

## DAFTAR PUSTAKA

- (2016, Juni 2). Retrieved from Kompasiana:  
<https://www.kompasiana.com/bacafakta/574fa9acd59273251a004526/api-kasi-instagram-meluncurkan-feature-bisnis>
- (2020, Oktober 21). Retrieved from Sirclo: <https://www.sirclo.com/ini-dia-fitur-instagram-shopping-yang-bisa-kamu-manfaatkan/>
- (2021, Januari). Retrieved from Social Blade:  
<https://socialblade.com/instagram/user/nike>
- Adetunji, R. R., Sabrina, M. R., & Sobhi, I. M. (2017). User-Generated Contents in Facebook, Functional and Hedonic Brand Image and Purchase Intention. *SHS Web of Conferences* 33.
- Admin, M. (2018). An Analysis on the Impact of Facebook Marketing on Brand Awareness: A Case Study of GlaxoSmithKline Bangladesh's Product 'Horlicks'. *A Five Factor Model of Online Purchase Decision: A Study on Bikroy.Com, Bangladesh.*
- Akhtar, N., Ain, Q. U., & Siddiqi, U. I. (2016). Impact of a Brand Equity on Consumer Purchase Decision in L'Oreal Skincare Products. *International Review of Management and Business Research*, 5(3), 808 - 816.
- Andriani, R. S. (2020, juni 26). Retrieved from Market bisnis:  
<https://market.bisnis.com/read/20200626/192/1257991/pandemi-hantam-penjualan-saham-nike-tumbang>
- Animalz. (2019, Februari 14). Retrieved from Ad Espresso:  
<https://adespresso.com/blog/instagram-ads-mistakes/>
- Anugrah, N. (2018). Retrieved from Filemagz: <https://www.filemagz.com/7-tips-meningkatkan-brand-loyalty/>
- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. (2016). Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. *Procedia Economics and Finance* 37, 391-396.
- Armstrong, G., Kotler, P., Trifts, V., Buchwitz, L. A., & Gaudet, D. (2015). *Marketing an Introduction*. Toronto: Pearson.
- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology and Marketing*.

- Baalbaki, S., & Guzman, F. (2016). *The Routledge Companion to Contemporary Brand Management*. (F. D. Riley, J. Singh, & C. Blankson, Eds.)
- Bahtar, A. Z., & Muda, M. (2016). The Impact of User – Generated Content (UGC) on Product Reviews towards Online Purchasing – A Conceptual Framework. *Procedia Economics and Finance*, 337 - 342.
- Baker, A., Donthu, N., & Kumar, V. (2016). Investigating How Word of Mouth Conversations About Brands Influence Purchase and Retransmission Intentions. *Journal of Marketing Research*.
- Balan, C. (2017). Nike on Instagram: Themes of Branded Content and Their Engagement Power. *CBU International Conference Proceedings*.
- Bashir, M. A., Ayub, N., & Jalees, T. (2017). The Impact of The Firm Generated Contents and The User Generated Contents Through Social Media On Brand Equity Elements. *Pakistan Business Review Oct 2017*.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences (2nd ed.)*. Hillsdale: NJ: Lawrence Earlbaum Associates.
- Colicev, A., Kumar, A., & O'Connor, P. (2017). Modeling the relationship between firm and user generated content and the stages of the marketing funnel. *International Journal of Research in Marketing*.
- Daiya, A., & Roy, S. (2016). User and Firm Generated Content on Online Social Media: A Review and Research Directions. *Int. J. Online Mark*, 34 -49.
- Duli, N. (2019). *Metodologi Penelitian Kuantitatif: Beberapa Konsep Dasar Untuk Penulisan Skripsi & Analisis Data Dengan SPSS*. Sleman: Deepublish.
- Elmira, P. (2019, September 3). Retrieved from Liputan 6: <https://www.liputan6.com/lifestyle/read/4052743/penjualan-dolce-amp-gabbana-di-china-menurun-signifikan-pasca-kontroversi-iklan-rasis>
- Falahat, M., Chuan, C. S., & Kai, S. B. (2018). Brand Loyalty and Determinates of Perceived Quality and Willingness to Order. *Academy of Strategic Management Journal*, 17(4).
- Garrido-Morgado, A., Gonzalez-Benito, O., & Martos-Partal, M. (2016). Influence of Customer Quality Perception on the Effectiveness of Commercial Stimuli for Electronic Products. *Frontiers in Psychology*, 336.
- Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Semarang: BP Undip.

