

DAFTAR PUSTAKA

- Agichtein, E., Castillo, C., Donato, D., Gionis, A., & Mishne, G. (2008). Finding High-quality Content in Social Media Agichtein, Eugene Castillo, Carlos Donato, Debora Gionis, Aristides Mishne, Gilard. International Conference on Web Search and Data Mining, 183–193. <https://doi.org/10.1145/1341531.1341557>
- Award, T. B. (2021). *TOP BRAND INDEX*. Retrieved from topbrand-award: https://www.topbrand-award.com/top-brand-index/?tbi_find=blibli.com
- Blibli.com (2021) Profil perusahaan <https://www.blibli.com/faq/tentang-blibli/tentang-blibli-com/>
- Bryman, A., & Bell, E. (2011). Business Research Methods (3rd Edition). New York: Oxford University Press Inc
- Burnasheva, R., Suh, Y. G., & Villalobos-Moron, K. (2019). Sense of community and social identity effect on brand love: Based on the online communities of a luxury fashion brands. *Journal of Global Fashion Marketing*, 10(1), 50-65.
- Fauzi, V. P. (2016). PEMANFAATAN INSTAGRAM SEBAGAI SOCIAL MEDIA MARKETING ER-CORNER BOUTIQUE DALAM MEMBANGUN BRAND AWARENESS DI KOTA PEKANBARU. *Jurusan Ilmu Komunikasi*, 1-15.
- Ghozali, I, and Fuad. 2005. Structural Equation Modeling: Teori, Konsep, Dan Aplikasi Dengan Program Lisrel 8.54. Semarang: Badan Penerbit Universitas Dipenogoro.
- 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 consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Hair Jr, J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis: A Global Perspective (7th Edition). New Jersey: Pearson Education, Inc
- Indrawan, R., & Yaniawati, R. P. (2014). Metode Penelitian: Kuantitatif, Kualitatif, dan Campuran untuk Manajemen, Pembangunan, dan Pendidikan. Bandung: Refika Aditama

- Indrawati. (2015). Metodologi Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi. Bandung: Refika Aditama.
- iprice. (2021). The Map of E-Commerce in Indonesia. Retrieved from ipriceinsights: <https://iprice.co.id/insights/mapofecommerce/>
- J.Kim, A., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 1480-1486.
- Kang, M. (2005). A Study on the Effect of Features of Brand Community Using One-person Media on Consumers. Seoul: Seoul National University.
- Kinanti, S. L. (2018, October 9). Structural Equation Modelling. Retrieved from Swan Statistic Consultant: <https://swanstatistics.com/structural-equation-modeling-sem/>
- Latan, H. (2012). Structural Equation Modeling: Konsep dan Aplikasi Menggunakan Program LISREL 8.80. Bandung: Alfabeta.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Muntinga, D., Moorman, M., & Smit, E. G. (2011). Introducing COBRaS: exploring motivations for brand-related social media use. *Int. J. Advert*, 13- 46.
- Naaman, M., Becker, H., & Gravano, L. (2011). Hip and trendy: Characterizing emerging trends on Twitter. *Journal of the American Society for Information Science and Technology*, 902-918.
- Riyanto, A. D. (2019, Februari 09). *Hootsuite (We are Social): Indonesian Digital Report 2019*. Retrieved from Andi.link: <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2019/>.
- Sano, K. (2015). An empirical study the effect of social media marketing activities upon customer satisfaction, positive word-of-mouth and commitment in

indemnity insurance service. Proceedings International Marketing Trends Converence.

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, 36-41.

Singgih, S. (2014). Konsep Dasar dan Aplikasi SEM dengan AMOS 22. Jakarta: Kompas Gramedia, Anggota KAPI.

Sudaryono. (2017). Metode Penelitian. Raja Grafindo Persada

Sugiyono. (2018). Metode Penelitian Kuantitatif. Bandung: Alfabeta.

Sugiyono. (2017). Metode Penelitian. Bandung: Alfabeta.

Sugiyono. (2017). Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif,. Bandung: Alfabeta.

Tabbane, Rym, Jaloulli, Rim, dan Koubaa, Y. (2013). On the use of structural equation modeling in marketing image research. Vol. 26 No. 2, 2014. Retrieved Asia Pacific Journal of Marketing and Logistics.

Wijanto, Setyo H. Structural Equation Modelling. Yogyakarta. Graha Ilmu. (2008)

Widodo, W. (2007). Analisis Anteseden Loyalitas Pelanggan Telkom Flexi Trendy di Semarang Tahun 2007. Sekolah Tinggi Manajemen Bisnis Telkom