

DAFTAR PUSTAKA

- Abdul Shukor, S. and Jamal, A. (2013). Developing Scales for Measuring Religiosity in the Context of Consumer Research. *Middle-East Journal of Scientific Research* 13 (Research in Contemporary Islamic Finance and Wealth Management), 69-74
- Abd Rahman et al, 2015, "Pengaruh Pengetahuan dan Religiusitas Terhadap Niat Beli Produk Kosmetik Halal Melalui Sikap"
- Acharya, B. (2010). Questionnaire Design, (June), 1–15. <https://doi.org/https://pt.scribd.com/document/.../6-4-Questionnaire-Design-Acharya-Bidhan>
- Aghekyan-Simonian, M., Forsythe, S., Kwon, W. S., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, 19(3)
- Ahmad, A. N., Rahman, A. A., & Ab Rahman, S. (2015). Assessing knowledge and religiosity on consumer behavior towards halal food and cosmetic products. *International Journal of Social Science and Humanity*, 5(1), 10.
- Ambroise, L., Pantin-Sohier, G., Valette-Florence, P., Albert, N. (2014). From endorsement to celebrity co-branding: Personality transfer. *Journal of Brand Management*, 21 (4), 273-285.
- Anwar, A., Gulzar, A., Sohail, F. B., & Akram, S. N. (2011). Impact of brand image, trust, and affect on consumer brand extension attitude: the mediating role of brand loyalty. *International Journal of Economics and Management Sciences*, 1(5)
- Bian, X., Moutinho, L., 2011. The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: direct and indirect effects. *Eur. J. Mark.* 45 (1/2), 191–216.
- Botha, E., Mills, A. J. (2012). Managing the new media: Tools for brand management in social media. In: A. Close (Ed.), *Online consumer behavior: Theory and research in social media, advertising and E-tail* (pp. 83-100). New York: Taylor & Francis
- C. Kurzman, C. Anderson, C. Key, Y.O. Lee, M. Moloney, A. Silver and M.W.V. Ryan, *Celebrity Status, Sociological Theory*, 25(4): 347-367, 2007
- Devi , R.S. (2015). The Impact of Brand Ambassador on the cosmetic consumers: A case study in the Sivakasi Region. *International Journal Of Engineering and Management Research*
- Doolan, D. M., & Froelicher, E. S. (2009). Using an existing data set to answer new research questions: A methodological review. *Research and Theory for Nursing Practice: An International Journal*, 23(3), 203-215. doi:10.1891/1541-6577.23.3.203

- Doucett, Elisabeth. (2008). Creating Your Library Brand, Communicating Your Relevance and Value to Your Patrons. Chicago : American Library Association (E-books).
- Durianto, Darmadi. Sugiarto. Budiman Lie Joko.(2004). Brand Equity Ten. PT. Gramedia Pustaka Utama. Jakarta
- Elaziz, M. F., & Kurt, A. (2017). Religiosity, consumerism and halal tourism: A study of seaside tourism organizations in Turkey. *Turizam: međunarodni znanstveno-stručni časopis*, 65(1), 115-12
- Emmanuel, U., & Ibeawuchi, E. (2015). Research Design and Sampling in Social and Management Sciences in 21 st Century, 2(3), 37–46.
- Ferrinadewi, Erna. 2008. Merek & psikologi konsumen. Yogyakarta: Graha ilmu.
- Fianto, A. Y. A., Hadiwidjojo, D., Aisjah, S., & Solimun, S. (2014). The Influence of Brand Image on Purchase Behaviour Through Brand Trust. *Business Management and Strategy*, 5(2), 58. <https://doi.org/10.5296/bms.v5i2.6003>
- Ghozali, Imam, 2006, Structural Equation Modeling Metode Alternatif dengan Partial Least Square, Badan Penerbit Universitas Diponegoro, Semarang.
- Ghozali, Imam, 2011, Structural Equation Modeling Metode Alternatif Dengan Partial Least Square (PLS) Edisi 3, Badan Penerbit Universitas Diponegoro. Semarang.
- Ghozali, Imam. 2014. Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS). Edisi 4. Semarang : Badan Penerbit Universitas Diponegoro.
- Gita, devi. dan Setyorini, Retno : (2016). Pengaruh Brand Ambassador terhadap Brand Image perusahaan online zalora.co.id
- Glock dan Stark dalam Poloutzian, F.R. (1996). *Psychology of religion*. Needham Heights, Massachusetts: A Simon & Schuster Comp.
- Grinnell Jr, RM, Unrau YA (2010) Social work research and evaluation: Foundations of evidence-based practice: Oxford University Press
- Habibah, U., & Sumiati. (2016). The Influence Of Brand Awareness And Brand Image On Purchase Decision (Study On AQUA Consumers in Administrative Science Faculty Brawijaya University Class Of 2013). *Jurnal Ekonomi Dan Bisnis*, 1(1), 1–8.
- Håkansson, A. (2013). *Portal of Research Methods and Methodologies for Research Projects and Degree Projects*. 22–25.
- Hamid, F.Z. dan T. Hartati. 2013. Pengaruh Penggunaan *Celebrity Endorser* dan *Jingle* dalam Iklan Televisi Mentari (Indosat) terhadap *Brand Awareness* pada Karyawan di Lingkungan Beji Depok. *Epigram*. 10 (2): 80-88.
- Hair JF (2003) Essentials of Business Research Methods: Wiley.

