

DAFTAR PUSTAKA

- Alalwan, A.A. (2018). Investigating the Impact of Social Media Advertising Features on Customer Purchase Intention. “*International Journal of Information Management*”, 42, 65-77.
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer’s Buying Decision. *European Scientific Journal*, 14(13), 228.
- Bilgin, Y., & Kethudo, O. (2022). Charity Social Media Marketing and its Influence on Charity Brand Image, Brand Trust, and Donation Intention. “*Voluntas : International Journal of Voluntary and Nonprofit Organizations*”, 1-12.
- Calefato, F., Lanubile, F., & Novielli, N. (2015). The Role of Social Media in Affective Trust Building in Customer-Supplier Relationships. *Electronic Commerce Research*, 15(4), 453-482.
- 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 and Social Change*, 140, 22-32.
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The Influence of Perceived Social Media Marketing Elements on Consumer-Brand Engagement and Brand Knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695-720.
- Chonker, M. S., Verma, D., Kar, A. K., & Grover, P. (2018). M-Commerce Technology Adoption : Thematic and Citation Analysis of Scholarly Research During. *The Bottom Line* (2008-2017).
- Ebrahim, R.S. (2019). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287-308.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen. Pedoman Penelitian Untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- Gascon, J. F. F., Mir P., Rodriguez J. R., & Gonzales M. M. (2017). Social Media Use of Fast Food Companies. *Conference Paper*.
- Ghozali, I. 2018. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang : Badan Penerbit Universitas Diponegoro.
- Gkikas, D. C., Tzafilkou, K., Theodoridis, P. K., Garmpis, A., & Gkikas, M. C. 2022. How Do Text Characteristics Impact User Engagement in Social Media Posts : Modeling Content Readability, Length, and Hashtags Number in Facebook. *International Journal of Information Management Data Insights*, 2(1), 1-9.
- Hajli, M. N. (2013). A Study of the Impact of Social Media on Consumers. *International Journal of Market Research*, 56(3), 387-404.

- Hanaysha, J. R. (2022). Impact of Social Media Marketing Features on Consumer's Purchase Decision in the Fast-Food Industry : Brand Trust as a Mediator. *"International Journal of Information Management Data Insights"*. Article 100102.
- Hapsoro, B. B., & Hafidh W. A. (2018). The Influence of Product Quality, Brand Image on Purchasing Decisions Through Brand Trust as Mediating Variable. *Management Analysis Journal*, 4(7).
- Hasan, M., & Sohail, M. S. (2020). The Influence of Social Media Marketing on Consumer's Purchase Decision : Investigating the Effects of Local and Nonlocal Brands. *Journal of International Consumer Marketing*, 2(33).
- Hayes, J. L., & King K. W. (2014). The Social Exchange of Viral Ads : Referral and Coferral of Ads Among College Students. *Journal of Interactive Advertising*, 1-12.
- Ho, S.Y. & Bodoff, D. (2014). The Effects of Web Personalization on User Attitude and Behavior : An Integration of the Elaboration Likelihood Model and Consumer Search Theory. *MIS Quartely*, 38, 479 – 520.
- Huang, L., Clarke, A., Heldsinger, N., & Tian, W. (2019). The Communication Role of Social Media in Social Marketing: A Study of the Community Sustainability Knowledge Dissemination on LinkedIn and Twitter. *Journal of Marketing Analytics*, 7(2), 64-75.
- Huang, T. K. dkk. (2018). How Does Social Media Interactivity Affect Brand Loyalty?. *Proceedings of the 51st Hawaii International Conference on System Sciences*, 2130-2139
- Hutter, K., Hautz, J., Dennhardt, S., & Filter, J. (2013). The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intentions: The Case of MINI on Facebook. *Journal of Product and Brand Management*. 22, 342-351.
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking Social Media Marketing Activities to Revisit Intention Through Brand Trust and Brand Loyalty on the Coffee Shop Facebook Pages : Exploring Sequential Mediation Mechanism. *Sustainability* 2021, 13, 227.
- Islam, H., Jebarajakirthy, C., & Shankar, A. (2021). An Experimental Based Investigation Into the Effects of Website In On-Line Purchase Context. *Journal of Strategic Marketing*, 29(2), 117.140.
- Kim, A. J., & Ko, E. (2012). Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. *Journal of Business Research*, 65(10), 1480-1486.
- Lee, J., & Hong, I. B. (2016). Predicting Positive User Responses to Social Media Advertising : The Roles of Emotional Appeal, Informativeness, and Creativity. *International Journal of Information Management*, 36(3), 360-373

