

## DAFTAR PUSTAKA

- Agustina, G. (2021). Pengaruh Brand Ambassador Dan Iklan Terhadap Keputusan Pembelian Konsumen Pada Marketplace Tokopedia ( Studi Kasus Mahasiswa Stie Stan Im Bandung ). *Jurnal Manajemen STIE STAN – Indonesia Mandiri*.
- Anjani, S. P., & Ambarwati, R. (2023). *Analysis of the Credibility of Utilizing Brand Ambassador to Compete Between Shopee and Tokopedia Using Social Network Analysis on Twitter [ Analisis Kredibilitas Pemanfaatan Brand Ambassador Guna Bersaing Antar Shopee dan Tokopedia Menggunakan Social Net*. 1–13.
- B.A. CHUKWU, E.C. Kanu, A. N. E. (2019). The Impact of Advertising on Markets. *International Journal of Advertising*, 1(4), 345–359. <https://doi.org/10.1080/02650487.1982.11104866>
- Devi Gita, & Setyorini, R. (2016). *PENGARUH BRAND AMBASSADOR TERHADAP BRAND IMAGE PERUSAHAAN ONLINE ZALORA.CO.ID THE*. 35(6), 62–66.
- Dewi, E., Mulyanti, D., Surapati, J., 189, N., Kaler, K. C., Bandung, K., & Barat, J. (2023). Literature Review Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumen. *Jurnal Riset Dan Inovasi Manajemen*, 1(2), 49–54.
- Dr. H. Mashur Razak. (2016). PERILAKU KONSUMEN. In *Jurnal Penelitian Pendidikan Guru Sekolah Dasar* (Vol. 6, Issue August).
- Edrin, F., & Fhatiyah, N. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Konsumen ( Kasus Pada Event Free Photocard BTS Tokopedia ). *Proceeding Seminar Nasional Bisnis Seri IV*, 78–84.
- Fauzi, R. (2023). *Pengaruh Brand Ambassador*. 2507(February), 1–9.
- Fitriyadiah, E. P. (2019). Masyarakat Industri 4 . 0. *Journal Teknologi Dan Informasi ESIT*, XIV(11), 34–39.
- Ghozali, I. (2011). *Ghozali\_Imam\_2011\_Aplikasi\_Analisis\_Mult.pdf* (p. 129).
- Ghozali, I. (2018). Processing Data penelitian Menggunakan SPSS. *E-Book*, 1, 154.
- Greenwood, L. (2012). *Fashion Marketing Communications*. [https://books.google.co.id/books?hl=id&lr=&id=oKtA71-oBlAC&oi=fnd&pg=PA111&dq=Lea+Greenwood,+2012&ots=xJdtTPYa2r&sig=GtTUWrKWCWifW3XjAuUzdwdVtws&redir\\_esc=y#v=onepage&q=Lea Greenwood%2C2012&f=false](https://books.google.co.id/books?hl=id&lr=&id=oKtA71-oBlAC&oi=fnd&pg=PA111&dq=Lea+Greenwood,+2012&ots=xJdtTPYa2r&sig=GtTUWrKWCWifW3XjAuUzdwdVtws&redir_esc=y#v=onepage&q=Lea Greenwood%2C2012&f=false)
- Hamidah Lailanur Ilaisyah. (2020). *Pengaruh Brand Ambassador dan iklan terhadap*

