

DAFTAR PUSTAKA

- A. J. Kim, and E. Ko. (2012). “Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand”, Journal of Business Research, 65(10).
- Aji, Prasetyo & Nadhila, Vanessa & Sanny, Lim. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia’s ready-to-drink tea industry. International Journal of Data and Network Science. 4. 91-104. 10.5267/j.ijdns.2020.3.002.
- Ajzen, I., Fishbein, M. (1980), Understanding Attitudes and Prediction Social Behavior. New Jersey: Englewood Cliffs.
- Algharabat, R. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands. Kyber-netes, 46(10), 1801-1819.
- Ali, Yusuf & Hussin, Ab & Busalim, Abdelsalam. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. Journal of Services Marketing. 32. 10.1108/JSM-01-2017-0031.
- B. Yoo, and N. Donthu. (2001). “Developing and validating a multidimensional consumer-based brand equity scale”, Journal of business research, 52(1).
- Bianchi, Constanza & Andrews, Lynda. (2018). Consumer engagement with retail firms through social media: an empirical study in Chile. International Journal of Retail & Distribution Management. 46. 10.1108/IJRDM-02-2017-0035.
- Bijmolt, Tammo & Leeflang, Peter & Block, Frank & Eisenbeiss, Maik & Hardie, Bruce & Lemmens, Aurélie & Saffert, Peter. (2010). Analytics for Customer Engagement. Journal of Service Research - J SERV RES. 13. 341-356. 10.1177/1094670510375603.
- Bilgin Y. (2018), The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty, BMIJ, (2018), 6(1): 128-148 doi: <http://dx.doi.org/10.15295/bmij.v6i1.229>.
- Binwani, K. J., & Ho, J. S. Y. (2019). Effects of social media on cosmetic brands. Journal of Marketing Advances and Practices, 1(2), 1-10.
- Bowden, J. (2009), “The process of customer engagement: a conceptual framework”, Journal of Marketing Theory and Practice, Vol. 17 No. 1.
- Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L. (2013), “Consumer engagement in a virtual brand community: an exploratory analysis”, Journal of Business Research, Vol. 66 No. 1.
- Bruno, Godey., Aikaterini, Manthiou., Daniele, Pederzoli., Joonas, Rokka., Gaetano, Aiello., Raffaele, Donvito. & Rahul Singh. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and

- consumer behavior. *Journal of Business Research*, Volume 69, Issue 12. <https://doi.org/10.1016/j.jbusres.2016.04.181>.
- Buana, D. R. (2020). Analisis Perilaku Masyarakat Indonesia dalam Menghadapi Pandemi Virus Corona (Covid-19) dan Kiat Menjaga Kesejahteraan Jiwa. National Research Tomsk State University, Universitas Mercu Buana.
- C Prentice, X Wang, SMC Laureiro. (2019) The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*.
- C. J. Simon, and M. W. Sullivan. (1993) “The measurement and determinants of brand equity: A financial approach”, *Marketing science*, 12(1).
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22-32.
- Cheung, Man-Lai & Pires, Guilherme & Rosenberger III, Philip. (2020). The influence of perceived social media marketing elements on consumer brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*. ahead-of-print. 10.1108/APJML-04-2019-0262.
- Chiang, I-Ping. (2019). Exploring the Benefits of Social Media Marketing for Brands and Communities. *International Journal of Electronic Commerce Studies*. 10. 113-140. 10.7903/ijecs.1547.
- Choedon, T. & Lee, Y. (2020). The Effect of Social Media Marketing Activities on Purchase Intention with Brand Equity and Social Brand Engagement: Empirical Evidence from Korean Cosmetic Firms. *The Knowledge Management Society of Korea*.
- Choi, E.K. (Cindy), Fowler, D., Goh, B. and Yuan, J. (2016), “Social media marketing: applying the usesand gratifications theory in the hotel industry”, *Journal of Hospitality Marketing and Management*, Vol. 25 No. 7, pp. 771-796.
- Cochran, W.G. (1977). *Sampling Techniques*. 3rd Edition. New York: John Wiley & Sons.
- Colliander, J., Marder, B., Falkman, L. L., Madestam, J., Modig, E. & Sagfossen, S. (2017). The social media balancing act: Testing the use of a balanced self-presentation strategy for politicians using twitter. *Computers in Human Behavior*, 74.
- Dantes, Nyoman. (2012). *Metode Penelitian*. Yogyakarta: ANDI Deloitte. (2021, April 15). Retrieved from Digital media trends, 15th edition. Courting the consumer in a world of choice: <https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/summary.html>

