

DAFTAR PUSTAKA

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the *Purchase Intention* in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Darmoyo, S., Katolik, U., Atma, I., Serikat, A., & Selatan, K. (n.d.). *PERAN ATTITUDE TOWARD THE BRAND SEBAGAI MEDIATOR PADA Top Brand Index kategori : Mie instan dalam kemasan bag tahun 2016 - 2020*. 331–349.
- Dityani, A., Kusumadewi, N. M. W., & Suryani, A. (n.d.). PENGARUH KREDIBILITAS *CELEBRITY ENDORSER* , DAYA TARIK IKLAN , DAN BRAND AWARENESS TERHADAP BRAND ATTITUDE Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia. *Pengaruh Kredibilitas Celebrity Endorser , Daya Tarik Iklan, Dan Brand Awareness Terhadap Brand Attitude*, 3205–3218.
- Dwi, L. S., & Ponirin, P. (2020). Pengaruh Celebrity Endorsement Dan Brand Image Terhadap *Purchase Intention* Lipstik Sariayu. *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, 6(3), 186–194. <https://doi.org/10.22487/jimut.v6i3.199>
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Badan Penerbit Universitas Diponegoro.
- Gong, W., & Li, X. (2017). *Engaging fans on microblog : the synthetic influence of parasocial interaction and source characteristics on celebrity endorsement*. 720–732. <https://doi.org/10.1002/mar.21018>
- Ha, N. M. (2019). *The Effects of Celebrity Endorsement on Customer ; - s Attitude toward Brand and Purchase Intention The Effects of Celebrity Endorsement on Customer ' s Attitude toward Brand and Purchase Intention*. April. <https://doi.org/10.5539/ijef.v9n1p64>
- Ha, N. M., & Lam, N. H. (2016). The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and *Purchase Intention*. *International Journal of Economics and Finance*, 9(1), 64. <https://doi.org/10.5539/ijef.v9n1p64>
- Helbert, J. J., & Ariawan, I. G. S. P. (2021). Pengaruh Celebrity Endorsement Vs. Influencer Endorsement Vs. Online Customer Review Terhadap *Purchase Intention* Pada Produk Skincare. *Eqien: Jurnal Ekonomi Dan Bisnis*, 8(2). <https://doi.org/10.34308/eqien.v8i2.276>
- Lou, C., & Yuan, S. (2019). Influencer Marketing : How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media Influencer Marketing : How Message Value and Credibility Affect Consumer. *Journal of Interactive Advertising*, 0(0), 1–16. <https://doi.org/10.1080/15252019.2018.1533501>
- Malikhah, F. N., & Susanti, D. N. (2021). Pengaruh Expertise , Attractiveness ,

