

DAFTAR PUSTAKA

- Aaker, D.A., (1996). "Measuring brand equity across products and markets", *California Management Review*, 38 (3), 102–120.
- Aaker, D.A. 1991, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, The Free Press, New York.
- Akar, Erkan & Topçu, Birol. (2011). An Examination of the Factors Influencing Consumers' Attitudes Toward Social Media Marketing. *Journal of Internet Commerce*. 10. 35-67. 10.1080/15332861.2011.558456.
- Akbar, A. A., & Djatmiko, T. (2016). Pengaruh E-service Quality Terhadap E-customer Satisfaction Dan E-customer Loyalty Pada Lazada. *co. id. eProceedings of Management*, 3(1).
- Akhtar, N., Siddiqi, U. I., Ashraf, A., & Latif, M. (2016). Impact of a Brand Equity on Consumer Purchase Decision in L'Oreal Skincare Products. *International Review of Management and Business Research*, 5(3), 808.
- Alhaddad, A. A. (2015). The effect of advertising awareness on brand equity in social media. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 5(2), 73.
- Ali, Z., Shabbir, M. A., Rauf, M., & Hussain, A. (2016). To Assess the Impact of Social Media Marketing on Consumer Perception. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 6(3), 69-77.
- Assael, Henry 2002, *Consumer Behavior* 6th Edition, Thomson Learning, New York.
- Atilgan, E., Akinci, S., Aksoy, S., & Kaynak, E. (2009). Customer-based brand equity for global brands: A multinational approach. *Journal of Euromarketing*, 18(2), 115-132.
- Aulia, D., & Briliana, V. (2017) BRAND EQUITY DIMENSION AND CONSUMER BEHAVIOR IN SOCIAL MEDIA.
- Aydın, G., & Ulengin, B. (2015). Effect of Consumer-Based Brand Equity on Purchase Intention: Considering Socioeconomic Status and Gender as Moderating Effects. *EDITORIAL 81 Erdener Kaynak ARTICLES The Synergy in Green Persuasion, Green Celebrity Endorsers in Green Advertising: A Study of Brand-Endorser Congruence Effects in Green Advertising*, 24, 107-119.

- Bajpai, V., Pandey, S., & Shriwas, S. (2012). Social media marketing: Strategies & its impact. *International Journal of Social Science & Interdisciplinary Research*, 1(7), 214-223.
- Bernritter, S.F., Verlegh, P.W.J. and Smit, E.G. (2016), “Why nonprofits are easier to endorse on social media: the roles of warmth and brand symbolism”, *Journal of Interactive Marketing*, Vol. 33, February, pp. 27-42.
- Bougenvile, A., & Ruswanti, E. (2017) Brand Equity on Purchase Intention Consumers’ Willingness to Pay Premium Price Juice.
- Burke, R.R., (2002). “Technology and customer interface: what consumers want in the physical and virtual store?” *Journal of the Academy of Marketing Science*, 30 (4), 411–432.
- Casalo, L. V., Flavian, C., & Guinaliu, M. (2011a). “Observacion y participacion activa en comunidades virtuales comerciales: el caso del sector turismo”, *Revista Española de Investigación de Marketing-ESIC*, Vol. 15 No. 2, pp. 113-134.
- Çemberci, M., Civelek, M. E., & Sözer, E. G. (2013). The determinants of intention to shop online and effects of brand equity on e-store patronage.
- Chandio, Z., Ahmed, S., & Zafar, S. (2015). Impact of Social Media Marketing on Customer Purchase Intention. *Journal of Business Study*, 11(1), 119-129.
- Chu, S. C., & Kim, Y. (2011), “Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites”, *International journal of Advertising*, Vol. 30 No.1, pp. 47-75.
- Coelho, R.L.F., de Oliveira, D.S. and de Almeida, M.I.S. (2016), “Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics”, *Online Information Review*, Vol. 40 No. 4, pp. 458-471.
- Dann, Stephen & Dann Susan (2011). “E-Marketing theory and application”. Palgrave McMillan. New York. United States of America.
- Doostar, M., Abadi, M. K. I., & Abadi, R. K. I. (2012). Impact of brand equity on purchase decision of final consumer focusing on products with low mental conflict. *J. Basic. Appl. Sci. Res*, 2(10), 10137-10144.
- Duggan, M. (2015), “Mobile messaging and social media – 2015”, Pew Research Center, Washington DC, available at: www.pewinternet.org/2015/08/19/mobile-messaging-and-socialmedia-2015 (accessed 31 August 2016).