- France, C., Merrilees, B. and Miller, D. (2016), “An integrated model of customer-brand engagement: drivers and consequences”, *Journal of Brand Management*, Vol. 23 No. 2.
- Gautam, Dhruba & Shrestha, Sajeeb. (2018). Impact of Brand Equity on Purchase Intention of Smart Phones. *The Institute of Management and Economy Research*. 9. 1-18. 10.32599/apjb.9.1.201803.1.
- Ghozali, I. & Fuad. (2008). *Structural Equation Modeling*. Semarang: Universitas Diponegoro.
- Ghozali, Imam, Hengky Latan. (2015). Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. BP Undip. Semarang
- Harnanto. (2017). *Akuntansi Biaya: Sistem Biaya Historis*. Yogyakarta: BPFE.
- Habibi, Mohammad Reza & Laroche, Michel & Richard, Marie-Odile. (2014). Brand communities based in social media: How unique are they? Evidence from two exemplary brand communities. *International Journal of Information Management*. 34. 123–132. 10.1016/j.ijinfomgt.2013.11.010.
- Hair Jr, J. F., & Lukas, B. (2014). *Marketing research*. McGraw-Hill Education Australia.
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019) When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 31, 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Halaszovich, T., & Nel, J. (2017). Customer–brand engagement and Facebook fan-page “Like”-intention. *Journal of Product & Brand Management*.
- Hamid, R.S. dan Anwar, S.M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. Jakarta: PT Inkubator Penulis Indonesia.
- Hammedi, Wafa & Kandampully, Jay & Zhang, Tingting & Bouquiax, Lucille. (2015). Online customer engagement: Creating social environments through brand community constellations. *Journal of Service Management*. 26. 10.1108/JOSM-11-2014-0295.
- Hanaysha, J.R. (2021), "An examination of social media advertising features, brand engagement and purchase intention in the fast food industry", *British Food Journal*, Vol. ahead-of-print No. ahead-of print. <https://doi.org/10.1108/BFJ-08-2021-0907>
- Hanna, R., Rohm, A. and Crittenden, V. L. (2011). We're all connected: The power of the social media. *Business Horizons*, 54, 265-273.
- Harahap, M. A., & Adeni, S. (2020). Tren penggunaan media sosial selama pandemi di indonesia. *Jurnal Professional FIS UNIVED*, 7(2), 13–23.
- Harrigan, P., Evers, U., Miles, M. and Daly, T. (2017), “Customer engagement with tourism social media brands”, *Tourism Management*, Vol. 59.

