Seventh Ed)*. Assex: Pearson Education Limited.
- Nurchayho, B., & Riskayanto, R. (2018). Analisis Dampak Penciptaan Brand Image dan Aktifitas Word of Mouth (Wom) pada Penguatan Keputusan Pembelian Produk Fashion. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 3(1), 14. <https://doi.org/https://doi.org/10.29407/nusamba.v3i1.12026>
- Nurhalim, A. D. (2021). Analisis Pergeseran Perilaku Konsumen Dalam Niat Beli Di Sektor Otomotif E-Commerce Indonesia. *Jurnal Bina Manajemen*, 113–125.
- Nurjaya, D., Sunarsi, D., Suryakencana, ilham, U., & Barat, J. (2021). Sumber Daya Manusia Dan Kemampuan Pemanfaatan Teknologi Terhadap Kinerja Aparatur Desa Pada Kantor Kepala Desa Di Kabupaten Gunungkidul, Yogyakarta. *JENIUS (Jurnal Ilmiah Manajemen Sumber Daya Manusia)*, 4(3), 332–346.
- Ofosu boateng, I. (2020). “ *Influence of Consumer Sales Promotion on Consumers ’ Purchasing Behaviour of the Retailing of Consumer Goods in Tema , Ghana* ”. 8(1), 24–36. <https://doi.org/10.15640/jmm.v8n1a4>
- Okezone. (2020). *Deretan Artis Terima Endorse PS Store, dari Raffi Ahmad hingga Rizky Billar*. <https://celebrity.okezone.com/read/2020/07/30/33/2254364/deretan-artis-terima-endorse-ps-store-dari-raffi-ahmad-hingga-rizky-billar>
- Padilah, T. N., & Adam, R. I. (2019). Analisis Regresi Linier Berganda dalam Estimasi Produktivitas Tanaman Padi di Kabupaten Karawang. *FIBONACCI: Jurnal Pendidikan Matematika Dan Matematika*, 5(2), 117–

- Pratiwi, R. (2021). Pengaruh Celebrity endorse Terhadap Keputusan Pembelian Smartphone Dengan Persepsi Nilai Sebagai Moderasi. *Jurnal Ekonomi Dan Manajemen*.
- Qurniawati, R. S. (2018). Theoretical Review: Pemasaran Media Sosial. *Among Makarti*, 11(1), 17–27. <https://doi.org/10.52353/ama.v11i1.159>
- Ridwan, L. M., Solihat, A., & Trijumansyah, A. (2018). Pengaruh Product Knowledge dan Brand Association terhadap Purchase Intention. *Jurnal Pariwisata*, 5(1), 68–82.
- Rizaty, M. A. (2022). *Penjualan iPhone Capai 242 Juta Unit pada 2021*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/02/21/penjualan-iphone-capai-242-juta-unit-pada-2021>
- Santoso, B. (2018). The Influence of Celebrity Endorsement in Social Media on Purchase Decision Through Perceived Value and Customer Attitude as Intervening Variable in Souvenir Product in Surabaya. *Petra Business & Management Review*, 4(2), 134–147.
- Saputra, F., & M Ridho Mahaputra. (2022). Relationship of Purchase Interest, Price and Purchase Decisions to IMEI Policy (Literature Review Study). *Journal of Law, Politics and Humanities*, 2(2), 66–75. <https://doi.org/10.38035/jlph.v2i2.76>
- Sari, M., Rachman, H., Juli Astuti, N., Win Afgani, M., & Abdullah Siroj, R. (2022). Explanatory Survey dalam Metode Penelitian Deskriptif Kuantitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3(1), 10–16. <https://doi.org/https://doi.org/10.47709/jpsk.v3i01.1953>
- Schultz, D. E., Cole, B., & Bailey, S. (2004). Implementing the “connect the dots” approach to marketing communication. *International Journal of Advertising*, 23(4), 455–477.
- Shimp, T. A. (2010). “Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications”, Sixth Edition. USA: Thomson

South-Western.

Statista. (2022). *Number of internet and social media users worldwide as of July 2022.*

Sunyoto, D. (2013). *Perilaku Konsumen.* CAPS.

Sutisna. (2003). *Perilaku Konsumen & Komunikasi Pemasaran.* Remaja Rosdakarya.

Ulmaghfiroh, N., Woelandari, D. S., Vikaliana, R., & Setyawati, N. W. (2021). Peran Price Discount dalam Memoderasi Pengaruh Social Media Marketing dan Product Knowledge terhadap Purchase Intention Produk Visval Bags. *Abiwarra : Jurnal Vokasi Administrasi Bisnis*, 2(2), 49–59. <https://doi.org/https://doi.org/10.31334/abiwarra.v2i2.1407>

Uma, Sekaran. & Bougie, R. (2016). Metode penelitian untuk bisnis. *Pendekatan Membangun Keterampilan.*

Uma Sekaran dan Bougie Roger. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian* (6th ed.). Salemba Empat.

Umami, Z. (2015). Social Strategy Pada Media Sosial Untuk Promosi Pariwisata Daerah Istimewa Yogyakarta. *Interaksi: Jurnal Ilmu Komunikasi*, 4, 195–201.

Usman, O., & Aryani, Y. (2020). The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Intention. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3511672>

Yang, W. (2016). *Article information : Star Power : The Evolution of Celebrity Endorsement Research Structured Abstract :*