

DAFTAR PUSTAKA

- Laksamana , P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing* ISSN: 2146-4405.
- A. Shimp, T. (2014). *Komunikasi Pemasaran Terpadu dalam periklanan dan Promosi*. Jakarta: Salemba Empat.
- Aaker, D. (2014). *Aaker On Branding. 20 Prinsip Esensial Mengelola dan Membangun Brand*. Jakarta: PT Gramedia Pustaka Utama.
- Abdillah, W., & Jogianto. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modelling (SEM) dalam Penelitian Bisnis Edisi 1*. Yogyakarta: Andi Offset.
- Adolf, L. M., Lapisan, J., & Tulung, J. (2020). THE EFFECT OF SOCIAL MEDIA MARKETING AND WORD OF MOUTH ON PURCHASE DECISIONS AT COFFEE SHOPS IN MANADO. *Jurnal EMBA Vol.8 No.1 Januari 2020*.
- Adrian, I., & Widodo, T. (2019). Peran Brand Awareness dan Brand Image Dalam Memediasi Pengaruh Social Media Marketing Activity Terhadap E-WOM dan Komitmen Pelanggan Tokopedia. *eProceedings of Management*, 6(2).
- Ahmad, F. F., & Indrawati. (2021). Analisis Promosi Instagram Ads Pada UMKM di Indonesia (Studi pada UMKM Katma, Native, Brader Mkr dan Catchy). *Italienisch* ISSN: 0171-4996, Vol. 11, No. 2, 2021, pp 673-681 .
- Ahmad, N., Musa, R., & Harun, M. (2016). The Impact of Social Media Content Marketing (SMCM) towards Brand Health. *Procedia Economics and Finance*.
- Arikunto, S. (2011). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT Rineka Ci[ta].

- Augusty, F. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Chu, S., & Kim, Y. (2011). Determinants of Consumer Engagement in Electronic Word-of Mouth (eWOM) in Social Networking Sites. *International Journal of Advertising Vol. 30, No. 1, pp. 47-75*.
- Chung, S., Lee, K., & Choi, J. (2015). *Exploring Digital Creativity in the Workspace: The Role of Enterprisemobile Application on Perceive Job Performance and Creativity*. South Korea: Elsefier.
- Dewi, Herlina, M. G., & Boetar, A. E. (2022). The effect of social media marketing on purchase intention in fashion industry. *International Journal of Data and Network Science*.
- Dyaoh, M. L., Widyarini, L. A., & Agrippina, Y. R. (2022). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES TO PURCHASE INTENTION. *Jurnal Ilmiah Mahasiswa Manajemen (JUMMA) Vol. 11 No. 1 Tahun 2022*.
- Erdogmus, I. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *8th International Strategic Management Conference Procedia - Social and Behavioral Sciences 58 (2012) 1353 – 1360* .
- Erdogmus, I. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia - Social and Behavioral Sciences 58 (2012) 1353 – 1360*.
- Gautama, D. K., & Shrestha, S. K. (2018). Impact of Brand Equity on Purchase Intention of Smart Phones. *Asia-Pacific Journal of Business Vol.9, No.1, March 2018*.
- Ghozali, I. (2013). *Aplikasi Analisis Multi Variet dengan IBM SPSS 21*. Semarang: Badan Penerbit Universitas Diponegoro.

- Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi menggunakan Smart PLS 3.0 untuk Penelitian Empiris*. Semarang: Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and. *Journal of Business Research*.
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship Vol. 23 No. 2, 2021*.
- Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing Vol. 39 No. 7, 2021*.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analyst 7th*. New York: Pearson.
- Hair, J., Thomas, G., Ringle, Christian, M., & Marko, S. (2014). *A Primer Partial Least Square Structural Equation Modelling*. Los Angeles: Sage Publication.
- Hakim, S. A., & Zuliestiana, D. A. (2022). Influence of Social Media Marketing Activity Instagram Towards Purchase Intention in Le Bliss Bouquet Cirebon. *Quantitative Economics and Management Studies (QEMS) ISSN: 2722-6247 (online) Vol. 3 No. 3 (2022)*.
- Harahap, D. A., & Amanah, D. (2018). PERILAKU BELANJA ONLINE DI INDONESIA: STUDI KASUS. *Jurnal Riset Manajemen Sains Indonesia (JRMSI) | Vol 9, No. 2, 2018 e-ISSN: 2301-8313*.
- Hermawan, I. (2019). *Metodologi Penelitian Pendidikan : Kuantitatif, Kualitatif & Mixed Methode*. Kuningan: Hidayatul Quran Kuningan.