- Harshini, C.S. (2015). Influence of Social Media Ads on Consumer's Purchase Intention. International Journal of Current Engineering and Scientific Research, 2(10), pp 110-115.
- Hendy Mustiko Aji, Izra Berakon & Maizaitulaidawati Md Husin. (2020). COVID-19 and e-wallet usage intention: A multigroup analysis between Indonesia and Malaysia, Cogent Business & Management, 7:1, 1804181, DOI: 10.1080/23311975.2020.1804181
- Henseler, J., Ringle, C.M. & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *J. of the Acad. Mark. Sci.* 43, 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hermawan dan Yaran. (2017). Penelitian Bisnis Pendekatan Kuantitatif. Jakarta; Kencana.
- Hertz, G. & Parikka, J. (2012), Zombie media: Circuit bending media archaeology into an art method. In: *A geology of media* (pp. 141-153). Minneapolis: University of Minnesota Press.
- Hollebeek, L. (2011), “Demystifying customer brand engagement: exploring the loyalty nexus”, *Journal of Marketing Management*, Vol. 27 Nos 7-8.
- Hosein, N. Z. (2012). Measuring the purchase intention of visitors to the auto show. *Journal of Management & Marketing Research*, 9.
- Hutter, K., Hautz, J., Dennhardt, S., Fuller, 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 and Brand Management*, 22.
- Indrabrata, A., & Balqiah, T. E. (2020). Effect of Perceived Personalization and Self Expressive Brand towards Perceived Quality and Brand Loyalty of Local Footwear Brands on Instagram. In *The International Conference on Business and Management Research (ICBMR 2020)* (pp. 62-70). Atlantis Press
- Ismail, A.R. (2017), “The influence of perceived social media marketing activities on brand loyalty: the mediation effect of brand and value consciousness”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 29 No. 1.
- Jr, Hair, & Ringle, Christian & Sarstedt, Marko. (2011). PLS-sem: Indeed a silver bullet. *The Journal of Marketing Theory and Practice*. 19. 139-151. 10.2753/MTP1069-6679190202.
- Kapoor, K.K., Tamilmani, K., Rana, N.P. (2018), Advances in Social Media Research: Past, Present and Future. *Inf Syst Front* 20, 531–558. <https://doi.org/10.1007/s10796-017-9810-y>.
- Katadata.co.id. (2020, Mei 18). Pengguna Tiktok Naik 20% Selama Pandemi, Terbanyak Konten Edukasi;

- [https://katadata.co.id/ekarina/digital/5ec2245aa8bc7/pengguna-tiktok naik-20-selama-pandemi-terbanyak-konten-edukasi.](https://katadata.co.id/ekarina/digital/5ec2245aa8bc7/pengguna-tiktok-naik-20-selama-pandemi-terbanyak-konten-edukasi)
- 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.
- Kırçova, İ., Yaman, Y., & Gizem Köse, Ş. (2018). Instagram, Facebook or Twitter: Which Engages Best? A Comparative Study of Consumer Brand Engagement and Social Commerce Purchase Intention. *European Journal of Economics and Business Studies*, 4, 268 - 278.
- Kozinets, Robert. (2014). Social Brand Engagement: A New Idea. *Marketing Intelligence Review*. 6. 8-15. 10.2478/gfkmir-2014-0091.
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 8(1).
- Laroche, Michel & Habibi, Mohammad Reza & Richard, Marie-Odile & Sankaranarayanan, Ramesh. (2012). The effects of social media-based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*. 28. 1755 1767. 10.1016/j.chb.2012.04.016.
- Lassar, W., Mittal, B. and Sharma, A. (1995) Measuring Customer-Based Brand Equity. *Journal of Consumer Marketing*, 12, 11-19.
- Leckie, C., Nyadzayo, M. W., & Johnson, L. W. (2016). Antecedents of consumer brand engagement and brand loyalty. *Journal of Marketing Management*, 32(5-6), 558-578.
- Liu, X., Shin, H. and Burns, A.C. (2019), "Examining the impact of luxury brand's social media marketing on customer engagement: using big data analytics and natural language processing", *Journal of Business Research*, doi: 10.1016/j.jbusres.2019.04.042.
- Liu, Xia & Shin, Hyunju & Burns, Alvin. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*. 125. 10.1016/j.jbusres.2019.04.042.
- Long- Tolbert, S. J., & Gammoh, B. S. (2012). In good and bad times: the interpersonal nature of brand love in service relationships. *Journal of Services Marketing*.
- Malhotra, N.K. (2009). *Riset Pemasaran*, Edisi keempat, Jilid 1, PT Indeks, Jakarta.
- Mangold, W. G. and Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, pp.357–365.

- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., and Branco, F. (2019). How Smartphone Advertising Influences Consumers' Purchase Intention. *Journal of Business Research*, 94.
- Mckinsey. (2020, October 26). Retrieved from Consumer sentiment and behavior continue to reflect the uncertainty of the COVID-19 crisis: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19>
- Mckinsey. (2020, October 5). Retrieved form How COVID-19 has pushed companies over the technology tipping point and transformed business forever: <https://www.mckinsey.com/business-functions/strategy-and-corporatefinance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>.
- Mekawie, Nermene & Hany, Aly. (2019). Understanding The Factors Driving Consumers' Purchase Intention of Over The Counter Medications Using Social Media advertising In Egypt. *Procedia Computer Science*. 164. 698-705. 10.1016/j.procs.2019.12.238.
- Menteri Pendidikan. (2020). Surat Edaran Nomor 3 Tahun 2020 Tentang Pelaksanaan Pendidikan dalam Masa Darurat CoronaVirus (COVID-19).
- Mersey, R. D., Malthouse, E. C. and Calder, B. J. (2010). Engagement with Online Media. *Journal of Media Business Studies*, 7(2).
- Meskaran, F., Ismail, Z., & Shanmugam, B. (2013). Online purchase intention: Effects of trust and security perception. *Australian journal of basic and applied sciences*, 7(6), 307-315.
- Mira Mayrhofer, Jörg Matthes, Sabine Einwiller & Brigitte Naderer. (2020). User generated content presenting brands on social media increases young adults' purchase intention, *International Journal of Advertising*, 39:1, 166-186, DOI: 10.1080/02650487.2019.1596447.
- Moleong, L. J. (2010). Metodologi Penelitian Kualitatif. Bandung; Remaja Rosda karya.
- Mollen, A. and Wilson, H. (2010). "Engagement, telepresence and interactivity in online consumer experience: reconciling scholastic and managerial perspectives", *Journal of Business Research*, Vol. 63 No. 9.
- Monfared, A. R. K., Ghaffari, M., Barootkoob, M., & Malmiri, M. M. (2021). The role of social commerce in online purchase intention: mediating role of social interactions, trust, and electronic word of mouth. *Journal for International Business and Entrepreneurship Development*, 13(1), 22-39.
- Muntinga, Daan & Moorman, Marjolein & Smit, Edith. (2011). Introducing COBRAs: Exploring motivations for Brand-Related social media use. *Contributions To Zoology - CONTRIB ZOOL*. 30. 13-46. 10.2501/IJA 30-1-013-046.

- Nyadzayo, M.W., Johnson, L.W. and Rossi, M. (2020), "Drivers and outcomes of brand engagement in self-concept for luxury fashion brands", Journal of Fashion Marketing and Management, Vol. 24 No. 4, pp. 589-609. <https://doi.org/10.1108/JFMM-05-2018-0070>.
- Oberoi, P., Patel, C & Haonb, C. (2017). Technology sourcing for website personalization and social media marketing: A study of e-retailing industry. *Journal of Business Research* 80 (2017) 10–23.
- Osei-Frimpong, Kofi & Mclean, Graeme. (2017). Examining online social brand engagement: A social presence theory perspective. *Technological Forecasting and Social Change*. 128. 10.1016/j.techfore.2017.10.010.
- Park, Jungkun & Sen, Kadambari & Thavisay, Toulany. (2021). A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. *Journal of Retailing and Consumer Services*. 58. 102272. 10.1016/j.jretconser.2020.102272.
- Pearson, Judy C. (2011). *Human Communication*. New York: Aptara.
- Prasad, S., Gupta, I.C. and Totala, N.K. (2017). "Social media usage, electronic word of mouth and purchase-decision involvement", *Asia-Pacific Journal of Business Administration*, Vol. 9 No. 2.
- Purnama, Hadi. (2011). *Media Sosial Di Era Pemasaran 3.0. Corporate and Marketing Communication*. Jakarta : Pusat Studi Komunikasi dan Bisnis Program Pasca Sarjana Universitas Mercu Buana.
- Ramadhaniyati, S. & Sanaji, S. (2021). Pengaruh Social Media Marketing terhadap Customer Engagement dengan Loyalitas Merek dan Kepercayaan sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen* 9, Universitas Negeri Surabaya.
- Reham, Shawky Ibrahim. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty, *Journal of Relationship Marketing*, 19:4, 287-308, DOI: 10.1080/15332667.2019.1705742
- Sağtaş, S. (2022). The effect of social media marketing on brand equity and consumer purchasing intention. *JOURNAL OF LIFE ECONOMICS*, 9(1), 21–31. <https://doi.org/10.15637/jlecon.9.1.02>
- Saleh, Ibraheem & Koliby, A & Maria, D & Rahman, Abdul. (2018). INFLUENCE DIMENSIONS OF BRAND EQUITY ON PURCHASE INTENTION TOWARD SMARTPHONE IN MALAYSIA.
- Sanny, Lim & Arina, Aisha & Maulidya, Ratu & Pertiwi, Ressy. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*. 10. 2139-2146. 10.5267/j.msl.2020.3.023.
- Sarstedt, Marko & Ringle, Christian & Hair, Joe. (2017). Partial Least Squares Structural Equation Modeling. 10.1007/978-3-319-05542-8_15-1.