- Gisbey, P. J. (2016). Brand Awareness and Brand Popularity: A Malaysian Perspective. *The International Journal of Business and Management*, 184 - 197.
- Gloria, V., Marc, E., & Detlef, S. (2019). Toward Mining Brand Association from User-Generated Content (UGC): Evidence From Linguistic Characteristics. *European Conference on Information Systems*.
- Grubor, A., Djokic, I., & Milovanov, O. (2017). The Influence of Social Media Communication on Brand Equity: The Evidence for Environmentally Friendly Products. *Applied Ecology and Environmental Research*.
- Hair, J., Risher, J., Sarstedt, M., & Ringle, C. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*.
- HBR Editors. (2020, January 24). Retrieved from HBR: <https://hbr.org/2020/01/the-essential-clayton-christensen-articles>
- Henseler, J., Hubona, G., & Ray, P. (2015). Using PLS Path Modeling in New Technology Research: Updated Guidelines. *Industrial Management & Data Systems*, 2 - 20.
- Hermaren, V., & Achyar, A. (2018). The effect of firm created content and user generated content evaluation on customer-based brand equity. *INOBIS Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 86-100.
- Hidayat, A. (2020, mei 10). Retrieved from hiburan skor id: <https://hiburan.skor.id/berkat-the-last-dance-penjualan-merchandise-michael-jordan-dan-chicago-bulls-meroket-01336015>
- Kang, M. (2019, March 6). Retrieved from Business2Community: <https://www.business2community.com/content-marketing/what-is-user-generated-content-and-how-it-is-relevant-02175516>
- Keller, K. L. (2016). Unlocking the Power of Integrated Marketing Communications: How Integrated Is Your IMC Program? *Journal of Advertising*, 286-301.
- Kian, T. P., Boon, G. H., Fong, S. W., & Ai, Y. J. (2017, December). Factors That Influence the Consumer Purchase Intention in Social Media Websites. *International Journal of Supply Chain Management*, 6, 208-214.
- Kim, A. J., & Johnson, K. K. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 98-108.

- Kimbell, L. (2020, Januari 9). Retrieved from Discoversocial: <https://discoversocial.co.uk/2020/01/09/what-is-user-generated-content-and-why-you-should-be-using-it/>
- Koliby, I. S., & Rahman, M. A. (2018). Influence Dimensions of Brand Equity On Purchase Intention Toward Smartphone In Malaysia. *VFAST Transactions on Education and Social Sciences*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2015). From Social to Sale: The Effects of Firm Generated Content in Social Media on Customer Behavior. *Journal of Marketing*.
- Lawi, G. F. (2020, Juni 27). Retrieved from Bisnis: <https://entrepreneur.bisnis.com/read/20200627/88/1258401/tiktok-for-business-diluncurkan-ini-manfaatnya-bagi-pebisnis-indonesia>
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human Behavior*, 56, 225 - 237.
- Manzoor, A., & Shaikh, K. A. (2016). Brand Equity and Purchase Intention: The Indian Automobil Industry. *Pakistan Business Review Oct 2016*.
- McCarthy, J. (2018, September 17). Retrieved from Business2Community: <https://www.business2community.com/content-marketing/the-biggest-success-of-nikes-just-do-it-campaign-may-be-user-generated-content-02120522>
- McCarthy, J. (2018, september 17). Retrieved juli 2020, from Business 2 Community: <https://www.business2community.com/content-marketing/the-biggest-success-of-nikes-just-do-it-campaign-may-be-user-generated-content-02120522>
- Moreira, A. C., Fortes, N., & Santiago, R. (2017). Influence of sensory stimuli on brand experience, brand equity and purchase intention. *Journal of Business Economics and Management*, 68 - 83.
- Naab, T. (2016). Studies of user-generated content: A systematic review. *A systematic review. Jurnalism*.
- Naeem, M., & Okafor, S. (2019). User-Generated Content and Consumer Brand Engagement. *Advances in Marketing, Customer Relationship Management, and E-Services*, 193-220.

