

DAFTAR PUSTAKA

- Aaker, D. A. (2011). *Brand Relevance: Making Competitors Irrelevant*. Boston: Jossey-Bass.
- Adinda, C. T. (2022). *Penggunaan brand ambassador dalam membentuk brand image pada Lemonilo*. Universitas Bakrie.
- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, Promotion, and other aspects of Integrated Marketing Communications*. Boston: Cengage Learning.
- Aprillia, W. F., & Yoestini, Y. (2024). PENGARUH BRAND AMBASSADOR, BRAND AWARENESS, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE SCARLETT WHITENING DENGAN BRAND IMAGE SEBAGAI VARIABEL INTERVENING (Studi Kasus Pengguna Produk Scarlett Di Semarang). *Diponegoro Journal of Management*, 13(5), 1–12.
- Arief, A. M. (2019). *Industri makanan ringan diprediksi tumbuh pada tahun depan*. Bisnis Indonesia. <https://ekonomi.bisnis.com>
- Chatterjee, S. C., & Chaudhuri, A. (2005). Are trusted brands important? *Marketing Management Journal*, 15(1).
- Chen, Y., & Lee, H. (2020). The Effects of Website Content and Trust on Online Purchasing Intention of Agricultural Products. *Economics, Business and Management Research*, 146, 361–367. <https://doi.org/10.2991/aebmr.k.200626.062>
- Garut, A. G., & Purwanto, S. (2023). Pengaruh Influencer Marketing dan Brand Image Terhadap Keputusan Pembelian Kacang Dua Kelinci di Kota Surabaya. *SEIKO : Journal of Management & Business*, 6(1), 657–663.
- Gatari, K. C., & Supardiono, D. (2024). Pengaruh brand ambassador NCT DREAM dan harga terhadap keputusan pembelian Tos Tos tortilla chips pada NCTZEN Jakarta. *Jurnal PERKUSI: Pemasaran, Keuangan dan Sumber Daya Manusia*, 4(4), 629–642.
- Gesmundo, M. A. G., Jordan, M. D. S., Meridor, W. H. D., Muyot, D. V. C., Castano, M. C. N., & Bandojo, A. J. P. (2022). TikTok as a platform for marketing campaigns: The effect of brand awareness and brand recall on the

- purchase intentions of millennials. *Journal of Business and Management Studies*, 4(2), 343–361. <https://doi.org/10.32996/jbms.2022.4.2.27>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Girsang, L. R. M., & Situmeang, I. V. O. (2023). Viral marketing, daya tarik, kampanye, pesan kampanye dan kualitas produk terhadap minat beli produk. *Ikraith-Humaniora*, 7(2), 167–176.
- Harianto, M., & Yuliani, F. (2024). *Kemenperin: Industri makanan-minuman penopang ekonomi Indonesia*.
- Hebdige, D. (1979). *Subculture: The meaning of style*. Routledge.
- Huynh, T., Nguyen, H. D., Zelinka, I., Nguyen, K. V, Pham, V. T., & Hoang, S. N. (2021). ADVO: A system to manage influencer marketing campaigns on social networks. *Applied Sciences*, 11(14), 6497. <https://doi.org/10.3390/app11146497>
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14 ed.). London: Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15 ed.). London: Pearson Education Inc.
- Lau, G. T., & Lee, S. H. (1999). Consumer Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 4, 341–370.
- Lea-Greenwood, G. (2013). *Fashion Marketing Communications*. United Kingdom: John Wiley & Sons Ltd.
- Lerinsa, F., agja Abdzul Azis, M., & Ayu, P. (2023). PENGARUH ARTIS KOREA DALAM MENINGKATKAN BRAND IMAGE DAN PERILAKU KONSUMTIF MASYARAKAT [STUDI KASUS: BUKALAPAK]. *Jurnal Manajemen Naureen Digiton*, 1(1), 82–88.
- Maulana, Y. S., & Marista, M. (2021). The Effect of Brand Image and Brand Trust on Oppo Cellphones Purchasing Decisions In Banjar City. *Jurnal Manajemen Bisnis*, 8(2), 214–225.
- Mora, E., Vila-Lopez, N., & Küster-Boluda, I. (2020). Segmenting the audience of a cause-related marketing viral campaign. *International Journal of*

- Information Management*, 54, 102296.
<https://doi.org/10.1016/j.ijinfomgt.2020.102296>
- Mulyadi, T., Launtu, A., Anwar, M. A., Suyatno, A., & Jayanto, I. (2024). Analisis efektivitas kampanye influencer marketing: Tinjauan terhadap pengaruh dan persepsi konsumen terhadap merek. *Jurnal Darma Agung*, 32(2), 872–883. <https://dx.doi.org/10.46930/ojsuda.v32i2.4169>
- Nikita, V. (2024). Media sosial sebagai alat peningkatan efektivitas kampanye: Analisis pengaruh engagement, brand awareness dan purchase intention. *VICIDI: Visual Communication Design Journal*, 14(2), 209–213.
- Nurlaila. (2023). Pengaruh brand ambassador terhadap brand image dan dampaknya terhadap keputusan pembelian (Survei pada konsumen produk Scarlett di Kota Malang). *Edunomika: Jurnal Ilmu Pendidikan dan Ekonomi*, 7(2), 1–10.
- Putri, W., & Harti. (2022). Pengaruh brand image dan brand ambassador terhadap keputusan pembelian melalui kepercayaan konsumen pada produk Scarlett. *Dimensi*, 11(2), 346–363.
- Rahardja, U., & Aini, Q. (2025). Evaluating the effectiveness of digital marketing campaigns through conversion rates and engagement levels using ANOVA and Chi-Square tests. *Journal of Digital Marketing and Digital Currency*, 2(1), 26–45. <https://doi.org/10.47738/jdmdc.v2i1.27>
- Situmorang, S. B. Herdiansyah, H. (2022). Brand ambassadors' influence on brand image and consumer purchasing decisions. *Expose: Jurnal Ilmu Komunikasi*, 5(1), 65–76. <https://doi.org/10.33021/exp.v5i1.1589>
- Storey, J. (2018). *Cultural theory and popular culture: An introduction*. Routledge.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (2 ed.). ALFABETA.
- Tonara, G. (2025). *Pengaruh brand ambassador boy group NCT Dream, social media marketing dan brand image terhadap minat beli Tos Tos Tortilla Chips*. Universitas Kuningan.
- Wardhana, A. (2024). *BRAND MANAGEMENT IN THE DIGITAL ERA – EDISI INDONESIA*. Purbalingga: Eureka Media Aksara.