

## DAFTAR PUSTAKA

- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Alves, H., Fernandes, C., & Raposo, M. (2022). The role of User-Generated Content in brand engagement: A systematic review. *Journal of Marketing Communications*, 28(2), 123–139. <https://doi.org/10.1080/13527266.2020.1730463>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Bearden, W. O., Netemeyer, R. G., & Haws, K. L. (2011). Handbook of marketing scales: Multi-item measures for marketing and consumer behavior research (3rd ed.). SAGE Publications.
- Berry, L. L. (1983). Relationship marketing. In *Emerging perspectives on services marketing*, 25(3), 25–28.
- Chae, Y. G., & Ko, E. (2021). Influencing engagement through User-Generated Content in the fashion and beauty industry. *Journal of Business Research*, 132, 396-404.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education Limited.
- Choi, H. (2023). The impact of digital engagement on K-Pop fandom culture. Seoul: Hallyu Research Institute.
- Christopher, G. V. H., & Sibarani, M. (2024). The influence of user-generated content and company-generated content as a marketing strategy on customer engagement (case study on PT Coca-Cola Indonesia Instagram social media). *Indonesian Interdisciplinary Journal of Sharia Economics*, 7(3), 4902–4921. <https://doi.org/10.31538/ijse.v7i3.5384>
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge Academic.
- Dharmayanti, D., & Juventino, A. (2020). Social Media Marketing sebagai Moderasi Pengaruh Content dan Event terhadap Customer Engagement. *Jurnal Ekonomi dan Manajemen*, 5(12), 5916–5927.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media

- marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373. <https://doi.org/10.1086/209515>
- Grönroos, C. (1994). From marketing mix to relationship marketing: Towards a paradigm shift in marketing. *Management Decision*, 32(2), 4–20.
- Hayat, M. A., Hermawan, A., & Nuryadin, A. (2024). Pengaruh Social Media Marketing dan User Generated Content (UGC) terhadap Purchase Decision Produk Luxcrime pada Generasi Z di TikTok. *Journal of Information Systems Management and Digital Business*, 2(1), 40-48.
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.
- Hwang, H., & Zhang, Q. (2022). Building fan engagement in the digital age: A study on interactive content and fandom behavior in K-Pop. *Journal of Media Business Studies*, 19(3), 254–273.
- Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). A comparison of social media marketing between B2B, B2C and mixed business models. *Industrial Marketing Management*, 81, 169–179.
- Jasmine Adinda, A. J. A., Murdiani, T., Ariza Eka Yusendra, M., & Galih Ramaputra, M. (2024). The Influence Of Social Media Marketing And Instagram User Generated Content On Usage Decisions For @Eva\_Twinny Make Up Services. *Jurnal PRODIGI*, 1(1), 7–13. [journal.darmajaya.ac.id](http://journal.darmajaya.ac.id)

- Jin, D. Y., & Ryoo, J. (2014). Critical interpretation of K-Pop's global success: Cultural hybridization and soft power. *International Journal of Cultural Studies*, 17(5), 485-501.
- Jung, E. Y. (2021). New media and the evolution of the K-Pop industry. *Journal of Popular Music Studies*, 33(3), 217-234.
- Jung, H., & Lee, J. (2023). Fan-driven content creation in K-Pop: Exploring user engagement and community identity. *Asian Journal of Communication*, 33(1), 56–72. <https://doi.org/10.1080/01292986.2023.2167550>
- Kaplan, A. M., & Haenlein, M. (2016). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 59(1), 61–72.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1974). Uses and Gratifications Research.
- Kaur, H., & Arora, B. (2021). User-Generated Content and consumer engagement: A content marketing perspective. *Journal of Content, Community & Communication*, 13(7), 45–52. <https://doi.org/10.31620/JCCC.12.21/06>
- Kim, H. (2018). From Seo Taiji to BTS: A history of K-Pop's global expansion. *Korean Music Review*, 12(4), 98-115.
- Kim, J., & Song, H. (2018). Celebrity's self-disclosure on social networking sites and fans' parasocial relationships: A cross-cultural comparison. *Telematics and Informatics*, 35(1), 229-241.
- Kwon, E. S., & Sung, Y. (2020). Follow me! Global fashion brands' social media marketing activities and brand loyalty. *Journal of Retailing and Consumer Services*, 52, 101923.
- Lie, J. (2012). What is the K in K-Pop? South Korean popular music, the culture industry, and national identity. *Korea Observer*, 43(3), 339-363.
- Liu, B. F., Austin, L., & Jin, Y. (2021). Managing misinformation on social media in a crisis: The role of correcting messages and organizational trust. *Public Relations Review*, 47(2), 102012. <https://doi.org/10.1016/j.pubrev.2021.102012>
- Nugroho, A. Y., & Alamsyah, D. P. (2023). User-Generated Content in the digital fan economy: Strategy and impact on audience engagement. *Jurnal Ilmu Komunikasi*, 21(1), 14–29. <https://doi.org/10.24002/jik.v21i1.7523>
- Oh, I., & Park, G. (2020). K-Pop and social media: The role of digital platforms in the global expansion of Korean music. *Asian Journal of Communication*, 30(6), 489-505.

- Oh, M., & Lee, H. (2022). Participatory culture and K-Pop fandom in the age of social media: A case study of SEVENTEEN. *Journal of Korean Popular Culture Studies*, 28(3), 117–135.
- Pentina, I., Zhang, L., & Basmanova, O. (2021). User-Generated Content and Consumer Engagement in Social Media Marketing.
- Piga, A. (2022). The Rise Of User-Generated Content And Its Impact On Brand Loyalty And Affinity. *Forbes*. [searchmyexpert.com+6Forbes+6MindLaboratory+6](https://searchmyexpert.com+6Forbes+6MindLaboratory+6)
- Putri, N. S. (2025). Analisis Tren Penggunaan UGC di Indonesia dan Dampaknya terhadap Loyalitas Merek. *Jurnal Ilmu Sosial dan Manajemen*, 3(2), 1713–1036.
- Rahman, W., Herdiyanti, H., Azizah, J., Asir, M., & Wijayanto, G. (2024). Eksplorasi Strategi Pemasaran Media Sosial yang Sukses dalam Meningkatkan Interaksi Merek dengan Konsumen di Era Digital. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(1), 355–363.
- Raposo, M. (2022). The role of User-Generated Content in brand engagement: A systematic review. *Journal of Marketing Communications*, 28(2), 123–139.
- Schivinski, B., & Dabrowski, D. (2013). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 10(1), 62–80. <https://doi.org/10.1108/JRIM-11-2015-0091>
- Seo, H., Park, J., & Choi, Y. (2021). Emotional engagement and fan-based brand communities in social media: The mediating role of self-expression and identification. *Computers in Human Behavior*, 114, 106549.
- Smith, K., Fischer, E., & Yongjian, C. (2020). How User-Generated Content really affects brands. *Harvard Business Review*, 98(5), 56-63.
- Tuten, T. L., & Solomon, M. R. (2020). Social media marketing (3rd ed.). *SAGE Publications*.
- Umbara, F. W. (2021). User Generated Content di Media Sosial Sebagai Strategi Promosi Bisnis. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 4(2), 572-581. [Imperium Publishing](https://imperiumpublishing.com)
- Yoon, K. (2019). Globalization and Korean pop culture: K-Pop's rise as a soft power phenomenon. *Media & Culture Journal*, 14(1), 32-47.
- Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341–352. <https://doi.org/10.1086/208520>