

REFERENCES

- Ahdiat, A. (2024). Jumlah Pengunjung Situs E-Commerce Indonesia September 2024. *Databoks*. Retrieved from <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/6707a97780b2b/jumlah-pengunjung-situs-e-commerce-indonesia-september-2024>
- Ahdiat, A. (2024). Tren E-Commerce 2023, Kunjungan ke Shopee dan Blibli Meningkat. *Databoks*. Retrieved from <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/f056a701023f0fe/tren-e-commerce-2023-kunjungan-ke-shopee-dan-blibli-meningkat>
- Ahdiat, A. (2023). 5 E-Commerce dengan Pengunjung Terbanyak Kuartal IV 2022. *Databoks*. Retrieved from <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/132671a4acc81c2/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-iv-2022>
- Aichner, T., Gründfelder, M., & Maurer, O. (2021). Twenty-Five Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019. *Cyberpsychology, Behavior, and Social Networking*, 24(4): 215-222. DOI: 10.1089/cyber.2020.0134
- Akilandeswari, S. V., Nagpal, P., Vinotha, C., Jain, K., Chatterjee, R., & Gundavarapu, M. R. (2024). Transforming E-Commerce: Unleashing The Potential of Dynamic Pricing Optimization Through Artificial Intelligence For Strategic Management. *Migration Letters*, 21(S3): 1250-1260. Retrieved from <https://migrationletters.com/index.php/ml/article/view/6931/4599>

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining The Impact of Influencers' Credibility Dimensions: Attractiveness, Trustworthiness and Expertise on The Purchase Intention in The Aesthetic Dermatology Industry. *Review of International Business and Strategy*. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Alim, Md., Ali, Md., Ara, Mst., Rokonuzzaman, Md., Sultana, M., Akter, M., & Biswas, R. (2020). (2024). *Asosiasi Penyelenggara Jasa Internet Indonesia*. APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang. Retrieved from <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Annur, C. (2023). Transaksi Gojek dan Tokopedia Turun hingga Kuartal III-2023, Apa Penyebabnya?. *Databoks*. Retrieved from <https://databoks.katadata.co.id/pasar/statistik/dcbd70a565003ea/transaksi-gojek-dan-tokopedia-turun-hingga-kuartal-iii-2023-apa-penyebabnya>
- Ayoub, A., & Balawi, A. (2022). A New Perspective for Marketing: The Impact of Social Media on Customer Experience. *Journal of Intercultural Management*, 14(1): 87-103. DOI 10.2478/joim-2022-0003
- Banerji, R., & Singh, A. (2023). Do Social Media Marketing Activities Promote Customer Loyalty? A Study on The E-Commerce Industry. *Journal of Management & Research*, 22(1): 93-109. DOI 10.1108/LBSJMR-04-2023-0016
- Bayu, D. (2021). 10 E-commerce dengan Pengunjung Terbesar pada Kuartal IV 2020. *Databoks*. Retrieved from <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/f9d0cf33d1bd0b6/10-e-commerce-dengan-pengunjung-terbesar-pada-kuartal-iv-2020>

- Bolin, G. (2021). User-Generated Content (UGC): Understanding the Activity of Media Use in the Age of Digital Reproduction. In G. Balbi, N. Ribeiro, V. Schafer & C. Schwarzenegger (Ed.), *Digital Roots: Historicizing Media and Communication Concepts of the Digital Age* (pp. 267-280). Berlin, Boston: De Gruyter Oldenbourg. DOI: 10.1515/9783110740202-015
- Chen, S. C., & Lin, C. P. (2019). Understanding The Effect of Social Media Marketing Activities: The Mediation of Social Identification, Perceived Value, and Satisfaction. *Technological Forecasting & Social Change*, 140: 22–32. DOI: 10.1016/j.techfore.2018.11.025
- Darboe, B. (2022). Towards Excellent Customer Experience in E-Commerce: Investigating The E-Commerce Journey from Customer Perspective. *International Design Business Management. Spring*.
- Dihni, V. (2022). Tokopedia, E-Commerce dengan Pengunjung Terbanyak pada 2021. *Databoks*. Retrieved from <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/0e7a20e180c049c/tokopedia-e-commerce-dengan-pengunjung-terbanyak-pada-2021>
- Furinto, A., Tamara, D., Hwa, E. L., Kriswandy, E. E., & Ali, H. (2022). The Role of Digital Customer Experience and Relationship Quality in Customer Loyalty in Food Delivery Applications. *Industrial Engineering and Operations Management*. Retrieved from <https://ieomsociety.org/proceedings/2022istanbul/844.pdf>
- Haghkhah, A., Rasoolimanesh, S. M., & Asgari, A. (2020). Effects of Customer Value and Service Quality on Customer Loyalty: Mediation Role of Trust and Commitment in Business-to-Business Context. *Management Research and Practice*, 12(1): 27-47.

