

## DAFTAR PUSTAKA

- Abdillah, W., Hartono, J. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis*. Yogyakarta: ANDI
- Alim, Md. A., Anjuman, Mst., Rafijul, A., G, Tusher. (2020). *Does social media advertising enhance consumers purchase intention?. 3<sup>rd</sup> Research Conference on Business Studies (RCBS)*
- Anizir., Wahyuni, R. (2017). Pengaruh *Social Media Marketing Terhadap Brand Image* Perguruan Tinggi Swasta Di Kota Serang. *Jurnal Sains Manajemen*
- Bhatti, A., Mariam., Arif, S., Younas, S. (2017). *Impact of social media brand communication on brand knowledge: mediating role of brand image & brand awareness application of CBBE model theory of keller. Journal of Management Info (JMI)*
- Bilgin, Y. (2018). *The effect of social media marketing activities on brand awareness, brand image and brand loyalty. Business & Management Studies: An International Journal*
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). *Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research, 66(1), 105–114.*
- Chaffey, D., & Ellis-Chadwick, F. (2012). *Digital marketing: strategy, implementation and practice.*
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2019) *Developing a conceptual model for examining social media marketing effects on a brand awareness and brand image. International Journal Economics and Business Research*
- Cheung, M. L., Pires, G. D., Rosenberg, P. J., Leung, W. K. S., & Ting, H. (2020). *Investigating the role of social media marketing on value co-creation and engagement: an empirical study in China and Hongkong. Australasian Marketing Journal*
- 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.*

- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2021). *The role of social media elements in driving co-creation and engagement. Asia Pacific Journal of Marketing and Logistics*
- Farook, S. F., Abeysekera, N. (2016). *Influence of social media marketing on customer engagement. International Journal of Business and Management Invention*
- Gómez, M., Lopez, C., & Molina, A. (2019). *An integrated model of social media brand engagement. Computers in Human Behavior*, 96(2016), 196–206.
- Gunelius, Susan. (2011). *30 Minute Social Media Marketing*. New York: McGrawHill.
- Haryono, S., Wardoyo, P. (2013). *Structural Equation Modeling Untuk Penelitian Manajemen Menggunakan AMOS 18.00*. Bekasi: PT. Intermedia Personalia Utama
- Hayati, Rina. (2020). Pengertian Penelitian Kausal, Ciri, Kelebihan, Kekurangan, Dan Contohnya. [online]. Tersedia: <https://penelitianilmiah.com/penelitian-kausal/#:~:text=Penelitian%20kausal%20merupakan%20penelitian%20yang%20bertujuan%20untuk%20menyelidiki%20hubungan%20sebab%20akibat.> [9 Juli 2021].
- Hayati, Rina. (2021). Pengertian Penelitian Deduktif, Ciri, Metode, Dan Contohnya. [online]. Tersedia: <https://penelitianilmiah.com/penelitian-deduktif/#:~:text=Pendekatan%20deduktif%20berkaitan%20dengan%20pengembangan,strategi%20penelitian%20untuk%20menguji%20hipotesis.&text=Atau%20dengan%20kata%20lain%2C%20penalaran,yang%20khusus%20ke%20yang%20umum.> [10 Juli 2021].
- Heding, T., Knudtzen, C. F., & Bjerre, M. (2008). *Brand management: Research, theory and practice. In Brand Management: Research, Theory and Practice*.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Kovergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Jordy, Gunawan. (2019). *Social Media Marketing 101 – Everything You Need To Know*. [online]. Tersedia: <https://meson-digital.com/blog/social-media/social-media-marketing-panduan-dasar/> [12 April 2021].

- Jurnal.id. (2021). Pengertian, Kelebihan, Jenis Dan Strategi Digital Marketing. [online]. Tersedia: <https://www.jurnal.id/id/blog/mengenal-digital-marketing-konsep-dan-penerapannya/> [16 Juni 2021]
- Kelaspintar.id (2020). Jenis-Jenis Paradigma Dalam Penelitian Sosial [online]. Tersedia: <https://www.kelaspintar.id/blog/edutech/jenis-jenis-paradigma-dalam-penelitian-sosial-3567/> [10 Juli 2021].
- Kotler, P., Armstrong, G. (2008). Prinsip-prinsip Pemasaran Edisi keduabelas. Jakarta: Penerbit Erlangga.
- Kotler, P., Keller, K. L. (2016). *Marketing Management Global Edition* (Vol. 15E).
- Kotler, P., Keller, K. L. (2008). Manajemen Pemasaran Edisi Keduabelas Jilid 2. Jakarta: PT Indeks
- Kristiani, P., Dharmayanti, D. (2017). Pengaruh *Social Media Marketing* Terhadap *Repeat Purchase* Dengan Variabel Intervening *Perceived Service Quality* Dan *Brand Image* Pada Industri *Fast-Food Restaurant* Di Surabaya. *Petra Business & Management*.
- Kuncoro, E. A., Riduwan. (2014). *Cara Menggunakan dan Memakai Path Analisis (Analisis Jalur)*. Bandung: Alfabeta.
- Liu, X., Shin, H., Burns, A. C. (2021). *Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing*. *Journal of Business Research*
- Muchardie, B. G., Yudiana, N. H., Gunawan, A. (2016). *Effect of social media marketing on customer engagement and its impact on brand loyalty in caring colours cosmetics, Martha Tilaar*. *Binus Business Review*.
- Neeraja, V. R., Mohan, N. M. (2019). *Relationship between brand engagement and social media marketing*. *International Journal of Recent Technology and Engineering (IJRTE)*
- Nguyen, C., Nguyen, N., Duong, A. (2020). *The relationships of social media marketing, consumer engagement and purchase intention*. *Test Engineering and Management* 83

- Priharto, Sugi. (2019). Pengertian Pemasaran, Fungsi, Dan Jenis Pemasaran Dalam Bisnis. [online]. Tersedia: <https://cpssoft.com/blog/bisnis/pengertian-pemasaran-fungsi-dan-jenis-pemasaran-dalam-bisnis/> [15 Juni 2021].
- Purbawati, Deni. (2021). Metode Penelitian Kualitatif Dan Kuantitatif: Mengenal Penelitian Ilmiah. [online]. Tersedia: <https://akupintar.id/info-pintar/-/blogs/metode-penelitian-kualitatif-dan-kuantitatif-mengenal-penelitian-ilmiah>. [10 Juli 2021].
- Rangkuti, Freddy. (2008). *The Power Of Brands Teknik Mengelola Brand Equity Dan Strategi Pengembangan Merek Plus Analisis Kasus Dengan SPSS Cetakan Ketiga*. Jakarta: PT Gramedia Pustaka Utama.
- Sarwono, J., Narimawati, U. (2015). *Membuat Skripsi, Tesis, dan Disertasi Partial Least Square SEM (PLS-SEM)*. [online]. Tersedia: <http://anyflip.com/pfnd/rnjb>. [20 Juni 2021]
- Seo, Eun-Ju. Park, Jin-Woo. (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*
- Sugiarto (2017). *Metodologi Penelitian Bisnis*. Yogyakarta: Penerbit ANDI
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Bandung: Alfabeta
- Tritama, H. B., Tarigan, R. E. (2016). *The effect of social media to the brand awareness of a product of a company. International Journal of Communication & Information Technology (CommIT) Vol. 10 No.1*
- Wijaya, O. Y. A., Sulistiyani., Pudjowati, J., Kartikawati, T. S., Kurniasih, N., Purwanto, A. (2021). *The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: an empirical study from Indonesian smartphone consumers. International Journal of Data and Network Science*.