

DAFTAR PUSTAKA

- aryska, m. (2017). pengaruh reputasi perusahaan dan kualitas pelayanan terhadap kepuasan pasien (kasus rumah sakit islam Ibnu Sina Pekanbaru). *journal Online Mahasiswa Bidang Ilmu sosial dan politik*, 1-15.
- berger, J. (2014). word of mouth and interpersonal communication : a review and directions for future research . *journal of consumer pyschology*, vol 24 no 4 pp 586-607.
- Berthon, P. P. (2012). marketing meets web 2.0, social media and creative consumers : implications for international marketing strategy. *business horizons*, vol. 55 no. 3, pp.261-271.
- Caruana, A. C. ((2006)). an attitudinal perspective”, *Brand Management*, . “Corporate reputation and shareholders’, (2006).
- charles j. fombrun, n. a. (1999). the reputation quotient : a multi stakeholder measure of corporate reputation. *journal of brand management*, 241-255.
- Dickinson-Delaporte, S. B. (2010). building corporate reputation with stakeholders : exploring the role of message ambiguity for social marketers. *eupean journal of marketing* , 1856-1874.
- Fombrun, C. &. (1990). Reputation building and corporate strategy. *Academy of Management Journal*, 33(2), 233-258.
- fombrun, c. (1996). reputation. realizing value from the corporate image. boston: harvard business school press.
- fombrun, C. d. (2000). the road to transparency : reputation management at royal dutch/shell. 76-96.
- Gabrielle Priscilla Ruru, A. S. (2018). analisis isi Electronic word of mouth pada posting insatgram @garuda.indonesia. *Jurnal E-Komunikasi*, hal 9.
- Gensler, S. V.-T. (2013). managing brands in social media environment . *journal of interacting marketing* , vol.27 no.4, pp.242-252.

- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Badan Penerbit Universitas Diponegoro.
- Gratton, S. J. (2011). *Social Media Tips and Tricks for Small Businesses*. Pearson Education.
Zero to 100,000: Social Media Tips and Tricks for Small Businesses. .
- handes. (2019). *creative planning dan strategi pengembangan pesan komunikasi pemasaran*.
- hardani, H. a. (2020). *metode penelitian kuantitatif dan kualitatif*. yogyakarta : pustaka ilmu.
- Jessica A. Larasati, D. S. (2022). Pengaruh Daya Tarik Pesan Promosi Penjualan, Endorsement Beauty Influencer Terhadap Minat Beli Followers Instagram Rose All Day. *Jurnal Spektrum Komunikasi*, 122-135.
- K.T, J. (2004). *building reputational capital : strategies for integrity and fair play that improve the bottom line*. new york : oxford university press.
- Keh, H. d. (2009). corporate reputation and customer behavioral intentions : the role of trust, identification and commitment. *industrial marketing management*, vol.38 no.7 pp 732742.
- Kim, J. H.-B. (2013). a strategic management approach to reputation, relationship, and publics : the research heritage of the excellence theory. *The handbook of communication and corporate reputation*. 197-212.
- Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness. *Asia Pacific Journal of Marketing and Logistics*, 470-484.
- laskey, H. D. (1989). typology of main message strategies for television commercials. *journal of advertising* , vol. 18 no. pp.36-41.
- markwick, N. d. (1997). towards a framework for managing corporate. *journal of marketing*, 745-748.
- Matteo Cinelli, G. D. (2021). The Echo Chambers Effect on Social Media . *Proceddings of The National Academy of Sciences (PNAS)*.

- Meral, K. Z. (2022). Social Media Reputation, Corporate reputation : Social media risk on corporate reputation and precautions. In T. R. Jose Gabriel Andrade, Navigating Digital Communication and challenges for organizations (pp. Chapter 14 245-270). Portugal: IGI Global.
- Muthia Azzahra Nurman, D. S. (2022). Pengaruh Penggunaan Daya Tarik Pesan Terhadap Customer Engagement Followers pada Caption Akun Instagram Netflix Indonesia. Jurnal Komunikasi, 210-221.
- Narimawati, U. (2007). Riset Manajemen Sumber Daya Manusia. Agung Media.
- Nursafitri, F. &. (2019). analisis pengaruh daya tarik iklan rasional dan emosional terhadap sikap iklan konsumen pada produk high involvement . jurnal polban, vol. 10 page 646 653.
- puto, c. d. (1984). informational and transformational advertising : the differential effects of time . vol 11 , pp.638-643.
- Rindova, V. &. (1999). Constructing competitive advantage: The role of firm-constituent interactions. Strategic Management Journal, 20(8), 691-710.
- rindova, v. w. (2005). being good or being known : antecedents and consequences of organizational reputation. academy of management, vol.48 no. 6 pp.1033-1049.
- rizal, r. r. (2021). pengaruh terpaan media youtube terhadap citra perusahaan pt.garuda indonesia prosiding hubungan masyarakat. 437-444.
- Robert Rietveld, W. V. (2020). What You Feel Is What You Like Influence of Message Appeals on Customer Engagement on Instagram. Journal of Interactive Marketing 49, 20-53.
- Roberts, P. W. (2002). Corporate reputation and sustained superior financial performance. Strategic Management Journal, 23 (12), 1077 - 1093.
- rothenhoefer, L. (2018). the impact of CSR on corporate reputation perceptions of the public a configurational multi time, multi source perspective. business ethics, environment and responsibility , vol.28 no.2 pp.141-155.
- ruru, g. p. (2018). analisis isi electronic word of mouth pada posting instagram @garuda.indonesia. jurnal e-komunikasi.

- saebandi, b. a. (2015). filsafat ilmu dan metode penelitian. bandung : cv pustaka setia.
- Schaefer, M. W. (2012). Return On Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing. McGraw-Hill Education., 50-62.
- stacks, d. w. (2013). corporate reputation measurement and evaluation. the handbook of communication and corporate reputation. 559-573.
- stephen, a. D. (2010). a comparison of the effects of transmitter activity and connectivity on the diffusion of information over online social network. INSEAD WORKING PAPER, no2010/35.
- Su, L. S. (2016). reputation dan intentions : the role of satisfaction, identification and commitment. journal of business research , vol.69 no.9 pp.3261-3269.
- Sugiyono, P. (2019). Metode Penelitian Kuantitatif. Bandung, Indonesia: Alfabeta.
- Sung, E. Y. (2021). Luxury and Sustainability : The role of message appeals and objectivity on luxury brands green corporate social responsibility. USA: Journal of Marketing Communication.
- syahrums, s. (2012). metodologi penelitian kuantitatif . bandung: cita pustaka, media.
- taylor, R. (1999). a six segment message strategy wheel . journal of advertising research , vol.39 no.1 pp.7-17.
- Wen Kuo CHen, C. J. (2022). What Affects User To Click Social Media Ads and Purchase Intention? The roles of advertising value, emotional appeal and credibility. Asia Pacific Journal of Marketing and Logistics.
- Wu, P. d. (2011). The Influences of Electronic Word Of Mouth Message Appeal and Message Source Credibility on Brand Attitude. Asia Pacific Journal of Marketing and Logistics Vol.23 No.4, 448-472.