

DAFTAR PUSTAKA

- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(June), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Bilgin, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1). <https://doi.org/10.15295/v6i1.229>
- Cheung, M. L., Pires, G. D., & Rosenberger <suffix>III</suffix>, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, 17(3), 243. <https://doi.org/10.1504/ijebr.2019.10019330>
- Choedon, T., & Lee, Y. (2020). The Effect of Social Media Marketing Activities on Purchase Intention with Brand Equity and Social Brand Engagement: Empirical Evidence from Korean Cosmetic Firms. *The Knowledge Management Society of Korea*, 21(3), 141–160. <https://doi.org/10.15813/kmr.2020.21.3.008>
- Dodds, W. B., Monroe, K. B., Grewal, D., Dodds, B., & Monroe, B. (1991). Effect of Price, Brand, and Store Information Buyers' Evaluations. *Journal of Marketing Research*, 28(3), 307–319.
- Elaydi, H. O. (2018). The Effect of Social Media Marketing on Brand Awareness through Facebook: An Individual-Based Perspective of Mobile Services Sector in Egypt. *OALib*, 05(10), 1–5. <https://doi.org/10.4236/oalib.1104977>
- Emini, A., & Zeqiri, J. (2021). The Impact of Social Media Marketing on Purchase Intention in a Transition Economy: The Mediating Role of Brand Awareness and Brand Engagement. *ENTRENOVA - ENTERprise REsearch InNOVation*, 7(1), 262–272. <https://doi.org/10.54820/fdor9238>
- Fadilla, F. N. (2022). *Pengaruh Pemasaran Media Sosial Melalui Instagram Terhadap Niat Beli Konsumen Secara Daring Yang*.
- France, C., Merrilees, B., & Miller, D. (2016). An integrated model of customer-brand engagement: Drivers and consequences. *Journal of Brand Management*, 23(2), 119–136. <https://doi.org/10.1057/bm.2016.4>
- Hanaysha, J. R. (2022). An examination of social media advertising features, brand engagement and purchase intention in the fast food industry. *British Food Journal*, 124(11), 4143–4160. <https://doi.org/10.1108/BFJ-08-2021-0907>
- Hidayah, R. T., & Akmal, M. F. D. (2023). the Influence of Social Media Marketing Activities on the Purchase Intention of Samsung Z Flip Smartphones. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(2), 1136–1152.

<https://doi.org/10.31955/mea.v7i2.3096>

- Indriana, A., Sholahuddin, M., Kuswati, R., & Soepatini. (2022). The Impact of e-WOM and Celebrity Endorser on Purchase Intention Mediated by Brand Image: A Study on Halal Cosmetic Products. *Journal of Business and Management Studies*, 4(4), 197–210. <https://doi.org/10.32996/jbms.2022.4.4.29>
- Irmawati, I., & Cahyanto, M. R. N. (2022). Pengaruh Kualitas Informasi, Kemudahan, Dan Kepercayaan Terhadap Keputusan Pembelian Di Situs Tokopedia. *House of Management and Business (HOMBIS) Journal*, 1(1), 24–34. <https://doi.org/10.26753/hombis.v1i1.748>
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144. <https://doi.org/10.1108/APJML-10-2015-0154>
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297–310. <https://doi.org/10.1177/1094670510375602>
- Kussudyarsana, K., & Rejeki, L. (2020). Pengaruh Media Sosial Online Dan Media Promosi Offline Terhadap Pemilihan Merek Produk Skincare Dan Klinik Kecantikan. *Jurnal Manajemen Dayasaing*, 22(1), 1–11. <https://doi.org/10.23917/dayasaing.v22i1.10701>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94(August 2017), 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53(September 2018), 101975. <https://doi.org/10.1016/j.jretconser.2019.101975>
- Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2021). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561–583. <https://doi.org/10.1108/APJML-07-2019-0442>
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2022). What makes go-jek go in indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>
- Pourkhani, A., Abdipour, K., Baher, B., & Moslehpour, M. (2019). The impact of

social media in business growth and performance: A scientometrics analysis. *International Journal of Data and Network Science*, 3(3), 223–244. <https://doi.org/10.5267/j.ijdns.2019.2.003>

Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>

Sashi, C. M., Brynildsen, G., & Bilgihan, A. (2019). Social media, customer engagement and advocacy: An empirical investigation using Twitter data for quick service restaurants. *International Journal of Contemporary Hospitality Management*, 31(3), 1247–1272. <https://doi.org/10.1108/IJCHM-02-2018-0108>

Yassin, K. G. A., & Pasaribu, L. H. (2023). *Pengaruh Kegiatan Pemasaran di Media Sosial Terhadap Minat Beli Melalui Mediasi Customer Brand Engagement, Social Brand Engagement, dan Brand Equity Pada Pelanggan Merek Retail Perlengkapan Rumah Tangga di Indonesia*. 10(2).