

REFERENCES

- Abdullah, Thamrin Dan Francis Tantri., (2013). (2015). Manajemen Pemasaran. Cet. Ii. Jakarta: PT Raja Grafindo Persada. Adam Akbar (2011): Pengaruh Kualitas Produk In *Jurnal Ekonomi dan Bisnis*.
- Anggriawan, J., & Brahmayanti, I. A. S. (2016). Keputusan Pembelian Konsumen Di Pt . Finele (Amala Gold Shop) Pasar Atom Mall Surabaya. *Jurnal Ekonomi & Bisnis*.
- Arikunto. (2019). Metodologi Penelitian, Suatu Pengantar Pendidikan. In *Rineka Cipta, Jakarta*.
- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology and Marketing*. <https://doi.org/10.1002/mar.20761>
- Badan Ekonomi Kreatif. (2018). Data Statistik dan Hasil Survei. *Hasil Survei Khusus Ekonomi Kreatif*.
- Boon-Long, S., & Wongsurawat, W. (2015). Social media marketing evaluation using social network comments as an indicator for identifying consumer purchasing decision effectiveness. *Journal of Direct, Data and Digital Marketing Practice*. <https://doi.org/10.1057/dddmp.2015.51>
- Divol, M. R., Edelman, D., & Sarrazin, H. (2012). Demystifying social media. In *McKinsey Quarterly*. <https://doi.org/10.2202/1949-6605.6132>
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2016.1184706>
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2016.05.001>
- Fitaloka, Ratna Ekasari, & Donny Arif. (2019). Pengaruh Celebrity Endorses, Persepsi Harga, Promosi, Dan Kualitas Produk Terhadap Keputusan Pembelian Jilbab. *Fakultas Ekonomi Prodi Manajemen*.
- Ghozali, I. (2017). Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24.0. Update Bayesian SEM. In *Model Persamaan*

- Struktural. Konsep dan Aplikasi Dengan Program AMOS 24. Update Bayesian SEM.* <https://doi.org/10.1016/j.ando.2009.02.007>
- Grizane, T., & Jurgelane, I. (2016). Social Media Impact on Business Evaluation. *Procedia Computer Science.* <https://doi.org/10.1016/j.procs.2017.01.103>
- Gryshchenko, O. F., & Niesheva, A. D. (2013). Social media marketing as a tool of enterprise's product promotion. *Marketing i Menedžment Inovacij.*
- Hudson, S., & Thal, K. (2013). The Impact of Social Media on the Consumer Decision Process: Implications for Tourism Marketing. *Journal of Travel and Tourism Marketing.* <https://doi.org/10.1080/10548408.2013.751276>
- Kaplan, A., & Haenlein, M. (2019). Rulers of the world, unite! The challenges and opportunities of artificial intelligence. *Business Horizons.* <https://doi.org/10.1016/j.bushor.2019.09.003>
- Kaplan, A. M., & Haenlein, M. (2010). The challenges and opportunities of Social Media. *Business Horizons.* <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler dan Keller. (2017). Manajemen Pemasaran, Edisi 12, Jilid 1, PT. Indeks, Jakarta. In *e – Jurnal Riset Manajemen.*
- Kotler, P., & Armstrong, G. (2018). Kotler & Armstrong, Principles of Marketing | Pearson. In *Pearson.*
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0: Moving from Traditional to Digital. In *Marketing 4.0: Moving from Traditional to Digi.* <https://doi.org/10.1515/9783110258394.189>
- Kotler, P., & Keller, K. L. (2016). Marketing Management. Global Edition (Vol. 15E). <https://doi.org/10.1080/08911760903022556>
- Kurniasari, M., & Budiatmo, A. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Semarang. *Jurnal Administrasi Bisnis.* <https://doi.org/10.14710/jab.v7i1.22571>
- Mileva, L., & Dh, ahmad fauzi. (2018). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian (Survei Online pada Mahasiswa Sarjana

