

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing brand equity*. New York: The Free Press.
- Haba, H. F. (2019). Factors Influencing the Effectiveness of Out of Home (OOH) Advertisement in Malaysia. *International Journal of Accounting & Business Management*, 7(2).
- Boștină-Bratu, B., Boștină-Bratu, Negoescu, A. & Palea, L. (2018). Consumer Acceptance of Outdoor Advertising: A Study of Three Cities. *Land Forces Academy Review*, 23(1) 65-74. <https://doi.org/10.2478/raft-2018-0009>
- Cahyani, N. I., & Artanti, Y. (2020). The influence of informativeness, entertainment and e-mail marketing irritation on online buying intentions with attitude toward advertising as mediation variable. *SENTRALISASI*, 9(2), 77-86.
- Caldato, C., Benedetto, S., & Checchinato, F. (2020). Measuring the effects of video advertising on brand associations. *Micro & Macro Marketing*, 29(2), 395-415.
- Cheri, B. (2016). The antecedents of consumer brand engagement: The role of relationship quality (*Doctoral dissertation, Auckland University of Technology*).
- Chopra, G. (2017). A study on the relationship between customer attention and billboards advertising with special reference to consumer durables. *IOSR Journal of Humanities and Social Science*, 22, 63-69.
- Grab Help Centre. (n.d.). help.grab.com. Retrieved November 23, 2023, from <https://help.grab.com/passenger/id-id/360000299887-Di-mana-wilayah-Sewa-GrabCar-beroperasi>
- Demir, P. (2017). Consumers' Perceptions of and Responses to Creative Advertising. *PhD thesis University of Westminster Marketing and Business Strategy* <https://doi.org/10.34737/q3q51>
- 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*, Vol. 31 No. 1, pp. 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hajihosseinkhabaz, S. (2017). Location-based Mobile Marketing (*Master's thesis, Bibliothek, Hochschule Anhalt*).
- Handayani, F & Setyorini, R (2020). Pengaruh Green Marketing Tools Terhadap Consumer Buying Decision Process (Studi Pada Konsumen Produk Love Beauty And Planet Di Kota Bandung. *e-Proceeding of Management : Vol.7*,

No.2

- Imasari, K., & Nursalin, K. K. (2011). Pengaruh Customer Relationship Management Terhadap Loyalitas Pelanggan Pada PT BCA Tbk. *Fokus Ekonomi*, 10(3), 24464.
- Jalilvand, Reza M. and Samiei, N. (2012), "The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran", *Marketing Intelligence & Planning*, Vol. 30 No. 4, pp. 460-476. <https://doi.org/10.1108/02634501211231946>
- Jalita. (2018). Pemanfaatan Media Luar Ruanga Sebagai Media Penyebaran Informasi KNPI Aceh. *Universitas Islam Negeri Ar-Raniry Banda Aceh*
- Junia, Inda (2020) Pengaruh Cognitive Processing, Affection, dan Activation dalam Consumer Brand Engagement Terhadap Self Brand Connection di Media Sosial @Thebodyshopindo. *Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta*.
- Khan, I., Hollebeek, L.D., Fatma, M., Islam, J.U. and Rahman, Z. (2020), "Brand engagement and experience in online services", *Journal of Services Marketing*, Vol. 34 No. 2, pp. 163-175. <https://doi.org/10.1108/JSM-03-2019-0106>
- Kock, N., and Hadaya, P. (2018) Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Info Systems J*, 28: 227-261. doi: 10.1111/isj.12131.
- Kotler, P. and Keller, K.L. (2012) *Marketing Management*. 14th Edition, Pearson Education.
- Krejcie, R. V., & Morgan, D. W. (1970). *Determining sample size for research activities*. *Educational and Psychological Measurement*, 30, 607-610.
- Kumar, R. (2016). Economic order quantity (EOQ) model. *Global Journal of finance and economic management*, 5(1), 1-5.
- Kumar, V., & Reinartz, W. (2016). Creating Enduring Customer Value. *Journal of Marketing*, 80(6), 36-68. <https://doi.org/10.1509/jm.15.0414>
- McFarlane, D. A. (2013). The strategic importance of customer value. *Atlantic Marketing Journal*, 2(1), 5.
- Mercanti-Guérin, M. (2008). *Consumers' Perception of the Creativity of Advertisements: Development of a Valid Measurement Scale*. *Recherche et Applications En Marketing (English Edition)*, 23(4), 97-118. <https://doi.org/10.1177/205157070802300405>

