

## DAFTAR PUSTAKA

- Brian, S. (2010). *Engage: The Complete Guide for Brands and Business to Build, Cultivate, and Measure Success in the New Web*. (A. Kutcher, Ed.) New Jersey: John Wiley and Sons Inc.
- Bucy, E. (2003, June). Media Credibility Reconsidered: Synergy between On-Air and Online News. *Journalism and Mass Communication Quarterly*, No. 2 Vol 80, 247 - 264.
- Dewi, A. I., & Ardani, I. S. (2018). Peran Brand Image Memediasi Pengaruh WOM terhadap Purchase Intention (Studi Pada Produk Mie Samyang Hot Spicy Chicken di Kota Denpasar). *e-Jurnal Manajemen Unud*, 7, 1771-1801.
- Durianto, Darmadi, Sugiarto, & Budiman, L. J. (2004). *Brand Equity Ten Strategi Memimpin Pasar*. Jakarta: PT. Gramedia Pustaka Utama.
- Erdogmus, I. E., & Cicek, M. (2012). The Impact of Social Media Marketing on Brand Loyalty. *Procedia - Social and Behavioral Science*.
- Farook, F. S., & Abeysekara, N. (2016, December ). Influence of Social Media Marketing on Customer Engagement. *International Journal of Business and Management Innovation*, 5(12), 115-125.
- Fiore, A. M., Kim, J., & Lee, H. H. (2005, December). Effect of Image Interactivity Technology on Consumer Responses Toward The Online Retailer. *Journal of Interacting Marketing*, No. 3 Vol 19, 38 - 53 .
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang : Badan Penerbit Universitas Diponegoro.
- Griffin, J. (2010). *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. (A. B. Yahya, Ed.) Jakarta: Erlangga.
- Hadi, S. (1991). *Analisis Butir untuk Instrumen Angket, Tes, dan Skala Nilai*. Yogyakarta: Andi Offset YOGYAKARTA .
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer Behavior Building Marketing Strategy*. United States of America: McGraw Hill Education.
- Hermawan, A. (2012). *Komunikasi Pemasaran*. Jakarta: Erlangga.
- Hidayah. (2018, Juni 12). *Peluang Bisnis dengan Social Media*. Retrieved Oktober 2019, from Kompasiana:

<https://www.kompasiana.com/gareththedog/570c69cbc323bdcd0476c958/apa-itu-social-media-marketing>

Hootsuite. (2019, Februari 9). *Indonesian Digital Report 2019*. Retrieved September 2019, from andi.link: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2019/>

Huda, N., & Albushairi, S. A. (2013, Juni). Peran Keterlibatan Dalam Memprediksi Perilaku Loyalitas Konsumen Pada Private Store Apparel Brands di Banjarmasin. *Jurnal Wawasan Manajemen*, 1.

Imron, A. S., Wardani, N. H., & Rokhmawati, I. (2018, Februari 9). Analisis Pengaruh Pemasaran Media Sosial Terhadap Loyalitas Konsumen: Studi Pada Transportasi Online (Go-Jek Indonesia). *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, 2570-2578.

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Aditama.

Katadata. (2019, February Minggu). *Berapa Pengguna Media Sosial di Indonesia*. Retrieved September 2019, from Databoks: <https://databoks.katadata.co.id/datapublish/2019/02/08/berapa-pengguna-media-sosial-indonesia>

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15 ed.). United States of America: Pearson Education Limited.

Kurniawan, D. (2019, Juni 20). *Kelebihan dan Kekurangan Instagram Sebagai Media Promosi*. Retrieved Oktober 2019, from exrush.com: <https://exrush.com/kelebihan-dan-kekurangan-instagram-sebagai-media-promosi/>

Lim, S. H., & Yazdanifard, R. (2014, September). *How Instagram Can Be Used As A Tool In Social Networking Marketing*. Retrieved October 2019, from Researchgate: [https://www.researchgate.net/publication/265377226\\_How\\_Instagram\\_can\\_be\\_used\\_as\\_a\\_tool\\_in\\_social\\_networking\\_marketing](https://www.researchgate.net/publication/265377226_How_Instagram_can_be_used_as_a_tool_in_social_networking_marketing)

Mayfield, A. (2008). *What is Social Media?* London: iCrossing.

