

DAFTAR PUSTAKA

- Afrilia, A. M. (2018). Digital Marketing Sebagai Strategi Komunikasi Pemasaran “Waroenk Ora Umum” Dalam Meningkatkan Jumlah Konsumen. *Jurnal Riset Komunikasi*, 1(1), 147–157. <https://doi.org/10.24329/jurkom.v1i1.21>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(April), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Alrawashdeh, T. A. (2012). Factors Affecting Acceptance of Web-Based Training System: Using Extended Utaut and Structural Equation Modeling. *International Journal of Computer Science, Engineering and Information Technology*, 2(2), 45–54. <https://doi.org/10.5121/ijcseit.2012.2205>
- Anisa, F., & Ananda, F. (2019). Pengaruh Performance Expectancy Terhadap Minat Implementasi Sistem Pengelolaan Keuangan Daerah (SIPKD) di Pemkot Padang. *Jurnal Benefita*, 1(1), 137. <https://doi.org/10.22216/jbe.v1i1.3858>
- Aqsa, M. (2017). Pengaruh Iklan Online Terhadap Sikap Dan Minat Beli Konsumen Secara Online Di Kota Palopo (Survei pada Pengguna Internet di Kota Palopo). *Prosiding Seminar Nasional*, 03(1), 82–93.
- Arikunto, S. (2010). Prosedur Penelitian. In *rineka cipta*. http://pustaka.poltekkes-pdg.ac.id/images/docs/Prosedur_Penelitian_001.jpg.jpg
- Armstrong, G., & Kotler, P. (2013). Marketing. In *Science*.
- Aryanto, A. (2021). *Mendapat Berkah dari Orang-orang yang Tinggal di Rumah*. <https://infobrand.id/mendapat-berkah-dari-orang-orang-yang-tinggal-di-rumah.phtml>
- Belch, George; Belch, M. (2017). Advertising and. In *Director* (Issue October).
- Bruner, R. (2016). *No Title*. Time.Com. <https://time.com/4408374/instagram-anniversary/>
- Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 23(1), 46–65. <https://doi.org/10.1080/15456870.2015.972282>
- Chaffey, Dave & Chadwick, F. (2016). *Digital Marketing (Strategy, Implementation, Practice)*.
- Chang, Y. T., Yu, H., & Lu, H. P. (2015). Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research*, 68(4), 777–782. <https://doi.org/10.1016/j.jbusres.2014.11.027>

- Chen, Y. C., Shang, R. A., & Li, M. J. (2014). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior*, 30, 787–799.
<https://doi.org/10.1016/j.chb.2013.05.019>
- Chiu, C. M., Hsu, M. H., Lai, H., & Chang, C. M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), 835–845.
<https://doi.org/10.1016/j.dss.2012.05.021>
- Claypool, H. M., Mackie, D. M., Garcia-Marques, T., McIntosh, A., & Udall, A. (2004). The effects of personal relevance and repetition on persuasive processing. *Social Cognition*, 22(3), 310–335.
<https://doi.org/10.1521/soco.22.3.310.35970>
- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst millennials. In *Internet Research* (Vol. 25, Issue 4).
<https://doi.org/10.1108/IntR-01-2014-0020>
- Dwivedi, Y. K., Rana, N. P., Tajvidi, M., Lal, B., Sahu, G. P., & Gupta, A. (2017). *Exploring the Role of Social Media in e-Government*. 97–106.
<https://doi.org/10.1145/3047273.3047374>
- Eager, B., Grant, S., Maritz, A., Tsao, M. M., Hsieh, C., & Chen, L. Y. (2017). *the International Journal of Organizational Innovation*. 10(2), 1–323.
- Foster, J. (2013). Social media. In *Journal of the Irish Dental Association* (Vol. 59, Issue 2). <https://doi.org/10.4018/ijssmet.2014070101>
- Ghozali, I. (2014). *Structural equation modeling metode alternatif dengan partial least square (PLS) dilengkapi Software SmartPLS 3.00 Xistat 2014 dan WarpPLS 4.0*.
https://scholar.google.com/citations?view_op=view_citation&hl=en&user=kbmKIQQA-AAJ&cstart=20&pagesize=80&citation_for_view=kbmKIQQA-AAJ:koF6b02d8EEC
- Ghozali, I., & Latan, H. (2015). *Ghozali Latan.pdf*. Undip.
- Hall, M. (2021). *No Title*.
<https://doi.org/https://www.britannica.com/topic/Facebook>
- Hanlon, A. (2019). *Digital Marketing: Strategic Planning & Integration*. Sage.
<https://books.google.co.id/books?id=P7mCDwAAQBAJ&lpg=PP1&ots=uFLisQDItA&dq=digital marketing&lr&pg=PP1#v=onepage&q&f=false>
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., Ketchen, D. J., Hair, J. F., Hult, G. T. M., & Calantone, R. J. (2014). Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). *Organizational Research Methods*, 17(2), 182–209.
<https://doi.org/10.1177/1094428114526928>

