

## DAFTAR PUSTAKA

- Andersen, P., Archacki, R., & Mustaghni, B. (2018, July 2). *Building an Integrated Marketing and Sales Engine for B2B*. Bcg.Com. <https://www.bcg.com/publications/2018/building-an-integrated-marketing-sales-engine-b2b>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2020). *Laporan Survei Internet APJII 2019 - 2020 (Q2)*.
- Azis, N. A. (2021, November). *Penggunaan Sosial Media pada e-Commerce*. Suitmedia.
- Badan Pusat Statistik. (2020). *Statistik Telekomunikasi Indonesia 2019*.
- Barlian, E. (2016). *Metodologi Penelitian Kualitatif & Kuantitatif*. Sukabina Press.
- Chaffey, D., & Smith, P. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* (5th ed.). Routledge.
- Charlesworth, A. (2018). *Digital Marketing A Practical Approach* (3rd ed.). Routledge.
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Clow, K. E., & Baack, D. (2018). *Integrated Advertising, Promotion, and Marketing Communications* (8th ed.). Pearson Education Limited.
- Digdowiseiso, K. (2017). *Metodologi Penelitian Ekonomi dan Bisnis* (1st ed.). Lembaga Penerbitan Universitas Nasional (LPU-UNAS).
- Dinas Kebudayaan dan Pariwisata Kota Bandung. (2020). *Data Kedai Kopi*.
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1787733>
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Grewal, D., Levy, M., Mathews, S., Harrigan, P., Bucic, T., & Kopanidis, F. (2021). *Marketing* (3rd ed.). McGraw-Hill Education (Australia) Pty Limited.
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*. <https://doi.org/10.1108/JRME-07-2020-0097>
- Hawkins, D. I., Mothersbaugh, D. L., & Kleiser, S. B. (2020). *Consumer behavior : building marketing strategy* (14th ed.). McGraw-Hill Education.
- Heggde, G., & Shaines, G. (2018). Social Media Marketing: Emerging Concepts and Applications. In *Social Media Marketing: Emerging Concepts and Applications*. Springer Singapore. <https://doi.org/10.1007/978-981-10-5323-8>

- Hermawan, S., & Amirullah, M. S. (2016). *Metode Penelitian Bisnis Pendekatan Kuantitatif & Kualitatif*.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Jiwa Group. (2021). *Tentang Janji Jiwa*. Jiwagroup.Com. <https://jiwagroup.com/id/brand/detail/1/JanjiJiwa>
- Junaidi. (2021). *Aplikasi AMOS dan Sturctural Equation Modeling (SEM)*. UPT Unhas Press.
- Khan, I. (2021). Do brands' social media marketing activities matter? A moderation analysis. *Journal of Retailing and Consumer Services*, 64, 1–9. <https://doi.org/10.1016/j.jretconser.2021.102794>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital*. John Wiley & Sons, Inc.,
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education Limited. <http://www.pearsonmylabandmastering.com>
- liputan6. (2019, November 10). *Rahasia Sukses dan Makna Filosofis Kopi Janji Jiwa*. Liputan6.Com.
- liputan6. (2020). *Cerita Perjuangan Janji Jiwa Bertahan Selama Pandemi Corona COVID-19*. Liputan6.Com.
- Maria, S., Pusriadi, T., Hakim, Y. P., & Darma, D. C. (2019). The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy. *Jurnal Manajemen Indonesia*, 19(2), 107. <https://doi.org/10.25124/jmi.v19i2.2234>
- Marques, C., da Silva, R. V., Davecik, N. S., & Faria, R. T. (2020). The role of brand equity in a new rebranding strategy of a private label brand. *Journal of Business Research*, 117, 497–507. <https://doi.org/10.1016/j.jbusres.2020.06.022>
- Priansa, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer* (1st ed.). Alfabeta.
- Radjab, E., & Jam'an, A. (2017). *Metodologi Penelitian Bisnis*. Lembaga Perpustakaan dan Penerbitan Universitas Muhammadiyah Makassar.
- Rahmawati. (2016). *Manajemen Pemasaran* (1st ed.). Mulawarman University Press.
- Raihan. (2017). *Metodologi Penelitian*. Universitas Islam Jakarta.
- Rana, N. P., Slade, E. L., Sahu, G. P., Kizgin, H., Singh, N., Dey, B., Gutierrez, A., & Dwivedi, Y. K. (2020). *Digital and Social Media Marketing Emerging Applications and Theoretical Development*. Springer. <https://doi.org/https://doi.org/10.1007/978-3-030-24374-6>
- Rizwan, S., Al-Malkawi, H. A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*. <https://doi.org/10.1108/IJIF-07-2019-0105>
- Santoso, S. (2018). *Konsep Dasar dan Aplikasi SEM dengan AMOS 24*. PT Elex Media Komputindo.

- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business A Skill Building Approach* (7th ed.). John Wiley & Sons Ltd. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41.
- Sisilia, A. R., & Giri, R. R. W. (2020). Analisis Pemasaran Media Sosial Untuk Menentukan Influencer dan Topik Pembicaraan (Studi Kasus: Go-Pay dan OVO). *Jurnal Mitra Manajemen (JMM Online)*, 4(7), 1036–1047.
- Solomon, M. R., & Lowrey, T. M. (2018). *The Routledge Companion to Consumer Behavior* (1st ed.). Routledge.
- Statista. (2020, May). *Number of coffee shop outlets in Indonesia between August 2019 to April 2020, by brand*. Statista.Com. <https://www.statista.com/statistics/1034500/indonesia-coffee-shop-outlets-number-by-brand/>
- Statista. (2021a, February). *Number of active social media users in Asia Pasific as of January 2021, by country*. Statista.Com. <https://www.statista.com/statistics/295606/social-media-mau-asia-pacific-countries/>
- Statista. (2021b, February). *Penetration of leading social networks in Indonesia as of Q3 2020*. Statista.Com. <https://www.statista.com/statistics/284437/indonesia-social-network-penetration/>
- Statista. (2021c, March). *Total coffee consumption in Indonesia from 1990 to 2020*. Statista.Com. <https://www.statista.com/statistics/314982/indonesia-total-coffee-consumption/>
- Sugiyono. (2017). *Statistika Untuk Penelitian*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Pendidikan (Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Tindakan* (3rd ed.). Penerbit Alfabeta.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (2nd ed.). Alfabeta.
- Sujalu, A. P., Latif, I. N., Bakrie, I., & Milasari, L. A. (2021). *Statistik Ekonomi 1* (1st ed.). Zahir Publishing.
- Sutiyatno, S. (2017). *METODOLOGI PENELITIAN (Penelitian Teknologi Informasi, Penelitian Kuantitatif dan Kualitatif, Penelitian Eksperimen, Penelitian Research & Development dan Penelitian Tindakan)* (1st ed.). K-Media.
- Winter, P. (2019, December). *How Asia-Pasific businesses can benefit from technology transformation*. Ey.Com. [https://www.ey.com/en\\_id/technology/how-asia-pacific-businesses-can-benefit-from-technology-transformation](https://www.ey.com/en_id/technology/how-asia-pacific-businesses-can-benefit-from-technology-transformation)
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing : integrating customer focus across the firm* (7th ed.). McGraw-Hill Education.