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM): Second Edition. *Sage*.
- Haque, U., & Mazumder, R. (2020). A Study on the Relationship Between Customer Loyalty and Customer Trust in Online Shopping. *International Journal of Online Marketing (IJOM)*, 10(2): 1-16. DOI: 10.4018/IJOM.2020040101
- Harshini, C. S., Rao, B. M., Sagar, R., Sathya, G., Rawat, A., Sehgal, M. (2024). Modernized Digital Marketing Strategies to Improve Customer Experience Towards Customer Loyalty. *Journal of Informatics Education and Research*, 4 (2): 1070-1075. Retrieved from <https://jier.org/index.php/journal/article/view/888/752>
- Ibrahim, B., Aljarah, A., & Ababneh, B. (2020). Do Social Media Marketing Activities Enhance Consumer Perception of Brands? A Meta-Analytic Examination. *Journal of Promotion Management*. DOI: 10.1080/10496491.2020.1719956.
- Jacob, J. (2002). Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*, 12(1): 51-57.
- Joseph, S. J. P. T (2023). E-commerce: an Indian Perspective. Seventh Edition. *Eastern Economy Edition*, pp. 6. Retrieved from https://books.google.co.id/books?hl=en&lr=&id=G8fAEAAAQBAJ&oi=fnd&pg=PP1&dq=e+commerce+definition&ots=RgUJAQcRxT&sig=iKz7zHjWWVeo0WbcP8F5w10kR5Q&redir_esc=y#v=onepage&q=e%20commerce%20definition&f=false
- Kaplan, A. M., & Haenlein, M. (2010). Users of The World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1): 59-68. DOI: org/10.1016/j.bushor.2009.09.003

- Khoa, B., & Huynh, T. (2023). The Influence of Social Media Marketing Activities on Customer Loyalty: A Study of E-Commerce Industry. *International Journal of Data and Network Science*, 7: 175-184. DOI: 10.5267/j.ijdns.2022.11.005
- Kumar, S., Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2021). What Drives Brand Love for Natural Products? The Moderating Role of Household Size. *Journal of Retailing and Consumer Services*, 58. DOI: 10.1016/j.jretconser.2020.102329
- Kwiatk, P., Morgan, Z., & Thanasi-Boce, M. (2020). The Role of Relationship Quality and Loyalty Programs in Building Customer Loyalty. *Journal in Business and Industrial Marketing*. DOI: 10.1108/JBIM-02-2019-0093
- Leiner, B. M., Cerf, V. G., Clark, D. D., Kahn, R. E., Kleinrock, L., Lynch, D. C., Postel, J., Roberts, L. G., & Wolff, S. (2009). A brief history of the internet. *ACM SIGCOMM Computer Communication Review*, 39(5), 22-31. DOI: 10.1145/1629607.1629613
- Li, F., Larimo, J., & Leonidou, L. (2020). Social Media Marketing Strategy: Definition, Conceptualization, Taxonomy, Validation, and Future Agenda. *Journal of The Academy of Marketing Science*, 49: 51-70. DOI: 10.1007/s11747-020-00733-3
- Malarvhizi, C. A. N., Mamun, A. A., Abir, T., & Dipu, F. N. (2022). Modelling the Significance of Social Media Marketing Activities, Brand Equity and Loyalty to Predict Consumers' Willingness to Pay Premium Price for Portable Tech Gadgets. *Heliyon*, 8. DOI:10.1016/j.heliyon.2022.e10145
- Nobar, H. B. K., Kalejahi, H. K., Rostamzadeh, R. (2020). Impact of Social Media Marketing Activities on Brand Equity and Brand Commitment in The Leather Industry. *Int. J. Business Excellence*, 20(2): 191-204. DOI: 10.1504/IJBEX.2020.105346

