

Daftar Pustaka

- Abdillah, & Hartono. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Jakarta: Andi Publisher.
- Abdullah, M. H., & Faisal, A. (2022). The Role of *Social media marketing activities* in Increasing *Brand loyalty*. *Jurnal Ekonomi*, 478-499.
- Adriana, & Widodo. (2019). Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Brand Awareness, Brand Image, dan *Brand loyalty*. *eProceeding of Management*, 6(2).
- Aji, & Sanny. (2020). The role of *social media marketing* on customer engagement and *brand loyalty* in the beauty industry. *Journal of Business Research*, 579-586.
- 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*, 91-104.
- Althuwaini. (2022). The Effect of Social Media Activities on *Brand loyalty* for Banks. *The Role of Brand trust*, 148.
- Berger. (2022). Word of Mouth and Social Transmission: The Underlying Mechanisms and Its Effectiveness in Marketing. *Journal of Consumer Research*, 39(3), 389-408.
- Bernardo, & Raj. (2020). Promoting Engagement with Quality Communication in Social Media. *PLOS ONE*.
- Chen, X., & Qasim, H. (2022). Does e-brand experience matter in the consumer market? explaining the impact of *social media marketing activities* on consumer-based *brand equity* and love. *Journal of Consumer Behaviour*, 1065-1077.
- Ebrahim. (2020). The Role of *Brand trust* in Developing *Brand loyalty*: A Study of *Social media marketing activities*. *Journal of Relationship Marketing*, 19(4), 287-308.
- Ghozali, & Latan. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0* (2nd ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, & Anderson. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Hair, H. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Los Angeles: Sage Publications.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Los Angeles: Sage Publication.

- Haudi, & Purwanto. (2022). The Effect of *Social media marketing* on *Brand loyalty* and Trust. *International Journal of Data and Network Science*, 6(3), 1-12.
- Hermawan. (2022). *Metode Penelitian Survei*. Jakarta: Prenada Media.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Jakarta: Refika Aditama.
- Indrawati, Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review* 28, 174-184. doi:<https://doi.org/10.1016/j.apmr.2022.07.007>
- Kelly, & Kerr. (2019). Building *brand loyalty* on social media: Theories, measurements, antecedents, and consequences. *Journal of Brand Management*, 24(2), 88-99.
- Khadim, & Hanan. (2020). Reconsidering active and passive behavioral patterns in social media use for marketing purposes. *International Journal of Data and Network Science*, 2 (2), 25-32.
- Kimmel, & Kitchen. (2020). Word of Mouth and Social Media: Presaging Future Directions for Research and Practice. *Journal of Marketing Communications*, 20(1-2), 5-20.
- Koay, K. Y., Ong, D. L., & Yeoh, H. J. (2020). Perceived *social media marketing activities* and consumer-based *brand equity*. *Asia Pacific Journal of Marketing and Logistics*, 53-72.
- Kotler, & Keller. (2022). *Marketing Management* (16th ed.). Pearson.
- Krejcie, & Morgan. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30(3), 607-610.
- Liu, & Burns. (2021). Examining the Impact of Luxury Brand's *Social media marketing* on Customer Engagement: Using Big Data Analytics and Natural Language Processing. *Journal of Business Research*, 815-826.
- Mahmoud, M. A., & Adams, M. (2020). Social media resources and export performance: the role of trust and coPT XYZtment. *International Marketing Review*, 273-297.
- Mammadli, & Galandar. (2021). The Role Of *Brand trust* in The Impact Of Social Media Influencers On Purchase Intention. *SSRN Electronic Journal*, 10-14.
- Mensah, J. V., & Oopong, P. K. (2022). Effect of packaging on perceived quality and *brand loyalty*: the mediating role of brand association in over-the-counter market. *Journal of Business and Management*, 297-313.
- Mutinga, & Moorman. (2021). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.

