

DAFTAR PUSTAKA

- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). Analysing the Effect of Social Media on Brand Attitude and Purchase Intention: The Case of Iran Khodro Company. *Procedia - Social and Behavioral Sciences*, 143, 822–826. <https://doi.org/10.1016/j.sbspro.2014.07.483>
- Adisak, S. (2022). The influence of customer expectations, customer loyalty, customer satisfaction and customer brand loyalty on customer purchasing intentions: A case study of K-POP fans in Thailand. *African Journal of Business Management*, 16(1), 1–9. <https://doi.org/10.5897/ajbm2021.9321>
- Amora, J. T. (n.d.). *Convergent validity assessment in PLS-SEM: A loadings-driven approach Modeling School Image and Students' Satisfaction, Trust and Loyalty Using PLS-SEM View project Technology in Education View project*. <https://www.researchgate.net/publication/351984581>
- Asep Awaludin Zainal Chafidon, M. (n.d.). *SOCIAL MEDIA MARKETING ON PURCHASE INTENTION THROUGH MEDIATED VARIABLES OF PERCEIVED VALUE AND PERCEIVED RISK*.
- Awali, F. P., & Astuti, R. T. (2021). PENGARUH SOCIAL MEDIA MARKETING ACTIVITIES DAN BRAND EXPERIENCE TERHADAP BRAND LOYALTY: PERAN BRAND TRUST SEBAGAI VARIABEL MEDIASI (Studi pada Pelanggan Produk Kosmetik Pixy di Wilayah Jawa Tengah). *DIPONEGORO JOURNAL OF MANAGEMENT*, 10(3), 1–15. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Beig, F. A., & Khan, M. F. (2018). Impact of Social Media Marketing on Brand Experience: A Study of Select Apparel Brands on Facebook. *Vision*, 22(3), 264–275. <https://doi.org/10.1177/0972262918785962>
- Beig, F. A., & Nika, F. A. (2019). Brand Experience and Brand Equity. *Vision*, 23(4), 410–417. <https://doi.org/10.1177/0972262919860963>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Chang Bi, N., Bi, N. C., & Goodwin, A. (2020). From K-pop to Korean products: An investigation into the mediating effects of imitation and attitudes toward Korean culture and products Papaa Kodzi. In *Journal of Cultural Marketing Strategy* (Vol. 5).
- Corley, J. K., Jourdan, Z., & Ingram, W. R. (2013). Internet marketing: A content analysis of the research. In *Electronic Markets* (Vol. 23, Issue 3, pp. 177–204). <https://doi.org/10.1007/s12525-012-0118-y>
- de Villiers, M. V., Chinomona, R., & Chuchu, T. (2018). The influence of store environment on brand attitude, brand experience and purchase intention. *South*

African Journal of Business Management, 49(1).
<https://doi.org/10.4102/sajbm.v49i1.186>

Diplomasi, D., Korea, P., Oktaviani, S. J., & Pramadya, T. P. (2021). Korean Wave (Hallyu) dan Persepsi Kaum Muda di Indonesia: Peran Media. *Insignia Journal of International Relations*, 8(1), 87–100.

Faisal, A., & Ekawanto, I. (2021). *IMAR Indonesian Management and Accounting Research The Role of Social Media Marketing in Increasing Brand Awareness, Brand Image and Purchase Intention*. <https://doi.org/10.25105/imar.v20i2.12554>

Farzin, M., Ghaffari, R., & Fattahi, M. (2022). The Influence of Social Network Characteristics on the Purchase Intention. *Business Perspectives and Research*, 10(2), 267–285. <https://doi.org/10.1177/22785337211009661>

Gresham, L. G., & Davis, R. A. (n.d.). *Measures of Brand Attitude: Are Cognitive Structure Approaches Really Needed?**.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. In *European Business Review* (Vol. 26, Issue 2, pp. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414–433. <https://doi.org/10.1007/s11747-011-0261-6>

Jin Kim, Y., Lee, J., & Lee, M. (2018). Purchasing Behavior of K-pop Idol Goods Consumers in Korea CHIPS inc., Production Development, Korea. *Journal of Fashion Business*, 22(6), 1–13. <https://doi.org/10.12940/jfb.2018.22.6.1>

Kurniawan, A., & Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif: Vol. xii* (A. Kurniawan, Ed.). PANDIVA BUKU.

