

DAFTAR PUSTAKA

- Aaker A. David. (1996). Manajemen Ekuitas Merek. Jakarta : Spectrum Mitra Utama
- Abu-Rumman, H., & Alhadid, A. Y. (2014). *The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan.* 3, 12.
- Alnsour, M. (2018). *SOCIAL MEDIA EFFECT ON PURCHASE INTENTION: JORDANIAN AIRLINE INDUSTRY.* 23, 17.
- Al-Shatnawi, A., Al-Fawwaz, B., & Alsharafat, W. (2015). Recognizing the Importance of *Brand Awareness* on *E-commerce* Sales while Shopping on Internet: Empirical Analysis of European Countries. *International Journal of Interactive Mobile Technologies (IJIM)*, 9(1), 15.
<https://doi.org/10.3991/ijim.v9i1.4111>
- Aluri, A., Slevitch, L., & Larzelere, R. (2016). The Influence of Embedded Social Media Channels on Travelers' Gratifications, Satisfaction, and *Purchase Intentions*. *Cornell Hospitality Quarterly*, 57(3), 250–267.
<https://doi.org/10.1177/1938965515615685>
- APJII. (2017). *Survey Penetrasi & Perilaku Pengguna Internet Indonesia*.
- Ariyanti, M., & Bettega, M. (2018). The Impact of *Brand Equity* on Brand Preference and *Purchase Intention* of IndiHome Product. *Sustainable Collaboration in Business, Technology, Information and Innovation (SCBTII)*.
- Ariestonandri, P. (2006). Marketing Research for Beginner. Panduan Praktis Riset Pemasaran bagi Pemula. Yogyakarta: Andi.
- Assael, H. (1998) Consumer Behavior and Marketing Action, 6th edn, Cincinnati: South-Western.
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating *Brand Awareness* in *Online* Social Networks. *Computers in Human Behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>

- Delloite, & Google. (2015). *Deloitte Access Economics, SMEs powering Indonesia's success.*
- Ghozali, Imam, & Fuad., 2014. Structural equation modeling:Teori, konsep, dan aplikasi dengan program lisrel 9.10, Semarang: Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016b). Social media marketing efforts of luxury brands: Influence on *Brand Equity* and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841.
<https://doi.org/10.1016/j.jbusres.2016.04.181>
- Google Temasek. (2017). *E-Economy SEA Spotlight 2017.*
- Hair, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis: A Global Perspective (7th edition). New Jersey: Pearson Education, Inc
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M.-O. (2017). A social commerce investigation of the role of trust in a social networking site on *Purchase Intentions*. *Journal of Business Research*, 71, 133–141.
<https://doi.org/10.1016/j.jbusres.2016.10.004>
- Hendrino, H., & Ramantoko, G. (2018). ANALYSIS OF MOBILE ADVERTISING EFFECT ON PURCHASE INTENTION WITH BRAND IMAGE AS THE INTERVENING VARIABLES (CASE STUDY: TELKOMSEL MOBILE COUPON). In Proceeding of International Seminar & Conference on Learning Organization.
- Hindman, D. B. (2000). The rural-urban digital divide. *Journalism & Mass Communication Quarterly*, 77(3), 549-560.
- Hutter, K., Hautz, J., Dennhardt, S., & Fuller, J. (2013). The impact of user interactions in social media on *Brand Awareness* and *Purchase Intention*: The case of MINI on Facebook. *Brand Management*, 22(5), 12.
- Indrawati, P. D. (2015). Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi. Bandung: PT. Refika Aditama.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness.

Asia Pacific Journal of Marketing and Logistics, 29(1), 129–144.

<https://doi.org/10.1108/APJML-10-2015-0154>

Kannan, P. K., & Li, H. "Alice." (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based *Brand Equity*. *Journal of marketing*, 57(1), 1-22.

Khang, H., Ki, E.-J., & Ye, L. (2012). Social Media Research in Advertising, Communication, Marketing, and Public Relations, 1997–2010. *Journalism & Mass Communication Quarterly*, 89(2), 279–298.
<https://doi.org/10.1177/1077699012439853>

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.

<https://doi.org/10.1016/j.jbusres.2011.10.014>

Kirana, TY & Widodo, T (2019). *SOCIAL MEDIA USAGE DAN ELECTRONIC WORD OF MOUTH TERHADAP PURCHASE DECISION INVOLVMENT (STUDI KASUS LAZADA BANDUNG)*

Laksamana, P. (2018). *Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry*. 8(1), 6.

