

Systematic Literature Review (SLR): Celebrity Endorser Factors on Brand Image

Istiqom Shinta Hardiyanti

Universitas Islam Negeri Sunan Ampel Surabaya

e-mail: istiqomshinta@gmail.com

Abstrak

Penelitian ini bertujuan untuk mengisi ketegangan penelitian dengan memberikan kajian literatur yang sistematis untuk mengetahui dan menganalisis faktor-faktor yang mempengaruhi citra merek endorser selebriti. Metode penelitian ini mengikuti proses refleksi literatur secara sistematis yang terdiri dari tahapan utama: perencanaan pencahayaan, implementasi pencahayaan, dan pelaporan. Studi awal menemukan 5.270 artikel penelitian dan menggunakan total 10 studi untuk meninjau literatur secara sistematis berdasarkan kriteria inklusi dan eksklusi. Data kuantitatif yang diambil dari literatur terpilih mengikuti strategi ekstraksi data dalam empat ekstraksi data. Data yang diekstraksi disintesis untuk merumuskan pertanyaan penelitian yang telah diajukan untuk ditinjau. Hasil Systematic Literature Review dari seluruh penelitian yang terdapat pada jurnal yang diterbitkan tahun 2018-20202 menyatakan bahwa faktor-faktor yang mempengaruhi celebrity endorser terhadap brand image sangat beragam yaitu kekuatan, kepercayaan, keahlian, kemenarikan/attractiveness, respect, similarity, visibility, dan kredibilitas. Faktor pengaruh utama adalah daya tarik dimana suatu merek harus memilih selebriti endorser yang memiliki daya tarik yang kuat untuk mempengaruhi citra merek.

Kata Kunci: Systematic Literature Review, Celebrity Endorser, Brand Image

Abstract

This study aims to fill the research tension by providing a systematic literature review to find out and analyze the factors that influence celebrity endorsers' brand image. This research method follows a systematic literature reflection process which consists of the main stages: lighting planning, lighting implementation, and reporting. The initial study found 5,270 research articles and used a total of 10 studies to review the literature systematically based on inclusion and exclusion criteria. Quantitative data extracted from selected literature followed a data extraction strategy in four data extractions. The extracted data is synthesized to formulate the research questions that have been put forward for the review. The results of the Systematic Literature Review of all research found in published journals from 2018-20202 stated that the factors that influence celebrity endorsers on the brand image are very diverse, namely strength, trust, expertise, attractiveness/attractiveness, respect, similarity, visibility, and credibility. The main influencing factor is an attraction where a brand should choose a celebrity endorser who has a strong attraction to influence the brand image.

Keywords : Systematic Literature Review, Celebrity Endorser, Brand Image

INTRODUCTION

Current business developments require producers to use a variety of strategies to attract consumer interest so they can survive in the business competition arena. The company continuously innovates to communicate its products to suit the needs and desires of consumers. Good and efficient sales promotion is one of the marketing strategies used by companies to increase sales of their products. Companies carry out various forms of innovation

and creativity to promote their products to attract the attention of consumers. One of them is by using the figure of someone who has charm, charisma and the ability to attract the attention of many people. This is called a celebrity endorser, namely a public figure who is known to many people because of their expertise in a particular field and has a role to talk about the product so that it can influence consumer attitudes and behaviour towards the product being endorsed. (Shimp A Terence, 2010). Figures that can usually become celebrity endorsers are athletes, artists, politicians, cultural figures, community leaders and others who have influence and are known by many people. The marketing strategy of utilizing a person's positive image is expected to increase product sales.

Many brands cannot achieve sales targets, this is often due to a store's inaccuracy in providing a consumer satisfaction strategy so that consumer loyalty to the goods or services offered will be difficult to maintain. To retain existing customers, business actors are required to always be responsive to what each consumer wants. Consumer satisfaction that will be obtained by consumers is one of the most important things designed for a company, namely creating consumer satisfaction with the product (Sumadi et al., 2021).

