DAFTAR PUSTAKA

Aaker, D. A. (1991). *Managing Brand Equity "Capitalizing on the Value of a Brand Name."* https://books.google.co.id/books?hl=en&lr=&id=r_TSY5sxnO8C&oi=fnd&pg=PT10 &dq=Managing+Brand+Equity&ots=Ax5Qmey_S4&sig=DIV2xQrsiYU0tIqOLiE_6 5-lctY&redir_esc=y#v=onepage&q=Managing%20Brand%20Equity&f=false

Albert, N., Merunka, D., & Valette-Florence, P. (2009). *The Feeling of Love Toward a Brand: Concept and Measurement*.

Atmoko, B. D. (2012). *Instagram Handbook*.

Bagozzi, R. P., Batra, R., & Ahuvia, A. (2017). Brand love: Development and validation of a practical scale. *Marketing Letters*, *28*(1), 1–14. https://doi.org/10.1007/s11002-016-9406-1

Baran, S. J., & Davis, D. K. (2018). *Teori Komunikasi Massa Edisi 5*.

Brunello, A. (n.d.). *THE RELATIONSHIP BETWEEN INTEGRATED MARKETING COMMUNICATION AND BRAND EQUITY*. *3*(1 January), 6.

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

Carroll, B. A., & Ahuvia, A. C. (2006). *Some antecedents and outcomes of brand love*.

Daymon, C., & Holloway, I. (2008). *Metode-Metode Riset Kualitatif dalam Public Relations dan Marketing Communications*. https://books.google.co.id/books?hl=en&lr=&id=GO-PT5-

RiKQC&oi=fnd&pg=PA3&dq=paradigma+Daymon+%26+Holloway&ots=Gc-jEw1Syo&sig=s8NKR4BoOY-f3a5n_-1RK96_5So&redir_esc=y#v=onepage&q=paradigma%20Daymon%20%26%20Holloway&f=false

Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: A uses and gratifications perspective. *Journal of Strategic Marketing*, *24*(3–4), 261–277. https://doi.org/10.1080/0965254X.2015.1095222

Enterprice, J. (2016). *Instagram untuk fotografi digital dan bisnis kreatif*.

Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro. https://onesearch.id/Record/IOS2851.slims-19545

Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10.* (10th ed.). Badan Penerbit Universitas Diponegoro.

Ha, A. (2015). *An Experiment: Instagram Marketing Techniques and Their Effectiveness*.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (Second ed.)*. Sage Publication, Inc.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. file:///Users/shaleekanajla/Downloads/9783030805197.pdf

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). *When to use and how to report the results of PLS-SEM* (European Business Review).

Holm, O. (2006). Integrated marketing communication: From tactics to strategy. *Corporate Communications: An International Journal*, *11*(1), 23–33. https://doi.org/10.1108/13563280610643525

Jenkins-Guarnieri, M. A., Wright, S. L., & Johnson, B. (2013). Development and validation of a social media use integration scale. *Psychology of Popular Media Culture*, *2*(1), 38–50. https://doi.org/10.1037/a0030277

Kim, S.-E., Kim, H. L., & Lee, S. (2021). How event information is trusted and shared on social media: A uses and gratification perspective. *Journal of Travel & Tourism Marketing*, *38*(5), 444–460. https://doi.org/10.1080/10548408.2021.1943600

Kitchen, P. J., Brignell, J., Li, T., & Jones, G. S. (2004). The Emergence of IMC: A Theoretical Perspective. *Journal of Advertising Research*, *44*(1), 19–30. https://doi.org/10.1017/S0021849904040048

Kitchen, P. J., & Burgmann, I. (2010). Integrated Marketing Communication. In J. Sheth & N. Malhotra (Eds.), *Wiley International Encyclopedia of Marketing* (p. wiem04001). John Wiley & Sons, Ltd. https://doi.org/10.1002/9781444316568.wiem04001

Kotler, P., & Keller, K. L. (2012). *Marketing Management 14th Ed.* https://opaclib.inaba.ac.id/index.php?p=show_detail&id=1284&keywords=

Lassar, W., Mittal, B., & Sharma, A. (1995). *Measuring customer-based brand equity*. *12*(4).