- keputusan pembelian. 2019(2132), 235–238.*
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010) *Multivariate Data Analysis*. 7th Edition, Pearson, New York
- Harahap, T. K., Issabella, C. M., Hasibuan, S., Hasan, M., Musyaffa, A. A., Surur, M., & Ariawan, S. (n.d.). *Tahta Media Group*.
- Herawati. (2023). 1115-Article Text-2857-1-10-20230123. *Jurnal On Education, 05(02)*, 4170–4178.
- Ibrahim, M.A. (2020). Impact of Advertising on Consumer Purchase Decision in Sudan. *International Journal of Management Excellence, 15*, 2225-2233.
- iprice. (2022). *Peringkat e-commerces kuartal 1 2022*.  
<https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>
- Ismail, M., Sahabuddin, R., Idrus, M. I., & Karim, A. (2022). Faktor Mempengaruhi Keputusan Pembelian pada Online Marketplace pada Mahasiswa Universitas Hasanuddin. *SEIKO: Journal of Management & Business, 5(1)*, 2022–2071.  
<https://doi.org/10.37531/sejaman.v5i1.1831>
- J. Craig Andrews and Terence A. Shimp. (2018). Advertising, Promotion, and other aspects of Integrated Communications Marketing. In *Cengage Learning*.
- Johannes, C. S., & Siagian, V. (2021). the Effect of Brand Ambassador, Trust and Price Discount on Interest in Buying in Tokopedia Applications. *Jurnal Penelitian Ilmu Manajemen (JPIM), 6(2)*, 98–112.
- John R. Rossiter and Ale Smidts (2001) ,"Presenter Effects in Advertising: the Viscap Model", in *E - European Advances in Consumer Research Volume 5*, eds. Andrea Groeppel-Klien and Frank-Rudolf Esch, Provo, UT : Association for Consumer Research, Pages: 209.
- Kementerian Keuangan RI. (2023). *Transformasi Digital untuk Masa Depan Ekonomi dan Bisnis di Indonesia*.  
<https://djpb.kemenkeu.go.id/portal/id/berita/berita/nasional/4074-transformasi-digital-untuk-masa-depan-ekonomi-dan-bisnis-di-indonesia.html>
- Kotler, P., & Armstrong, G. (2007). Understanding the Marketplace and Consumers. *Principles of Marketing 12e*, 140.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition (Vol. 15E)*.  
<https://doi.org/10.1080/08911760903022556>

- Nafisah Rambe, N., Anggie Chrisfanie, N., Rangga Putri, S., & Gunadi, W. (2021). The Impact of Brand Ambassador on Impulse Buying Behavior: A case of Korean Celebrity as Brand Ambassador in Indonesian Market. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*, 12(6), 1613–1626.
- Nisa, C., & Pramesti, D. A. (2020). *How Do Effective Digital Marketing and Brand Ambassador Stimulate Purchase Intention Today?* 436, 365–367. <https://doi.org/10.2991/assehr.k.200529.075>
- Novianti, K. F., & Lestari, F. (2021). Pengaruh Brand Ambassador BTS KPOP Terhadap Keputusan Pembelian Pada E-Commerce Tokopedia. *Banking & Management Review*, 10(1), 1369–1385. <http://202.93.229.169/index.php/bmr/article/view/376>
- Nuraeni, N., & Hidayat, R. (2022). Pengaruh Iklan, Citra Merek, Dan Desain Produk Terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy. *Ikraith-Ekonomika*, 5(2), 177–186. <https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/view/1331%0Ahttps://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/download/1331/1066>
- Okorie Nelson, A. D. (2017). Celebrity Endorsement Influence on Brand Credibility: A Critical Review of Previous Studies. *Diponegoro Journal of Accounting*, 2(1), 2–6. [http://i-lib.ugm.ac.id/jurnal/download.php?dataId=2227%0A???%0Ahttps://ejournal.unisba.ac.id/index.php/kajian\\_akuntansi/article/view/3307%0Ahttp://publicacoes.cardiol.br/portal/ijcs/portugues/2018/v3103/pdf/3103009.pdf%0Ahttp://www.scielo.org.co/scielo.ph](http://i-lib.ugm.ac.id/jurnal/download.php?dataId=2227%0A???%0Ahttps://ejournal.unisba.ac.id/index.php/kajian_akuntansi/article/view/3307%0Ahttp://publicacoes.cardiol.br/portal/ijcs/portugues/2018/v3103/pdf/3103009.pdf%0Ahttp://www.scielo.org.co/scielo.ph)
- Priadana, S. (2021). *METODE PENELITIAN KUANTITATIF*.
- Putri Nugraha, J., Al, D., Gairah Sinulingga, S., Rojiati, U., Gazi Saloom, Mk., Rosmawati, Ms., Fathihani, Ms., Mail Hilian Batin, M., Widya Jati Lestari, M., Khatimah, H., & Maria Fatima Beribe, C. B. (2021). *Perilaku Perilaku Konsumen T E O R I*.
- Rahmahyanti, R. N., & Andriana, A. N. (2023). Pengaruh Pengaruh Kualitas Produk, Brand Ambassador dan Iklan Terhadap Keputusan Pembelian Produk MS Glow. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(4), 1143–1151. <https://doi.org/10.47065/ekuitas.v4i4.3309>
- Rahmi, A. (2020). Studying the Impact of Internet Advertising on Consumer Buying Behavior. *We'Ken- International Journal of Basic and Applied Sciences*, 1(1), 28. <https://doi.org/10.21904/weken/2016/v1/i1/93608>