McDaniel, C., & Gates, R. (2013). *Marketing Research 10th Edition*. (L. Johnson, Ed.) United States: Wiley Publishing.

Muchardie, B. G., Yudiana, N. H., & Gunawan, A. (2016, April 27). Effect Of Social Media Marketing On Customer Engagement And Its Impact on

- Brand Loyalty In Caring Colours Cosmetics, Martha Tilaar. *Binus Bussiness Review*, 7, 83-87 Brand Loyalty In Caring Colours Cosmetics, Martha Tilaar. *Binus Bussiness Review*.
- Neti, S. (2011, July). Social Media and Its Role in Marketing. *International Journal of Enterprise Computing and Business Systems*, Vol 1 .
- Priansa, D. J. (2017). *Perencanaan dan Pengembangan SDM*. Bandung: Alfabeta.
- Rahmawati, E., & Sanaji. (2015, July). Pengaruh Customer Engagement Terhadap Kepuasan Pelanggan dan Kepercayaan Merek Serta Dampaknya Pada Loyalitas Merek. *Jurnal Riset Ekonomi dan Manajemen*, 15, 246-261.
- Riduwan, & Kuncoro, E. A. (2012). *Cara Mudah Menggunakan dan Memaknai Path Analysis (Analisis Jalur)*. (P. D. Alma, Ed.) Bandung: Alfabeta.
- Sandjojo, N. (2011). *Metode Analisis Jalur (Path Analysis) dan Aplikasinya*. Jakarta: PUSTAKA SINAR HARAPAN.
- Sashi, C. M. (2012). Customer Engagement, Buyer Seller Relationships, and Social Media. *Journal of Management History Management Decision*, No.2 Vol 50 , 253 - 272.
- Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer Behavior* . New Jersey: Prentice Hall.
- Sekaran, U. (2006). *Metodologi Penelitian Untuk Bisnis, Edisi Keempat*. Jakarta : Salemba Empat.
- Setiadi, N. (2015). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta : Prenadamedia Group.
- Setiawan, W. (2017, Agustus 29). *Indonesia Produsen Instagram Story Terbesar*. Retrieved 2019 November, from mix.co.id: <https://mix.co.id/marcomm/brand-communication/indonesia-produsen-instagram-story-terbesar/>
- So, K. K. (2014, April). Customer Engagement With Tourism Brand: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, No. 10 Vol 20.
- Sugiyono . (2016). *Metode Penelitian Kuantitatif Kualitatif dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.

- Sugiyono. (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R & D* . Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D* . Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.
- Tachkeray , R., Hanson, C. L., Neiger, B. L., & McKenzie, J. F. (2008, November). Enhancing Promotional Strategies Within Social Media Marketing Programs: Use of Web 2.0 Social Media. *Social Media Marketing and Health Communication, No. 4 Vol 9*, 338 - 43.
- Thoyibie , L. (2010). *Psikologi Social Media*. Retrieved Oktober 2017, from <http://komunikasi-indonesia.org>: <http://komunikasi-indonesia.org>
- Tikkanen, H., Hietanen, J., Hentotten, T., & Rokka, J. (2009). Exploring virtual worlds: success factors in virtual world marketing. *Management Decisions, No. 8 Vol 47*, 1357-81.
- Todorova, G. (2015). Marketing Communication Mix. *Trakia Journal of Science, 13*, 368-374.
- Widiyanto, J. (2010). *SPSS For Windows Untuk Analisis Data Statistik dan Penelitian*. Surakarta: Badan Penerbit - FKIP Universitas Muhammadiyah Surakarta.
- Wirtz, J. (2010). Customers behaving badly: a state of the art review, research agenda and implications for practioners. *Journal Service Marketing* , 417 - 429.
- Yahya. (2016, April 12). *Apa Itu Social Media Marketing?* Retrieved Oktober 2019, from Kompasiana: <https://www.kompasiana.com/gareththedog/570c69cbc323bdcd0476c958/apa-itu-social-media-marketing>