

DAFTAR PUSTAKA

- Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. *New York: Free Press.*
- Aeni, S.R., Sulhaini, & Sagir, J. (2022). Pengaruh Cause-Related Marketing terhadap Customer Engagement Grab di Kota Mataram dengan Content Marketing sebagai Pemoderasi. *Urgentrev Unram, Vol. 2 No.2.*
- Agichtein, E., Castillo, C., Donato, D., Gionis, A. & Mishne, G. (2008). Finding high-quality content in social media. *Proceedings of the 2008 International Conference on Web Search and Data Mining, Association for Computing Machinery (ACM), New York, 183-194.*
- Algharabat, R., Rana, N.P., Alalwan, A.A., Baabdullah, A. & Gupta, A. (2019). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services. Journal of retailing and consumer services.* Diakses dari:
https://www.researchgate.net/publication/331932901_Investigating_the_antecedents_of_customer_brand_engagement_and_consumer-based_brand_equity_in_social_media
- Ananda, A.S., Hernandez-Garcia, A., Acquila-Natale, E. & Lamberti, L. (2019). What makes fashion consumers ‘click’? Generation of eWOM engagement in social media. *Asia Pacific Journal of Marketing and Logistics, Vol. 31 No. 2, 398-418.*
- Ashley, C. & Tuten, T. (2015). Creative strategies in social media marketing: an exploratory study of branded social content and consumer engagement. *Psychology and Marketing, Vol. 32 No. 1, 15-27.*
- Bates, S. & Ferri, A. J. (2010). What’s Entertainment? Notes toward a Definition. *Studies in Popular Culture, Vol. 33, no. 1, 1–20.*

- Barger, V., Peltier, J.W. & Schultz, D.E. (2016). "Social media and consumer engagement: a review and research agenda". *Journal of Research in Interactive Marketing*, Vol. 10 No. 4, 268-287
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business And Management Studies An International Journal*.
- Bosshart, L. & Macconi, I. (1998). Media Entertainment. *Communication Research Trends*, Vol. 18, no. 3, 3–8.
- Bowden, J., Conduit, J., Hollebeek, L., Luoma-aho, V. & Solem, B. (2017). Engagement valence duality and spillover effects in online Brand communities. *Journal of Service Theory and Practice*, Vol. 27 No. 4, 877-897.
- Brodie, R.J., Ilic, A., Juric, B. & Hollebeek, L. (2013). "Consumer engagement in a virtual brand community: an exploratory analysis". *Journal of Business Research*, Vol. 66 No. 1, 105-114.
- Brodie, R., Hollebeek, L., Juric, B. & Ilic, A. (2011). Customer engagement: conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, Vol. 14 No. 3, 252-271.
- Bruhn, M., Schoenmueller, V. & Schafer, D.B. (2012). "Are social media replacing traditional media in terms of brand equity creation?". *Management Research Review*, Vol. 35 No. 9, 770-790.
- Calder, B., Malthouse, E. & Maslowska, E. (2016). Brand marketing, big data and social innovation as future research directions for engagement. *Journal of Marketing Management*, Vol. 32 Nos 5/6, 579-585.
- Campaignasia.com. (2021). GrabFood versus Gofood: The rivalry only escalates in Indonesia. Diakses dari: <https://www.campaignasia.com/article/GrabFood-versus-gofood-the-rivalry-only-escalates-in-indonesia/473351>