- Neufeld, D., & Roghanizad, M. (2018, January 23). Retrieved from HBR: <https://hbr.org/2018/01/research-how-customers-decide-whether-to-buy-from-your-website>
- Neufeld, D., & Roghanizad, M. (2018, Januari 23). Retrieved september 2020, from Harvard Business Review: <https://hbr.org/2018/01/research-how-customers-decide-whether-to-buy-from-your-website>
- Nichols, B. S., Stolze, H., & Kirchoff, J. (2020, July 10). Retrieved from HBR: <https://hbr.org/2020/07/are-you-prepared-for-bad-press-about-one-of-your-suppliers>
- Nichols, B. S., Stolze, H., & Kirchoff, J. (2020, july 10). Retrieved from Harvard Business Review: <https://hbr.org/2020/07/are-you-prepared-for-bad-press-about-one-of-your-suppliers>
- Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial*. Surabaya: Media Sahabat Surabaya.
- Osei-Frimpong, K., & McLean, G. (2017). Examining the Moderating Effects of Firm Generated Content on Online Social Brand Engagement. Conference: *27th Annual RESER ConferenceAt: Bilbao, Spain*.
- Pangaribuan, C. H., Ravenia, A., & Sitinjak, M. F. (2019). Beauty Influencer's User-Generated Content On Instagram: Indonesian Millennials Context. *International Journal of Scientific & Technology Research*, 1911 - 1917.
- Panjakajornsak, V., & Marakanon, L. (2017). Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, 24-30.
- Poturak, M., & SOFTIĆ, S. (2019). Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics*, 17 - 43.
- Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2018). Do firms still need to be social? Firm generated content in social media. *Information Technology & People*.
- Rahmadhan, B. (2020, februari 16). Retrieved juli 2020, from teknoia: <https://teknoia.com/data-internet-di-indonesia-dan-perilakunya-880c7bc7cd19>
- Rajamma, R. K., Paswan, A., & Spears, N. (2019, September). User-generated content (UGC) misclassification and its effects. *Journal of Consumer Marketing*, 125-138.

- Ramadhan, B. (2020, Februari 2020). Retrieved from Teknoia:  
<https://teknoia.com/data-internet-di-indonesia-dan-perilakunya-880c7bc7cd19>
- Ringle, C., & Sarstedt, M. (2016). Gain More Insight from Your PLS-SEM Results: The Importance-Performance Map Analysis. *Industrial Management & Data Systems*, 1865–1886.
- Ruben R, B., Vinodh, S., & Asokan P. (2020). Development of structural equation model for Lean Six Sigma system incorporated with sustainability considerations. *International Journal of Lean Six Sigma*, 687 - 710.
- Santoso, S. (2018). *Konsep Dasar dan Aplikasi SEM dengan Amos 24*. Jakarta: PT Elek Media Komputindo.
- Sarstedt, M., Ringle, C., & Hair, J. (2017). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*.
- Schivinski, B., & Dabrowski, D. (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 9(1), 31-53.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. New York: John Wiley & Sons.
- Seturi, M. (2017). Brand Awareness and Success in the Market. *Journal of International Scientific Publications*, 424-432.
- Setyosari, P. (2016). *Metode Penelitian dan Pengembangan*. Jakarta: Prenadamedia Group.
- Shah, R., & Zimmermann, R. (2017). *Multimodal Analysis of User-Generated Multimedia Content*. Singapore: Springer.
- Shmueli, G., Sarstedt, M., Hair, J., Cheah, J.-H., Ting, H., Vaithilingam, S., & Ringle, C. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 2322-2347.
- Soewandi, M. (2015). The Impact of Social Media Communication Forms on Brand Equity Dimensions and Consumer Purchase Intention. *iBuss Management*.
- Solimun, Fernandes, A. A., & Nurjannah. (2017). *Metode Statistika Multivariat Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS*. Malang: Universitas Brawijaya Press.

- Strickman, J. (2020, August). Retrieved from Forbes: <https://www.forbes.com/sites/forbesbusinesscouncil/2020/08/20/user-generated-content-how-to-get-it-right/?sh=176f6f65721f>
- Strickman, J. (2020, agustus 20). Retrieved from Forbes: <https://www.forbes.com/sites/forbesbusinesscouncil/2020/08/20/user-generated-content-how-to-get-it-right/?sh=176f6f65721f>
- Stylidis, K., Wickman, C., & Soderberg, R. (2020). Perceived quality of products: a framework and attributes ranking method. *Journal of Engineering Design*, 37-67.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Suharsimi, A., Suhardjono, & Supardi. (2017). *Penelitian Tindakan Kelas*. Jakarta: Bumi Aksara.
- Thellefsen, T., & Sorensen, B. (2015). What brand associations are. *Sign Systems Studies*, 191-206.
- Wahyudi, S. T. (2017). *Statistika Ekonomi: Konsep, Teori, dan Penerapan*. Malang: UB Press.
- Xiao, A., Yang, S., & Iqbal, Q. (2018). Factors Affecting Purchase Intentions in Generation Y: An Empirical Evidence from Fast Food Industry in Malaysia. *Journal of Administrative Sciences*.
- Yu, S.-Y. (2019). The Effects of Brand Communication on Consumer-Based Brand Equity: A Study on Firm-Created Website and User-Generated Fan Page. *The Asian Conference on Arts & Humanities 2019 Official Conference Proceedings*.
- Zhechev, V. S., & Stanimirov, S. (2016). Factors Shaping Attitudes towards Niche Luxury Cars Resulting from Brand Extensions. *Journal of Social Science*, 143-160.