

## DAFTAR PUSTAKA

- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, *132*, 186–195. <https://doi.org/10.1016/J.JBUSRES.2021.03.067>
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, *88*(3), 588–606. <https://doi.org/10.1037/0033-2909.88.3.588>
- Chan, E. Y., & Ilicic, J. (2019). Political ideology and brand attachment. *International Journal of Research in Marketing*, *36*(4), 630–646. <https://doi.org/10.1016/J.IJRESMAR.2019.04.001>
- Fernandes, T., Guzmán, F., & Mota, M. (2024). Purpose is the new branding: understanding conscientious purpose-driven marketing and its impact on brand outcomes. *Journal of Product & Brand Management*, *33*(6), 761–782. <https://doi.org/10.1108/JPBM-08-2023-4667>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Richter, N. F., & Hauff, S. (2017). Partial Least Squares Strukturgleichungsmodellierung. In *Partial Least Squares Strukturgleichungsmodellierung*. Verlag C.H.Beck. <https://doi.org/10.15358/9783800653614>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, *116*(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Joo, S., Miller, E. G., & Fink, J. S. (2019). Consumer evaluations of CSR authenticity: Development and validation of a multidimensional CSR authenticity scale. *Journal of Business Research*, *98*, 236–249. <https://doi.org/10.1016/J.JBUSRES.2019.01.060>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, *57*(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, *16*(3), 310–321. <https://doi.org/10.1086/209217>
- Muniz, F., & Guzmán, F. (2021). Overcoming the conflicting values of luxury branding and CSR by leveraging celebrity endorsements to build brand equity. *Journal of Brand Management*, *28*(3), 347–358. <https://doi.org/10.1057/S41262-021-00230-0>
- Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, *67*(6), 1090–1098. <https://doi.org/10.1016/J.JBUSRES.2013.06.001>

- Parris, D. L., & Guzmán, F. (2023). Evolving brand boundaries and expectations: looking back on brand equity, brand loyalty, and brand image research to move forward. *Journal of Product and Brand Management*, 32(2), 191–234. <https://doi.org/10.1108/JPBM-06-2021-3528>
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*. [https://digilib.unigres.ac.id/index.php?p=show\\_detail&id=43](https://digilib.unigres.ac.id/index.php?p=show_detail&id=43)
- Woisetschläger, D. M., & Michaelis, M. (2012). Sponsorship congruence and brand image: A pre-post event analysis. *European Journal of Marketing*, 46(3–4), 509–523. <https://doi.org/10.1108/03090561211202585>
- Xiaoli, N., & Kwangjun, H. (2007). Consumer responses to corporate social responsibility (CSR) initiatives: Examining the role of brand-cause fit in cause-related marketing. *Journal of Advertising*, 36(2), 63–74. <https://doi.org/10.2753/JOA0091-3367360204>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46. <https://doi.org/10.2307/1251929>