- Durmaz, Y., & Efendioglu, I. H. (2016). Travel from Traditional Marketing to Digital Marketing. *Global Journal of Management And Business Research*, 16(2).
- Dwivedi, A., Merrilees, B. Miller, D., Herington, C. (2012). ‘‘Brand, value and relationship equities and loyalty-intentions in the Australian supermarket industry.’’ *Journal of Retailing and Consumer Services*, 19(5), 526-536.
- Echdar, S. (2017). *Metode Penelitian Manajemen dan Bisnis*. Bogor: Ghalia Indonesia.
- Elliot, N. (2014), ‘‘Instagram Is The King Of Social Engagement’’, Forrester, available at http://blogs.forrester.com/nate_elliott/14-04-29_instagram_is_the_king_of_social_engagement (accessed 30 August 2016).
- Fornell, C., Johnson, M.D., Anderson, E.W., Cha, J., Bryant, B.E., (1996). ‘‘The American customer satisfaction index: nature, purpose, and findings’’. *Journal of Marketing*, 60 (4), 7–18.
- Fouladivanda, F., Pashandi, M. A., Hooman, A., & Khanmohammadi, Z. (2013). The effect of Brand Equity on Consumer Buying Behavior in term of FMCG in Iran. *Interdisciplinary Journal of Contemporary research in Business*, 4(9), 945-953.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares, Konsep, Teknik Dan Aplikasi Menggunakan Program Smartpls 3.0 Untuk Penelitian Empiris*. Semarang: Badan Penerbit UNDIP
- Goi, C.-L., Ngu, I.-Y., & Cheng, F. Y.-L. (2015). THE RELATIONSHIP BETWEEN SOCIAL MEDIA AND BRAND EQUITY. *Proceedings of Academics World 12th International Conference*. Singapore: Curtin University.
- Hair, J. F. (2010). Black, WC, Babin, BJ, & Anderson, RE (2010). *Multivariate data analysis*, 7.
- Hanaysha, J. (2016). The Importance of Social Media Advertisements in Enhancing Brand Equity: A Study on Fast Food Restaurant Industry in Malaysia. *International Journal of Innovation, Management and Technology*, 7(2), 46.
- Hanna, R., Rohm, A. and Crittenden, V.L. (2011), ‘‘We’re all connected: the power of the social media ecosystem’’, *Business Horizons*, Vol. 54 No. 3, pp. 265-273.
- Highfield, T. (2015), ‘‘Depicting social television on Instagram: Visual social media, participation, and audience experiences of #sbseurovision’’, presented at the international communication Association conference. Puerto Rico: San Juan

- Hogan, E., Lemon, N., dan Rust, T. 2002, "Customer equity Management Charting New Directions for the Future of Marketing", *Journal of Service Research*, 5(1),4-12
- Instagram (2017), "Company website", available at: www.instagram.com (accessed 14 February 2017).
- Irawan, P, 2000, *Logika dan prosedur penelitian*. STIA-LAN press. Jakarta
- Jaafar, S. N., Lalp, P. E., & Naba, M. M. (2012). Consumers' perceptions, attitudes and purchase intention towards private label food products in Malaysia. *Asian Journal of Business and Management Sciences*, 2(8), 73-90.
- Jalilvand, M.R., Samiei, N., dan Mahdavinia, S.H. 2011, "The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker's Model in the Automobile Industry", *International Business and Management*, Vol.2, No. 2, pp. 149-158.
- Javalgi, R.G. dan Moberg, C.R. 1997, "Service Loyalty: Implications for Providers", *The Journal of Services Marketing*, Vol. 11, No.3.
- Kamakura, W.A. dan Russell, GJ. 1993, "Measuring Brand Value with Scanner Data", *International Journal of Research in Marketing*, Vol. 10, No. 1, pp. 9-22.
- Kaplan, A.M. (2012), "If you love something, let it go mobile: mobile marketing and mobile social media 4x4", *Business Horizons*, Vol. 55 No. 2, pp. 129-139.
- Kaplan, A.M. and Haenlein, M. (2010), "Users of the world, unite! The challenges and opportunities of social media", *Business Horizons*, Vol. 53 No. 1, pp. 59-68
- Kaplan, A.M. and Haenlein, M. (2010), "Users of the world, unite! The challenges and opportunities of social media", *Business Horizons*, Vol. 53 No. 1, pp. 59-68.
- Karamian, H., Nadoushan, M. A., & Nadoushan, A. A. (2015). Do social media marketing activities increase brand equity? *International Journal of Economy, Management and Social Sciences*, 4(3), 362-365
- Keller KL (1998) *Strategic brand management: building, measuring and managing brand equity*. Englewood Cliffs, NJ: Prentice Hall;
- Keller, K.L (1993), *Strategic Brand Management, and Managing Customer-based Brand Equity*", *Journal of Marketing*, Vol 57, pp 1-22.