Currently, many manufacturers use celebrity endorsers to make their products accepted in the market. For example, the Adidas brand uses Lionel Messi as their product icon, intending to build the perception that Lionel Messi can become a great soccer athlete because he uses Adidas products (Punagara, 2021). 4 factors cause consumers to be interested in buying, namely celebrity credibility, level of celebrity likes, celebrity attractiveness, and celebrity influence (Dewa, 2018). Manufacturers can use these four criteria to find suitable celebrities to represent their product image and be accepted by the market. Kamins (1990) in Frans said that the success of the celebrity endorser strategy depends on the suitability of the celebrity image with the product. Therefore, the suitability between celebrities and the right product can help to shape brand personality so that it can boost sales value (Frans, 2004). The use of celebrity endorsers who have millions of followers on their social media accounts, and are currently on the rise, will make it very easy to build public awareness of the brands they support. Choi (2002) says that the factor that is the main focus in choosing a celebrity endorser is the celebrity's popularity (Choi, 2002).

Celebrity Endorser

The definition of a celebrity endorser is a person, be it an actor, artist, or athlete, who is known to the public and becomes an idol, because of his achievements in a field and is used in conveying advertising messages that are intended to attract attention to influence target consumers.(Rama Kertamukti, 2015) Celebrities are seen as individuals who are liked by society and have attractive advantages that differentiate them from others.(Eka Setya Nurani and Jony Oktavian Haryanto, 2010) Endorsers are also used as icons or direct sources to deliver a message and demonstrate a product or service in promotional activities to support the effectiveness of conveying product messages.(Cindy Soleman, Mariam Sondakh, 2015) Celebrities include film stars, television stars, sports stars, singers, and other influential people.(Cynthia Sidharta, 2014)

Consumers easily identify with stars, often seeing them as heroes for their accomplishments, personality, and physical attractiveness. (Aklis Faizan, 2014) As much as ¼ of all advertisements use celebrities. Celebrities also strongly influence purchasing products and services, as well as brand selection for consumers. (Ayu Kusuma Melati dan Widyastuti, 2014) The expertise possessed by celebrities with the advertised product brand must be relevant.(Robby Sondakh, Ni Nyoman Kerti Yasa, 2015) Products that celebrity and non-celebrity endorsers support help companies get more attention when consumers shop because product demand increases.(Lialutfi Mayangsari and Y. Lilik Rudianto, 2014)

The role of celebrities as advertising models is that companies can use our testimonials, endorsements, actors, and spokespersons. Testimonials; If a celebrity personally uses the product, the celebrity can testify about the quality and benefits of the advertised product or brand. Endorsements: Sometimes, a celebrity was asked to star in an advertisement for a product in which he or she was not personally an expert. Actors; Celebrities are asked to promote a certain product or brand related to the role they are currently starring in a certain

broadcast program. Spokesperson; Celebrities who promote products, brands, or a company within a certain period are included in the spokesperson role group. Their appearance will be associated with the brand or product they represent. (Sheyrent Natalia and Leonid Julivan Rumambi, 2013)

According to Terence Shimp, there are 5 special attributes in a celebrity endorser, described by the acronym TEARS, where TEARS consists of; Trustworthiness, which refers more to the honesty, integrity, and confidence of the source of the message. Expertise; More refers to the knowledge, experience, or expertise possessed by an endorser associated with a brand supported by an endorser who is accepted as an expert on the brand he supports and will be more persuasive in attracting an audience than an expert. Attractiveness; More refers to what is considered an interesting thing to look at about certain concepts with physical attractiveness. Respect: the quality that is valued or favored due to the quality of achievement. Similarity; refers more to the similarities between the endorser and the audience regarding age, gender, ethnicity, social status, etc.(Morteza Soltani, et al., 2016)

Brand Image

Image is the public's perception of a company or product. This image is created by many factors beyond the company's control. The definition of image is a person's beliefs, ideas, and impressions of something. Images are impressions, feelings, feelings, or perceptions that exist in society about an object, person, or institution. For companies, image is the public's perception of corporate identity. This perception is based on what people know or think about the company that handles it so that it can be concluded that brand image is a name, term, sign, symbol, design, or a combination of all, to identify the goods or services of one seller or group of sellers and to differentiate them from competitors' products (Mundir, et al., 2021).