- Rehmet, J., & Dinnie, K. (2013). Citizen brand ambassadors: Motivations and perceived effects. *Journal of Destination Marketing and Management*, 2(1), 31–38. <https://doi.org/10.1016/j.jdmm.2013.02.001>
- Royan, F. M. (2004). *Marketing Celebrities*. Elex Media Komputindo. Shahriari, S., Shahriari, M. & Gheiji, S. (2016). E-commerce and its impacts on global trend and market. *International Journal Of Research – Granthaalayah*.
- Royan J, Tombaugh TN, Rees L, Francis M. The Adjusting-Paced Serial Addition Test (Adjusting-PSAT): thresholds for speed of information processing as a function of stimulus modality and problem complexity. *Arch Clin Neuropsychol*. 2004 Jan;19(1):131-43. PMID: 14670386.
- Sandi Fatahillah. (2019). *Pengaruh Brand Ambassador, Brand Image, Kualitas Produk Dan Harga Terhadap Minat Beli Konsumen Produk Eiger Adventure Di Kota Makassar*. 19–21.
- Sapitri, N. (2020). *No Title*.
- Saputra, O. F., & Susilowati, C. (2018). Pengaruh Iklan Terhadap Keputusan Pembelian Melalui Celebrity Endorser (Studi Pada Produk “Malang Strudel” Di Kota Malang). *Jurnal Ilmiah Mahasiswa*, vol 6(1), 1–16. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/5012/0>
- Setiawan, B., & Rabuani, C. C. (2019). Pengaruh Iklan dan Endorser terhadap Brand Awareness Serta Dampaknya pada Keputusan Pembelian. *Riset*, 1(1), 001–015. <https://doi.org/10.35212/277621>
- Sriyanto, A., & Kuncoro, A. W. (2019). Pengaruh brand ambassador, minat beli dan testimoni terhadap keputusan pembelian. *Jurnal Ekonomika Dan Manajemen*, 8(1), 21–34.
- Sugiyono. (2013). Metode Penelitian Kualitatif dan R and D. In *Bandung: Alfabeta* (Vol. 3, Issue April).
- Sukmawati, E., Ratnasari, S. L., & Zulkifli, Z. (2020). Pengaruh Gaya Kepemimpinan, Komunikasi, Pelatihan, Etos Kerja, Dan Karakteristik Individu Terhadap Kinerja Karyawan. *Jurnal Dimensi*, 9(3), 461–479. <https://doi.org/10.33373/dms.v9i3.2722>
- Tjiptono. (2002). Strategi Pemasaran. *Demographic Research*, 49(0), 1-33 : 29 pag texts + end notes, appendix, referen.
- Trimulyani, S., & Herlina, N. (2022). Pengaruh Iklan, Diskon Dan Brand Ambassador Terhadap Pembelian Impulsif Pada Lazada Di Masa Pandemi Covid-19. *Liaison*

*Journal of Best*, 1(2), 47–58.

Umar, A., Liesl, R., Himawan, N., & Mustikasari, F. (2023). *The Influence of Korean Brand Ambassador on Hedonic Shopping Motivation moderated by Fanaticism toward Impulsive Buying Behavior in E-commerce. Figure 1*, 2152–2164. <https://doi.org/10.46254/ap03.20220360>

Wahyuni, N., & Husnayetti. (2020). *ANALISIS PENGARUH IKLAN DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN PRODUK BUSANA MUSLIM NIBRAS*. 2(2), 140–153.

Wang, F., & Hariandja, E. S. (2016). The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision : A Case Of Tous Les Jours In The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision : local or international brands in the market market in Indon. *International Conference Od Entrepreneurship, March*, 292–306.

Wielki, J. (2020). Analysis of the role of digital influencers and their impact on the functioning of the contemporary on-line promotional system and its sustainable development. *Sustainability (Switzerland)*, 12(17). <https://doi.org/10.3390/su12177138>

Zhang, R. (2019). *The Influence of Advertising on the Consumers' Purchasing Decision*. 80(Bems), 142–146. <https://doi.org/10.2991/bems-19.2019.26>