

DAFTAR PUSTAKA

- AllKpop. (2021, March 30). *KAIxGucci Capsule Collection Pop-Up store in Beijing earned 1.2 Million in sales in just three days + New Gucci Pin Up Stores Unveiled*. allkpop. Retrieved August 2, 2025, from <https://www.allkpop.com/article/2021/03/kaixgucci-capsule-collection-pop-up-store-in-beijing-earned-12-million-in-sales-in-just-three-days-new-gucci-pin-up-stores-unveiled>
- Andira, N. P., Prasetyo, R. A., & Ananda, A. S. (2023, May 5). The Impact of K-Pop Idol on Brand Awareness, Hedonic Shopping Motivation, and Purchase Intention. *Kajian Branding Indonesia*, 5(1), 13. <https://doi.org/10.21632/kbi.5.1.1-15>
- Angelina, M. (2019, Oktober 12). *Kai EXO as Gucci Ambassador in Fall/Winter 2019 Eyewear Campaign*. The Editors Club. Retrieved Mei 7, 2025, from <https://theeditors-club.com/kai-exo-as-gucci-ambassador-in-fall-winter-2019-eyewear-campaign/>
- Angelina, M. (2021, February 23). *Kai X Gucci, Koleksi Pertama Sang Label Italia dan Bintang K-Pop*. The Editors Club. Retrieved August 4, 2025, from <https://theeditors-club.com/kai-x-gucci-koleksi-pertama-sang-label-italia-dan-bintang-k-pop/>
- Bachrun, A. Y. (2015). THE INFLUENCE OF INDONESIAN CELEBRITY BRAND AMBASSADOR ON CONSUMER BUYING BEHAVIOR OF FEMALE BEAUTY PRODUCTS. *Jurnal Berkala Ilmiah Efisiensi*, 15(05), 335.
- Bangkok Post. (2021, April 16). *Grin and bear it with Gucci*. Bangkok Post. Retrieved August 3, 2025, from <https://www.bangkokpost.com/life/social-and-lifestyle/2100423/grin-and-bear-it-with-gucci>
- Bergkvist, L., & Zhou, K. Q. (2016, February 6). Celebrity endorsements: a literature review and research agenda. *International Journal of Advertising*, 35(4), 3. <https://doi.org/10.1080/02650487.2015.1137537>
- Biswas, S., Hussain, M., & O'Donnell, K. (2009, March 24). Celebrity Endorsements in Advertisements and Consumer Perceptions: A Cross-Cultural Study. *Journal of Global Marketing*, 22(2), 130. <http://dx.doi.org/10.1080/08911760902765940>
- Borden, N. H. (2001). *The Concept of The Marketing Mix* (1st ed., Vol. 5). Routledge.
- Buyma. (2021, April 17). **【日本完売】KAI×GUCCI 商品発売開始！**. Buyma. Retrieved August 3, 2025, from <https://www.buyma.com/buyer/9120490/post/298826.html?srsId=AfmBOop8NWvcz1MnCcV-GNzwPv3MspRPEfGumSwQNsd17Y9kpyutjXv3>
- Byrne, A., Whitehead, M., & Breen, S. (2003, Mei 1). The naked truth of celebrity endorsement. *British Food Journal*, 105(4/5), 290. <https://doi.org/10.1108/00070700310477086>
- Cahyaningrum, A. O., & Harsono, M. (2023). Historical Study Of Promotion Philosophy In Marketing. *Jurnal Ekonomi Dan Perbankan*, 8(1), 2. <https://doi.org/10.36587/probank.v8i1.1447>

- Chan, K., & Fan, F. (2020, November 3). Perception of advertisements with celebrity endorsement among mature consumers. *Journal of Marketing Communications*, 28(2), 10. <https://doi.org/10.1080/13527266.2020.1843063>
- Cheng, Z. (2024, October 12). Research on the Optimization of Marketing Strategies Based on Brand Image: How Gucci Adapts to the Current Chines Market. *Advances in Economics, Management and Political Sciences*, 109(1), 124-126. <http://dx.doi.org/10.54254/2754-1169/109/2024BJ0129>
- Choi, J. E. (2021, March 17). 엑소 카이, '구찌 팬' 팝업 스토어에 깜짝 등장. 톱데일리. Retrieved August 3, 2025, from <https://www.topdaily.kr/articles/60072>
- Ciamas, W. S., Ciamas, E. S., Lisa, Hutabarat, F. A. M., & Sulaiman, F. (2021, Agustus). Harga sebagai Komponen Marketing Mix Terhadap Penjualan di PT Bale Dipa Aruna (Perumahan Medan Resort City), Medan. *Harga sebagai Komponen Marketing Mix Terhadap Penjualan di PT Bale Dipa Aruna (Perumahan Medan Resort City), Medan*, 3(1), 496.