Morteza Soltani, Mohammad Rahim Esfidani, et al. defines brand image as a result of the experience, perceptions, beliefs, feelings, and knowledge of the people about the organization et al., 2016). which means the brand image as a result of the experiences, perceptions, beliefs, feelings, and knowledge of people concerning this organization. In the journal Shiu Li Huang and Hsiao Hsuan Ku, brand image is people's knowledge, feelings, and beliefs about an organization and through which they know, describe, remember, and relate to that organization (Shiu Li Huang and Hsiao Hsuan Ku, 2016). This means that brand image is people's knowledge, feelings, and beliefs about an organization and through which they know, describe, remember, and relate to that organization. Roslina argues that brand image is a collection of associations organized into something meaningful (Roslina, 2010). Freddy Rangkuti argues that brand image is a set of brand associations that are formed and embedded in the minds of consumers. Fandy Tjiptono defines brand image as describing consumer associations and beliefs about certain brands (Freddy Rangkuti, 2002). Based on some understanding experts, brand image is consumer perception to evaluate a product when consumers need to gain better knowledge about a product. Consumers tend to choose products that are well known and used by many people rather than products that are just known.

The purpose of using a brand is to present a series of tangible and intangible elements to consumers. How well a brand owner manages these elements will determine the value of the brand in question. In this context, a brand is an asset that has the potential to provide a stream of income in the future. If the brand dies, then the asset is lost. That is why companies that used to only measure the value of their assets based on tangible elements (factory, inventory, and cash) are starting to realize that brands are no less important assets. Thus understanding the factors that cause a brand to die or to last is important in brand management. (Fandy Tjiptono, 2014).

METHOD

Research Design

The method used in this study is the Systematic Literature Review method. According to Kitchenham and Charters (2007), it was stated that the background and formulation of the previous problem had been described by the researcher. The Systematic Literature Review

method or commonly referred to as the systematic literature review research method is one of the research methods that identifies, assesses, and interprets the problems that exist on a topic of concern, as well as answers the research questions that have been explained (B Kitchenham, 2007). This SLR method has several stages, namely:

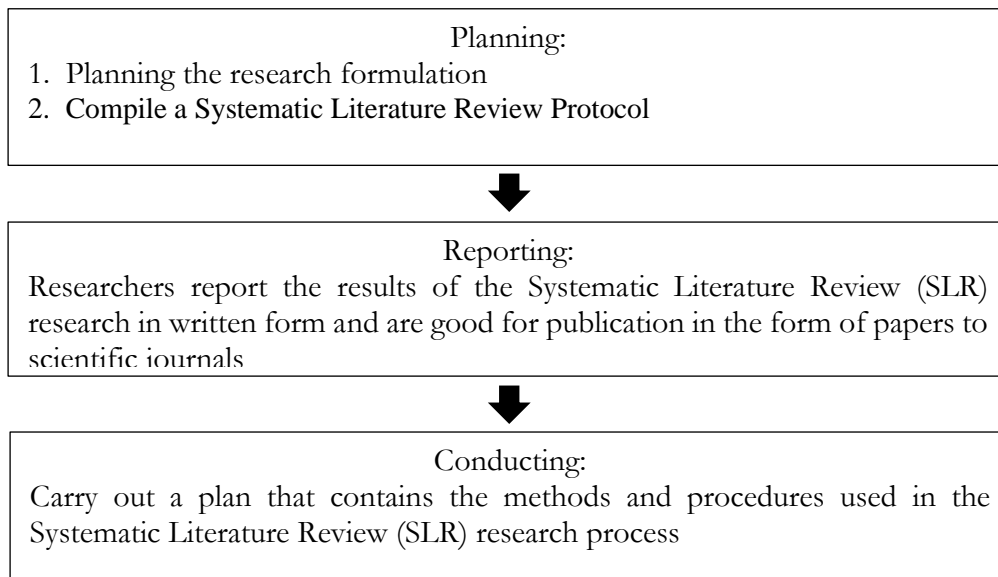


Figure 1. Stages of Systematic Literature Review

Figure 1 is a research stage consisting of the planning stage which is the initial stage of conducting the SLR, then entering the conducting stage, namely the implementation stage of the SLR, then the final stage entering the Reporting stage, which is the stage of writing the SLR into a report.