- Homburg, C., Klarmann, M., & Schmitt, J. (2010). Brand awareness in business markets: When is it related to firm performance? *International Journal of Research in Marketing*, 27(3), 201–212
- Ibrahim, N.A., Howard, D.P. and Angelidis, J.P. (2008), “The relationship between religiousness and corporate social responsibility orientation: Are there differences between business managers and students?”, *Journal of Business Ethics*, Vol. 78 Nos 1/2, pp. 165-174.
- Ind, N. (1997), The Corporate Brand, Macmillan Press Ltd., Great Britain.
- Johnson, M.D., Andreessen, T.W., Lervik, L. and Cha, J. (2001), “The evolution and future of national customer satisfaction index model”, *Journal of Economic Psychology*, Vol. 22 No. 2, pp. 217-245.
- Johnson, B.R., Jang, S.J., Larson, D.B. and De Li, S. (2001), “Does adolescent religious commitment matter? A reexamination of the effects of religiosity on delinquency”, *Journal of Research in Crime and Delinquency*, Vol. 38 No. 1, pp. 22-44.
- Johnston, M. P. (2014). Secondary Data Analysis : A Method of which the Time Has Come. *Qualitative and Quantitative Methods in Libraryes (QQML)*, 3, 619–626. <https://doi.org/10.1097/00125817-200207000-00009>
- Karam, A. A., & Saydam, S. (2015). An Analysis Study Of Improving Brand Awareness And Its Impact On Consumer Behavior Via Media In North Cyprus (A Case Study Of Fast Food Restaurants). *International Journal Of Business And Social Science*. 6(1).66-80.
- Keller, K. L. (2003). Strategic Brand Management. Prentice – Hall
- Kennedy, Jhon E & R. Dermawan Soemanagara.(2006). Marketing Comunication. Jakarta: PT. Bhuana Ilmu Populer.
- Kertamukti, rama . 2015. Strategi kreatif dalam penelitian: konsep pesan, media branding, anggaran. Jakarta: rajawali pres
- Khasanah, I. 2013. Analisis Pengaruh Ekuitas Merek terhadap Keputusan Pembelian Mie Instan Sedap di Semarang. *Jurnal Dinamika Manajemen*. 4(1)
- Khraim, H. (2010). Measuring Religiosity in Consumer Research from Islamic Perspective. *International Journal of Marketing Studies*, 2(2): 166-179
- Kim, K. H., Kim, K. S., Kim, D. Y., Kim, J. H., & Kang, S. H. (2008). Brand equity in hospital marketing. *Journal of Business Research*, 61(1), 75–82.
- Kotler, Philip dan Keller, 2005, Manajemen Pemasaran, Jilid I, Edisi Kedua belas, Jakarta: PT. Indeks
- Kotler, Philip and Gary Amstong. (2008). *Prinsip-prinsip Pemasaran*. Edisi 12. Jilid 1. Jakarta: Erlangga
- Kotler dan Keller, 2007. Manajemen Pemasaran, Edisi 12, Jilid 1, PT.Indeks, Jakarta Alma, Buchori. 2008, Manajemen pemasaran dan pemasaran jasa. Bandung: Alfabeta

