

DAFTAR PUSTAKA

- Ali, I., & Naushad, M. (2023). "Examining the influence of social media marketing on purchase intention: The mediating role of brand image." *Innovative Marketing*, 19, 145–157. [https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/10.21511/im.19(4).2023.12)
- Andrean Fredy Iswanto, & Sanaji Sanaji. (2021). Pengaruh Perbedaan Karakteristik Brand Ambassador terhadap Keputusan Pembelian Konsumen Ruangguru. *Jurnal Ilmu Manajemen*, 9 Nomor 1, 380–391.
- Anisa Yusuf, D., Tumbel, A. L., Djemly, W., & Ekonomi dan Bisnis Jurusan Manajemen, F. (2022). *THE INFLUENCE OF NCT DREAM'S KPOP BRAND AMBASSADOR AND PRODUCT QUALITY ON PURCHASE DECISIONS FOR LEMONILO NOODLE PRODUCTS IN MANADO* (Vol. 10, Issue 3).
- Atmaja, D. R., & Rahayu, P. (2023). The Effect of Celebrity Endorsement and Sosial Media Marketing on Purchase Intention Skincare Product in Tiktok Shop. In *Majalah Ilmiah Bijak* (Vol. 20, Issue 2). <http://ojs.stiami.ac.id>
- Azizah, A., & Damastuti, R. (2023). The Role Of NCT Dream As Brand Ambassador in Building Brand Awareness Lemonilo's Instan Noodle (Study Case On Lemonilo's Instagram Account). In *Commsphere: Jurnal Ilmu Komunikasi* (Vol. 1, Issue I).
- Chen, S. (2024). The Impact of Brand Awareness on Purchase Intention. *Business, Economics and Management IEMSS*, 2024, 239.
- Edwin S, W. (2023). View of The Influence of Digital Marketing on Purchase Intention with Brand Awareness as a Mediating Variable. *International Journal of Riview Management, Bussiness, and Entrepreneurship (RMBE)*, 3, 21–29.
- Febrian, A., & Fadly, M. (2021). BRAND TRUST AS CELEBRITY ENDORSER MARKETING MODERATOR'S ROLE. *Jurnal Aplikasi Manajemen*, 19(1), 207–216. <https://doi.org/10.21776/ub.jam>
- Ferary Anjani Fatmala, K., Ferary Anjani Fatmala Sekolah Tinggi Ilmu Ekonomi Surakarta Tri Ratna Pamikatsih Sekolah Tinggi Ilmu Ekonomi Surakarta Jl Slamet Riyadi No, K., Kartasura, K., Sukoharjo, K., Tengah, J., & Penulis, K. (2024). Pengaruh Customer Review, Flash Sale Promotion dan Live Streaming Terhadap Keputusan Pembelian Pada E-Commerce Shopee Di Surakarta. *Bisnis Dan Akuntansi*, 3(1), 290–309. <https://doi.org/10.58192/profit.v2i3.1961>

- Ferdiana Fasha, A., Robi, M. R., & Windasari, S. (2022). DETERMINASI KEPUTUSAN PEMBELIAN MELALUI MINAT BELI: BRAND AMBASSADOR DAN BRAND IMAGE (LITERATURE REVIEW MANAJEMEN PEMASARAN). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 2022. <https://doi.org/10.38035/jmpis.v3i1>
- Ghadani, A., Muhar, A. M., & Sari, A. I. (2022). Pengaruh brand ambassador dan brand image terhadap keputusan pembelian di shopee dengan mediasi brand awareness. In *Insight Management Journal* (Vol. 2, Issue 3). <https://journals.insightpub.org/index.php/imj>
- Indriani, L., & Harahap, K. (n.d.). PENGARUH SOCIAL MEDIA MARKETING, BRAND IMAGE DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN SCARLETT WHITENING. *Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital*, 3(1), 51–60. <https://transpublika.co.id/ojs/index.php/JEKOMBITAL>
- Lestari, I., Manullang, M., Sari Butar-Butar, R., & Rifda Daulay, Z. (2021). The Effect Of Brand Ambassador and Prices on The Purchase Decision Of Android Hand Phone Through Interest In Buying Consumers In Medan City. *International Journal of Science*, 1321–1326. <http://ijstm.inarah.co.id>
- Luh Gede Permata Sari Dewi, Natasya Edyanto, & Hotlan Siagian. (2020). *The effect of Brand Ambassador Brand Image and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya Indonesia. The 1th International Conference on Social Sciences and Humanities (ICHS 2019)*.
- Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, 8(1), 1. <https://doi.org/10.1080/23311975.2021.1944008>
- Marcella, I., Nursal, M. F., & Wulandari, D. S. (2023). PENGARUH ELECTRONIC WORD OF MOUTH DAN BRAND AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI SKINCARE SOMETHINC DI KOTA BEKASI. *JURNAL ECONOMINA*, 2(10), 2775–2790. <https://doi.org/10.55681/economina.v2i10.903>
- Mardiani, A. S., & Wardhana, A. (2018). PENGARUH BRAND AMBASSADOR TERHADAP MINAT BELI KONSUMEN BANDUNG KUNAFE CAKE THE EFFECT OF BRAND AMBASSADOR TOWARDS BUYERS INTEREST OF BANDUNG KUNAFE CAKE. *Universitas Telkom*.
- Putri, E. M., Prihantoro, E., Harmadi, A., Ohorella, N. R., & Sari, D. (2023). Korean Wave and NCT Dream Brand Ambassador and its Influence on Interest in