- Jurusan Ilmu Administrasi Bisnis Angkatan 2014 / 2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks. *Jurnal Administrasi Bisnis (JAB)*, 58(1), 190–199.
- Nadda, V. K., Dadwal, S. S., & Firdous, A. (2015). Social media marketing. In *Handbook of Research on Integrating Social Media into Strategic Marketing*. <https://doi.org/10.4018/978-1-4666-8353-2.ch021>
- Nurgayatri, A. R. (2016). Pengaruh Promosi Online Pada Media Sosial Terhadap Keputusan Pembelian Konsumen Brand Elmeira. *Fakultas Ekonomi Dan Bisnis, Universitas Telkom*.
- Pooja, M., Black, Jennifer, E., Jiangmei, C., Berger, Paul, D., & Weinberg, Bruce, D. (2012). The Impact of Social Media Usage on Consumer Buying Behavior. *Advances in Management*.
- Prakoso, A., Arifin, Z., & Sunarti, S. (2016). PENGARUH SOCIAL MEDIA ADVERTISING TERHADAP WORD OF MOUTH DAN DAMPAKNYA PADA KEPUTUSAN PEMBELIAN (Survei pada Konsumen Cafe Mochimaco Malang yang Menggunakan Instagram). *Jurnal Administrasi Bisnis SI Universitas Brawijaya*.
- Renu, Bansal, S., & Gupta, V. (2020). The influence of social media on consumer purchase intention. *International Journal of Scientific and Technology Research*.
- Sekaran, U., & Bougie, R. (2016). Reserach Methods for Bussiness A Skill-Bulding Approach. *Printer Trento Srl*.
- Semuel, H., & Setiawan, K. Y. (2018). Promosi Melalui Sosial Media , Brand Awareness , Purchase. *Manajemen Pemasaran*. <https://doi.org/10.9744/pemasaran.12.1.47>
- Septian, D., & Rummyeni. (2016). Strategi Komunikasi Pemasaran Cafe Tong Susu Pekanbaru Dalam Meningkatkan Jumlah Konsumen. *Jom FISIP Volume*.
- Setiadi, A. (2016). Pemanfaatan media sosial untuk efektifitas komunikasi. *Jurnal Humaniora*.
- Silalahi, U. (2015). METODE PENELITIAN SOSIAL KUANTITATIF. In *PT Refika Aditama*.

- Siregar, S. (2017). Statistika Parametrik untuk Penelitian Kuantitatif Dilengkapi dengan Perhitungan Manual dan Aplikasi SPSS Versi 17. In *Statistika Parametrik untuk Penelitian Kuantitatif Dilengkapi dengan Perhitungan Manual dan Aplikasi SPSS Versi 17*.
- Solis, B. (2010). The 10 Stages of Social Media Business Integration. *Brand*.
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods). Bandung: Alfabeta. <https://doi.org/10.1016/J.Datak.2004.11.010>
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet. In Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet. <https://doi.org/10.1017/CBO9781107415324.004>
- Suyanto, A., & Widagdo, S. (2018). *Political Marketing Model for District Leader Election*. <https://doi.org/10.5220/0007118202600262>
- Swastha, B. D., & Handoko, H. (2012). Manajemen Pemasaran Analisis Perilaku Konsumen. Edisi Pertama. In *BPFE- Yogyakarta*. <https://doi.org/10.32795/widyamanajemen.v1i1.207>
- Syahbani, M. F., & Widodo, A. (2017). Food Blogger Instagram: Promotion Through Social Media. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*.
- Taufik Mulyani, A. S. (2019). THE INFLUENCE OF MARKETING MIX ON PURCHASING DECISIONS PROCESS ON MARKETPLACE SHOPEE. *E-Proceeding of Management* :
- Todua, N., & Jashi, C. (2015). Some Aspects of Social Media Marketing (Georgian Case). *International Journal of Social, Behavioral, Educational, Economic and Management Engineering*.
- Todua, N., & Jashi, C. (2018). Influence of social marketing on the behavior of Georgian consumers regarding healthy nutrition. *Bulletin of the Georgian National Academy of Sciences*.
- Tuten, Tracy, L. S. (2018). *Social Media Marketing Strategy*. In *Sage Publications*.
- Tuten, T. L., & Solomon, M. R. (2014). *Social Media Marketing Strategy*. *Social*

Media Marketing.

- Ukpabi, D., & Karjaluoto, H. (2017). Influence of Social Media on Corporate Heritage Tourism Brand. In *Information and Communication Technologies in Tourism 2017*. https://doi.org/10.1007/978-3-319-51168-9_50
- Warayuanty, W., & Suyanto, A. (2015). The Influence of Lifestyles and Consumers Attitudes on Product Purchasing Decision via Online Shopping in Indonesia. *European Journal of Business and Management*.
- We Are Social & Hootsuite. (2020). Digital 2020: Global Digital Overview. In *Global Digital Insights*. <https://doi.org/https://datareportal.com/reports/digital-2020-global-digital-overview>
- Weinberg, B. D., & Pehlivan, E. (2011). Social spending: Managing the social media mix. *Business Horizons*. <https://doi.org/10.1016/j.bushor.2011.01.008>
- Wiputra, P., Sumarwan, U., & Wijayanto, H. (2015). Model Pelayanan Pelanggan pada Toko Eceran Tradisional. *MANAJEMEN IKM: Jurnal Manajemen Pengembangan Industri Kecil Menengah*. <https://doi.org/10.29244/mikm.10.2.194-210>
- Yasid, A. E. S. M. N. M. (2020). *MARKETING MIX AND CONSUMER CHARACTERISTICS ON PURCHASING DECISIONS AND CUSTOMER SATISFACTION IN MUSLIMAH SALONS IN BOGOR CITY*. 6, 47–57.
- Zanjabila, R., & Hidayat, R. (2017). *Analisis Pengaruh Social Media Marketing Terhadap Analysis of Social Media Marketing on Purchasing Decisions of Bandung Techno Park (Study on Bandung Techno Park Customers 2017)*. 3(2), 368–375.