

DAFTAR PUSTAKA

- Agusli, D., & Kunto, S. Y. (2013). Analisis pengaruh dimensi ekuitas merek terhadap minat beli konsumen Midtown Hotel Surabaya. *Jurnal Manajemen Pemasaran Petra*.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*.
- Albarq. (2014). Measuring the impacts of online word of mouth on tourists' attitude and intentions to visit Jordan: An empirical study. *International Business Research*.
- Almaiah, M. A., Al-Khasawneh, A., & Althunibat, A. (2020). Exploring the critical challenges and factors influencing the e-learning system usage during COVID-19 pandemic. *Education and Information Technologies*, 25(6), 5261–5280. <https://doi.org/10.1007/s10639-020-10219-y>
- Arikunto, S. (2017). *Pengembangan instrumen penelitian dan penilaian program*. Yogyakarta: Pustaka Pelajar.
- Aviolitasona, G. B. (2017). Pengaruh citra destinasi terhadap minat kunjung ulang wisatawan Umbul Sewu Pengging, Boyolali.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*.
- Chaffey, D. (2022, November 17). The RACE framework: A practical digital.
- Chaffey, D., & Bosomworth, D. (2023). *Digital strategy: Planning template. The Content Marketing Matrix*. New York: Routledge.
- Chaffey, D., & Chadwick, F. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed.). Pearson Education Limited.
- Chairunnisa, N. H., & Susandy, G. (2024). Pengaruh social media marketing, destination branding, dan destination image terhadap minat berkunjung konsumen. *Seminar Nasional Pariwisata dan Kewirausahaan*.



- Charli, C. O., & Putri, D. A. (2020). Pengaruh social media marketing, fasilitas wisata, dan citra destinasi wisata terhadap minat wisatawan berkunjung. *Jurnal Ekobistek*.
- Chatterjee, S., & Kumar Kar, A. (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. *International Journal of Information Management*, 53, 102103. <https://doi.org/10.1016/j.ijinfomgt.2020.102103>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications, Inc.
- Damayanti, S., C. A., & Barkah, C. S. (2021). Pengaruh social media marketing terhadap brand image My Pangandaran Tour and Travel. *Jurnal Ilmu Manajemen*.
- Databoks. (2024). Ini media sosial paling banyak digunakan di Indonesia awal 2024. *Databoks*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/66ea436ab12f2/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- 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>
- Gunelius, S. (2011). *30-minute social media marketing*. McGraw-Hill Companies.
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh influencer marketing sebagai strategi pemasaran digital era modern.
- Hassan, S., Nadzim, S. Z. A., & Shiratuddin, N. (2015). Strategic use of social media for small business based on the AIDA model. *Procedia - Social and Behavioral Sciences*, 172, 262–269. <https://doi.org/10.1016/j.sbspro.2015.01.363>



Li, Tsai, K. H., Hsieh, M. H., & Wang, W. Y. (2014). Strategic orientation and new product performance: The roles of technological capability. *Canadian Journal of Administrative Sciences/Revue Canadienne des*

Sciences de l'Administration, 31(1), 44–58.
<https://doi.org/10.1002/cjas.1271>

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>

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>

Kelly, K., McLellan, M., & McMahon, P. (2010). Avoidance of advertising in social networking sites: The teenage perspective.

Khairinal. (2016). *Menyusun proposal skripsi, tesis, & disertasi*. Salim.

Kim, A. J., & Ko, E. (2012). Impacts of luxury fashion brand's social media marketing on customer engagement. *Journal of Business Research*, 65(10), 1477–1484. <https://doi.org/10.1016/j.jbusres.2011.02.004>

Kotler, P., & Armstrong, G. (2018). *Principles of marketing*. Pearson.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Prentice Hall.

Kurniasari, H. (2019). Pengaruh bauran pemasaran, word of mouth, destination image dan destination branding terhadap minat berkunjung di wisata Pantai Ria Kenjeren. *STIKOM*.

Lamb, C. W., Hair, J. F., & McDaniel, C. (2007). *Pemasaran* (Edisi Pertama).