- L. Ambroise, G. Pantin-Sohier, N. Albert, P. Valette-Florence “From endorsement to celebrity co-branding: Personality transfer,” *Journal of Brand Management*, pp. 273-285, 2014.
- L. de Chernatony “A model for strategically building brands. *Brand Management*,” vol. 9, no. 1, pp. 32–44, 2001.
- Lea-greenwood, gaynor. 2012. *Fashion marketing communications* e-book. Somesret, NJ, USA: Wiley.
- Lau, T.C. (2010), “Towards socially responsible consumption: an evaluation of religiosity and money ethics”, *International Journal of Trade, Economics and Finance*, Vol. 1 No. 1, pp. 32-35.
- McDaniel, S. W. and Burnett, J. J. (1990) Consumer religiosity and retail store evaluative criteria, *Journal of the Academy of Marketing Science*, Vol. 18, pp. 101-112.
- Moschis, G.P. and Ong, F.S. (2011), “Religiosity and consumer behavior of older adults: a study of subcultural influences in Malaysia”, *Journal of Consumer Behaviour*, Vol. 10 No. 1, pp. 8-17.
- Mutiara, & Madiawati, P. N. (2019). Pengaruh Electronic Word dan Citra Merek Terhadap Keputusan Pembelian Nature Republic Aloe Vera 92% Soothing Gel. E-Proceeding of Management, 6(1), 1099–1106.
- Prabowo, aris. 2013. “Analisis pengaruh kualitas produk, brand trust, brand image dan kepuasan pelanggan terhadap brand loyalty pada air mineral aqua (studi kasus pada konsumen air mineral aqua di wilayah tangerang selatan)”. Skripsi: Universitas Islam Negeri Syarif Hidayatullah Jakarta
- Putri, T. A., Marwan, & Rahmidani, R. (2018). Pengaruh Brand Image dan Perceived Quality Terhadap Keputusan Pembelian Produk LA Tulipe di kota Padang. 1, 734–743.
- Razzaque, M.A. and Chaudhry, S.N. (2013), “Religiosity and Muslim consumers’ decision making process in a non-Muslim society”, *Journal of Islamic Marketing*, Vol. 4 No. 2, pp. 198-217
- Rehmet, J., Dinnie, K. (2013). Citizen brand ambassadors: Motivations and perceived effects. *Journal of Destination Marketing & Management*, 2 (1), 31-40.
- Rommy, A. S. N., Moh, N. B. H. H., & Nur, A. R. Y. N. (2018). Effect Of Brand Image And Price Perception On Purchase Decision. *Journal of Business and Management*, 20(8), 76–81. <https://doi.org/10.9790/487X-2008027681>
- Rossiter, J. R., & Percy, L. (1987). *McGraw-Hill series in marketing. Advertising and promotion management*. Mcgraw-Hill Book Company.
- Royan, Frans M. (2004). Marketing Selebrities “Selebriti Dalam Iklan dan Strategi Selebriti Memasarkan Diri Sendiri”. Jakarta : Alex Media.

