

## DAFTAR PUSTAKA

- Aaker, D. A., & Biel, A. L. (2013). *Brand Equity & Advertising* (D. A. Aaker, D. A. Aaker, & A. Biel, Eds.). Psychology Press. <https://doi.org/10.4324/9781315799537>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Arianti, G. (2017). *Kepuasan remaja terhadap penggunaan media sosial instragram dan path*.
- Aryanta. (2019). MANFAAT JAHE UNTUK KESEHATAN. *Widya Kesehatan*, 1(2), 39–43. <https://doi.org/10.32795/widyakesehatan.v1i2.463>
- Beneke, J., de Sousa, S., Mbuyu, M., & Wickham, B. (2016). The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa. *The International Review of Retail, Distribution and Consumer Research*, 26(2), 171–201. <https://doi.org/10.1080/09593969.2015.1068828>
- BİLGİN, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Buana, D. R. (2020). Analisis Perilaku Masyarakat Indonesia dalam Menghadapi Pandemi Virus Corona (Covid-19) dan Kiat Menjaga Kesejahteraan Jiwa. *SALAM: Jurnal Sosial Dan Budaya Syar-i*, 7(3). <https://doi.org/10.15408/sjsbs.v7i3.15082>
- Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218–225. <https://doi.org/10.1016/j.dss.2012.01.015>
- Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand Equity, Brand Preference, and Purchase Intent. *Journal of Advertising*, 24(3), 25–40. <https://doi.org/10.1080/00913367.1995.10673481>
- Dobele, A., Lindgreen, A., Beverland, M., Vanhamme, J., & van Wijk, R. (2007). Why pass on viral messages? Because they connect emotionally. *Business Horizons*, 50(4), 291–304. <https://doi.org/10.1016/j.bushor.2007.01.004>
- Dr. A Gima Sugiana, SE. , MP. (2008). *Metode riset bisnis dan manajemen*. Guardaya Intimarta.

- Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19–39. <https://doi.org/10.1108/YC-07-2016-00622>
- Durianto D, Budiman L.J, & Sugiarto. (2004). *Brand equity ten strategi memimpin pasar*. Gramedia Pustaka Utama.
- Enyinda, C. I., Opute, A. P., Fadahunsi, A., & Mbah, C. H. (2021). Marketing-sales-service interface and social media marketing influence on B2B sales process. *Journal of Business & Industrial Marketing*, 36(6), 990–1009. <https://doi.org/10.1108/JBIM-01-2019-0053>
- Freddy Rangkuti. (2004). *The power of brands*. Gramedia pustaka utama.
- Gallaugher, & Ransbotham. (2010). Social media and customer dialog management at starbucks. *MIS Quarterly Executive*, 9(4), 197–212.
- 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>
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences / Revue Canadienne Des Sciences de l'Administration*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Groves R. (2010). *Survey Methodology* (2nd ed.).
- Hadi. (1981). *Metodologi Research II*. Yayasan Penerbit Fakultas Psikologi Universitas Gajah Mada.
- hendra, J., & Laugu, N. (2020). Eksistensi Media Sosial, Youtube, Instagram dan Whatsapp Ditengah Pandemi Covid-19 Dikalangan Masyarakat Virtual Indonesia. *Baitul Ulum: Jurnal Ilmu Perpustakaan Dan Informasi*, 4(1). <https://databooks.com>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Heri Sudarso. (2020). *Manajemen Pemasaran*. Pustaka Abadi.
- Husein Umar. (2013). *Metode penelitian untuk skripsi dan tesis bisnis*. Raja Grafindo Persada.
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the

- case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Indrawati Ph.D. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Iriadi, & Saksono. (2018). Pengaruh education MIS terhadap kinerja karyawan dengan metode Alpha Cronbach di KKM duren sawit Jakarta. *Konferensi Nasional Sistem Informasi (KNSI)*.
- Isti Pujihastuti. (2010). Prinsip penulisan kuesioner penelitian. *Jurnal Agribisnis Dan Pengembangan Wilayah*, 2, 1.
- Jiménez, F. R., & Mendoza, N. A. (2013). Too Popular to Ignore: The Influence of Online Reviews on Purchase Intentions of Search and Experience Products. *Journal of Interactive Marketing*, 27(3), 226–235. <https://doi.org/10.1016/j.intmar.2013.04.004>
- Jo. (2013). Impact of company's sns marketing activities on perceived value and customer's loyalty: Focusing on facebook. *Seoul: Hong-IK University*.
- Kang, M. J. (2005). A study on the effect of features of brand community using oneperson media on consumers. Seoul: Seoul National University. *Seoul: Seoul National University*.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- 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(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11–19. <https://doi.org/10.1108/07363769510095270>
- Liu, Y. (2006). Word of Mouth for Movies: Its Dynamics and Impact on Box Office Revenue. *Journal of Marketing*, 70(3), 74–89. <https://doi.org/10.1509/jmkg.70.3.074>
- Margaretha Pink Berlianto. (2019). Pengaruh country of oringin dan brand image terhadap brand equity dan niat pembelian pada produk kosmetik. *Pengaruh*

*Country of Oringin Dan Brand Image Terhadap Brand Equity Dan Niat Pembelian Pada Produk Kosmetik, 12, 59–106.*