- Cavalcanti, R., de Aquino, L.M.P., & Oliverira, H. (2021). What is entertainment? Propositions of definitions based on product, experience, culture and communication perspectives. *Desenvolve Revista de Gestão do Unilasalle, Canoas*, v. 11, n. 1.
- Chae, H., Ko, E. & Han, J. (2015). How do customers' SNS participation activities impact on customer equity drivers and customer loyalty? Focus on the SNS services of a global SPA brand. *Journal of Global Scholars of Marketing Science*, Vol. 25 No. 2, 122-141.
- Chahal, H. & Rani, A. (2017). How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, Vol. 11 No. 3, 312-335.
- Chan, N.L. & Guillet, B.D. (2011). Investigation of social media marketing: how does the hotel industry in Hong Kong perform in marketing on social media websites?. *Journal of Travel and Tourism Marketing*, Vol. 28 No. 4, 345-368.
- Chan, T.K., Zheng, X., Cheung, C.M., Lee, M.K. & Lee, Z.W. (2014). Antecedents and consequences of customer engagement in online brand communities. *Journal of Marketing Analytics*, Vol. 2 No. 2, 81-97.
- Cheung, C.M., Lee, M.K., & Rabjohn, N. (2008). The Impact of Electronic Word of Mouth. *Internet Research*, 18(3), 229-247.
- Cheung, M.L., Pires, G., & Rosenberger, P.J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, Vol. 32 No. 3, 695-720.
- Christian, R.H. & Syarifah, D. (2021). Pengaruh Social Media Marketing terhadap Intensi Membeli Produk Perawatan Kulit pada Pria. *Buletin Penelitian Psikologi dan Kesehatan Mental (BRPKM)*, Vol. 1(2), 1075-1084.

- Chukwuere, J. E. (2021). The impact of social media on students' social interaction. *Journal of management Information and Decision Sciences*, 24(7), 1-15.
- Collis, C. (2017). What Is Entertainment? The Value of Industry Definitions. *Harrington, S. (eds) Entertainment Values. Palgrave Entertainment Industries. Palgrave Macmillan, London.* Diakses dari: https://doi.org/10.1057/978-1-137-47290-8_2
- DataIndonesia.id (2023). Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023. Diakses dari: <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>
- Dessart, L., Veloutsou, C. & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. *The Journal of Product and Brand Management*, Vol. 24 No. 1, 28-42.
- Dessart, L., Veloutsou, C. & Morgan-Thomas, A. (2016). Capturing consumer engagement: duality, dimensionality, and measurement. *Journal of Marketing Management*, Vol. 32 No. 5-6, 399-426.
- de Villiers, R. (2015). Consumer Brand enmeshment: typography and complexity modeling of consumer brand engagement and brand loyalty enactments. *Journal of Business Research*, Vol. 68 No. 9, 1953-1963.
- De Vries, L., Gensler, S. & Leeflang, P.S. (2012). Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. *Journal of Interactive Marketing*, Vol. 26 No. 2, 83-91.
- De Vries, N. & Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management*, Vol. 21 No. 6, 495-515.
- Dillow, M.R., Morse, C.R. & Afifi, W.A. (2008). Romantic Reconciliation as Influenced by Implicit Theories of Relationships and Information Seeking Style. *Human Communication* 11 (3): 349–358

- Ding, C. G. & Tseng, T. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing* 49 (7/8).
- Djarwanto. (1994). Pokok-Pokok Metode Riset dan Bimbingan Teknis Penulisan Skripsi. *Yogyakarta: Liberty.*
- Dwivedi, A. (2015). A higher-order model of consumer Brand engagement and its impact on loyalty intentions. *Journal of Retailing and Consumer Services*, Vol. 24, 100-109.
- Dwyer, C., Hiltz, S., & Passerini, K. (2007). Trust and privacy concern within social networking sites: A comparison of Facebook and MySpace. *AMCIS 2007 Proceedings*, 339.
- Fadilla, Z., Ketut, M, Taqwin, & Ardiawa, N. (2023). Metodologi Penelitian Kuantitatif. *Penerbit Muhammad Zaini. ISBN: 978-623-5722-91-7.*
- Fatimah, R. (2023). 5+ Contoh Digital Marketing yang Sukses di Indonesia. Diakses dari dibimbing.id: <https://dibimbing.id/blog/detail/contoh-digital-marketing-yang-sukses>
- Ferdinand, A. (2002). Structural Equation Modeling dalam Penelitian Manajemen, Edisi ketiga, *FakultasEkonomi UNDIP, Semarang.*
- Gallaugher, J. & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*, Vol. 9 No. 4, 197-212.
- Ghozali, I. (2009). Aplikasi Analisis Multivariate dengan Program SPSS. *Semarang: UNDIP.*
- Ghozali, I. (2014). Structural Equation Modeling Metode Alternatif Dengan Partial Least Square. 4th ed. *Semarang: Badan Penerbit Universitas Diponegoro.*

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. & Singh, R. (2016). Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior. *Journal of Business Research*, Vol. 69 No. 12, 5833-5841.