Lazada, (2019). TENTANG LAZADA. [online].

https://www.lazada.co.id/about/?spm=a2o4j.home.footer_top.6.24704ceEBEWu1z [5 Agustus 2019]

Lestasi, I (2019). **PERAN BRAND AWARENESS DAN BRAND IMAGE DALAM MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING ACTIVITY TERHADAP E-WOM DAN KOMITMEN PELANGGAN TOKOPEDIA**

Leong, E. K. F., Huang, X., & Stanners, P. J. (1998). Comparing the effectiveness of the web site with traditional media. *Journal of Advertising Research*, 38(5), 44–51

- Madiawati, P. N., & Setyorini, R. (2015). *PENERAPAN E-COMMERCE BAGI UMKM KOTA BANDUNG DAN SEKITARNYA DALAM MENGHADAPI THE ASEAN ECONOMIC COMMUNITY 2015*. 16.
- MarkPlusInc. (2018). Inilah Daftar E-Commerce Favorit Masyarakat Indonesia Versi MarkPlus Inc. Retrieved from <https://biz.kompas.com/read/2018/11/29/115232728/inilah-daftar-e-commerce-favorit-masyarakat-indonesia-versi-markplus-inc>
- McKinsey. (2016). *Unlocking Indonesia's digital opportunity*. 28.
- Prasetyo, S., & Widodo, T. (2017). *ANTESEDEN KEPERCAYAAN PENGGUNA PADA PENAWARAN E-COMMERCE DAN KONSEKUENSINYA TERHADAP NIAT BELI (STUDI PENGGUNA E-COMMERCE PROVINSI DKI JAKARTA)*. 4(2), 8.
- Reza Jalilvand, M., & Samiei, N. (2012). The effect of electronic word of mouth on *Brand Image* and *Purchase Intention*: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Rina, A. W. (2014). *Analisis Faktor-Faktor yang Mempengaruhi Purchase Intention melalui Social Media Marketing terhadap Produk Frozen Yogurt Sour Sally di Surabaya*. 3(2), 8.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- 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. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Social, W. A. (2017). Digital in 2017: Global overview. *January, dostupno na: https://www.slideshare.net/wearesocialsg/digital-in-2017-global-overview (24.04. 2017.)*.

- Sujarweni, V. W. (2015). Metodologi Penelitian Bisnis & Ekonomi. Paper Plane. Yogyakarta.
- Syafriza, Y., & Widodo, T. (2018). *PENGARUH KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN DAN KEPERCAYAAN UNTUK MENINGKATKAN REPURCHASE (STUDY PADA LAZADA.CO.ID)*. 6. *The Impact of Brand Equity on Brand Preference and Purchase Intention of IndiHome Product.pdf*. (n.d.).
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Turban, E., Outland, J., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2018). Social Commerce: Foundations, Social Marketing, and Advertising. In E. Turban, J. Outland, D. King, J. K. Lee, T.-P. Liang, & D. C. Turban, *Electronic Commerce 2018* (pp. 285–324). https://doi.org/10.1007/978-3-319-58715-8_8
- WeAreSocial. (2017). Digital in 2018: A Collection of Internet, Social Media, and Mobile Data from Around The World. - We Are Social. [online] Available at: <https://wearesocial.com/special-reports/digital-in-2017-global-overview> [20 September 2019]
- WeAreSocial. (2018). Digital in 2018: World's internet users pass the 4 billion mark - We Are Social. [online] Available at: <https://wearesocial.com/blog/2018/01/global-digital-report-2018> [20 September 2019].
- Widodo, T., Pratama Setiadjie, R., & Poerita Sary, F. (2017). Analysis of the *e-commerce* use behavior on music products. *2017 International Conference on Engineering Technology and Technopreneurship (ICE2T)*, 1–6. <https://doi.org/10.1109/ICE2T.2017.8215958>
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in *e-commerce* industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307. <https://doi.org/10.1016/j.tele.2017.06.001>

- Yan, J. (2011). Social media in branding: Fulfilling a need. *Journal of Brand Management*, 18(9), 688–696. <https://doi.org/10.1057/bm.2011.19>
- Zoel. (2012). Kevin Keller – Apakah *Brand Equity*? Apa Saja Keuntungan Memiliki *Brand Equity*? Retrieved from Marketing.co.id Portal Lengkap Dunia Marketing website: <https://marketing.co.id/kevin-keller-apakah-brand-equity-apa-saja-keuntungan-memiliki-brand-equity-2/> [20 Desember 2018]