

DAFTAR PUSTAKA

- Chaffey, D., & Ellis, F. (2016). *Digital Marketing* (Sixth). Pearson.
- Dahmiri, Indrawijaya, S., Patricia, R. S., & Yasmin, A. (2018). Batik Jambi Promotion Based on Social Media in ASEAN Economics Community. In *Emerald Reach Proceedings Series* (Vol. 1, pp. 323–329). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78756-793-1-00015>
- Ghozali. (2018). *Applikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Grewal, D., & Levy, M. (2016). *Marketing* (5th ed.). McGraw-Hill Education.
- International Burch University, Poturak, M., Softić, S., & International Burch University. (2019). Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics*, 12(23), 17–43. <https://doi.org/10.17015/ejbe.2019.023.02>
- Juliana, I., & Luthfie, H. (2017). *Pengaruh Bauran Pemasaran Terhadap Proses Keputusan Pembelian (Studi Pada Perum Perumnas Rumah Subsidi Bumi Parahyangan Kencana Sorean, Bandung 2017)*. 3, 8.
- Kingsnorth, S. (2019). *Digital Marketing Strategi: An Integrated Approach to Online Marketing* (2nd edition). Kogan Page Limited.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing 17e Global Edition*. Pearson.
- Kotler, P., & Gary Armstrong. (2016). *Prinsip-Prinsip Pemasaran* (12th ed., Vol. 1). Erlangga.
- Kotler, P., & Keller, K. L. (2018). *Marketing Management* (15th ed.). Pearson Prentice Hall, Inc.
- Lutfie, H. (2019). *EFFECTIVENESS OF MARKETING TECHNOLOGY WEBSITE QUALITY ON COMPANY PERFORMANCE AND THE IMPACT ON SMART CAMPUS STUDENT SATISFACTION*. 8.
- Lutfie, H., & Hidayat, R. (2018). The Influence of Price and Quality of Service on Purchase Decision: A Case Study on Entertainment Industry. *Advanced*

Science Letters, 24(12), 9414–9418.

<https://doi.org/10.1166/asl.2018.12287>

- Lutfie, H., Hidayat, R., & Cahyani, L. (2017). *AN INVESTIGATION OF IMPLEMENTATION SAMSUNG PROMOTION ON MEDIA (YOUTUBE, TWITTER AND FACEBOOK) FOR PURCHASING DECISION*. 11.
- Luthfie, H., Syafrina, I., & Hidayat, R. (2017). *The Impact of Green Product through Labeling, Packaging and Product Perception for Purchasing Decision: A Review*. 11, 8.
- Mulyana, M. (2019). *STRATEGI PROMOSI DAN KOMUNIKASI* [Preprint]. INArxiv. <https://doi.org/10.31227/osf.io/v7dfr>
- Ryan, D. (2017). *Understanding DIGITAL MARKETING* (4th ed.). Great Britain.
- Sholikha, E. A. (2019). *PENGARUH MEDIA SOSIAL TERHADAP MINAT BERKUNJUNG FOLLOWERS (Survei Pada Followers Akun Instagram @batuflowergarden.Cobanrais)*. 8.
- Smaradhana, N. S., & Lutfie, H. (2017). *PENGARUH KUALITAS LAYANAN DAN FASILITAS FISIK TERHADAP KEPUASAN PELANGGAN DI THE 101 HOTEL BANDUNG DAGO*. 7.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2019). *Metode PENELITIAN PENDIDIKAN (Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Pendidikan)*. ALFABETA.
- Wirarni, E. W. (2018). *PENELITIAN KUANTITATIF KUALITATIF*. Bumi Aksara.