Laksamana, P. (2018). International Review of Management and Marketing 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), 13–18. <http://www.econjournals.com>

Messerlin, P. A., & Shin, W. (2017). The Success of K-pop: How Big and Why so Fast? In *Asian Journal of Social Science* (Vol. 45, Issues 4–5, pp. 409–439). Brill Academic Publishers. <https://doi.org/10.1163/15685314-04504003>

Metode penelitian pendekatan kuantitatif. (n.d.).
<https://www.researchgate.net/publication/354059356>

- Muhamamd Badar, M. (n.d.). *The Effect of Brand Image on Product Purchase Intention with Customer Satisfaction as A Mediation Variable (Study of Semen Gresik Consumer in East Java)*.
- Nurani, S. H., & Sobari, N. (2022a). *HOW CELEBRITY WORSHIP IMPACT K-POP FANS' BRAND ATTITUDE, ADVERTISEMENT ATTITUDE, AND REPURCHASE INTENTION TOWARDS LOCAL BRANDS PRODUCTS*.
- Nurani, S. H., & Sobari, N. (2022b). *HOW CELEBRITY WORSHIP IMPACT K-POP FANS' BRAND ATTITUDE, ADVERTISEMENT ATTITUDE, AND REPURCHASE INTENTION TOWARDS LOCAL BRANDS PRODUCTS*.
- ORTEN TUGRUL, T. (2014). BRAND EXPERIENCE EFFECTS ON CONSUMER SOCIAL MEDIA MARKETING PERCEPTIONS AND BRAND VALUE. *Journal of Global Strategic Management*, 2(8), 37–37.
<https://doi.org/10.20460/jgsm.2014815640>
- Purwianti, L., Niawati, * 1, & Kunci, K. (2022a). Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention Abstrak. *SEIKO : Journal of Management & Business*, 5(1), 2022–2356. <https://doi.org/10.37531/sejaman.v5i1.1664>
- Purwianti, L., Niawati, * 1, & Kunci, K. (2022b). Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention Abstrak. *SEIKO : Journal of Management & Business*, 5(1), 2022–2356. <https://doi.org/10.37531/sejaman.v5i1.1664>
- Purwianti, L., Niawati, * 1, & Kunci, K. (2022c). Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention Abstrak. *SEIKO : Journal of Management & Business*, 5(1), 2022–2356. <https://doi.org/10.37531/sejaman.v5i1.1664>
- Roro, R., Hanifah, N. S., & Kania, D. (2020). From Celebrity Fandom to Korean Brands Consuming: The Extensive Lifestyle of “Wannable” Fans in Jakarta. *Jobmark: Journal of Branding and Marketing Communication*, 2(1), 31–38.
<https://doi.org/10.36782/jobmark.v1i1.50>
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Sigala, M., & Chalkiti, K. (2015). Knowledge management, social media and employee creativity. *International Journal of Hospitality Management*, 45, 44–58.
<https://doi.org/10.1016/j.ijhm.2014.11.003>
- Ulfa Ridayani, S., & Alie, J. (2021a). The Effect of Social Media Marketing on Purchase Decision of K-Pop Idol Iz*One’s Albums in Palembang. In *International Journal of Marketing & Human Resource Research* (Vol. 2, Issue 1).
- Ulfa Ridayani, S., & Alie, J. (2021b). The Effect of Social Media Marketing on Purchase Decision of K-Pop Idol Iz*One’s Albums in Palembang. In *International Journal of Marketing & Human Resource Research* (Vol. 2, Issue 1).

Umair Manzoor, Sajjad Ahmad Baig, Muhammad Hashim, & Abdul Sami. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>

Ungarala, D. P. (2021). Impact of Brand Experience on the Purchase Intention and Loyalty of Luxury Cosmetics Brands: Mediating Role of Self Concept. In *PSYCHOLOGY AND EDUCATION* (Vol. 58, Issue 2). www.psychologyandeducation.net

Yu, X., Yuan, C., Kim, J., & Wang, S. (2021). A new form of brand experience in online social networks: An empirical analysis. *Journal of Business Research*, 130, 426–435. <https://doi.org/10.1016/j.jbusres.2020.02.011>