- Morissan, M. A. (2015). *Periklanan Komunikasi Pemasaran Terpadu Cetakan Keempat*. Jakarta: Kencana Prenadamedia Group.
- Niken, C., & Naafiani, H. (2011). Studi Tentang Anteseden Brand Attitude Dan Brand Equity (Penelitian Empirik Iklan TV Provider GSM Prabayar Mentari Versi “Obral Obrol” Di Semarang). *Jurnal Sains Pemasaran Indonesia*, 10(3), 256–269.
- Obelink, T. (2017). *Location-based services & advertising: measuring the effectiveness of personalized services and advertising in mobile marketing through location tracking* (Master's thesis, University of Twente).
- Petahiang, I. L. (2015). *The influence of brand awareness and perceived risk toward consumer purchase intention on online store* (case study of the customer at feb unsrat manado). *Jurnal Berkala Ilmiah Efisiensi*, 15(4).
- Priansa, D. J. (2021). *Komunikasi Pemasaran Terpadu pada era media sosial (edisi kedua)*. Bandung: CV Pustaka Setia, 358.
- Priyono, M. J. T. S. Z. (2016). *Metode penelitian kuantitatif*. Sidoarjo: Zifatma Publishing.
- Rahayu, K. S. (2021). E-ServQual on E-Trust, E-Satisfaction and Online Repurchase Intention. *Review of International Geographical Education Online*, 11(4).
- Richadinata, K., & Surya Astitiani, N. (2021). Pengaruh Iklan Sosial Media Terhadap Keputusan Pembelian Konsumen Di Lingkungan Universitas Bali Internasional. *E-Jurnal Manajemen*, 10(2), 188 - 208. doi:10.24843/ejmunud.2021.v10.i02.p05
- Roux, T. (2018). Industry perspectives on digital out-of-home advertising in South Africa. *Communicare: Journal for Communication Sciences in Southern Africa*, 37(1), 17-37.
- Russo, D., & Stol, K. J. (2021). PLS-SEM for software engineering research: An introduction and survey. *ACM Computing Surveys (CSUR)*, 54(4), 1-38.
- Shambodo, Y. (2020). Faktor yang mempengaruhi persepsi khalayak mahasiswa pendatang UGM terhadap siaran pawartos ngayogyakarta Jogja TV. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, 1(2), 98-110.
- Sharma, R., Morales-Arroyo, M., & Pandey, T. (2012). The emergence of electronic word-of-mouth as a marketing channel for the digital marketplace. *Journal of Information, Information Technology, and Organizations*, 6, 41-61.
- Smith, J. B., & Colgate, M. (2007). Customer value creation: A practical

framework. *Journal of Marketing Theory and Practice*, 15(1), 7–23.
<https://doi.org/10.2753/MTP1069-6679150101>

Sudiarsa, I. W., & Wiraditya, I. G. B. (2020). Analisis Usability Pada Aplikasi Peduli Lindungi Sebagai Aplikasi Informasi Dan Tracking Covid-19 Dengan Heuristic Evaluation. *INTECOMS: Journal of Information Technology and Computer Science*, 3(2), 354-364.

Sugiyono, P. (2016). *Metode Penelitian Manajemen (Pendekatan Kuantitatif, Kualitatif, Kombinasi (Mixed Methods), Penelitian Tindakan (Action Research, dan Penelitian Evaluasi)*. Bandung: CV Alfabeta.

Sujono, F. K. (2021). Aspek Manajemen Komunikasi pada Perubahan Organisasi (Studi Kasus Perusahaan Gojek Indonesia dalam Menangani Keengganan Perubahan). *Jurnal Manajemen Dan Bisnis Madani*, 2(2). Retrieved from <https://journal.paramadina.ac.id/index.php/madani/article/view/368>

Suwandi, I. M. D. (2004). Marketing Public Relations, Seri Manajemen Pemasaran. Artikel online, publikasi:
<https://oeconomicus.files.wordpress.com/2007/07/marketing-public-relations.pdf>

Swaminathan, T. N., & Lakes, G. (2013). Consumer Preference And Effectiveness of OOH (Out of Home) Media In India. *Business Management Review*, 9(3).

Syamsurizal, & Ernawati, S. (2020). Pengaruh Brand Image terhadap Keputusan Pembelian pada Rocket Chicken Kota Bima. *Jurnal Brand*, 2(2), 177–183.

Targett, D. (2018). *Quantitative Methods*. CreateSpace Independent Publishing Platform.

Wicaksono, E., Edy Susilo, M., & Lestari, P. (2008). Iklan Luar Ruang: Antara Kepentingan Ekonomi dengan Kepentingan Publik. *Jurnal Ilmu Komunikasi Terakreditasi*, 6(2), 131-144.

Woodside, A.G., Golfetto, F. and Gibbert, M. (2008). *Creating and managing superior customer value (Advances in Business Marketing and Purchasing, Vol. 14)*. Emerald Group Publishing Limited, Leeds, pp. 3-25.
[https://doi.org/10.1016/S1069-0964\(08\)14001-7](https://doi.org/10.1016/S1069-0964(08)14001-7)

Yuanxin, M., & Noichangkid, P. (2011). Bored with Ads?: A study investigating attitude towards social media advertising. (*Umeå School of Business, Spring Semester 2011, Master thesis*)

Zaidi, Z., & Shukri, S. M. (2022). The effects of digital marketing implementation on online consumer in Selangor during COVID-19 pandemic. *Management Science Letters*, 12(1), 43–50. <https://doi.org/10.5267/j.msl.2021.8.002>