- Naggar, E., & Algatani. (2020). Trust and Its Role in Customer Relationships: Integrity, Benevolence, Competence, and Predictability. *Journal of Business Ethics*, 34(2), 87-100.
- P. A. (2016). *Metode Penelitian Kuantitatif*. Jakarta: Zifatama Publishing.
- Prasetio, A., Rahman, D. A., & 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*, 1195-1200.
- Prasetio, A., Witarsyah, N. A., & Indrawati. (2024). The effect of e-WOM on purchase intention in e-commerce in Indonesia through the expansion of the information adoption model. *International Journal of Data and Network Science*, 8(3), 1959–1968. doi:<https://doi.org/10.5267/j.ijdns.2024.1.017>
- Radhitama. (2019). The Effect of *Social media marketing* on *Brand loyalty* through *Brand equity* and *Brand trust*. *Asia Pacific Journal of Marketing and Logistics*, 129-144.
- Radjab, & Jam'an. (2017). *Metodologi Penelitian Bisnis*. Makassar: Lembaga Perpustakaan dan Penerbitan Universitas Muhammadiyah Makassar.
- Salsabila, N. S., & Indrawati, I. (2022). Pengaruh *Social media marketing activities* Terhadap Loyalitas Pelanggan pada Produk Lokal UMKM di Aplikasi Shopee. *Inspirasi bisnis dan Manajemen*, 83.
- Sekaran, & Bougie. (2016). *Research Methods for Business: A Skill-Building Approach*. Wiley.
- Seo, & Park. (2020). The influence of perceived *social media marketing* elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695-720.
- Simbolon, & Nurcholifa. (2022). The Influence of Using Social Media as a Promotional in Building Awareness and Impact on Purchase Decision of Bulog Products. *Binus Business Review*, 13 (1), 57-66.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suharto, & Nugroho. (2022). The Effect of *Brand equity* on Customer Trust and Purchase Intention. *Journal of Business and Marketing*, 11(2), 45-47.
- Sukhabot, S., Rinthaisong, I., & Soonsan, N. (2022). The effect of *brand equity* on investor loyalty in online securities trading using the technology acceptance model. *Journal of Eastern European and Central Asian Research*, 295-308.
- Suliyanto. (2017). *Metode Penelitian Bisnis* (Vol. 2nd). Jakarta: Andi Publisher.
- T. N. (2018). *Metode Penelitian Kuantitatif: Survei dan Eksperimen*. Jakarta: Pustaka Pelajar.
- Tuten, & Solomon. (2020). *Social media marketing: Principles and Strategies for Building Brand Awareness and Engagement*. SAGE Publications.

- Upadhyay, Y., Paul, J., & Baber, R. (2022). Effect of online *social media marketing* efforts on customer response. *Journal of Consumer Behaviour*, 554-571.
- Verduyn, & Kroll. (2022). The extended active-passive model of social media use. *Journal of Computer Communication*, 20 (1).
- Wantini, & Nugroho. (2021). The Impact of *Brand loyalty* on Consumer-Based *Brand equity*. *International Journal of Business and Management Invention*, 10(1), 56-64.
- Winarno, K. O., & Indrawati. (2022). Impact of *social media marketing* and electronic word of mouth (e-WOM) on purchase intention. *Journal of Applied Management (JAM)*, 668–683.
doi:http://dx.doi.org/10.21776/ub.jam.2022.020.03.15
- Winarno, K. O., & Indrawati. (2022). Impact of *Social media marketing* and Electronic Word of Mouth (e-WOM) on Purchase Intention. *Journal of Applied Management*, 668-683.
doi:doi:http://dx.doi.org/10.21776/ub.jam.2022.020.03.15
- Yadav, & Rahman. (2021). The influence of *social media marketing activities* on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*, 28(1), 115-135.
- Yones, P. C., Muthaiyah, S., & Indrawati. (2023). eWOM Via the TikTok Application and its Influence on the Purchase Intention of Somethinc Products. *Asia Pacific Management Review*, 174-184.
doi:https://doi.org/10.1016/j.apmr.2022.07.007