- Keller, K.L., (2008). *Strategic brand management: building, measuring and managing brand-equity*, 3rd ed. Prentice Hall, Upper Saddle River, NJ.
- Khattari, V., & Sharma, N. V. (2013). Evaluation of the scope and influencers of social media marketing. *Asian Journal of Management Research*, 4(1), 92-104.
- Kim J., Kim JE. and Johnson KKP, (2010). “The customer-salesperson relationship and sales effectiveness in luxury fashion stores: the role of self-monitoring”. *Journal of Global Fashion Marketing*, 1(4), 230-239.
- Kim KH, Ko E, Graham H, Lee DH, Jung HS, Jeon BJ. Brand equity and purchase intention in fashion products: a cross-cultural study in Asia and Europe. *J Glob Acad Mark Sci* 2008;18(4):245–76.
- Kim KH, Park SY, Lee S, Knight DK, Xu B, Jeon BJ. Examining the relationships among attitude toward luxury brands, customer equity, and customer lifetime value in a Korean context. *J Glob Acad Mark Sci* 2010;20(1):27–34.
- Kim, A. and Ko, E. (2012). “Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand” *Journal of Business Research*, 65, 1480–1486.
- Ko, E., Kim, K.H., dan Zhang, H 2008, “A Cross Cultural Study of Antecedents of Purchase International for Sports Shoes in Korea and China”, *Journal of Global Academy of Marketing Science*, Vol. 18(1), 157-177.
- Krallman, A., Pelletier, M.J. and Adams, F.G. (2016), “@Size vs. #impact: social media engagement differences amongst Facebook, Twitter, and Instagram”, in Kim, K.K. (Ed.), *Celebrating America’s Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing*, Proceedings of the 2015 Academy of Marketing Science (AMS) Annual Conference, Springer International Publishing, Cham, pp. 557-561.
- Kuntjojo, D. (2009). *Metodologi Penelitian*. Universitas Nusantara PGRI Kediri. Kediri.
- Lavoie, K. A. (2015). Instagram and Branding: A Case Study of "Dunkin'Donuts". *Elon Journal of Undergraduate Research in Communications*, 6(2).
- Lemon KN, Rust RT, Zeithaml VA. What drives customer equity? *Mark Manage*2001;10(1):20–5.

- Madahi, A., & Sukati, I. (2012). The effect of external factors on purchase intention amongst young generation in Malaysia. *International Business Research*, 5(8), 153.
- Mao, Yan, Zhu, Jun Xuan and Sang, Yang. (2014) 'Consumer Purchase Intention Research Based on Social Media Marketing', *International Journal of Business and Social Science*, Vol. 5, No.10 (1)
- MarketingNews (2016), "Instagram quiere diferenciar a las marcas del resto de usuarios", available at: <http://www.marketingnews.es/internacional/noticia/1098596028505/instagram-quiere-diferenciar-a-las-marcas-del-resto-de-usuarios.1.html> (accessed 30 August 2016).
- Miles, J.G. (2014), *Instagram Power: Build your Brand and Reach More Customers with the Power of Pictures*, McGraw-Hill Education, New York, NY.
- Mo, Z., Li, Y. F., & Fan, P. (2015). Effect of online reviews on consumer purchase behavior. *Journal of Service Science and Management*, 8(03), 419.
- Mohammadpour, A., Arbatani, T. R., Gholipour, T. H., Farzianpour, F., & Hosseini, S. (2014). A survey of the effect of social media marketing on online shopping of customers by mediating variables. *Journal of Service Science and Management*, 7(05), 368.
- Naeini, A., Azali, P. R., & Tamaddoni, K. S. (2015). Impact of brand equity on purchase intention and development, brand preference and customer willingness to pay higher prices. *Management and Administrative Sciences Review*, 4(3), 616-626
- Nam, J., Ekinici, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009-1030.
- Nasution, P. D. (2016). *Metode Research*. Jakarta: Bumi Aksara
- Neher, K. (2013), *Social Media Marketing. Harnessing Images, Instagram, Infographics and Pinterest to Grow your Business Online*, Boot Camp Publishing, Cincinnati, OH.
- Neti, S. (2011). Social media and its role in marketing. *International Journal of Enterprise Computing and Business Systems*, 1(2), 1-15.
- Nikhashemi, S. R., Paim, L., & Fard, S. S. (2013). The Effectiveness of E-Advertisement towards Customer Purchase Intention: Malaysian Perspective. *IOSR Journal of Business and Management*, 10(3), 93-104.

