

DAFTAR PUSTAKA

- Abiemanyoe, S., & Depari, G. S. (2022). Pengaruh Social Media Marketing dan Tagline terhadap Brand Awareness pada *Pattern X Medan*. *Jurnal Brand Awareness*, Vol. 4.
- Abdullah, M. H. S., & Faisal, A. (2023). *The Role of Social Media Marketing Activities in Increasing Brand Loyalty*. *Journal of Social Media Marketing*, Vol. 16.
- Ali, F., Suveatwatanakul, C., Nanu, L., Ali, M., & Terrah, A. (2024). *Social media marketing and brand loyalty: Exploring interrelationships through symmetrical and asymmetrical modeling*. *Spanish Journal of Marketing - ESIC*. Vol. 27, No. 1.
- Almestarihi, R., & Al-Gasawneh, J. A. (2022). *The Impact of Social Media Marketing on Brand Equity: A Systematic Review*. *Journal of Brand Equity*, Vol. 12.
- Angela, F., Yuliana, A. O., & Jaolis, F. (2023). *Shoppers' Loyalty in Online Marketplace: The Impact of Interface Quality, Application Incentives, and Security/Privacy Through Flow Experience*. *Online Marketplace Journal*, Vol. 10.
- Creswell, J. W., & Creswell, J. D. (2020). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Ghorbani, M., Karampela, M., & Tonner, A. (2023). *Consumers' Brand Personality Perceptions in a Digital World: A Systematic Literature Review and Research Agenda*. *Journal of Brand Personality*, Vol. 18.

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Los Angeles: SAGE Publications.
- Haryono, S. (2020). Analisis Statistik Deskriptif. Yogyakarta: Graha Ilmu.
- Indrawati. (2022). Metode Penelitian Kuantitatif dan Pengolahan Data, Graha Ilmu
- Ivanka, C. N., Ardhanari, M., & Kristyanto, V. S. (2023). Pengaruh *Social Media Marketing Terhadap Purchase Intention Dengan Brand Equity, Brand Engagement, Dan Customer Bonding* Sebagai Mediator Pada Media Sosial Instagram SOMETHINC. Jurnal Social Media Marketing, Vol. 9.
- Irdasyah, R. R., Risqiani, R., & Margaretha, F. (2023). *The Influence of Social Media Marketing Activities, Brand Awareness, Brand Image, Against Purchase Intention*. Journal of Social Media Marketing, Vol. 15.
- Kumar, B. R., Madhuri, A., Shireesha, M., & Reddy, S. M. (2022). *Exploring The Impact Of Social Media Influencers On Consumer Behavior And Brand Loyalty In The Digital Age*. Digital Marketing Journal, Vol. 8.
- Lita, R. P., & Meuthia. (2023). *Mediating Role of Consumer Trust in Local Food Restaurants on the Relationship Between Social Media Marketing and Consumer Purchase Intention in Indonesia*. Journal of Consumer Trust, Vol. 6.
- Linh, N. T. M., Hang, N. T., Binh, L. Q., Chien, N. T. M., & Khoa, B. T. (2023). *The Impact of Social Media Marketing on Brand Loyalty in the Fashion Industry: The Mediator Role of Brand Love*. Fashion Marketing Journal, Vol. 13.

- Mandongwe, A., & Jarava, E. (2020). *Application of Partial Least Squares in Structural Equation Modeling. Journal of Statistical Analysis, 15(3).*
- Nurlatifah, F., Ariyanti, M., & Iskamto, D. (2025). The effect of social media marketing on purchase intention: The mediating role of brand image and brand trust. *Quality - Access to Success, 26(205), 443-450.* DOI: 10.47750/QAS/26.205.45
- Pinto, P. A., & Paramita, E. L. (2023). *Social Media Influencer and Brand Loyalty on Generation Z: The Mediating Effect of Purchase Intention. Journal of Social Media Influence, Vol. 11.*
- Pratama, M. A., Siregar, R. P. S., & Sihombing, S. O. (2023). *The Effect of Consumer-Based Brand Equity and Satisfaction on Loyalty: An Empirical Study. Journal of Consumer-Based Brand Equity, Vol. 17.*
- Priyatno, D. (2014). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS.* Yogyakarta: Gava Media.
- Ramadhani, R., & Ruswanti, E. (2022). *The Influence of Brand Communication, Brand Image, and Brand Trust on Brand Loyalty at University in Jakarta. Journal of Brand Communication, Vol. 14..*
- Ramadhan, M. A., & Rusmaningsih, P. N. (2023). Brand Loyalty: Pengaruh Self- Brand Connection melalui Brand Experience Burberry di Indonesia. *Jurnal Brand Loyalty, Vol. 5.*
- Ramadhan, M. A., & Rusmaningsih, P. N. (2023). *The Influence Of Viral Marketing And Social Media Marketing On Instagram Ads Purchase Decisions. Journal of Marketing Research, Vol. 7.*

- Salsabila, R., Dewi, C. K., & Madiawati, P. N. (2025). Role of Brand Image and Price Importance as Moderator on Online Customer Review and Hotel Booking Intention. *Binus Busniess Review*, 16(1), 71-86. DOI: 10.21512/bbr.v16i1.11873
- Saunders, M., Lewis, P., & Thornhill, A. (2021). *Research Methods for Business Students*. Pearson Education Limited.
- Sujarweni. (2022). Metode Penelitian Kuantitatif dan Kualitatif: Pendekatan Praktis, Penerbit Andi.
- Sujarweni, V. W. (2021). Metodologi Penelitian Bisnis & Ekonomi. Yogyakarta: Pustaka Baru Press.
- Sugiyono. (2021). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Tazkia, Y. & Ariyanti. M. (2025). The effect of social media marketing on brand loyalty for a sportswear brand: The mediating role of brand trust and cognitive engagement. *Edelweiss Applied Science and Technology*, 9(3), 1908-1915. DOI:10.55214/25768484.v9i3.5717