

## **DAFTAR PUSTAKA**

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS)*. Andi.
- Adriana, I. L., & Widodo, T. (2019). *Peran Brand Awareness Dan Brand Image Dalam Memediasi Pengaruh Social Media Marketing Activity Terhadap E-wom Dan Komitmen Pelanggan Tokopedia*. 10(2), 71–76.
- Alamsyah, A. D. (2021). Tourist Movement Analysis using Social Media Data in Indonesia. *2021 International Conference Advancement in Data Science, E-Learning and Information Systems, ICACDEIS 2021* (pp. 978-1-6654-3709-7). Bali: IEEE.
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital Marketing Strategy, Implementation and Practice Sixth Edition*. Pearson.
- Chen, C. H., Nguyen, B., Klaus, P. "Phil," & Wu, M. S. (2015). Exploring Electronic Word-of-Mouth (eWOM) in The Consumer Purchase Decision-Making Process: The Case of Online Holidays – Evidence from United Kingdom (UK)Consumers. *Journal of Travel and Tourism Marketing*, 32(8), 953–970. <https://doi.org/10.1080/10548408.2014.956165>
- Candiwan, & Savindraoutra, F. (2019). Is information privacy awareness important for Indonesian social media instagram users? *International Journal of Advanced Trends in Computer Science and Engineering*, 281-287.
- Darmaningrat, E. W., Astuti, H. M., & Alfi, F. (2020). Information Privacy Concerns Among Instagram Users: The Case of Indonesian College Students. *Journal of Information Systems Engineering and Business Intelligence*, 159-168.
- 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, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate Data Analysis: A Global Perspective - 7/E.* (7th ed.). Pearson.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using

- R. In *Practical Assessment, Research and Evaluation* (Vol. 21, Issue 1).
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2017). *Partial Least Squares Structural Equation Modeling*. Springer. [https://doi.org/DOI: 10.1007/978-3-319-05542-8\\_15-1](https://doi.org/DOI: 10.1007/978-3-319-05542-8_15-1)
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing* (17e ed.). Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. John Wiley & Sons.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). Marketing management. In *Pearson* (16th ed.). Pearson. <https://doi.org/10.1108/ssmt.2001.21913cab.040>
- Laelian, D. S., & Widodo, T. (2021). Pengaruh Aktivitas Pemasaran Melalui Media Sosial Instagram Terhadap Brand Awareness, Brand Image, dan Respon Konsumen. E-Proceeding of Management, 8(2), 865.
- Mehr, F. E., Mehr, R. E., & Mehr, L. E. (2018). A Study on The Effect of Social Media Marketing Activities on Consumer's Response and Brand Equity (Case Study: Beauty Clinics). *Eastern-European Journal of Enterprise Technologies*, 1, 1130–1140.
- Prasetyo, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, M. R. (2022).**  
The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Paramarta, V., Jihad, M., Dharma, A., Hapsari, I. C., Sandhyaduhita, P. I., & Hidayanto, A. N. (2019). Impact o f User Awareness, Trust, and Privacy Concerns on Sharing Personal Information on Social Media: Facebook, Twitter, and Instagram. *ICACSI* , 978-1-7281-0135-4/18.

- Prasetio, A., Hurriyati, R., Sari, P. K., & Sary, F. P. (2017). Social capital and electronic word-of-mouth (eWOM) effect toward online purchase intention. *Advance Science Letter*, 23(11).
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th Editio). John Wiley & Sons.
- 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(September 2017), 36–41.  
<https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Sugiyono. (2013). *Statistika untuk Penelitian* (Edisi 3). Alfabeta.
- We Are Social. (2023). *THE CHANGING WORLD OF DIGITAL IN 2023*.  
<https://wearesocial.com/id/blog/2023/01/the-changing-world-of-digital-in-2023-2/>