Research Question

At this stage, questions are determined according to the research topic. The following are the Research Questions that have been determined in this study:

RQ 1: What method is most often used to conduct research related to celebrity endorsers on the brand image?

RQ 2: Which journal is the celebrity endorser journal with the most significant brand image?

RQ 3: What are the factors that influence celebrity endorsers' brand image?

Research Process

The research process is carried out to obtain sources that are directly related to the problem under study to answer the Research Question (RQ) and other related references. The process of searching for data sources can be done on the site address <https://scholar.google.co.id/> as secondary data as follows: https://scholar.google.com/scholar?q=celebrity+endorser+terhadap+brand+image&hl=id&as_sdt=0%2C5&as_ylo=2018&as_yhi=2022

Studi Selection

Inclusion criteria as well as research exclusion were used to select primary and secondary studies. At this stage, criteria are determined from the data found, whether the data is suitable for use as a data source for research or not. The following are the criteria for data that is deemed worthy of being a research data source, namely:

1. The data obtained has a time range from 2018 to 2022
2. Data obtained from sources <https://scholar.google.co.id/>
3. The data used is only journal papers related to celebrity endorsers on brand image

Data Extraction

The main studies that have been selected and extracted and then collected based on data that has contributed to answering questions in this study that are appropriate to the topic

of this research problem. Data extraction forms have been prepared to assist in collecting main study data that are appropriate to the topic of the problem and are data needed in answering research questions. In the identification process involving data properties, this is used to answer research questions that have been explained and detailed in this study which will then be shown in Table 1. Data extraction will be carried out literally.

Table 1. Properties of Data Extraction Mapped to Research Questions

Property	Research Question
Identification and Publication	RQ 1, RQ 2
Quality of Financial Statements	RQ 3

Quality Assessment

At this stage the data that has been found will be evaluated based on the following questions:

- RA 1: Does the journal paper publish in the 2018-2022 period?
- RA 2: Does the journal paper discuss celebrity endorsers in the brand image?
- RA 3: Does the journal paper write a celebrity endorser on the brand image?

The quality of the assessment described above will later be re-evaluated based on the available value criteria. So that each paper will be given a value according to the question on the quality of the assessment. The values used are as follows:

- Yes : For journal papers that match the questions in the quality assessment
- No : For journal papers that do not match the questions in the quality assessment

Data Collection

Data collection is an activity carried out to find data in the field to obtain the information needed to achieve research objectives. Secondary data sources are sources that do not directly provide data to data collectors, for example through other people or documents (Sugiyono, 2015). Secondary data in this study were obtained from several stages, namely:

1. The literature study was carried out by reviewing data in journals related to the Systematic Literature Review (SLR) method obtained from the website <https://scholar.google.co.id/>
2. Documentation, the data obtained will be stored in the Mendeley software

Data Type

The type of research in this study uses a type of qualitative research using an array of interpretive techniques in managing the sources of data obtained so that they can produce answers to the problem formulation previously described with understanding, not the frequency of phenomena that often or rarely occur naturally in the social world. (Donald & Pamela, 2017).

Data Analysis

The data that has been collected in the previous stage will be analyzed at this stage. The results that have been analyzed will answer all the Research Questions that have previously been determined.