- Cikal, K. (2021, February 24). Kolaborasi Eksklusif Kai X Gucci. Her World. Retrieved July 31, 2025, from https://www.herworld.co.id/article/2021/2/17425-Kolaborasi-Eksklusif-Kai-X-Gucci#google_vignette
- Duguru. (n.d.). *Landscape Design Portfolio designed by guru*. DUGURU. Retrieved August 3, 2025, from <https://duguru.co.kr/all-landscape-collections/?bmode=view&idx=152795443>
- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015, August 17). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*, 24(5), 457. <https://doi.org/10.1108/JPBM-10-2014-0722>
- @ELLEThailand. (2019, September 18). สมาชิกจากวงEXO ได้รับเลือกให้เป็น Global Brand Ambassador. X. Retrieved August 3, 2025, from <https://x.com/ELLEThailand/status/1174225428762058752?t=JLBrlJ2iyIoB-V7aI7f0cw&s=08>
- Erdogan, B. Z. (1995). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 294. <http://dx.doi.org/10.1362/026725799784870379>
- ESQUIRE Korea. (2021, February 24). 제작비지원] 카이와 구찌가 만난 KAI x Gucci 컬렉션 공개 I 엑소, EXO, 카이구찌, 구찌카이, 캡슐 컬렉션, 에스콰이어, 에스콰이어 코리아, ESQUIRE KOREA. Youtube. Retrieved May 23, 2025, from <https://www.youtube.com/watch?v=5UROylAA7bA>
- Fasha, A. F., Robi, M. R., & Windasari, S. (2022, Januari 15). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador dan Brand Image (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, 3(1), 30.
- Getty Images. (2023, January 13). Gucci - Arrivals - Milan Fashion Week Fall/Winter 2023/24. gettyimages. Retrieved August 5, 2025, from

- <https://www.gettyimages.com/detail/news-photo/kai-arrives-at-the-gucci-show-during-milan-fashion-week-news-photo/1456196588>
- Ghadani, A., Muhar, A. M., & Sari, A. I. (2022, Mei). Pengaruh brand Ambassador dan brand image terhadap keputusan pembelian di shopee dengan mediasi brand awareness. *Jurnal Manajemen Wawasan*, 2(3), 116. <https://doi.org/10.47065/imj.v2i3.200>
- Gorgner, S., & Brune, P. (2018). Software-Based Brand Ambassador Selection - A Celebrity-Branding Assessment Framework in Action. *In book: Trends and Advances in Information Systems and Technologies*, 313. https://doi.org/10.1007/978-3-319-77703-0_32
- GUCCI. (n.d.). GUCCI® US Official Site | Redefining Luxury Fashion. Retrieved July 3, 2025, from <https://www.gucci.com/us/en/>
- GUCCI. (n.d.). *FALL WINTER WOMENSWEAR*. GUCCI. Retrieved July 3, 2025, from https://www.gucci.com/us/en/st/stories/article/women-fall-winter-2020-looks-gallery?srsltid=AfmBOorTs_MhEeYPukK8Y6FKXitSkeJhaUBZ57U-SKTM-QfyT3RK49ib
- GUCCI. (n.d.). *Global Brand Ambassador Xiao Zhan for a new campaign highlighting the Horsebit 1955 bag and Gucci Re-Web sneaker*. Gucci. Retrieved July 31, 2025, from <https://www.gucci.com/us/en/st/stories/article/xiao-zhan-together-again?srsltid=AfmBOor-3i2HHjQWLg25T3iq5fB9UtbU0EdgY3gywOHNCamDVmaR6D0W>