- Indrawan, M., Nasution, M., Adil, E., & Rosanty, Y. (2016). Business Model Canvas: Traditional Restaurant Melayu in North Sumatra. *Business Management Strategic*.
- Indrawati. (2015). *Metode Penelitian manajemen dan bisnis konvergensi teknologi komunikasi dan informasi*. Bandung: PT Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: PT Refika Aditama .
- Jalilvand, M. R., & Samiei, N. (2012). Marketing Intelligence & Planning Emerald Article: The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention. *Marketing Intelligence & Planning, Vol. 30 Iss: 4 (Date online 15/5/2012)*.
- Karman, M. A. (2015). The Impact of Social Media Marketing on Brand Equity toward the Purchase Intention of Starbucks Indonesia. *iBuss Management Vol. 3, No. 2, (2015) 77-88*.
- Kavisekera, S., & Abeysekera, D. (2016). EFFECT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY OF ONLINE COMPANIES . *Management&Marketing, volume XIV, issue 2/2016*.
- 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 (2012) 1480–1486*.
- Koliby, I. S., & Rahman, M. A. (2018). INFLUENCE DIMENSIONS OF BRAND EQUITY ON PURCHASE INTENTION TOWARD SMARTPHONE IN MALAYSIA. *VFAST Transactions on Education and Social Sciences ISSN(e): 2309-3951;ISSN(p): 2411-0221 Volume 6, Number 1, January-December, 2018*.
- Kotler, P., & Keller, K. (2012). *Manajemen Pemasaran Jilid I Edisi ke 12*. Jakarta: Erlangga.

- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12 Jilid 1& 2*. Jakarta: PT. Indeks.
- Langga, A., Kusumawati, A., & Alhabsji, T. (2021). Intensive distribution and sales promotion for improving customer-based brand equity (CBBE), re-purchase intention and word-of-mouth (WOM). *Journal of Economic and Administrative Sciences Vol. 37 No. 4, 2021*.
- Malhotra, N., Birks, D., & Wills, P. (2012). *Marketing Research an applied approach*. Business & E.
- Marta, R. F., & William, M. D. (2016). Studi Terpaan Media Pemasaran Melalui Posting Instagram Terhadap Ekuitas Merek Pelanggan Sumoboo! *Jurnal Komunikasi Untar, 8(1), 68–82*.
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2021). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and applied electronic commere resarch*.
- Nawaz, S. S., & Kaldeen, M. (2020). Impact of Digital Marketing on Purchase Intention. *International Journal of Advanced Science and Technology Vol. 29, No. 4, (2020), pp. 1113-1120*.
- Oktaviani, N., Astuti, W., & Firdiansjah, A. (2019). PENGARUH KEPUASAN KONSUMEN TERHADAP PEMBENTUKAN KOMITMEN PELANGGAN DAN e-WOM PADA PENGGUNA APLIKASI e-MONEY “OVO”. *Jurnal Manajemen dan Pemasaran Jasa Vol. 12 No. 1 Maret 2019: 93-112 ISSN 2442 - 9732 (Online)*.
- Onofrei, g., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural . *Journal of Business Research* .
- Puspasari, H., & Puspita, W. (2022). Uji Validitas dan Reabilitas Instrumen Penelitian Tingkat Pengetahuan dan Sikap Mahasiswa Terhadap Pemilihan

- Suplemen Kesehatan dalam Menghadapi Covid-19. *Jurnal Kesehatan*, 13(1).
- Rabianti, D., Rachmawati, I., & Tantra, T. (2021). PENGARUH SOCIAL MEDIA MARKETING ACTIVITY INSTAGRAM TERHADAP PURCHASE INTENTION DI MORGY COFFEE. *e-Proceeding of Management : Vol.8, No.6 Desember 2021 |*.
- Rachmadi, T. (2020). *The Power Of Digital Marketing*. Tiga Ebook.
- Ridwan, & Engkos, A. (2017). *Cara Menggunakan dan Memakai Path Analysis*. Bandung: Alfabeta.
- Sekaran, u., & Bougie, R. (2010). *Edisi 5, Research Method For Business: A Skill Building Approach*. New York: John Wiley.
- 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*.
- Soetjipto, N. (2020). *KETAHANAN UMKM JAWA TIMUR MELINTASI PANDEMI COVID-19*. YOGYAKARTA: K-Media.
- Solis, B. (2011). *Engange!: the complete guide for brands and businesses to build cultivate, and measure succes in the new web*. Canada: New Jersey.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Widarjono , A. (2015). *Analisis Multivariat Terapan dengan Program SPSS, Amos, dan Smart PLS*. Yogyakarta: UPP STIM YKPN.
- Yaqub, M., Malik, A., & Shah, H. (2015). The roles of satisfaction, trust and commitment in value-cration in stategic networks. *European journal of Economics, Finance and Administrative Sciences*, 18(1), 133-145.