Framework

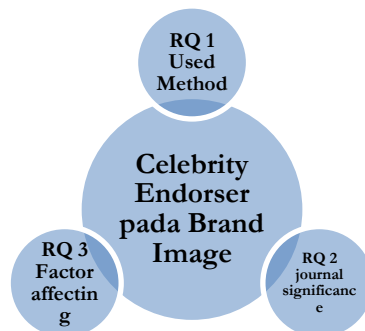


Figure 2. Framework

RESULTS AND DISCUSSION

Results of Search Process and Inclusion and Exclusion Criteria

The results of the search process and the inclusion and exclusion criteria are that there were 158 in the search process, but only 10 journal papers were taken that met the criteria, namely journal papers published in the 2018-2022 period and had a discussion related to "celebrity endorser on brand image". The following are the types of journals that have been successfully obtained:

Table 2. Grouping by Type of Journal

NO	JURNAL TYPE	YEAR	TOTAL
1	Jurnal Ekonomi dan Manajemen Indonesia	2018	1
2	Journal Online Jaringan Pengajian Seni Bina (JOJAPS)	2018	1
3	E-Proceeding of Management Telkom University	2019, 2021	2
4	Sospol: Jurnal Sosial Politik	2019	1
5	Jurnal e-Komunikasi	2020	1
6	EJRM-Elektronik Jurnal Riset Manajemen	2020	1
7	GEMA: Jurnal Gentiaras Manajemen dan Akuntansi	2021	1
8	Jurnal Ilmu dan Riset Manajemen	2021	1
9	AKTSAR: Jurnal Akuntansi Syariah	2022	1
10	YUME: Journal of Management	2022	1

Source: Data processed by researchers

Results from RQ 1; Method used

Data Analysis

Based on Research Question 1 or RQ1 regarding methods that are often used to conduct research related to the quality of financial reports in cooperatives, the results obtained are paper categories based on data collection techniques. The results seen in Table 3, show that all of these studies used data collection techniques through questionnaires. The number of respondents most widely used by researchers is 100 respondents.

Table 3. Category Data Collection Techniques

NO	Data Collection Techniques	NUMBER OF RESPONDENTS	RESEARCHERS	TOTAL
1	Questionnaire	49	(Niluh Nyoman Mega Tri Ratnasari, Sabran, 2018)	1
2	Questionnaire	138	(Sabdillah et al., 2017)	1
3	Questionnaire	100	(Gultom & Sari, 2019) (Indah et al., 2019) (Nathania et al., 2020) (Guntara & Saputri, 2021) (Nathasa & Budiyanto, 2022)	5
4	Questionnaire	96	(Muhammad Fauzi, Ronny Malavia Mardani, 2020)	1
5	Questionnaire	76	(Ali, 2021)	1
6	Questionnaire	250	(Rizni Aulia Qadri, 2022)	1

Source: Data processed by researchers

Results from RQ 2; Journal significance

Based on Research Question 2 regarding the most significant journal in the field of celebrity endorsers in brand image, 10 journals analyze celebrity endorsers in brand image. The results are shown in the table. 4 shows that every year there are journals that discuss celebrity endorsers in brand image.

Table 4. Journal Significant Category

NO	JOURNAL TYPE	YEAR
1	Jurnal Ekonomi dan Manajemen Indonesia	2018
2	Journal Online Jaringan Pengajian Seni Bina (JOJAPS)	2018
3	E-Proceeding of Management Telkom University	2019, 2021
4	Sospol: Jurnal Sosial Politik	2019
5	Jurnal e-Komunikasi	2020
6	EJRM-Elektronik Jurnal Riset Manajemen	2020
7	GEMA: Jurnal Gentiaras Manajemen dan Akuntansi	2021
8	Jurnal Ilmu dan Riset Manajemen	2021
9	AKTSAR: Jurnal Akuntansi Syariah	2022
10	YUME: Journal of Management	2022

Source: Data processed by researchers

Results from RQ 3; Factors Affecting Celebrity Endorsers on Brand Image

Based on Research Question 3 or RQ3 about the factors that influence celebrity endorsers on brand image, the results are that the paper category is based on factors that affect the quality of financial statements. From the results shown in table 5, it shows that Attractiveness/Attraction is the factor that most influences celebrity endorsers on brand image based on the research that contains these articles. Furthermore, with the power and visibility factors, credibility is the second highest factor. The third highest factor is trustworthiness, expertise respect. The last highest factor is similarity.