- GUCCI. (n.d.). *THE MILAN FLAGSHIP REOPENS*. <https://www.gucci.com/us/en/st/stories/people-events/article/the-milan-flagship-reopens?srsltid=AfmBOooTg4dnomdVmnIx2AoKl46hgsTiH0MaMseyC6mBP-M9FsXHhPR1>
- GUCCI. (n.d.). *Seoul - Cheongdam - Flagship*. https://www.gucci.com/us/en/store/9915-chungdamdong-gangnamgu?srsltid=AfmBOor-bz5hszSIAHxm02PnvsYCEb7JxsFIJ_gNLb1-umpeTpug_f23
- GUCCI. (n.d.). *Spring Summer 2020*. Gucci. Retrieved July 3, 2025, from <https://www.gucci.com/us/en/st/stories/article/spring-summer-2020-looks-gallery?srsltid=AfmBOopt617H7flgy3Vld2MeoqvWeElPD5Zzy47okIvIWmi2njMp06OO>
- @gucci. (2019, June 4). *Gucci Cruise 20 Show*. X. Retrieved August 3, 2025, from <https://x.com/gucci/status/1135750413326508032?t=6uqtFyXA5Mdz33Y-5Mi1w&s=08>
- @gucci. (2019, September 16). *Gucci Eyewear Campaign for Fall Winter 2019*. X. Retrieved August 4, 2025, from <https://x.com/gucci/status/1173575955199266818?t=x6OzarqH1D0NPf3p1UZpdg&s=19>
- @gucci. (2019, September 17). *Gucci Eyewear Campaign*. X. Retrieved August 4, 2025, from

- <https://x.com/gucci/status/1173867519624568832?t=hQnKh6K50qVI-C1VA64MOQ&s=08>
- GUCCI. (2021, February 25). *KAI x Gucci: The Making of the Gucci Bear Balloons by IM Jibin*. Youtube. Retrieved August 4, 2025, from [@gucci](https://youtu.be/BFmDKAtBnOA?si=nsoPh3OTw85mU1Ek).
- @gucci. (2021, March 5). *Gucci Epilogue*. X. Retrieved August 3, 2025, from <https://x.com/gucci/status/1367831205270278151?t=WLTH-K0dIOiN7z6XGbP-xw&s=08>
- Hameed, F., Malik, I. A., Hadi, N. U., & Raza, M. A. (2023, Januari 25). Brand awareness and purchase intention in the age of digital communication: A moderated mediation model of celebrity endorsement and consumer attitude. *Journal of Communication and Media Technologies*, 13(2), 9. <https://doi.org/10.30935/ojcmnt/12876>
- Hansudoh, S. A. (2012). Pengaruh Celebrity Endorsement Terhadap Purchase Intention Melalui Perceived Value Pada Produk Top Coffe di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen*, 1(5), 1. <https://doi.org/10.33508/jumma.v1i5.309>
- Hasibuan, W., & Hendra. (2024, Januari 3). Pengaruh Faktor Budaya Terhadap Strategi Pemasaran Global Dalam Konteks Bisnis Internasional. *Jurnal Minfo Polgan*, 12(2), 2650. <https://doi.org/10.33395/jmp.v12i2.13341>
- Icon Siam. (2021, April 22). *KAI X GUCCI*. ICONSIAM. Retrieved May 23, 2025, from <https://www.iconsiam.com/en/shopping/kai-x-gucci>
- Isaiah, N. (2025, April 16). *7 Global Ambassadors of Gucci in 2023 — KOLOR MAGAZINE*. KOLOR MAGAZINE. Retrieved July 31, 2025, from <https://www.kolormagazine.com/fashion-1/gucci-global-ambassador-2023>