- Satuan Tugas Penanganan COVID-19. (2021, November 27). Retrieved from covid.go.id, 2021.
- Sekaran, Uma dan Roger Bougie. (2016). Research Method for business: A Skill Building Approach 17th Edition. Chichester: Wiley.
- Seo, Eun-Ju & Park, Jin-Woo. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*. 66.3641.10.1016/j.jairtraman.2017.09.014.
- Si, S. (2016). Social media and its role in marketing. *Business and Economics Journal*, 7(1), 203-208.
- Simon, C.J. and Sullivan, M.J. (1993) The Measurement and Determinants of Brand Equity: A Financial Approach. *Marketing Science*, 12, 28-52.
- Sugiyono (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alphabet.
- Sugiyono. (2012). *Memahami Penelitian Kualitatif*. Bandung: ALFABETA.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta, CV.
- Tempo.com, (2021, May 26). Daftar Nama Retail yang Tutup Selama Pandemi Covid-19: <https://bisnis.tempo.co/read/1465827/daftar-nama-retail-yang-tutup-selama-pandemi-covid-19>.
- Thomas, Leclercq & Hammedi, Wafa & Poncin, Ingrid. (2018). The Boundaries of Gamification for Engaging Customers: Effects of Losing a Contest in Online Co-creation Communities. *Journal of Interactive Marketing*. 44. 82-101. 10.1016/j.intmar.2018.04.004.
- Tuten, Tracy L. (2020). Social Media Marketing 4th Edition. North Carolina: Sage Publishing.
- U, J. Y., MORAN, D., & SANJAYA, L. C. (2018). Customer Brand Engagement as a New Component of Service Value and Supply Chain in the Social Media Age. *DEStech Transactions on Computer Science and Engineering*, (icmsa).
- Uzunkaya, Tuğba. (2020). Relationship Between The Customer Expectations From Websites' Performance And E-Wom: A Study On Sport Shoes Brands. Pressacademia. 7. 80-94. 10.17261/Pressacademia.2020.1201.
- Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A generalized multidimensional scale for measuring customer engagement. *Journal of Marketing Theory and Practice*, 22(4), 401–420. <https://doi.org/10.2753/MTP1069-6679220404>.
- W. Lassar, B. Mittal, and A. Sharma. (1995). “Measuring customer-based brand equity”, *Journal of consumer marketing*, 12(4).

- Wang, Yong & Shamim, Chowdhury & Deng, Shejun & Wang, Haizhong. (2019). Success of Social Media Marketing Efforts in Retaining Sustainable Online Consumers: An Empirical Analysis on the Online Fashion Retail Market. *Sustainability*. 11. 3596. 10.3390/su11133596.
- WHO. (2020, March 11). Retrieved from WHO Director-General's opening remarks at the media briefing on COVID-19 - 11 March 2020: <https://www.who.int/dg/speeches/detail/who-director-general-s-openingremarks-at-the-media-briefing-on-covid19---11-march-2020>.
- Wu, P. C., Yeh, G. Y. Y., & Hsiao, C. R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19(1), 30-39.
- Xi, Nannan & Hamari, Juho. (2019). The Relationship Between Gamification, Brand Engagement and Brand Equity. 10.24251/HICSS.2019.099.
- Xue, Y., Bradley, J., & Liang, H. (2011). Team climate, empowering leadership, and knowledge sharing. *Journal of Knowledge Management*, 15(2), 299 312.
- Yoo, B. and Donthu, N. (2001) Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale. *Journal of Business Research*, 52, 1 14. [http://dx.doi.org/10.1016/S0148-2963\(99\)00098-3](http://dx.doi.org/10.1016/S0148-2963(99)00098-3).