Table 5. Category of Celebrity Endorser Factors in Brand Image

No	Factors	Researchers	Total
1	Power	(Niluh Nyoman Mega Tri Ratnasari, Sabran, 2018) (Gultom & Sari, 2019) (Indah et al., 2019) (Muhammad Fauzi, Ronny Malavia Mardani, 2020) (Ali, 2021) (Guntara & Saputri, 2021) (Nathasa & Budiyanto, 2022)	7
2	Trustworthiness	(Sabdillah et al., 2018) (Nathania et al., 2020) (Rizni Aulia Qadri, 2022)	3
3	Expertise	(Sabdillah et al., 2018) (Nathania et al., 2020) (Rizni Aulia Qadri, 2022)	3
4	Attractiveness/Attraction	(Sabdillah et al., 2018) (Nathania et al., 2020) (Gultom & Sari, 2019) (Indah et al., 2019) (Muhammad Fauzi, Ronny Malavia Mardani, 2020) (Ali, 2021) (Guntara & Saputri, 2021) (Rizni Aulia Qadri, 2022)	8
5	Respect	(Sabdillah et al., 2018) (Nathania et al., 2020) (Nathasa & Budiyanto, 2022)	3
6	Similarity	(Sabdillah et al., 2018) (Nathania et al., 2020)	2
7	Visibility	(Gultom & Sari, 2019) (Indah et al., 2019) (Muhammad Fauzi, Ronny Malavia Mardani, 2020) (Ali, 2021) (Guntara & Saputri, 2021) (Nathasa & Budiyanto, 2022)	6
8	Credibility	(Gultom & Sari, 2019) (Indah et al., 2019) (Muhammad Fauzi, Ronny Malavia Mardani, 2020) (Ali, 2021) (Guntara & Saputri, 2021) (Nathasa & Budiyanto, 2022)	6

Source: Data processed by researchers

CONCLUSION

Based on the results of the research that has been done, it can be concluded that the results of the Systematic Literature Review of all research contained in journals have been published from 20185 to 2022 and aim to find out what factors affect the quality of financial reports, identify and analyze methods that are often used, significant journals, topics and trends as well as the best-performing method in data collection. There are 10 journals obtained based on the results of the study search selection. Factors that influence celebrity endorsers' brand image are power, trustworthiness, expertise, attractiveness/attraction, respect, similarity, visibility, and credibility.

The results of the research question (RQ1) on the method that is often used to conduct research related to celebrity endorsers on brand image, the results obtained are the paper category based on the data collection technique using a questionnaire data collection technique. The number of respondents most widely used by researchers is 100 respondents. Furthermore, the results of the research question (RQ2) are the most significant journals in the field of celebrity endorsers on brand image, 10 journals analyze celebrity endorsers on brand image. That every year there are journals that discuss celebrity endorsers on brand image, in fact almost all journals use a quantitative approach.

The results for the research question (RQ3) are about factors that influence celebrity endorsers on brand image, the results obtained are paper categories based on factors that influence celebrity endorsers on brand image. That attractiveness/attraction is the factor that most influences the celebrity endorser on the brand image contained in these papers. Furthermore, the factor of human resources and utilization of information technology is the second highest factor. The third highest factor is understanding accounting. Furthermore, with the power and visibility factors, credibility is the second highest factor. The third highest factor is trustworthiness, expertise respect. The last highest factor is similarity.