- Hermawan, A., & Kristaung, R. (2014). *Metodologi Penelitian Bisnis*. Lembaga Penerbit Fakultas Ekonomi Universitas Trisakti.
https://scholar.google.com/citations?view_op=view_citation&hl=en&user=DCK3Y1wAAAAJ&citation_for_view=DCK3Y1wAAAAJ:ufrVoPGSRksC
- Hunt, H. K. (1977). Rotzoll, Kim, J. Haefner, C. Sandage. Advertising in Contemporary Society: Perspectives toward Understanding . Columbus: Grid, 1976 . *Journal of Advertising*, 6(3), 44–45.
<https://doi.org/10.1080/00913367.1977.10672709>
- Ispriandina, A., & Sutisna, M. (2019). Memengaruhi Intensi Kontinuitas Penggunaan Mobile Wallet Di Kota Bandung. *Jurnal Administrasi Niaga*, 1046–1055.
- Jiang, Z., & Chan, J. (2010). Journal of the Association for Information Effects of Interactivity on Website Involvement and Purchase Intention * Effects of Interactivity on Website Involvement and Purchase Intention. *Journal of the Association for Information Systems*, 11(1), 34–59.
- Johnson, J. (2021). *Worldwide digital population as of January 2021*.
<https://www.statista.com/statistics/617136/digital-population-worldwide/>
- Jordán-Conde, Z., Mennecke, B., & Townsend, A. (2014). Late adolescent identity definition and intimate disclosure on Facebook. *Computers in Human Behavior*, 33, 356–366. <https://doi.org/10.1016/j.chb.2013.07.015>
- Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2016). Factors affecting attitudes and behavioural intention towards social networking advertising: A case of facebook users in South Korea. *International Journal of Advertising*, 35(2), 248–265. <https://doi.org/10.1080/02650487.2015.1014777>
- Kahimova, S. (2021). *A Brief History of How Instagram's Business Features Have Evolved*. <https://www.perfectsearchmedia.com/blog/brief-history-how-instagram-s-business-features-have-evolved>
- Khairani, Z., Soviyant, E., & Aznuriyandi, A. (2018). Efektivitas Promosi Melalui Instagram Pada Umkm Sektor Makanan Dan Minuman Di Kota Pekanbaru. *Jurnal Benefita*, 3(2), 239. <https://doi.org/10.22216/jbe.v3i2.2738>
- Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, 36(3), 360–373.
<https://doi.org/10.1016/j.ijinfomgt.2016.01.001>
- Lutfie, H., & Marcelino, D. (2020). Investigating Facebook Advertising Feature through Performance Expectancy on Customer Purchase Intention. *2020 8th International Conference on Cyber and IT Service Management, CITSM 2020*. <https://doi.org/10.1109/CITSM50537.2020.9268905>
- Meharanjunisa, S. (2020). Marketing Management: Past, Present and Future. In *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3630924>

- Meta. (2007). *No Title*. <https://About.Fb.Com/News/2007/11/Facebook-Unveils-Facebook-Ads/>. <https://about.fb.com/news/2007/11/facebook-unveils-facebook-ads/>
- Mohsin, M. (n.d.). <https://id.oberlo.com/blog/instagram-stats-every-marketer-should-know>. <https://Id.Oberlo.Com/Blog/Instagram-Stats-Every-Marketer-Should-Know>. <https://id.oberlo.com/blog/instagram-stats-every-marketer-should-know>
- Nawawi, H. (2015). *Daftar pustaka _____*. 2012. 1(1), 2012–2014.
- Nizar Souiden ;Marzouki Rani. (2015). 기사 (Article) 와 안내문 (Information) [. *The Eletronic Library*, 34(1), 1–5.
- Ott, H. K., Vafeiadis, M., Kumble, S., & Waddell, T. F. (2016). Effect of Message Interactivity on Product Attitudes and Purchase Intentions. *Journal of Promotion Management*, 22(1), 89–106. <https://doi.org/10.1080/10496491.2015.1107011>
- Park, J., Lennon, S. J., & Stoel, L. (2005). On-line product presentation: Effects on mood, perceived risk, and purchase intention. *Psychology and Marketing*, 22(9), 695–719. <https://doi.org/10.1002/mar.20080>
- Razak, S. A., Nor, D., Bin, A., & Latip, M. (2016). Factors That Influence The Usage of Social Media In Marketing. *Quest Journals Journal of Research in Business and Management*, 4(2), 2347–3002. www.questjournals.org
- Relationship, A. (2001). Marketing management. In *Soldering & Surface Mount Technology* (Vol. 13, Issue 3). <https://doi.org/10.1108/ssmt.2001.21913cab.040>
- Ridha, N. (2017). Proses Penelitian, Masalah, Variabel, dan Paradigma Penelitian. *Jurnal Hikmah*, 14(1), 62–70. <http://jurnalhikmah.staisumatera-medan.ac.id/index.php/hikmah/article/download/10/13>
- Sekaran, U., & Bougie, R. (2009). Research Methods for Business: A Skill Building Approach (5th Edition). *International Journal of Information Technology and Management - IJITM*.
- Sekaran, Uma, & Bougie, R. (2016). Research Methods For Business: A Skill Building Approach. In *wiley* (Vol. 7th). https://doi.org/10.1007/978-94-007-0753-5_102084
- Shapira, J. and S. S. (2017). 기사 (Article) 와 안내문 (Information) [. *The Eletronic Library*, 34(1), 1–5.
- Shareef, M. A., Mukerji, B., Alryalat, M. A. A., Wright, A., & Dwivedi, Y. K. (2018). Advertisements on Facebook: Identifying the persuasive elements in the development of positive attitudes in consumers. *Journal of Retailing and Consumer Services*, 43(February), 258–268.