- R. Yogi Prawira, Slamet mulyana, dan Teddy kurnia wirakusumah. 2012. "Hubungan karakteristik brand ambassador Honda spacy helm-in dengan tahapan keputusan pembelian konsumen". *E-jurnal Mahasiswa Universitas Padjajaran*, vol.1, no.1.
- Rubio, N., Oubiña, J., & Villaseñor, N. (2014). Brand awareness–Brand quality inference and consumer's risk perception in store brands of food products. *Food quality and preference*, 32, 289-298.
- Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-causal restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27(3), 459e469
- Sangadji, Etta Mamang & Sopiah. (2013). Perilaku Konsumen : Pendekatan Praktis Disertai Himpunan Jurnal Penelitian. Yogyakarta: Andi Offset
- Schiffman & Kanuk. (2008). *Consumer Behaviour* 7th Edition. Jakarta : PT Indeks
- Severi, E. and Ling, K. (2013), "The mediating effect of brand association, brand loyalty, brand image and perceived quality on brand equity", Asian Social Science, Vol. 9 No. 3, pp. 125-137.
- Shabbir M.Q., Ansar, A.K., & Saba, R.K. (2017) band loyalty brand image and brand equity: the mediating role of brand awareness. *International journal of innovation and applied studies*, pp.416-423
- Shimp, T.A, 2003, Promotional Advertising Additional Aspects of Integrated Marketing Communication Volume 5, was translated by Revyani Syahrian and Dyah Anikasari, Erlangga, Jakarta.
- Singh YK. Fundamental of Research Methodology and Statistics. 2006. New Delhi: Newage International (P) Ltd. Publisher.
- Shen, H., Yuan, Y., Zhang, Q., & Zhao, J. (2014). An empirical study of customer-based brand equity model for China economy hotels. *Journal of China Tourism Research*, 10(1), 21–34.
- Sone, H. T. P. (2019). The Effect of Brand Image, Product Quality and Sales Promotion to Thai Consumers Decisions to Purchase Korean Brand Cosmetics in Bangkok District. Bangkok University.
- S. S. Alam, R. Mohd, and B. Hisham, "Is religiosity an important determinant on Muslim consumer behavior in Malaysia?" *Journal of Islamic Marketing*, vol. 2, iss. 1, pp. 83-96, 2011.
- Supriyadi, Fristin, Y., & Indra, G. K. . (2016). Pengaruh Kualitas Produk dan Brand Image Terhadap Keputusan Pembelian (Studi pada Mahasiswa Pengguna Produk Sepatu Merek Converse di Fisip Universitas Merdeka). *Jurnal Bisnis Dan Manajemen*, Vol. 3 No.(1), 1.
- Sutrisno, Rivan. (2013). Perilaku Konsumen Muslim: Persepsi Religiusitas Dan Persepsi Atribut Produk Terhadap Loyalitas Produk Makanan Dan Minuman

Berlabel Halal Di Kalangan Mahasiswa Muslim Di Bandung *Jurnal Sigma- Mu* Vol. (5) No. 2 Diakses pada tanggal 25 maret 2019, pukul 01: 56 WIB, pada URL

- Sweeney, J., Swait, J., 2008. The effects of brand credibility on customer loyalty. *J. Retail. Consumer Serv.* 15 (3), 179–193.
- Tjiptono. (2014). Pemasaran Jasa Prinsip, Penerapan dan Penelitian. Andi: Yogyakarta
- The Brand Ambassadors (17 December 2012). *Advertising Age*, 83 (45), 5-5.
- Tu, T.T., Wang, C.M. and Chang, H.C. (2012), “Corporate brand image and customer satisfaction on loyalty: an empirical study of Starbucks coffee in Taiwan”, *Journal of Social and Development Sciences*, Vol. 3 No. 1, pp. 24-32
- Untono, S. A. (2016). Pengaruh Kredibilitas Celebrity Endorser JKT48 Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Mediasi Pada Sepeda Motor Honda Beat Di Kota Malang. *Jurnal Parsimonia*, 2(3), 101–111.
- Valkenburg, P. M., & Buijzen, M. (2005). Identifying determinants of young children's brand awareness: Television, parents and pers. *Applied Developmental Psychology*, 26(4), 456–468.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a meansend model and synthesis of evidence. *Journal of Marketing*, 52(3), 2e22.
- zhang, Yi. 2015. The impact of brand image on consumer behavior: A literature review. *Journal of business and management*.