

DAFTAR PUSTAKA

- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*.
- Hamdani, T. (2020). *Restoran hingga Kedai Kopi Terancam Gulung Tikar Imbas Corona*. detik.com.
- Husnain, A., Din, S. M. U., Hussain, G., & Ghayor, Y. (2017). Estimating market trends by clustering social media reviews. *2017 13th International Conference on Emerging Technologies (ICET)*, 1–6.
- Kent, M. L. (2013). Using social media dialogically: Public relations role in reviving democracy. *Public Relations Review*, 39(4), 337–345.
- 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, edisi ke-15e*. Penerbit: Pearson.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
- Munawar, A., Suryana, S., & Hurriyati, R. (2020). PENGARUH PEMASARAN JEJARING MEDIA SOSIAL TERHADAP NIAT BELI KONSUMEN (Survei pada Mahasiswa STIE Wikara). *Jurnal Ekonomi Dan Kebijakan Publik Indonesia*, 7(1), 77–87.
- Patterson, P., Yu, T., & De Ruyter, K. (2006). Understanding customer engagement in services. *Advancing Theory, Maintaining Relevance, Proceedings of ANZMAC 2006 Conference, Brisbane*, 4–6.
- Pjero, E., & Kërcini, D. (2015). Social media and consumer behavior—How does it works in albania reality?. *Academic Journal of Interdisciplinary Studies*, 4(3 S1), 141-141. Prasetyo, W. (2020). *Kedai kopi diprediksi tumbuh 15%*. Beritasatu.com.
- Rudyanto, R. (2018). Pengaruh Pemasaran jejaring media sosial dan keterkaitan konsumen terhadap niat beli konsumen. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 177–200.
- Satria, A. A. (2017). Pengaruh harga, promosi, dan kualitas produk terhadap minat beli konsumen pada perusahaan A-36. *Jurnal Manajemen Dan Start-Up Bisnis*, 2(1), 45–53.

Silaen, S. (2018). Metodologi penelitian sosial untuk penulisan skripsi dan tesis. Bandung: *In Media*.

So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 38(3), 304–329.

Sugiyono. *Metode Penelitian Kuantitatif / Prof. Dr. Sugiyono* .2018

Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*.

Frost, R.D., & Strauss, J. (2013). E-marketing (7th ed.). Routledge. <https://doi.org/10.4324/97813155065>