- Liao, S.H., Chung, Y. C., & Chang, W. J. (2019). Interactivity, Engagement, Trust, Purchase Intention and Word-of-Mouth : A Moderated Mediation Study. *International Journal of Services Technology Management*, 25(2), 116-137.
- Lubis, E., & Fauzi, V. P. (2016). Pemanfaatan Instagram sebagai Social Media Marketing Er-Corner Boutiqe dalam Membangun Brand Awareness di Kota Pekanbaru. *Journal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik*. Universitas Riau.
- 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, 1-8.
- Moslehpour, M., Dahdari, A., Nugroho, W., & Do, B. R. (2020). The Dynamic Stimulus of Social Media Marketing on Purchase Intention of Indonesian Airline Products and Service. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561-583.
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2021). What Makes GO-JEK Go in Indonesia? The Influence of Social Media Marketing Activities on Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research* 17(1), 89-103.
- Muntinga, D.G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring Motivations for Brand-Related Social Media Use. *International Journal of Advertising*, 30(1), 13-46.
- Mustafi, M. A. A., & Hosain, M. S. (2020). The Role of Online Advertising on Purchase Intention of Smartphones : Mediating Effects of Flow Experience and Advertising Value. *Journal of Contemporary Marketing Science*, 3(3), 385-410.
- Naaman, M., Becker, H., & Gravano, L. (2011). Hip and Trendy : Characterizing Emerging Trends on Twitter. *Journal of the American Society for Information Science and Technology*, 62(5), 902-918.
- Nugraha, J. P., dkk. (2021). *Teori Perilaku Konsumen*. Pekalongan : PT. Nasya Expending Management.
- Nyekwere, E. O., Okoro, M., & Azubuike, C. (2014). An Assessment of the Use of Social media as Advertising Vehicles in Nigeria : Study of Facebook and Twitter. *New Media and Mass Communication*, 21.
- Park, J., Hyun, H., & Thavisay, T. (2021). A Study of Antecedents and Outcomes of Social Media WOM Towards Luxury Brand Purchase Intention. *Journal of Retailing and Consumer Services*. Article 102272.
- Peeroo, S. & Owodally, A. M. A. (2021). An Analysis of Communication Strategies of Fast Food Outlets on Social Media in Mauritius. *Progress in Advanced Computing and Intelligent Engineering, Proceedings of ICACIE 2020*, 805-815.
- Pertierra, A. C. (2021). Entertainment Publics in the Philipinnes. *Media International Australia*, 179(1), 66-79.

- Pop, R.A., Saplacan, Z., Dabija, D.C., & Alt, M. A.(2022). The Impact of Social Media Influencers on Travel Decisions : The Role of Trust in Consumer Decision Journey. *Current Issues in Tourism*, 25(5), 823-843.
- Puspitaningrum, A. (2020). Social Media Marketing and Brand Loyalty : The Role of Brand Trust. *Journal of Asian Finance, Economics and Business*. 7(12), 951-958.
- Sharma, A., Fadahunsi, A., Abbas, H., & Pathak, V.K. 2022. A Multi-analytic Approach to Predict Social Media Marketing Influence on Consumer Purchase Intention. *Journal of Indian Business Research*, 14(2), 125-149.
- Tatar, S., & Erdogmus, I. E. (2016). The Effect of Social Media Marketing on Brand Trust and Brand Loyalty for Hotels. *Information Technology & Tourism*, 16(3), 249-263.
- Thaker, H. M. T., dkk. (2020). Exploring the Drivers of Social media Marketing In Malaysian Islamic Banks : An Analysis Via Smart PLS Approach. *Journal of Islamic Marketing*, 1759-0833
- Upadana, M. W. K., & Pramudana, K. A. S. (2020). Brand Awareness Memediasi Pengaruh Social Media Marketing terhadap Keputusan Pembelian. *E-Jurnal Manajemen*. 9(5), 1921 – 1941.
- Yong, K., & Hassan, R. A. (2019). The Relationships Between Social Media Marketing and Entrepreneurial Succes : A Conceptual Srudy on Homestay Business in Sabah, Malaysia. *Review of Integrative Business & Economics Research*, 8(1).
- Zafar, A. U., dkk. (2019). The Impact of Social Media Celebrities' Posts and Contextual Interactions on Impulse Buying in Social Commerce. *Computers in Human Behavior*, 115, Artikel 106178.
- Zhu, Y. Q., & Chang, J. H. (2016). The Key of Relevance in Personalized Advertisement: Examining its Impact on Perceptions of Privacy Invasion, Self-awareness, and Continous Use Intentions. *Computers in Human Behaviour*, 65, 442-447.
- Zhu Y.Q., & Chen, H.G. (2015). Social Media and Human Need Satisfaction: Implications for Social Media Marketing. *Business Horizons*, 58(3), h. 335-345.