REFERENCES

- Aklis Faizan, Pengaruh Kreativitas Iklan dan Endorser terhadap Proses Keputusan Pembelian Konsumen Mie Sedap, *Management Analysis Journal*, 3 (2), 2014.
- Ali, K., Pengaruh Tayangan Televisi, Celebrity Endorsement, Terhadap Citra Merek (Brand Image) Kosmetik Maybelline, *GEMA: Jurnal Gentiaras Manajemen Dan Akuntansi*, 13 (1), 2021.
- Ayu Kusuma Melati and Widyastuti, Pengaruh Citra Merek dan Celebrity Endorser Terhadap Keputusan Pembelian Pembalut Wanita Charm, *Jurnal Ilmu Manajemen*, 2 (2), 2014.
- B Kitchenham, S. C, Guidelines for Performing Systematic Literature Reviews in Software Engineering, Keele University and Durham University Joint Report, 1(1), 2017.
- Choi, S. M., Attributional approach to understanding celebrity /product congruence effects: Role of perceived expertise, ProQuest Dissertations Publishing, Michigan State University, 2002.
- Cindy Soleman, Mariam Sondakh, and J. W. L., Pengaruh Endorser Dian Sastro Iklan Zwitsal Terhadap Pembelian Produk Pada Toko Swalayan di Kota Manado, *E-Journal Aca Diurna*, 4 (3), 2015.
- Cynthia Sidharta, Penggunaan Anggun C . Sasmi sebagai Celebrity Endorser dalam Iklan Pantene versi "Bersinarlah Bersama Anggun", *Jurnal E-Komunikasi*, 2 (3), 2014.
- Dewa, C. B., Pengaruh Celebrity Endorser Terhadap Keputusan Pembelian Wisatawan Yogyakarta pada Produk Oleh-Oleh Jogja Scrummy. *Jurnal Manajemen*, 8 (1), 2018.
- Donald, R. C., and Pamela, S. S., Metode Penelitian Bisnis, Bandung, Salemba Empat, 2017.
- Eka Setya Nurani and Jony Oktavian Haryanto, Pengaruh Celebrity Endorser, Brand Association, Brand Personality dan Product Characteristics dalam Menciptakan Intensi Pembelian (Studi pada Iklan Kuku Bima Ener-G Rosa Versi Chris John), *Jurnal of Business Strategy and Executive*, 2 (2), 2010.
- Fandy Tjiptono, *Branding & Brand Longevity* (1st ed.), C.V. Andi Offset, Yogyakarta, 2014.
- Frans, R., *Sales Force (Meningkatkan Penjualan dengan Rancangan Bangun Sales Force Effective)*, Penerbit Andi Offset, Yogyakarta, 2004.