- Išoraitė, M. (2016, Juni). Marketing Mix Theoretical Aspects. *International Journal of Research Granthaalayah*, 4(6), 25-37. <https://doi.org/10.29121/granthaalayah.v4.i6.2016.2633>
- Jun, M., Han, J., Zhou, Z., & Eisingerich, A. B. (2023, April 28). When is celebrity endorsement effective? Exploring the role of celebrity endorsers in enhancing key brand associations. *Journal of Business Research*, 164, 4. <https://doi.org/10.1016/j.jbusres.2023.113951>
- Kering. (n.d.). *Financial publications*. Kering. Retrieved May 7, 2025, from <https://www.kering.com/en/finance/publications/>
- Kering. (n.d.). *Gucci History | History of the House*. Kering. Retrieved May 7, 2025, from <https://www.kering.com/en/houses/couture-and-leather-goods/gucci/history/>
- Kering. (n.d.). *Kering Group's luxury Houses*. Kering. Retrieved May 19, 2025, from <https://www.kering.com/en/houses/>
- Kim, M. S. (2021, March 5). *엑소 카이, '카이'x 구찌 컬렉션 프리뷰* 참석. AsiaA. Retrieved August 3, 2021, from <http://www.asiaa.co.kr/news/articleView.html?idxno=26165>
- Kotler, P., & Armstrong, G. (2008). *Principles of Marketing* (12th ed., Vol. 1). Pearson/Prentice Hall.
- Kotler, P., & Armstrong, G. M. (2012). *Principles of Marketing* (14th ed.). Pearson Prentice Hall.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15 Global Edition* (15th ed.). Pearson Education.
- Lee, Y. J. (2021, March 5). '177만원' 카이 니트 완판... 역시 '인간구찌'. 스포츠경향. Retrieved August 2, 2025, from <https://sports.khan.co.kr/article/202103051101003?pt=nv>
- Levy, M. (2021, March 9). *The Adorable KAI X Gucci Capsule: We've Got The Details And Prices*. Female Magazine. Retrieved May 23, 2025, from <https://www.femalemag.com.sg/gallery/fashion/kai-gucci-teddy-bears-exo-capsule-collection-prices/>
- Lyst. (n.d.). *The Lyst Index: Fashion's Hottest Brands and Products Q2 2019*. Lyst. Retrieved July 25, 2025, from <https://www.lyst.com/data/the-lyst-index/q219/>
- Maimun, A. A., Naznen, F., Yang, Q., Ali, M. H., & Hashim, N. M. H. N. (2023, Juni). Modelling the significance of celebrity endorsement and consumer interest on attitude, purchase intention, and willingness to pay a premium price for green skincare products. *Research Article*, 9(6), 11. <https://doi.org/10.1016/j.heliyon.2023.e16765>
- Martin, R. (n.d.). *Gucci | History, Fashion, Logo, & Facts*. Britannica. Retrieved May 6, 2025, from <https://www.britannica.com/topic/Gucci>
- Martono, N. (2010). *METODE PENELITIAN KUANTITATIF: Analisis Isi dan Analisis Data Sekunder (sampel halaman gratis)* (Revisi 2 ed.). RajaGrafindo Persada.