- Nobar, H. B. K., Kalejahi, H. K., Rostamzadeh, R. (2020). Impact of Social Media Marketing Activities on Brand Equity and Brand Commitment in The Leather Industry. *Int. J. Business Excellence*, 20(2): 191-204. DOI: 10.1504/IJBEX.2020.105346
- Nuseir, M. T., & Elrefae, G. (2022). The Effects of Facilitating Conditions, Customer Experience and Brand Loyalty on Customer-based Brand Equity Through Social Media Marketing. *International Journal of Data and Network Science*, 6: 875-884. DOI: 10.5267/j.ijdns.2022.2.009.
- Rahardja, U., Hongsuchon, T., Hariguna, T., & Ruangkanjanes, A. (2021). Understanding Impact Sustainable Intention of S-Commerce Activities: The Role of Customer Experiences, Perceived Value, and Mediation of Relationship Quality. *Sustainability*, 13(20). DOI: 10.3390/su132011492.
- Rane, N. L., Achari, A., & Choudhary, S. P. (2023). Enhancing Customer Loyalty Through Quality of Service: Effective Strategies to Improve Customer Satisfaction, Experience, Relationship, and Engagement. *International Research Journal of Modernization in Engineering Technology and Science*, 5(5): 427-452. DOI:10.56726/IRJMETS38104
- Saura, J. R., & Bennet, D. R. (2019). A Three-Stage method for Data Text Mining: Using UGC in Business Intelligence Analysis. *Symmetry*, 11: 519. DOI:10.3390/sym11040519
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. Seventh Edition. *Wiley*.
- Snyder, H. (2019). Literature Review as a Research Methodology: An Overview and Guidelines. *Journal of Business Research*, 104: 333–339. DOI: 10.1016/j.jbusres.2019.07.039.

- Sohaib, M., Safeer, A., & Majeed, A. (2020). Role of Social Media Marketing Activities in China's E-Commerce Industry: a Stimulus Organism Response Theory Context. *Frontiers in Psychology*. DOI: 10.3389/fpsyg.2022.941058.
- Suharto., Junaedi, I. W. R., Muhdar, H. M., Firmansyah, A., & Sarana. 2022. Consumer Loyalty of Indonesia E-commerce SMEs: The Role of Social Media Marketing and Customer Satisfaction. *International Journal of Data and Network Science*, 6: 383–390. DOI: 10.5267/j.ijdns.2021.12.016
- Wibowo, A., Chen, S., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability*, 13(1). DOI: [10.3390/su13010189](https://doi.org/10.3390/su13010189)
- Yadav, M., & Rahman, Z. (2018). The Influence of Social Media Marketing Activities on Customer Loyalty: A study of E-Commerce Industry. *Benchmarking: An International Journal*, 25(9): 3882-3905. DOI 10.1108/BIJ-05-2017-0092
- Zaid, S., & Patwayati. (2021). Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia. *Journal of Asian Finance, Economic, and Business*, 8 (4): 983-992. DOI: 10.13106/jafeb.2021.vol8.no4.0983
- (2024). *Asosiasi Penyelenggara Jasa Internet Indonesia*. Survey Penetrasi Internet Indonesia 2024. Retrieved from <https://survei.apjii.or.id/survei/survei/group/9>
- (2024). *Kementerian Perdagangan Republik Indonesia*. Perdagangan Digital (E-Commerce) Indonesia Periode 2023. *Pusat Data Dan Sistem Informasi Sekretariat Jenderal Kementerian Perdagangan*.

- (2024). *Semrush*. Traffic Analytics: Shopee.co.id. Retrieved from <https://www.semrush.com/analytics/traffic/overview/?searchType=domain&q=shopee.co.id>
- (2024). *Semrush*. Traffic Analytics: Tokopedia.co.id. Retrieved from <https://www.semrush.com/analytics/traffic/overview/?searchType=domain&q=tokopedia.com>
- (2024). *Semrush*. Traffic Analytics: Lazada.com. Retrieved from <https://www.semrush.com/analytics/traffic/overview/?searchType=domain&q=lazada.co.id>
- (2024). *Semrush*. Traffic Analytics: Blibli.com. Retrieved from <https://www.semrush.com/analytics/traffic/overview/?searchType=domain&q=blibli.com>
- (2024). *Semrush*. Traffic Analytics: Bukalapak.com. Retrieved from <https://www.semrush.com/analytics/traffic/overview/?searchType=domain&q=bukalapak.com>
- (2023). *Bank Indonesia*. Sinergi Memperkuat Ketahanan dan Kebangkitan Ekonomi Nasional. *Laporan Perekonomian Indonesia*, pp. 23. Retrieved from https://www.bi.go.id/id/publikasi/laporan/Documents/LPI_2023.pdf