- Trustworthiness , dan Review Quality Terhadap *Purchase Intention* Produk Kosmetik (Studi pada Beauty Vlogger Rachel Goddard). *Jimmba*, 3(4), 698–708.
- Nurlaela, E., Kiswati, O., & Pudjawati, S. (n.d.). *ANALISIS PENGGUNAAN CELEBRITY ENDORSER TERHADAP MINAT BELI KONSUMEN PADA PENGGUNA MEDIA SOSIAL INSTAGRAM DI LINGKUNGAN MAHASISWA MANAJEMEN FAKULTAS EKONOMI UNIVERSITAS PAKUAN BOGOR*.
- Osei-frimpong, K. (2019). *The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective*. January. <https://doi.org/10.1080/10696679.2018.1534070>
- Priester, J. R., & Petty, R. E. (2003). The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness. *Journal of consumer psychology*, 13(4), 408-421.
- Putri, G. H., & Patria, B. (2018). Pengaruh Endorsement Selebriti Instagram terhadap Minat Beli Remaja Putri. *Gadjah Mada Journal of Professional Psychology (GamaJPP)*, 4(1), 33. <https://doi.org/10.22146/gamajpp.45347>
- Putri, N. W. A., Wahyuni, N. M., & Yasa, P. N. S. (2021). The Effect of Attitude in Mediating Environmental Knowledge towards the *Purchase Intention* of Green Cosmetic Product. *Jurnal Ekonomi & Bisnis JAGADITHA*, 8(2), 202–208. <https://doi.org/10.22225/jj.8.2.2021.202-208>
- Sajeeb Kumar Shrestha. (2019). *Celebrity Endorsement and Purchase Intention: A Structural Equation Modeling Approach*. 22(1), 35–46.
- Sakinah, N., & Rachmawati, I. (2020). Pengaruh *Celebrity Endorser* terhadap *Purchase Intention* pada Smartphone Samsung di Indonesia. *Jurnal Sains Manajemen*, 6(2), 137–148.
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021). The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement. *Jurnal Manajemen Dan Kewirausahaan*, 9(2), 163–172. <https://doi.org/10.26905/jmdk.v9i2.6217>
- Sasmita, J. L. (2017). Pengaruh Advertising Appeal , Attitude Toward Brand , Dan Attitude Toward Advertising Terhadap Variabel Brand Preference Pada Obyek Iklan Popmie Edisi Gadis Hongkong. *Jurnal Manajemen Dan Bisnis*, 4(1), 9.
- Savitri, N. (2017). Pengaruh *Celebrity Endorser* Dan Iklan Melalui Media Televisi Terhadap Minat Beli Pada Tokopedia Di Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 6(8), 253221.
- Premeaux, S. R. (2006). The attitudes of middle class male and female consumers regarding the effectiveness of *Celebrity Endorser* s. *Journal of promotion management*, 11(4), 33-48.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Weerasiri, S., Dissanayake, R., & Jinadasa, M. P. (2017). *Celebrity Endorsement and Consumer Buying Intention With Relation to the Television Advertisement for Perfumes*. October 2016. <https://doi.org/10.17265/2328-2185/2017.02.005>
- Wijaya, F. A., & Sugiharto, S. (2015). PENGARUH CELEBRITY ENDORSEMENT TERHADAP PURCHASE INTENTION DENGAN BRAND IMAGE SEBAGAI VARIABEL INTERVENING

(STUDI KASUS IKLAN PRODUK PERAWATAN KECANTIKAN POND'S). *Jurnal Manajemen Pemasaran*, 9(1).
<https://doi.org/10.9744/pemasaran.9.1.16-22>

- Wo'en, A. Z., Tumbuan, W. J. F. A., & Tumewu, F. (2016). the Influence of Celebrity Endorsement on Consumer *Purchase Intention* (Case Study : Clear Shampoo in Manado. *Jurnal Berkala Ilmiah Efisiensi*, 16(4), 1–11.
- Zhang, H., Xu, H., & Gursoy, D. (2020). Journal of Destination Marketing & Management The effect of celebrity endorsement on destination brand love : A comparison of previous visitors and potential tourists. *Journal of Destination Marketing & Management*, 17(August 2019), 100454.
<https://doi.org/10.1016/j.jdmm.2020.100454>

Sumber dari Internet berupa akses data :

1. Asosiasi Eksportir dan Industri Kopi Indonesia: “Industri kopi Indonesia” from
2. [www.aeki-aice.org/http://www.aeki](http://www.aeki-aice.org)
3. Hari kopi nasional: “Kopi Indonesia siap mendunia” Retrieved March 12, 2020.from <https://ditjenbun.pertanian.go.id/hari-kopi-nasional-kopi-indonesia-siap-mendunia/>
4. International Coffe Organization (ICO): Konsumsi kopi Indonesia 2017 from. <https://databoks.katadata.co.id/datapublish/2017/07/03/berapa-konsumsi-kopi-indonesia>
5. <https://tekno.kompas.com/read/2021/02/24/08050027/riset-ungkap-lebihdari-separuh-penduduk-indonesia-melek-media-sosial>
6. <https://databoks.katadata.co.id/datapublish/2022/11/23/ini-media-sosial-dengan-pengguna-terbanyak-pada-oktober-2022>
7. (<https://investor.id/market-and-corporate/249708/menangkap-peluang-pasar-ala-mayora>)
8. <https://radarlampung.co.id/bidik-pasar-milenial-torabika-keluarkan-gilus-mix-ini-keunggulannya/>
9. <https://radarlampung.co.id/tag/kopi-gue/>
10. <https://www.kompasiana.com/irfan21080/5e685ac1097f3640ec114d72/ketika-kopi-menjadi-minuman-favorit-masyarakat-indonesia>
11. <https://trends.google.co.id/trends/explore?geo=ID&q=kopi%20gilus%20mix>