Gomez, R. (2021). 8 ways customers interact and engage with your brand on social. *Sprout social*. Diakses dari: <https://sproutsocial.com/insights/social-media-interaction/>

Goyette, I et al. (2010). E-WOM Scale: Word-of-Mouth Measurement Scale for E-Services Context. *Canadian Journal of Administrative Sciences*.

Grab.com (2019). Press Centre: GrabFood rayakan pencapaian pertumbuhannya dengan peluncuran GrabFood signature di Indonesia. Bisnis (30 Oktober 2019). Diakses dari: <https://www.grab.com/id/press/business/GrabFood-rayakan-pencapaian-pertumbuhannya-dengan-peluncuran-GrabFood-signature-di-indonesia/>

Grab.com (2021). GrabNEXT: 72% keluarga Indonesia memesan layanan pesan-antar makanan lebih banyak selama pandemic. Businessconsumers & driverstech & product (6 Agustus 2021) Diakses dari: <https://www.grab.com/id/en/press/tech-product/grabnext-72-keluarga-indonesia-memesan-layanan-pesan-antar-makanan-lebih-banyak-selama-pandemi/>

Hair, et al. (2010). Multivariate Data Analysis, Seventh Edition. *Pearson Prentice Hall Hallowell, R.*

Hair, et al. (2014). Multivariate Data Analysis, New International Edition. *New Jersey: Pearson*

Hanna, R., Rohm, A. & Crittenden, V.L. (2011). We're all connected: the power of the social media ecosystem. *Business Horizons*, Vol. 54 No. 3, 265-273.

Handayani, R. (2020). Metodologi Penelitian Sosial. *Yogyakarta: Trussmedia Grafika.*

Hepola, J., Karjaluoto, H. & Hintikka, A. (2017). The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *The Journal of Product and Brand Management*, Vol. 26 No. 3, 282-293.

Hollebeek, L. (2011). Demystifying customer Brand engagement: exploring the loyalty nexus. *Journal of Marketing Management*, Vol. 27 Nos 7/8, 785-807.

Hollebeek, L., Glynn, M. & Brodie, R. (2014). Consumer brand engagement in social media: conceptualization, scale development and validation. *Journal of Interactive Marketing*, Vol. 28 No. 2, 149-165.

Hollebeek, L.D., Conduit, J., Sweeney, J., Soutar, G., Karpen, I.O., Jarvis, W., & Chen, T. (2016). Epilogue To The Special Issue And Reflections On The Future Of Engagement Research. *Journal of Marketing Management*, Vol. 32 Nos 5-6, 586-594.

Hollebeek, L.D., Srivastava, R.K. & Chen, T. (2019). SD logic-informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, Vol. 47 No. 1, 161-185.

Honigmann, J.J. (1964). Sociology: A Text with Adapted Readings: Leonard Broom and Philip Selznick. *American Anthropologist* 66 (2): 486-487.

Hoyer, W.D., Chandy, R., Dorotic, M., Krafft, M. & Singh, S.S. (2010). Consumer cocreation in new product development. *Journal of Service Research*, Vol. 13 No. 3, 283-296.

Hu, X. & Ha, L. (2015). Which Form of Word-Of-Mouth is more important to Online Shoppers? A Comparative Study of WOM Use between General

- Population and College Students. *Journal of Communication and Media Research*, Vol.7 No. 2, 15 – 35.
- 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, 129-144.
- Ismagilova, E. et al. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context (a State of the Art Analysis and Future Directions). *UK: Springer*.
- Iversen, N. M. & Hem, L. E. (2008). Provenance association as core value of place umbrella brands: a framework of characteristics. *European Journal of Marketing*, 42(4-5), 603-626.
- Jain, R. (2017). Basic branding concepts: brand identity, brand imageand brand equity. *International Journal of Sales & Marketing Management Research and Development*, Vol. 7, Issue 4, 1-8.
- Jeong, H. J. & Koo, D. M. (2015). Combined effects of valence and attributes of eWOM on consumer judgment for message and product: The moderating effect of brand community type. *Internet Research*, Vol. 25 No.1.
- Kannan, P. K., & Healey, J. (2011). Service Customization Research: A Review and Future Directions. *Service Science: Research and Innovations in the Service Economy*, 297–324.
- Kasanoff, B. (2001). Making It Personal. *Cambridge, MA: Perseus Publishing*.
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, Vol. 57, January, 1-22.
- Keller, K.L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2/3), 139-155.