- McCracken, G. (1989, December). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 316. <http://dx.doi.org/10.1086/209217>
- Mohamad, R., & Rahim, E. (2022, 8 8). Strategi Bauran Pemasaran (Marketing Mix) Dalam Perspektif Syariah. *Jurnal Ekonomi Syariah*, 2(1), 19. <https://doi.org/10.54045/mutawazin.v2i1.113>
- Moon, S. R. (2021, February 26). 엑소 카이와 함께한 '카이 x 구찌 컬렉션'. EyesMag. Retrieved August 3, 2025, from <https://www.eyesmag.com/posts/134772/KAI-X-GUCCI-CAMPAIGN>
- Moore, B. (2022, September 23). *Gucci Runway Makes Statement about Solidarity in Divided Time*. WWD. Retrieved July 3, 2025, from <https://wwd.com/runway/spring-2023/milan/gucci/review/>
- Moore, S. (2021, April 15). *Gucci RTW Fall 2021*. WWD. Retrieved July 3, 2025, from <https://wwd.com/runway/fall-ready-to-wear-2021/milan/gucci/review/>
- Mower, S. (2018, September 24). *Gucci Spring 2019 Ready-to-Wear Collection*. Vogue. Retrieved July 3, 2025, from <https://www.vogue.com/fashion-shows/spring-2019-ready-to-wear/gucci>
- Nainggolan, S. B., Lubis, M. P. N., Chairul Nazar Saing, & Suhairi. (2024, Januari 10). Pemasaran Global. *Jurnal Masharif al-Syariah: Jurnal Ekonomi dan Perbankan Syariah*, 9(1), 74. <https://doi.org/10.30651/jms.v9i1.21363>

- Nelson, O., & Deborah, A. (2017, January 27). Celebrity Endorsement Influence on Brand Credibility: A Critical Review of Previous. *e Journal of Communication and Media Technologies*, 7(1), 27-28.
- Ong, K. (2021, 2 26). *Creature Comforts: The Kai x Gucci Campaign Is Out | L'Officiel Singapore*. L'Officiel Philippines. Retrieved May 7, 2025, from <https://www.lofficielph.com/fashion/creature-comforts-the-kai-x-gucci-campaign-is-out>
- Phan, B. A. D. (2024). Benefits of Selecting Suitable Global Ambassadors for Luxury Brands Case collaboration: Jisoo and Dior. <https://urn.fi/URN:NBN:fi:amk-2024051311347>
- Phelps, N. (2019, February 20). *Gucci 2019 Fall Ready-To-Wear*. Vogue. Retrieved July 3, 2025, from <https://www.vogue.com/fashion-shows/fall-2019-ready-to-wear/gucci>
- Phelps, N. (2020, November 22). *Gucci Spring 2021 Ready-to-Wear Collection*. Vogue. Retrieved July 3, 2025, from <https://www.vogue.com/fashion-shows/spring-2021-ready-to-wear/gucci>
- Phelps, N. (2021, November 3). *Gucci Spring 2022 Ready-to-Wear Collection*. Vogue. Retrieved July 3, 2025, from <https://www.vogue.com/fashion-shows/spring-2022-ready-to-wear/gucci>
- Phelps, N. (2022, February 25). *Gucci Fall 2022 Ready-to-Wear Collection*. Vogue. Retrieved July 3, 2025, from <https://www.vogue.com/fashion-shows/fall-2022-ready-to-wear/gucci>
- Phelps, N. (2023, February 24). *Gucci Fall 2023 Ready-to-Wear Collection*. Vogue. Retrieved July 3, 2025, from <https://www.vogue.com/fashion-shows/fall-2023-ready-to-wear/gucci>
- Puja, D. K. (2006). Celebrity endorsement: A strategic promotion perspective. *Indian Media Studies Journal*, 1(1), 28.