- O'Reilly, Tim (2005). "What Is Web 2.0". O'Reilly Network. WWW document <http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html>.
- Prendergast, G. & Wong, C., 2003. Parental influence on the purchase of luxury brands of infant apparel: an exploratory study in Hong Kong. *Journal of Consumer Marketing*, 20(2): 157-169.
- Ryckman, R. M. (2004). *Theories of Personality* (8th ed.). Belmont, CA: Thomas/Wadsworth.
- Philip Kotler, Kevin Lane Keller (2012) *Marketing Management* Edition 14th.
- Phua, J., Jin, S.V. and Kim, J. (2017), "Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: the moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention", *Telematics and Informatics*, Vol. 34 No. 1, pp. 412-424.
- Rahayu, S. (2012). Customer Perceived Brand Equity in Measuring Consumption Preference towards Local and Imported Products; A serial Studies on Urban and Suburban Level of Indonesia Society in Greater Jakarta. *Asean Marketing Journal*, 4(2), 57-69.
- Roozy, E. S. S. M. A. E. E. L., Arastoo, M. A., & Vazifehdust, H. O. S. S. E. I. N. (2014). Effect of brand equity on consumer purchase intention. *Indian J. Sci. Res*, 6(1), 212-217.
- Rossiter, J.R. dan Percy, L, 1997, *Advertising, Communications, and Promotion Management*, McGraw-Hill Book Company, New York.
- Rust, R.T., Lemon, K.N., Zeithaml, V.A., 2004. "Return on marketing: using customer- equity to focus marketing strategy". *Journal of Marketing*, 68 (1), 109–127.
- Rust, R.T., Zeithaml, V.A., dan Lemon, K.N. 2000, *Driving Customer Equity : How Customer Lifetime Value is Reshaping Corporate Strategy*; Free Press, New York
- Saleem, S., Rahman, S.U., dan Umar, R., M. 2015, "Measuring Customer Based Beverage Brand Equity. Investigating the Relationship between Perceived Quality, Brand Awareness, Brand Image, and Brand Loyalty", *International Journal of Marketing Studies*, Vol. 7, No. 1, pp. 66-77.
- Satvati, R. S., Rabie, M., & Rasoli, K. (2016). Studying the relationship between brand equity and consumer behavior. *International Review*, (1-2), 153-163.