- Keller, K.L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th ed., Prentice-Hall, London.
- 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, 1480-1486.
- Kotler, P., & Armstrong, G. (2010). Principles of Marketing. *Prentice Hall*.
- Krishnamurthy, A. & Kumar, S.R. (2018). Electronic word-of-mouth and the brand image: exploring the moderating role of involvement through a consumer expectations lens. *Journal of Retailing and Consumer Services*, Vol. 43, 149-156.
- Kudeshia, C. & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands?. *Management Research Review*, Vol. 40 No. 3, 310-330.
- Langaro, D., Rita, P. & de Fatima Salgueiro, M. (2018). Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, Vol. 24 No. 2, 146-168.
- Laroche, M., Habibi, M.R. & Richard, M.O. (2013). To be or not to be in social media: how brand loyalty is affected by social media?. *International Journal of Information Management*, Vol. 33 No. 1, 76-82.
- Lee, H. M., Lee, C. C. and Wu, C. C. (2011). Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, 45(7/8), 1091-1111.
- Lee, C.S. & Ma, L. (2012). News sharing in social media: the effect of gratifications and prior experience. *Computers in Human Behavior*, Vol. 28 No. 2, 331-339.
- Levy, S.J. (1978) Marketplace Behavior—Its Meaning for Management. *Amacom, New York*.

Liputan 6.com (2019). Kisah Perjalanan Grab dari Lahir Hingga Jadi Decacorn (9 Maret 2019). Diakses dari: <https://www.liputan6.com/teknologi/read/3912922/kisah-perjalanan-grab-dari-lahir-hingga-jadi-decacorn>

Manning, J. (2014). Social media, definition and classes of. In K. Harvey (Ed.), *Encyclopedia of social media and politics* (pp. 1158-1162). Thousand Oaks, CA: Sage.

Mangold, W.G. & Faulds, D.J. (2009). Social media: the new hybrid element of the promotion mix. *Business Horizons*, Vol. 52 No. 4, 357-365.

Manthiou, A., Tang, L.R. & Bosselman, R. (2014). Reason and reaction: the dual route of the decision-making process on Facebook fan pages. *Electronic Markets*, Vol. 24 No. 4, 297-308.

Manthiou, A., Rokka, J., Godey, B. & Tang, L.R. (2016). How social media marketing efforts influence brand equity creation and its consequences: the case of luxury brands. *Obal, M., Krey, N., Bushardt, C. (Eds), Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, Developments in Marketing Science: Proceedings of the Academy of Marketing Science, Springer, Cham.*

Martin, K. & Todorov, I. (2010). How will digital platforms be harnessed in 2010, and how will they change the way people interact with brands?. *Journal of Interactive Advertising*, Vol. 10 No. 2, 61-66.

Martineau, P. (1959). Sharper focus for the corporate image. *Harvard Business Review*, (3)1, 49- 58

Mathew, V., Ali, R.T.M., and Thomas, S. (2014). Loyalty intentions does the effect of commitment, credibility and awareness vary across consumers with low and high involvement?. *Journal of Indian Business Research*, 6(3), 2014 pp. 213-230

Mediaindonesia.com (2023). Riset: GrabFood Terbanyak Digunakan Konsumen dan Merchant Indonesia. Diakses dari: <https://mediaindonesia.com/ekonomi/448869/riset-GrabFood-terbanyak-digunakan-konsumen-dan-merchant-indonesia>

Muntinga, D.G., Moorman, M. & Smit, E.G. (2011). Introducing COBRAs: exploring motivations for brand-related social media use. *International Journal of Advertising, Vol. 30 No. 1, 13-46.*

Naaman, M., Becker, H. & Gravano, L. (2011). Hip and trendy: characterizing emerging trends on Twitter. *Journal of the Association for Information Science and Technology, Vol. 62 No. 5, 902-918.*

Nasrullah, R. (2015). Media Sosial; Perspektif Komunikasi, Budaya, dan Sosioteknologi. Bandung : Simbiosa Rekatama Media.