- Martin, K., & Todorov, I. (2010). How Will Digital Platforms be Harnessed in 2010, and How Will They Change the Way People Interact with Brands? *Journal of Interactive Advertising, 10*(2), 61–66. <https://doi.org/10.1080/15252019.2010.10722170>
- Morris, N. (2009). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. *Journal of Direct, Data and Digital Marketing Practice, 10*(4), 384–387. <https://doi.org/10.1057/dddmp.2009.7>
- Muflikhah, , Vegita, P. Mbulu, Y., & Adhi Gunadi, I. M. (2018). PENGARUH ELECTRONIC WORD OF MOUTH DI MEDIA SOSIAL INSTAGRAM DAN ATRIBUT PRODUK WISATA TERHADAP KEPUTUSAN BERKUNJUNG DI FLOATING MARKET LEMBANG. *Journal of Tourism Destination and Attraction, 6*(2), 16–29. <https://doi.org/10.35814/tourism.v6i2.770>
- Mustikasari, A., & Widaningsih, S. (2017). Pengaruh e-wom terhadap keputusan berkunjung ke tempat wisata di kota bandung. *Jurnal Manajemen Indonesia, 16*(2), 95. <https://doi.org/10.25124/jmi.v16i2.315>
- 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, 62*(5), 902–918. <https://doi.org/10.1002/asi.21489>
- Nasir. (n.d.). *Metode Penelitian*. Ghalia Indonesia.
- Novita Sari, & Muhammad Saputra. (2019). Pengaruh intensity, valence of opinion, conten terhadap keputusan wisatawan berkunjung ke objek wisata di provinsi lampung. *Jurnal Ekuivalensi, 5*.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement – empirical evidence. *Journal of Product & Brand Management, 14*(3), 143–154. <https://doi.org/10.1108/10610420510601012>
- Patterson, P., & Yu, T. (2006). *Understanding Customer Engagement in Services*.
- Priambada, S. (2015). Manfaat penggunaan media sosial pada usaha kecil menengah (UKM). In *Seminar Nasional Sistem Informasi Indonesia*.
- Ridha N. (2017). Proses penelitian, masalah, variabel dan paradigma penelitian. *Jurnal Hikmah, 14*(1).
- Rohadian, S., & Amir, M. T. (2019). Upaya membangun customer engagement melalui media sosial Instagram. *Journal of Entrepreneurship, Management and Industry (JEMI), 2*(4). <https://doi.org/10.36782/jemi.v2i4.1925>

- Sangyang, C. (2014). *Consumer Purchase Intention Research Based on Social Media Marketing*.
- 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*, 66, 36–41. <https://doi.org/10.1016/J.JAIRTRAMAN.2017.09.014>
- Sholihin, M. , & Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk hubungan nonlinier dalam penelitian sosial dan bisnis*. Andi.
- Siska Lusya Putri, & Mutiara Putri Deniza. (2018). Pengaruh Brand Awareness Dan Brand Loyalty Terhadap Keputusan Pembelian Produk Chicken Nugget Fiesta Di Kota Padang. *Jurnal Agrica*, 11(2).
- Suciningtyas, W. (2012). Pengaruh Brand Awareness, brand image, dan media communication terhadap keputusan pembelian. *Management Analysis Journal*, 1(1). <https://doi.org/10.15294/maj.v1i1.505>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan RD*. . Alfabeta.
- Susila, F. C., Hukum, A. B., & Negara, A. (2019). Hukum dan Studi Penelitian Empiris: Penggunaan Metode Survey sebagai Instrumen Penelitian Hukum Empiris. In *Online Administrative Law & Governance Journal* (Vol. 2).
- Tengku Firli Musfar S.E, M. M. (2020). *Buku Ajar Manajemen Pemasaran: Bauran Pemasaran sebagai Materi Pokok dalam Manajemen Pemasaran*. Media Sains Indonesia.
- Toor, A., Husnain, M., & Hussain, T. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. In *Asian Journal of Business and Accounting* (Vol. 10, Issue 1).
- Wasil, M. (2018). Pengaruh brand awareness brand association dan percieved quality. *FORUM EKONOMI*, 19(2), 2017.
- Y.A Nugroho. (2011). *It's Easy Olah data dengan SPSS*. Skripta Media Creative.
- Hadi, S. (2022, February 21). *Hangatkan Tubuh dengan Jahe Rempah Menara usai Ziarah*. Retrieved from joglojateng: <https://joglojateng.com/2022/02/21/hangatkan-tubuh-dengan-jahe-rempah-menara-usai-ziarah/>
- Kartika, W. (2022, January 2). *Jahe Rempah Red Velvet, Menu Unik di Jahe Rempah Bilal yang Banyak Disukai Pelanggan*. Retrieved from BetaNews:

<https://betanews.id/2022/01/jahe-rempah-red-velvet-menu-unik-di-jahe-rempah-bilal-yang-banyak-disukai-pelanggan.html>

Kemp, S. (2022, February 15). *Digital 2022: Indonesia*. Retrieved from datareportal: <https://datareportal.com/reports/digital-2022-indonesia?rq=indonesia>