- Buying Products on Twitter Followers @lemonilo. *Technium Social Sciences Journal*, 40, 148–155. www.techniumscience.com
- Renita Rante, Mince Batara, & Jens Batara Madewa. (2024). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen Pada Toko Sinar Agung Rantepao Toraja Utara. *INNOVATE: Journal Of Social Science Research*, 4, 6939–6948.
- Ritawaty, N., & Pancasetia Banjarmasin, S. (2024). STRATEGI RAW UNFILTERED MARKETING DALAM MENINGKATKAN BRAND AWARENESS BISNIS TRAFFIC BUN. In *Jurnal Manajemen Strategis dan Inovasi* (Vol. 06, Issue 2). <https://journalpedia.com/1/index.php/jmsi>
- Siskhawati, L., & Atman Maulana, H. (2021). THE INFLUENCE OF BRAND AMBASSADOR AND KOREAN WAVE ON PURCHASE DECISION FOR NEO COFFEE PRODUCTS. *Jurnal Ekonomi Dan Bisnis*, 24(1), 1–7. www.jurnal.unikal.ac.id/index.php/jebi
- Solihin, D., & Setiawan, R. (2021). The Influence of Brand Image and Atmosphere Store on Purchase Decision for Samsung Brand Smartphone with Buying Intervention as Intervening Variables. *International Journal of Social Science and Business*, 5(2), 262–270. <https://ejournal.undiksha.ac.id/index.php/IJSSB/index>
- Sunday Ade Sitorus, M. S., Nada Arina Romli, M. I. Kom., Ni Putu Sukanteri, S. Sos. ,M. M., & Seprianti Eka Putri, S. E. , M. M. , M. M. (2022). *BRAND MARKETING THE ART OF BRANDING* (S. E. , M. M. Acai Sudirman, Ed.). Media Sains Indonesia.
- Suryani, T., Fauzi, A. A., & Nurhadi, M. (2022). What Should Companies Do to Improve Brand Awareness Through Instagram? The Lens of Signalling Theory. *Asian Journal of Business and Accounting*, 15(2), 247–279. <https://doi.org/10.22452/ajba.vol15no2.9>
- Tas'yana Ayu Larasati, Naini Rizka Amalia, & Mita Mawardani. (2022). PENGARUH IDOL KPOP SEBAGAI BRAND AMBASSADOR, BRAND IMAGE DAN BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN MIE LEMONILO. *SOLUSI: Jurnal Ilmiah Bidang Ekonomi*, 20, 403–413.
- Wina Aprianti, & Kartika Imasari Tjiptodjojo. (2023). Pengaruh Brand Ambassador, Brand Awareness dan Brand Image terhadap Keputusan Pembelian Skincare Scarlett Whitening. *JlIP (Jurnal Ilmiah Ilmu Pendidikan)*, 6, 1275–1282.

Yuniati, & Siagian, M. (2023). SEIKO : Journal of Management & Business. *Dan Lifestyle Terhadap Keputusan.... SEIKO : Journal of Management & Business*, 6(2), 215–225.