Newman, J. W. (1957). Motivation research and marketing management. *Norwood: The Plimpton Press.*

Pansari, A.& Kumar, V. (2017). Customer Engagement: The Construct, Antecedents, and Consequences. *Journal of the Academy of Marketing Science, Vol. 45 No. 3, 294-311.*

Percy, L. & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. *Psychology and Marketing, 9(4), 263-274.*

Personalization Consortium (2003). What is personalization. Diakses dari: <http://www.personalization.org>

Phan, M., Thomas, R. & Heine, K. (2011). Social media and luxury brand management: the case of Burberry. *Journal of Global Fashion Marketing, Vol. 2 No. 4, 213-222.*

Pimentel, J. L. (2019). Some Biases in Likert Scaling Usage and its Correction. *International Journal of Sciences Basic and Applied Research (IJSBAR), Vol. 45 No. 1, 183-191.*

- Pine, B. J. II. (1993). Mass Customization: The New Frontier in Business Competition. *Harvard Business School Press, Boston, MA*.
- Poole, M.S. & Fan, H. (2006). What is personalization? Perspectives on the Design and Implementation of Personalization in Information Systems. *Journal of Organizational Computing and Electronic Commerce 16(3)*, 179-202.
- Prasad, S., Garg, A. and Prasad, S. (2019), Purchase decision of generation Y in an online environment. *Marketing Intelligence and Planning, Vol. 37 No. 4*, 372-385.
- Priyatno, D. (2022). Olah Data SEM dengan Program AMOS (Analysis of Moment Structure). Yogyakarta: Penerbit ANDI.
- Prasetyo, B. et al. (2018). Komunikasi Pemasaran Terpadu: Pendekatan Tradisional Hingga Era Media Baru. *Malang: UB Press*.
- Rajh, E. (2002). Development of a scale for measuring customer-based brand equity. *Ekonomski Preglet, Vol. 53 Nos 7-8*, 770-81.
- Ramaswamy, V. & Ozcan, K. (2016). Brand value co-creation in a digitalized world: an integrative framework and research implications. *International Journal of Research in Marketing, Vol. 33 No. 1*, 93-106.
- Rastogi A.K, & Parashar, G. (2018). A Study of Brand Awareness and Customer Satisfaction. *International Journal of Research 5(22):174-184*.
- Richards, I., Foster, D. & Morgan, R. (1998). Brand knowledge management: growing brand equity. *Journal of Knowledge Management, Vol. 2 No. 1*, 47-54.
- Riecken, D. (2000). Personalized views of personalization. *Comm. of ACM, vol. 43, no. 8*, 26–28.

- Riezebos, R. K. (2003). Brand Management- A theoretical and Practical Approach. *Harlow: Pearson Education Limited.*
- Rio,A., B., Vazquez, R., & Iglesias, R. (2001). The effects of brand associations on consumer response. *Journal of consumer marketing, (18)5, 410-425.*
- Rohm, A., Kaltcheva, V.D. & Milne, G.R. (2013). A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing, Vol. 7 No. 4, 295-311.*
- Saffer, D. (2010). Designing for interaction: creating innovative applications and devices. *New Riders.*
- Sangar, K. (2012). “Gucci – social media marketing strategies using internet and social networking sites”. Diakses dari: <http://www.slideshare.net/AngelKritiSangar/gucci-social-mediamarketing-strategies-using-internet-social-networking-sites>.
- Schulze, C., Scholer, L. & Skiera, B. (2015). Customizing social media marketing. *MIT Sloan Management Review, Vol. 56 No. 2, 8-10.*
- Seo, E. J. & Park, J. W. (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, 36–41.*
- Setiadi, A. (2016). Pemanfaatan Media Sosial untuk Efektifitas Komunikasi. *Cakrawala: Jurnal Humaniora Bina Sarana Informatika, Vol. 16 No.2.*
- Sharif, A.M. (2008). Information, knowledge and the context of interaction. *European and Mediterranean Conference on Information Systems (EMCIS), Dubai, 25-26 May.*
- Siyoto, S & Sodik, M. A. (2015). Dasar Metodologi Penelitian. Yogyakarta: *Literasi Media Publishing.*
- Soekanto, S. (2012). Sosiologi Suatu Pengantar. Jakarta: *Raja Grafindo Persada.*