- Qomaruddin, & Sa'diyah, H. (2024, Desember 6). Kajian Teoritis tentang Teknik Analisis Data dalam Penelitian Kualitatif: Perspektif Spradley, Miles dan Huberman. *Journal of Management, Accounting and Administration*, 1(2), 83. <https://doi.org/10.52620/jomaa.v1i2.93>
- Rambe, D. N. S., & Aslami, N. (2022, January 28). Analisis Strategi Pemasaran Dalam Pasar Global. *Jurnal Pengabdian Masyarakat*, 1(2), 221. <https://doi.org/10.47467/elmujtama.v1i2.853>
- Saadon, A. (2021, February 26). *Exo's Kai Partners Gucci For an Exclusive Collection Launching in Singapore on April 15*. Tatler Asia. Retrieved May 23, 2025, from <https://www.tatlerasia.com/style/fashion/sg-kai-gucci-capsule-collection>
- Salsabila, N., & Purwanto, E. (2024, June 22). The Influence of Brand Ambassadors and Brand Image on Customer Loyalty Mediated by Purchase Decisions. *MindVanguard. Behav*, 2(2), 33. <https://doi.org/10.56578/mvbb020202>
- Samli, A. C. (2012, October 18). Marketing Strategy for Global Luxury Products. *International Consumer Behavior in the 21st Century*, 146. https://doi.org/10.1007/978-1-4614-5125-9_14
- Sari, Y. M., Hayu, R. S., & Salim, M. (2021, Desember 30). The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity

- Endorsement. *Jurnal Manajemen & Kewirausahaan*, 9(2), 163. <https://doi.org/10.26905/jmdk.v9i2.6217>
- Singh, G., & Pandey, N. (2017, July 10). Determinants of Celebrity Owned Brands Leveraging Price Premium. *Journal of Fashion Marketing and Management: An International Journal*, 21(3), 10. <http://dx.doi.org/10.1108/JFMM-11-2016-0099>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALFABETA,.
- Suhairi, Ritonga, A. I., Pohan, R. a. R., & Siregar, A. R. (2023, Desember 28). Analisis Pentingnya Strategi dan Program Pemasaran Global di Era 5.0. *Jurnal Minfo Polgan*, 12(2), 2577. <https://doi.org/10.33395/jmp.v12i2.13318>
- Suleman, D., Suyoto, Y. T., Sjarief, R., Sabil, S., Marwansyah, S., Adawia, P. R., & Puspasari, A. (2022, September 6). The effects of brand ambassador and trust on purchase decisions through social media. *International Journal of Data and Network Science*, 7(1), 434. <http://dx.doi.org/10.5267/j.ijdns.2022.9.003>
- Sun, L. (2025, March 20). Celebrity Endorsements and Brand Effectiveness: Is Success Inevitable or Accidental? *Advances in Economics, Management and Political Sciences*, 165, 102-103. <https://doi.org/10.54254/2754-1169/2025.21588>
- thedutchladydesigns. (2023, May 31). *Where Is Kai X Gucci Available?* thedutchladydesigns. Retrieved May 23, 2025, from <https://thedutchladydesigns.com/where-is-kai-x-gucci-available/>
- Wang, J., & Yu, L. (2021, December 26). The Analysis of Louis Vuitton's Marketing Strategy in China Based on the 4P Model and Brand Marketing. *BCP Business & Management*, 16, 103. <https://doi.org/10.54691/bcpbm.v16i.272>
- Yudho, S. K. S., & Agustin, S. (2022, Agustus 31). Pengaruh Marketing Mix (7P) Terhadap Keputusan Pembelian Pada Toko Online. *Jurnal Ilmu dan Riset Manajemen*, 11(8), 4.
- Yusanti, A. A. P. (2017, November). PENGARUH MARKETING MIX, CELEBRITY ENDORSMENT, DAN LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK WARDAH. *Jurnal Ilmu dan Riset Manajemen*, 6(11), 14.
- Zeithaml, V. A. (1988, July). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 14. <https://doi.org/10.1177/002224298805200302>
- Zellatifanny, C. M., & Mudjiyanto, B. (2018, Desember 12). Tipe Penelitian Deskripsi dalam Ilmu Komunikasi. *Jurnal Diakom*, 1(2), 84.
- @zkdlin. (2020, March 19). *elle korea for gucci*. Instagram. Retrieved August 4, 2025, from https://www.instagram.com/p/B954YcLH4Ry/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

- @zkdlin. (2020, November 7). #ad. Instagram. Retrieved August 4, 2025, from https://www.instagram.com/p/CHSjJrLHlf5/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- @zkdlin. (2021, February 22). #KAlxGUCCI. Instagram. Retrieved August 4, 2025, from https://www.instagram.com/p/CLlK2t4HN_Y/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- @zkdlin. (2021, March 3). #KAlxGUCCI. Instagram. Retrieved August 4, 2025, from https://www.instagram.com/p/CL9Ifk5nJN8/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==