

DAFTAR PUSTAKA

- Abdullah, Karimuddin, Misbahul Jannah, Ummul Aiman, Suryadin Hasda, Zahara Fadilla, Taqwin, Masita, Ketut Ngurah Ardiawan & Meilida Eka Sari. (2022). *Metodologi Penelitian Kuantitatif*. Yayasan Penerbit Muhammad Zaini.
- Adzhani, N., & Widodo, T. (2023). The Influence of Social Media Marketing on *Consumer brand engagement* (Adidas Study on Tiktok Application in Bandung City). *Quantitative Economics and Management Studies*, 4(6), 1169–1182. <https://doi.org/10.35877/454ri.qems2095>.
- Aristana, I Komang Gede Aditya, Putu Gde Arie Yudhistira & M. Tanggap Sasmita. The Influence of *Brand image* and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar). *Tourism Research Journal*. 2022, Vol. 6 No. 1. 60-73.
- Azzari, Vitor & Anderson Pelissari. (2020). Does *Brand awareness* Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions. *Brazilian Business Review*. 669-685.
- Bangun, Nur Cahya, Pardosi Jhonson & Ilham Mirzaya Putra. (2021). Level of Local Community *Brand awareness* of Samosir Tourism. *International Journal of Applied Sciences in Tourism and Events Volume 5 Issue 2*. 121-130.

- Bilgin, Yusuf. (2018). The Effect of Social Media Marketing Activities on *Brand awareness*. *Brand image and Brand Loyalty. Business & Management Studies: An International Journal Vol.: 6 Issue: 1.* 128-148.
- Chang, Lei. (1994). A Psychometric Evaluation of 4-Point and 6-Point Likert-Type Scales in Relation to Reliability and Validity. *Applied Psychological Measurement 1994.* 205-215.
- Chen, X., & Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *J. Consumer Behav. 20,* 1065–1077.
- Cheung, Man Lai, Guilherme Pires & Philip J. Rosenberger III. (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.
- Creswell, John W. & J. David Creswell. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications, Inc.
- Damayanti, Silvy, Arianis Chan & Cecep Safa'atul Barkah. (2021). Pengaruh Social Media Marketing Terhadap *Brand image* Mypangandaran Tour and Travel. *Jurnal Ilmu Manajemen Volume 9 Nomor 3.* 852-862.
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *J. Relat. Marke. 19,* 287–308.

- Fadhila, H. nur. (2023). The Influences of Entertainment & E-WOM on *Brand image*: The Mediating *Consumer brand engagement*. *International Conference on Studies in Education and Social Sciences October*, 614–624.
- Fernandes, T. & Moreira, M. (2019). *Consumer brand engagement*, Satisfaction and Brand Loyalty: A Comparative Study Between Functional and Emotional Brand Relationships. *Journal of Product and Brand Management*, 28(2). 274-286. <https://doi.org/10.1108/JPBM-08-2017-1545>.
- Gunawan, Leonardo, Selden Haryono & Fransisca Andreani. (2021). Social Media Influencer, *Brand awareness*, and Purchase Decision Among Generation Z in Surabaya. *JMK, VOL. 23, NO. 1*. 18–26.
- Hair Jr, Joseph F., William C. Black, Barry J. Babin & Rolph E. Anderson. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning EMEA.
- Kemp, S. (2021). *A Decade in Digital*. *Datareportal*.
<https://datareportal.com/reports/a-decade-in-digital>.
- Kotler, Philip, John T. Bowen, Seyhmus Baloglu. (2022). *Marketing for Hospitality and Tourism* (8th ed.). Pearson Education Limited.
- Maniza, Lalu Hendra & Sulhan Hadi. (2020). Analisis *Brand image* Taman Wisata Gili Lampu Terhadap Peningkatkan Jumlah Kunjungan Wisata di Desa Padak Guar. *Jurnal Ilmu Sosial dan Pendidikan*. Vol. 5. No. 1. 381-391.
- Nasution, Muhammad Irfan, Muhammad Fahmi, Jufrizen, Muslih, & Muhammad Andi Prayogi. (2020). The Quality of Small and Medium Enterprises Performance Using the Structural Equation Model-Part Least Square (SEM-

- PLS). *Journal of Physics: Conference Series*. doi:10.1088/1742-6596/1477/5/052052.
- Ningrum, K. K., & Roostika, R. (2021). The influence of social media marketing activities on consumer engagement and brand knowledge in the culinary business in Indonesia. *International Journal of Research in Business and Social Science* (2147- 4478), 10(5), 34–45.
<https://doi.org/10.20525/ijrbs.v10i5.1314>
- Permatasari, Shinta & Indira Rachmawati. (2022). Pengaruh Social Media Marketing Activities Terhadap Customer Brand Engagement Dan Brand Loyalty Dengan Age Sebagai Variabel Moderating Pada Instagram Telkomjabar. *e-Proceeding of Management : Vol.9, No.4.* 1959-1966.
- Pratiwi, Ni Kadek Anggi & Ni Wayan Ekawati. (2020). *Brand image Memediasi Hubungan E-Commerce dengan Keputusan Pembelian Konsumen. E-Jurnal Manajemen, Vol. 9, No. 6.* 2268-2287.
- Puspaningrum, Astrid. (2020). Social Media Marketing and Brand Loyalty: The Role of Brand Trust. *Journal of Asian Finance, Economics and Business Vol 7 No 12.* 951–958.
- Ravi, B & Kumar S. (2021). Social Media Marketing: A Conceptual Study. *IJRAR February 2021, Volume 8, Issue 1.* 63-71.
- Revaliana, Amanda & Lilis Susilawaty. (2023). Pengaruh Social Media Marketing terhadap *Consumer brand engagement* dan Brand Knowledge: Studi Empiris pada Akun Instagram Menantea. *ULTIMA Management Vol. 15, No. 1.* 25-39.
- Rimadias, Santi, Nesta Alvionita & Adinda Putri Amelia. (2021). Using Social Media Marketing to Create *Brand awareness*, *Brand image*, and *Brand*

- Loyalty on Tourism Sector in Indonesia. *The Winners*, 22(2). 173-182. DOI: 10.21512/tw.v22i2.7597.
- Sari, D. M., & Widodo, T. (2024). the Influence of Social Media Marketing on Brand Knowledge on. *Journal of Research Administration*, 6(1).
- Tarabieh, S. M. Z. A. (2022). The Impact of Social-media Marketing Activities on Consumers' Loyalty Intentions: The Mediating Roles of *Brand awareness*, *Consumer brand engagement* and *Brand image*. *Jordan Journal of Business Administration*, 18(4), 477–499. <https://doi.org/10.35516/jjba.v18i4.455>.
- Ulum, Miftahul, I Made Tirta & Dian Anggraeni. (2014). Analisis Structural Equation Modeling (SEM) untuk Sampel Kecil dengan Pendekatan Partial Least Square (PLS). *Prosiding Seminar Nasional Matematika, Universitas Jember*.