Malik, F., & Malik, U. I. (2019). *FACTORS EFFECTING BRAND LOVE: MEDIATING ROLE OF BRAND UNIQUENESS AND MODERATING ROLE OF PRODUCT INVOLVEMENT.*

Manzilati, A. (2017). *Metodologi Penelitian Kualitatif: Paradigma, Metode, dan Aplikasi*. Universitas Brawijaya Press (UB Press). https://books.google.co.id/books?hl=en&lr=&id=7FlVDwAAQBAJ&oi=fnd&pg=PR5&dq=paradigma+manzilati&ots=Y69yejXtc1&sig=aVvnNSI3ZNgk0Y-_XmuX4jlSfSA&redir_esc=y#v=onepage&q=paradigma%20manzilati&f=false

Michael L. Kent. (2010). *Directions in Social Media for Professionals and Scholars*. https://www.researchgate.net/profile/Michael-Kent-8/publication/265182624_Directions_in_Social_Media_for_Professionals_and_Scholars/links/54f7ed510cf2ccffe9dc1ebc/Directions-in-Social-Media-for-Professionals-and-Scholars.pdf

Mittal, B. (1995). A comparative analysis of four scales of consumer involvement. *Psychology and Marketing*, *12*(7), 663–682. https://doi.org/10.1002/mar.4220120708

Mulyana, D. (2003). *Metodologi Penelitian Kualitatif (Paradigma baru ilmu komunikasi dan ilmu sosial lainnya*.

Naomi Miryam & Ferdi Antonio. (n.d.). THE EFFECT OF SOCIAL MEDIA CONTENT ON CUSTOMER ENGAGEMENT AND ITS IMPACT ON CUSTOMER INTENTION. *2022*, *16*. https://karya.brin.go.id/id/eprint/16531/1/Jurnal_Naomi%20Miryam_Universitas%20Pelita%20Harapan_2022.pdf

Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. https://letrunghieutvu.yolasite.com/resources/w-lawrence-neuman-social-research-

methods_-qualitative-and-quantitative-approaches-pearson-education-limited-2013.pdf

P, M. G. M. (2015). *PENGARUH PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN SURAT KABAR HARIAN SUARA MERDEKA*.

Pramadyanto, M. R. (2022). *PEMANFAATAN DIGITAL MARKETING DALAM MEMBANGUN BRAND AWARENESS BRAND FASHION STREETWEAR URBAIN INC. 1*.

Pratiwi, C., Ratnaningtyas, A., & Adhandayani, A. (2022). KEPUTUSAN PEMBELIAN PRODUK FASHION SECARA ONLINE DITINJAU DARI MOTIVASI EMOSIONAL KONSUMEN DEWASA AWAL. *Jurnal Psikologi : Media Ilmiah Psikologi*, *20*(2). https://doi.org/10.47007/jpsi.v20i2.281

Rakhmat, J. (2001). *Metode Penelitian Komunikasi*.

Salem, S. F., Tarofder, A. K., Musah, A. A., & Chaichi, K. (2019). BRAND LOVE IMPACT ON THE SOCIAL MEDIA AND STAGES OF BRAND LOYALTY. *Polish Journal of Management Studies*, *20*(1), 382–393. https://doi.org/10.17512/pjms.2019.20.1.33

Sarwono, J. (2015). *Rumus-Rumus Populer dalam SPSS 22 untuk Riset Skripsi*. ANDI.

Setiaman, S. (2020). *Tutorial Analisa Parsial Model Persamaan Struktural dengan Software SMART-PLS Versi 3*.

Sugiyono. (2014). *Statistika untuk Penelitian*. Alfabeta.

Umami, Z., & Darma, G. S. (2021). DIGITAL MARKETING: ENGAGING CONSUMERS WITH SMART DIGITAL MARKETING CONTENT. *Jurnal Manajemen Dan Kewirausahaan*, *23*(2), 94–103. https://doi.org/10.9744/jmk.23.2.94-103

Wasiat, F. A. I., & Bertuah, E. (2022). *Pengaruh Digital Marketing, Social Media Influencer Terhadap Niat Beli Produk Fashion Pada Generasi Milenial Melalui Customer Online Review di Instagram. 1.*

West, R., & Tunner, L. H. (2013). *Pengantar Teori Komunikasi Analisis dan Aplikasi.*

Xu, W., & Takai, J. (2018). *Constructing the Social Media Uses and Gratifications Scale on Japanese and Chinese Samples: Comparing Content to Western Conceived Scales.*