- Sekaran, U., & Bougie, R. (2003). *Research Methods for Business: A Skill-building Approach*. USA: John Willey & Sons
- Shah, S. M., Adeel, M., Hanif, F., & Khan, M. (2016). The Impact of Brand Equity on Purchase Intentions with Moderating Role of Subjective Norms. *Universal Journal of Industrial and Business Management*, 4(1), 18-24.
- Sheldon, P., & Bryant, K. (2016), "Instagram: Motives for its use and relationship to narcissism and contextual age", *Computers in Human Behavior*, Vol. 58, pp. 89-97.
- Shively, K. (2015), "7 Stats About the Top Social Networks for Brands. The Simply Measured Blog", available at: <http://simplymeasured.com/blog/7-stats-about-the-top-social-networks-for-brands/> (accessed 30 August 2016).
- Simon, C.J. dan Sullivan, M.W. 1993, "The Measurement and Determinants of Brand Equity: a Financial Approach". *Marketing Science*, Vol. 12(1), pp 28-52.
- Sinclair, Jollean K. and Clinton E. Vogus. 2011. "Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations." *Information Technology Management* 12: 293-314, DOI 10.1007/s10799-011-0086-5.
- Smith, P.R. & Zook, ze. (2011). *Marketing Communications: Integrating Offline and Online with Social Media*.
- Soewandi, M. (2015). The impact of social media communication forms on brand equity dimensions and consumer purchase intention. *iBuss Management*, 3(2).
- Stelzner, M.A. (2016), "2016 social media marketing industry report. How marketers are using social media to grow their businesses", available at: www.socialmediaexaminer.com/report2016 (accessed 18 August 2016).
- Stephen, A. T. (2015). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17-21.
- Sugiharto, Yohanes. (2007), "Pengaruh Kepuasan Terhadap Loyalitas Pelanggan". Fakultas Ekonomi UNIKA. Semarang.
- Teas, R.K. and Agarwal, S., (2000). "The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice and value". *Journal of the Academy of Marketing Science*, 28 (2), 278-290.
- Tuten, Tracy L, (2008). "Advertising 2.0: Social Media Marketing in a Web 2.0 World: Social Media Marketing in a Web 2.0 World", ABC-CLIO.

- Umar, H. (1998). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: Rajawali.
- Universal Maccann International, (2008). *Power to the people social media tracker wave 3*, www.slideshare.net/victori98pt/wave3-power-to-the-people, accessed April 2010.
- Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The effects of social media marketing on online consumer behavior. *International Journal of Business and Management*, 8(14), 66.
- Vogel, V., Evanschutzky, H., Ramaseshan, B. 2008, "Customer Equity Drivers and Future Sales", *Journal of Marketing*, Vol. (72(6),pp 98-108.
- Wee, C. S., Ariff, M. S. B. M., Zakuan, N., Tajudin, M. N. M., Ismail, K., & Ishak, N. (2014). Consumers perception, purchase intention and actual purchase behavior of organic food products. *Review of Integrative Business and Economics Research*, 3(2), 378.
- Yoo, B, dan Donthu, N, 2001, "Developing and Validating a Multifimensional Costumer-Based Brand Equity Scale", *Journal of Business Research*, Vol 52(1),pp 1-14.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management And Business Research*.

Media Online

- Bisnis.com (2015). *Imbex Pamerkan 250 Produk Kebutuhan Bayi & Ibu Hamil*. Diakses tanggal 11 Februari 2018. <http://industri.bisnis.com/read/20151127/12/496505/javascript>
- KabarBisnis.com (2010). *Prospek industri perlengkapan bayi & anak cerah*. Diakses tanggal 12 Februari 2018. <http://www.kabarbisnis.com/read/2815693/prospek-industri-perengkapan-bayi---anak-cerah>
- Kompas.com (2015). *Data Angka Kelahiran Menjadi Peluang Pasar*. Diakses tanggal 11 Februari 2018. <https://ekonomi.kompas.com/read/2015/06/08/202714226/Data.Angka.Kelahiran.Menjadi.Peluang.Pasar>
- Marketers.com (2015). *Industri Produk Bayi Masih Menjanjikan*. Diakses tanggal 12 Februari 2018. <http://marketeers.com/industri-produk-bayimasihmenjanjikan/>
- Merdeka. Com (2017). *Pasar Produk Bayi di Indonesia Tembus Rp 88,1 Triliun di 2017*. Diakses tanggal 08 Februari 2018. <http://sigmaresearch.co.id/pasar-produk-bayi-di-indonesia-tembus-rp-881-triliun-di-2017/>

Newswire (2018). RI Masuk 5 Besar Penyumbang Bayi Tahun Baru 2018. Diakses tanggal 8 Februari 2018. <http://kalimantan.bisnis.com/read/20180104/19/723193/ri-masuk-5-besar-penyumbang-bayi-tahun-baru-2018>

Sigma Research.com (2018). Studi perilaku pembelian produk perlengkapan bayi. Diakses tanggal 14 Februari 2018. <http://sigmaresearch.co.id/studi-perilaku-pembelian-produk-perengkapan-bayi>

Sindo News.com (2017). Industri Produk Ibu dan Anak Terus Berkembang Pesat. Diakses tanggal 12 Februari 2018. <https://ekbis.sindonews.com/read/1262173/34/industri-produk-ibu-dan-anak-terus-berkembang-pesat-1512117278>

