

DAFTAR PUSTAKA

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356. <https://doi.org/10.2307/3151897>.
- Akin, M. (2011). Predicting Consumer Behavioral Intentions With Perceptions Of Brand Personality : A Study In Cell Phone Markets International . *Journal Of Business And Management*, 193 - 206.
- Alma, Buchori. 2018. Manajemen Pemasaran dan Pemasaran Jasa. Cetakan ke 13. Bandung : Alfabeta, cv.
- Assael, Henry. (2004). *Consumer Behaviour and Marketing Action*. Thompson, NY, USA./ 2001
- Cahyowulan, Shinta Ayu Pratiwi. (2018). “Pengaruh Brand Ambassador pada minat beli produk wrangler dengan citra merek sebagai variabel intervening” (*Studi kasus pada mahasiswa yang kuliah di Yogyakarta*). Skripsi thesis, Sanata Dharma University.
- Firmansyah, Anang. (2019). *Pemasaran Produk dan Merek: Planning dan Strategy*, Jakarta: Qiara Media.
- Garanti, Z. and Kissi, P.S. (2019), "The effects of social media brand personality on brand loyalty in the Latvian banking industry: The mediating role of brand equity", *International Journal of Bank Marketing*, Vol. 37 No. 6, pp. 1480-1503. <https://doi.org/10.1108/IJBM-09-2018-0257>.

- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS*
25. Semarang: Badan Penerbit Universitas Diponegoro.
- Idris, Muhammad. (2021). “Apa Itu Pemasaran: Definisi, Jenis, Fungsi, dan Contohnya”. <https://money.kompas.com/read/2021/10/08/160741926/apa-itu-pemasaran-definisi-jenis-fungsi-dan-contohnya?page=all>, diakses pada 23 Maret 2022 pukul 20:35.
- Keegan, Warren J. Mark C. Green. 2008. *Global Marketing*. United States of America : PearsonPrenticeHall
- Keller, Kevin Lane. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: PrenticeHall.
- Kotler, P., & Armstrong, G. (2008). *Prinsip Prinsip Pemasaran*. Jakarta : Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. New Jersey: Pearson Prentice Hall.
- Lea-Greenwood, G. (2012). *Fashion Marketing Communications*. Somerset, NJ, USA: Wiley.
- Lupiyoadi, & Hamdani. (2006). *Manajemen Pemasaran Jasa* . Jakarta: Salembah Empat.
- Mardiani, A.S. (2018). Pengaruh Brand Ambassador Terhadap Minat Beli Bandung Kunafe Cake. *Eproceedings of Management* Vol 5, No 2 ISSN: 2355-9357

- Naibaho, A. (2017) Pengaruh Brand Personality Terhadap Minat Beli Produk Body Mist. *Jurnal Computech dan Bisnis* Vol. 11, no. 1 pp. 25 – 38 ISSN 2442-4943 <http://jurnal.stmik-mi.ac.id/index.php/jcb>
- Rutter, R., Nadeau, J., Aagerup, U., & Lettice, F. (2019). The Olympic Games and associative sponsorship: Brand personality identity creation, communication and congruence. *Rom* <https://doi.org/10.1108/INTR-07-2018-0324>
- Sagia A, Situmorang SH. 2018. Pengaruh Brand Ambassador, Brand Personality Dan Korean Wave Terhadap Keputusan Pembelian Produk Nature Republic Aloe Vera. *J. Manaj. Bisnis Indones.* 5.
- Santoso, Singgih. 2012. *Panduan Lengkap SPSS Versi 20*. Jakarta: PT. Elex Media Komputindo.
- Simamora. (2004). *Panduan Riset Perilaku Konsumen*. Jakarta, PT.Gramedia Pustaka Utama.
- Situmorang, S. H. (2017). *Riset Pemasaran*. Medan: USU Press.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif Dan R & B*. Bandung: Alfabeta.
- Sujarweni, V. Wiratna. 2019. *Analisis Laporan Keuangan*. Yogyakarta : Pustaka Baru Press.
- Tjiptono, F. (2005). *Strategi Pemasaran*. Yogyakarta: Andi Offset.

- Top Brand Award. (2022). www.topbrand-award.com. Retrieved Februari 16, 2022, from Top Brand Indek Produk Kosmetik Pond's 2017-2022. https://www.topbrand-award.com/top-brand-index/?tbi_year=2020
- Tsordia, C., Papadimitriou, D., & Apostolopoulou, A. (2018). Building a sponsor's equity through brand personality: Perceptions of fans and rivals. *Sport, Business and Management: An International Journal*, 8(5), 454–468. <https://doi.org/10.1108/SBM-09-2017-0050>.
- Unilever Indonesia. (2022). www.unilever.co.id. Retrieved Februari 24, 2022, from *Brands Beauty Personal-care* Pond's. <https://www.unilever.co.id/brands/beauty-personal-care/ponds/>