

DAFTAR PUSTAKA

- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114.
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (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. <https://doi.org/10.1108/APJML-04-2019-0262>
- De Vries, L., Gensler, S., & Leeﬂang, P. S. H. (2017). Effects of traditional advertising and social messages on brand-building metrics and customer acquisition. *Journal of Marketing*, 81(5), 1–15. <https://doi.org/10.1509/jm.15.0178>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Fakhrudin, A. (2019). PENGARUH KEWAJARAN HARGA DAN CITRA PERUSAHAAN TERHADAP KEPUTUSAN PEMBELIAN ULANG PADA PENUMPANG MASKAPAI CITILINK INDONESIA. *Jurnal Manajemen Bisnis*, 10(1). <https://doi.org/10.18196/mb.10168>
- Gligor, D. M., & Hollebeek, L. D. (2024). Customer Engagement in the Digital Era: Opportunities and Challenges. *Journal of Marketing Theory and Practice*.
- Gusmita, R. B. (2021). *Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Dengan Keterlibatan Konsumen Sebagai Variabel Mediasi*. Universitas Muhammadiyah Surakarta.
- Hair, F. J. J., Black, C. W., Babin, J. B., & Anderson, E. R. (2010). *Multivariate Data Analysis (7th ed.)*. Pearson.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2016). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45, 312–335.
- Hasan, S., Qayyum, A., & Zia, M. H. (2023). Social media marketing and brand authenticity: the role of value co-creation. In *Management research review* (Vol. 46, pp. 870–892). Emerald Publishing Limited; Emerald Group.



- ok, L. (2011). Exploring customer brand engagement: definition themes. *Journal of Strategic Marketing*, 19(7), 555–573.
- S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). A comparison of social media marketing between B2B, B2C and mixed

- business models. In *Industrial Marketing Management* (Vol. 81, pp. 169–179).
- Kalengkongan, R. V., Mandey, S. L., Roring, F., Manajemen, J., & Ekonomi dan Bisnis, F. (2024). PENGARUH E-COMMERCE LIVE STREAMING SERVICE DAN KETERLIBATAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA TOKO KANINO PREMIUMCLOTHING MANADO THE INFLUENCE OF E-COMMERCE LIVE STREAMING SERVICE AND CUSTOMER ENGAGEMENT ON CUSTOMER LOYALTY CUSTOMERS AT KANINO PREMIUMCLOTHING MANADO STORE. In *762 Jurnal EMBA* (Vol. 12, Issue 3).
- 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>
- Kelvin, K., Lane Keller, K., & Osborn, E. (n.d.). Marketing Management. (15 th global edition) Edinburgh: Pearson Education. In *Kasem Bundit Journal* (Vol. 18, Issue 2).
- Khan, M. (2017). Social Media Marketing Strategies for Engaging Customers. *International Journal of Marketing Studies*, 9(2), 78–85.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. *Pearson Education, 15th ed.*
- Leviana, T. (2019). PENGARUH SOCIAL MEDIA MARKETING TERHADAP WILLINGNESS TO PAY PREMIUM PRICE MELALUI BRAND EQUITY PADA KONSUMEN ESTEE LAUDER (Vol. 7, Issue 1).
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2018). How Interactivity on Social Media Drives Customer Engagement. *Computers in Human Behavior*, 85, 51–61.
- Mude, G., & Undale, S. (2023). Social Media Usage: A Comparison Between Generation Y and Generation Z in India. *International Journal of E-Business Research*, 19(1). <https://doi.org/10.4018/IJEER.317889>
- Ou, J., Wong, I. A., Prentice, C., & Liu, M. T. (2019). Customer Engagement and its Outcomes: The Cross-Level Effect of Service Environment and Brand Equity. *Journal of Hospitality & Tourism Research*, 44(2), 377–402.
- Pangastuti, I., Rahmawati, F., & Sari, R. A. (2023). The Role of Social Media in Increasing Brand Awareness and Purchase Intention. *Journal of Marketing Studies*, 12(1), 35–47.
- Yadav, G., & Rai, J. (2017). The Generation Z and their Social Media Usage: A Review and a Research Outline. *Global Journal of e-Enterprise Information System*, 9(2), 110. <https://doi.org/10.18311/gjeis/2017/15748>



- Putri Ayu Wijyanthi, N. P., & Widya Goca, I. G. P. A. (2022). Pengaruh Kepercayaan, Kualitas Produk, dan Kepuasan Konsumen terhadap Repurchase Intention Di Tokopedia. *Jurnal Manajemen Dan Bisnis Equilibrium*, 8(1), 102–117.
https://doi.org/10.47329/jurnal_mbe.v8i1.844
- Shabankareh, M., Nazarian, A., Seyyedamiri, N., Jandaghi, G., & Ranjbaran, A. (2022). Influential factors of loyalty and disloyalty of travellers towards traditional-resorts. *Anatolia*, 33(3), 362–373.
<https://doi.org/10.1080/13032917.2021.1934882>
- Thakur, M. (2016). Customer engagement in the age of digital marketing. *Journal of Marketing Theory and Practice*, 24(3), 217–229.
- Wang, Z., & Kim, H. G. (2017). Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective. *Journal of Interactive Marketing*, 39, 15–26.
<https://doi.org/10.1016/j.intmar.2017.02.004>
- Xu, Y., Chen, Z., Peng, M. Y. P., & Anser, M. K. (2020). Enhancing Consumer Online Purchase Intention Through Gamification in China: Perspective of Cognitive Evaluation Theory. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.581200>