- Sprott, D., Czellar, S. & Spangenberg, E. (2009). The importance of a general measure of Brand engagement on market behavior: development and validation of a scale. *Journal of Marketing Research*, Vol. 46 No. 1, 92-104.
- Stebbins, R. (2007). The Sociology of Entertainment. *21st Century Sociology: A Reference Handbook*, vol. 2, 178-185.
- Sugiyono. (2006). Metode Penelitian Kuantitatif Kualitatif dan R&D. *Bandung: Alfabeta*
- Sugiyono. (2009). Metode Penelitian Pendidikan Pendekatan Kuantitatif Kualitatif dan R&D. *Bandung: Alfabeta*.
- Sumardi, A. & Ganawati. (2021). Pengaruh Elemen Social Media Marketing, Consumer Brand Engagement sebagai Stimulus terhadap Brand Loyalty. *Media Riset Bisnis & Manajemen Vol. 21, No. 1*.
- Surprenant, C. & Solomon, M. (1987). Predictability and personalization in the service encounter. *Journal of Marketing*, vol. 51, no. 2, 86–96.
- Thurau, H. et al. (2004). Electronic Word of Mouth Via Consumer Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?. *Journal of Interactive Marketing*.
- Tiihonen, J., & Felfernig, A. (2017). An introduction to personalization and mass customization. *Journal of Intelligent Information Systems*, 49(1), 1–7.
- Tjhin, N. & Widoatmodjo, S. (2021). Pengaruh Elemen Media Sosial: Customization, Electronic Word of Mouth (E-WOM), dan Trendiness Terhadap Consumer Brand Engagement pada Konsumen Milenial Healthy Yummy Nutty di Indonesia. *Jurnal Manajemen Bisnis dan Kewirausahaan*, Vol.6, No.2.
- Tugrul, T.O. (2015), The effects of consumer social media marketing experiences on brand affect and brand equity. *Hajili, N. (Ed.), Handbook of Research*

on Integrating Social Media into Strategic Marketing, Business Science Reference, Hershey, Pennsylvania, PA, 73-87.

Verbeke, W., Vereir, I., Pieniak, Z. & Brunso, K. (2005). Consumers' Quality Perception as a Basis For Fish Market Segmentation in Belgium. *Gent: Ghent University*.

Vogel, H. L. (1998). Entertainment Industry Economics. Cambridge University Press: Cambridge, UK.

Walgitto, B. (2010). Pengantar Psikologi Umum. Yogyakarta: Andi Offset.

Wicaksono, M.L., Wiryawan, D., Siti, D.A., Bursan,R. (2022). Pengaruh Promosi Berbasis Sosial Media Terhadap Niat Beli Produk Jasa pada Lembaga Pelatihan Kerja Technico Lampung. *E-journal Field of Economics, Business, and Entrepreneurship (EFEBE) – Vol. 1 (2), 179-184.*

Widodo, A.S. & Pratitis, N.T. (2013). Harga Diri Dan Interaksi Sosial Ditinjau Dari Status Sosial Ekonomi Orang Tua. *Persona: Jurnal Psikologi Indonesia 2 (2): 131–138.*

Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics, 34(7), 1294–1307.*

Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management, 58-62.*

Zillman, D. & Bryant, J. (1994). Entertainment as Media Effect. *in (eds.) Bryant, J and Zillman, D, Media Effects: Advances in Theory and Research, Lawrence Erlbaum Associates: New Jersey, 437–461.*