<https://doi.org/10.1016/j.jretconser.2018.04.006>

- Shaw, S. J., & Davis, K. R. (1973). Marketing Management. In *Journal of Marketing* (Vol. 37, Issue 1). <https://doi.org/10.2307/1250781>
- Steuer, J. (1992). Defining Virtual Reality: Dimensions Determining Telepresence. *Journal of Communication*, 42(4), 73–93. <https://doi.org/10.1111/j.1460-2466.1992.tb00812.x>
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Alfabeta. https://digilib.unigres.ac.id/index.php?p=show_detail&id=43
- Thu-Trang Thi Doan. (2020). Factors affecting online purchase intention: A study of Vietnam online customers. *Management Science Letters*, 10(10). <https://doi.org/10.5267/j.msl.2020.3.001>
- Tracy L. Tuten, & Solomon, M. R. (2017). Social Media Marketing - Tracy L. Tuten, Michael R. Solomon. In 2017. https://www.academia.edu/40633227/Social_Media_Marketing_by_Tracy_L_Tuten_Michael_R_Solomon%0Ahttps://books.google.jo/books?hl=ar&lr=&id=XQg_DwAAQBAJ&oi=fnd&pg=PT15&dq=social+media+marketing+definition&ots=tPfXEUXjpl&sig=pWcnSjSPVj_k6spmLinYddpgX-c&redir_
- Umar, H. (2019). *Metode Riset Manajemen Perusahaan*. 176. <https://books.google.co.id/books?id=CSyUDwAAQBAJ&lpg=PP1&ots=Zks gEHL12f&dq=husein umar%2C objek penelitian&lr&pg=PP1#v=onepage&q=husein umar, objek penelitian&f=false>
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- Warmayana, I. G. A. K. (2018). Pemanfaatan Digital Marketing dalam Promosi Pariwisata pada Era Industri 4.0. *Pariwisata Budaya: Jurnal Ilmiah Agama Dan Budaya*, 3(2), 81. <https://doi.org/10.25078/pba.v3i2.649>
- Widyanto, A., Hasbi, I., Telkom, U., Expectancy, E., Expectancy, E., Expectancy, E., Expectancy, E., Motivation, H., Value, P., & Intention, P. (2021). *Pengaruh Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation Dan Price Value Terhadap Purchase Intention (Studi Pada Pengguna Shopee Bandung) the Influence of E-Wom on Purchase Intention Affected By Trust As Mediators (St. 8(2), 1474–1483.*
- William, G, Zikmund; Barry, J, Babin; Jon, C, C. M. G. (2013). *Business Research Methods*. https://books.google.com.my/books/about/Business_Research_Methods.html

?id=Rk5uCgAAQBAJ&redir_esc=y

- Wu, Y. L., Li, E. Y., & Chang, W. L. (2016). Nurturing user creative performance in social media networks: An integration of habit of use with social capital and information exchange theories. *Internet Research*, 26(4), 869–900. <https://doi.org/10.1108/IntR-10-2014-0239>
- Zernigah, K. I., & Sohail, K. (2012). Consumers' attitude towards Viral Marketing in Pakistan. *Management & Marketing*, 7(4), 645.
- Zhang, H., Lu, Y., Gupta, S., & Zhao, L. (2014). What motivates customers to participate in social commerce? the impact of technological environments and virtual customer experiences. *Information and Management*, 51(8), 1017–1030. <https://doi.org/10.1016/j.im.2014.07.005>
- Zhu, Y. Q., & Chang, J. H. (2016). The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self-awareness, and continuous use intentions. *Computers in Human Behavior*, 65, 442–447. <https://doi.org/10.1016/j.chb.2016.08.048>