- Freddy Rangkuti, *The Power of Brands* (1st ed.), PT Gramedia Pustaka Utama, Jakarta, 2002.
- Gultom, S. B., and Sari, D., Pengaruh Brand Ambassador Blackpink Terhadap Brand Image E-Commerce Shopee, *E-Proceeding of Management Telkom University*, 6 (2), 2019.
- Guntara, R. V., and Saputri, M. E., Pengaruh Celebrity Endorsement Terhadap Brand Image pada Evos Esports di Kota Bandung, *E-Proceeding of Management Telkom University*, 8 (4), 2021.
- Indah, S., Bulan, S., and Sudrajat, R. H., Pengaruh Penggunaan Celebrity Endorser Arief Muhammad di Instagram Terhadap Brand Image Erigo Store Program Studi Ilmu Komunikasi, Fakultas Ilmu Komunikasi dan Bisnis, Universitas Telkom Bandung, Jl . Telekomunikasi No . 01 Terusan Buah Batu , Bandung. *Sospol: Jurnal Sosial Politik*, 5 (2), 2019.
- Ku, S.-L. H. and H.-H., Brand Image Management For Nonprofit Organizations: Exploring The Relationships Between Websites, Brand Images And Donations, *Journal of Electronic Commerce Research*, 17 (1), 2016.
- Lialutfi Mayangsari and Y. Lilik Rudianto., Pengaruh Dukungan Endorser dan Brand Familiarity Terhadap Perception of Purchase Risk Dan Dampaknya Pada Niat Beli Produk, *Jurnal Manajemen Teori dan Terapan*, 7 (2), 2014.
- Morteza Soltani, Mohammad Rahim Esfidani, Gholamreza Jandagni, dan N. S., The Effect of Service Quality on Private Brand Image and Purchase Intention in The Chain Stores of ETKA, *Journal World Scientific News*, 47 (2), 2016.
- Muhammad Fauzi, Ronny Malavia Mardani, F. R., Pengaruh Visibility, Credibility, Attraction dan Power Celebrity Endorse terhadap Brand Image (Studi pada Mahasiswa FEB UNISMA Angkatan 2016-2018 pengguna Shopee), *EJRM-Elektronik Jurnal Riset Manajemen*, 5(3), 2020.
- Abdillah Mundir, Muhammad Nizar, Ajeng Rima Mustaqimah, Pengaruh Iklan, Brand Image, dan Labelisasi Halal Terhadap Minat Beli Santriwati pada Produk Kecantikan Kosmetik Wardah Menurut Prespektif Ekonomi Islam di Asrama Pondok Pesantren Ngalah Purwosari Pasuruan. *EKOSIANA: Jurnal Ekonomi Syari'ah*, 8 (2), 2021.
- Nathania, L., Tjahjo, J. D. W., and Goenawan, F., Pengaruh Penggunaan Lucas 'WayV' sebagai Celebrity Endorser terhadap Brand Awareness Neo Coffee pada Generasi Milenial Pengguna YouTube, *Jurnal E-Komunikasi*, 8 (2), 2020.
- Nathasa, N., and Budiyanto., Pengaruh Celebrity Endorser Dan Event Sponsorship terhadap Brand Image Produk Minuman Nu Green Tea, *Jurnal Ilmu Dan Riset Manajemen*, 11 (7), 2022.
- Niluh Nyoman Mega Tri Ratnasari, Sabran, H. S., Analisis Pengaruh Daya Tarik Iklan dan Kekuatan Celebrity Endorser Terhadap Brand Image Handphone Merek Oppo (Studi Kasus di Station Game Tenggara), *Jurnal Ekonomi Dan Manajemen Indonesia*, 17 (1), 2018.
- Punagara, F., 5 Pemain Bintang yang Menjadi Brand Ambassador Adidas, Ada Messi!, Online (<https://www.idntimes.com/sport/soccer/firli-n-punagara/brand-ambassador-adidas-ada-messi-c1c2>), 2022.
- Rama Kertamukti., *Strategi Kreatif dalam Periklanan: Konsep Pesan, Media, Brandin, Anggaran*, PT. Rajagrafindo Persada, Jakarta, 2015.
- Rizni Aulia Qadri, Y. M. B. S., Pengaruh Celebrity Endorsement Terhadap Purchase Intention dan Brand Image Sebagai Variabel Mediator (Studi Kasus Brand Skincare Lokal), *YUME: Journal of Management*, 5 (2), 2022.
- Robby Sondakh, Ni Nyoman Kerti Yasa, and I. P. G. S., Peran Kredibilitas Merek Memediasi Kredibilitas Endorser Dengan Ekuitas Merek (Studi Pada Konsumen "Kartu As" di Kota Denpasar), *Jurnal Buletin Studi Ekonomi*, 21 (2), 2015.
- Roslina., *Citra Merek: Dimensi, Proses Pengembangan Serta Pengukurannya*, Jurnal Bisnis Dan Manajemen, 6 (3), 2010.
- Sabdillah, R., Hidayat, R., Shinta, D., and Lubis, W., Influence of Celebrity Endorser Raisa Andriana in Advertisement on Magnum Ice Cream Brand Image on the Transmart Costumers, *Journal Online Jaringan Pengajian Seni Bina (JOJAPS)*, 10 (1), 2018.

- Sheyrent Natalia and Leonid Julivan Rumambi, Analisa Prediksi / Penilai Efektivitas Penggunaan Selebritis Sebagai Brand Endorser Untuk Membangun Brand Image (Studi Kasus Iklan the Face Shop), Jurnal Manajemen Pemasaran Petra, 1 (1), 2013.
- Shimp A Terence. Integrated Marketing Communicattion in Adversting and Promotion (Kedua). Chengage South Western, China, 2010.
- Sugiyono, Metode Penelitian dan Pengembangan, Alfabeta, Bandung, 2015.
- Sumadi, S., Tho'in, M., Efendi, T. F., and Permatasari, D., Pengaruh Strategi Pemasaran Syariah, Kepuasan Konsumen, dan Kepercayaan Konsumen Terhadap Loyalitas Konsumen (Studi Kasus Pada Naughti Hijab Store), Jurnal Ilmiah Ekonomi Islam, 7 (2). 2021.