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(7), 511–522.
<https://doi.org/10.1108/EUM00000000006239>

Lazuardy, I. T. (2023). Pengaruh social media marketing, lifestyle, dan store atmosphere terhadap keputusan pembelian konsumen Mixue di Yogyakarta.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience roughout the customer journey. *Journal of Marketing*, 80(6), 69–96.
[tps://doi.org/10.1509/jm.15.0420](https://doi.org/10.1509/jm.15.0420)

M., & Fauzi, A. D. H. (2018). Pengaruh social media marketing terhadap keputusan pembelian (Survei online pada mahasiswa sarjana jurusan Ilmu



- Administrasi Bisnis angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang membeli Starbucks menggunakan Line).
- Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of Interactive Marketing*, 27(4), 270–280. <https://doi.org/10.1016/j.intmar.2013.09.001>
- Muniz, A. M., & Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412–432. <https://doi.org/10.1086/319618>
- Nihayah, A. Z. (2019). *Pengolahan data penelitian menggunakan software SPSS 23.0*. Semarang: UIN Walisongo Semarang.
- Nisa, F. K., Arifin, R., & Rachmadi, K. R. (2023). Pengaruh social media (content creation, content sharing, connection, community building) terhadap keputusan pelanggan pada produk Indihome: Studi kasus Witel Telkom Pasuruan, Jawa Timur. *Jurnal Riset Manajemen*.
- Nugraha, A., & Adialita, R. (2021). Pengaruh social media marketing terhadap minat berkunjung wisatawan di Kota Bandung melalui nilai yang dipersepsikan. *Jurnal Akuntansi, Keuangan, Dan Manajemen*.
- Octaviola, D. (2023). Pengaruh Kualitas Pelayanan, Potongan Harga, Dan Kepercayaan Terhadap Kepuasan Pelanggan E - Commerce Shopee UPN Veteran Jakarta, Fakultas Ekonomi dan Bisnis, S1 Manajemen www.upnvj.ac.id–www.library.upnvj.ac.id–www.repository.upnvj.ac.id
- Palda, A. I., Iisnawati, & Yunita, D. (2024). Pengaruh content creation, content sharing, connection, dan community building terhadap keputusan pembelian konsumen pada 3D Stable Equastrian. *Jurnal Ilmu Sosial, Manajemen, Akuntansi Dan Bisnis*.
- Priansa, D. J. (2017). *Perilaku konsumen dalam bisnis: Kontemporer*. Alfabeta.
- Purwana, D. E. S. (2017). Pemanfaatan digital marketing bagi usaha mikro, kecil, dan menengah (UMKM) di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*.
- Ranjan, K. R., & Read, S. (2016). Value co-creation: Concept and measurement. *Journal of the Academy of Marketing Science*, 44(3), 365–380. [tps://doi.org/10.1007/s11747-015-0465-5](https://doi.org/10.1007/s11747-015-0465-5)
- ., & Jones, C. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation*. Salemba Empat.



- Siregar, S. (2015). *Metode penelitian kuantitatif*. Prenadamedia Group.
- Soleimani, M., Danaei, M., Jowkar, H., & Parhizgar, M. M. (2016). The effect of perceived hedonic value and social commerce constructs on social commerce intention. *Journal of Administrative Management, Education and Training*, 12(4), 115-129.
- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sujarweni, W. (2014). *Metodologi penelitian*. Pustaka Baru Press.
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. SAGE Publications.
- Umar, H. (2004). *Riset pemasaran dan perilaku konsumen*. Gramedia Pustaka Utama.
- Umar, H. (2013). *Metode penelitian untuk skripsi dan tesis*. Rajawali.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 22(2), 127–145. <https://doi.org/10.2753/MTP1069-6679220201>
- Wellman, J. (2001). Online marketplaces. In *Practical handbook of internet computing* (Vol. 17, pp. 3–17). CRC Press.
- Widagdyo, K. G. (2017). Pemasaran, daya tarik ekowisata, dan minat berkunjung wisatawan. *Jurnal Bisnis dan Manajemen*.
- Wijaya, A. D. (2021). *Ilmu manajemen pemasaran: Analisis dan strategi* (R. Watrianthos, Ed.; 1st ed.). Yayasan Kita Menulis.

