

## DAFTAR PUSTAKA

- Akoglu, H. E., & Özbek, O. (2021). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1–17. <https://doi.org/10.1108/APJML-05-2021-0333>
- Akoglu, H. E., & Özbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130–2148. <https://doi.org/10.1108/APJML-05-2021-0333>
- Algharabat, R. S. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands. *Kybernetes*, 46(10), 1801–1819. <https://doi.org/10.1108/K-04-2017-0130>
- Annur, C. (2022). Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022. *DataBoks*, 2022. <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- Attamimi, Z. F., & Umar, F. (2022). Tinjauan Yuridis Terhadap Hak Kekayaan Intelektual (HKI) Dalam Kemitraan Virtual Hotel Operator (VHO). *Journal Equitable*, 7(2).
- Bu, Q., Jin, Y., & Li, Z. (2020). How does a customer prefer community or brand? The impacts of customer experience on customer loyalty based on the perspective of value co-creation. *Journal of Contemporary Marketing Science*, 3(3), 281–302. <https://doi.org/10.1108/jcmars-02-2020-0009>
- Chadhiq, U. (2014). Customer Relationship Management (CRM) : Pilihan Strategi untuk Meraih Keunggulan Bersaing. *Dharma Ekonomi*, 18(33), 1–14.
- Chahal, H., & Rani, A. (2017). How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, 11(3), 312–335. <https://doi.org/10.1108/JRIM-10-2016-0104>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- 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. <https://doi.org/10.1108/APJML-04-2019-0262>
- Chung, M. R., & Welty Peachey, J. (2021). The influence of brand experience on

- satisfaction, uncertainty and brand loyalty: a focus on the golf club industry. *Sport, Business and Management: An International Journal.* <https://doi.org/10.1108/SBM-11-2020-0115/FULL/XML>
- CNBC. (2020). *Siapa Operator Seluler Favorit Mahasiswa & Dosen di RI?* <https://www.cnbcindonesia.com/tech/20200906113356-37-184693/siapa-operator-seluler-favorit-mahasiswa-dosen-di-ri>
- Databooks. (2020). *Daftar Negara Pengguna Smartphone Terbanyak, Indonesia Urutan Berapa?* <https://databoks.katadata.co.id/datapublish/2021/07/01/daftar-negara-pengguna-smartphone-terbanyak-indonesia-urutan-berapa>
- Fadly, M., & Wantoro, A. (2020). Manajemen Hubungan Pelanggan (CRM) dengan Kombinasi Media Sosial untuk Meningkatkan Penjualan. *Ekonomi Bisnis*, 25(2), 149–158. <https://doi.org/10.33592/jeb.v25i2.434>
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118–126. <https://doi.org/10.1016/j.jbusres.2016.05.001>
- Fernandes, T., & Inverneiro, I. (2021). From fandom to fad: are millennials really engaged with and loyal to their loved brands on social media? *Journal of Product and Brand Management*, 30(2), 320–334. <https://doi.org/10.1108/JPBM-02-2019-2262>
- Frasquet, M., Mollá Descals, A., & Ruiz-Molina, M. E. (2017). Understanding loyalty in multichannel retailing: the role of brand trust and brand attachment. *International Journal of Retail and Distribution Management*, 45(6), 608–625. <https://doi.org/10.1108/IJRDM-07-2016-0118>
- Garanti, Z., & Kissi, P. S. (2019). The effects of social media brand personality on brand loyalty in the Latvian banking industry: The mediating role of brand equity. *International Journal of Bank Marketing*, 37(6), 1480–1503. <https://doi.org/10.1108/IJBM-09-2018-0257>
- Ghozali, I. (2015). Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris edisi 2. In Semarang: Badan Penerbit Universitas Diponegoro. Badan Penerbit Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Hafez, M. (2021). The impact of social media marketing activities on brand equity

- in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing*, 39(7), 1353–1376. <https://doi.org/10.1108/IJBM-02-2021-0067>
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage*.
- 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*, 2(2), 100102. <https://doi.org/10.1016/j.jjimei.2022.100102>
- Harun, A., Kassim, A. W. M., Mohidin, R., Nizam, N. B. A., & Ting, W. L. (2021). The Effect Of Brand Trust, Brand Image, Brand Perceived Value, Brand Reputation And Brand Experience On Brand Loyalty. *Review Of International Geographical Education*.
- Huaman-Ramirez, R., & Merunka, D. (2019). Brand experience effects on brand attachment: the role of brand trust, age, and income. *European Business Review*, 31(5), 610–645. <https://doi.org/10.1108/EBR-02-2017-0039>
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>
- Irshad, M., Ahmad, M. S., & Malik, O. F. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail and Distribution Management*, 48(11), 1195–1212. <https://doi.org/10.1108/IJRDM-07-2019-0225>
- Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. (Rebecca). (2017). An Investigation of Brand Experience on Brand Attachment, Knowledge, and Trust in the Lodging Industry. *Journal of Hospitality Marketing and Management*, 26(1), 1–22. <https://doi.org/10.1080/19368623.2016.1172534>
- Keiningham, T., Ball, J., Benoit (née Moeller), S., Bruce, H. L., Buoye, A., Dzenkovska, J., Nasr, L., Ou, Y. C., & Zaki, M. (2017). The interplay of customer experience and commitment. *Journal of Services Marketing*, 31(2), 148–160. <https://doi.org/10.1108/JSM-09-2016-0337>
- Kemdikbud. (2020). *Ditjen Dikti Bekerja Sama dengan XL Axiata Hadirkan Kuota Murah bagi Dosen dan Mahasiswa*. <https://www.kemdikbud.go.id/main/blog/2020/08/ditjen-dikti-bekerja-sama-dengan-xl-axiata-hadirkan-kuota-murah-bagi-dosen-dan-mahasiswa>
- Kemendikbud. (2020). *Perkuliahan Dapat Dilakukan Secara Tatap Muka dan dalam Jaringan Tahun 2021*.

- <https://www.kemdikbud.go.id/main/blog/2020/12/perkuliahannya-dapat-dilakukan secara tatap muka dan dalam jaringan tahun 2021>
- Khan, I., & Fatma, M. (2017). Antecedents and outcomes of brand experience: An empirical study. *Journal of Brand Management*, 24(5), 439–452. <https://doi.org/10.1057/s41262-017-0040-x>
- Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., & Rahman, Z. (2020). Brand engagement and experience in online services. *Journal of Services Marketing*, 34(2), 163–175. <https://doi.org/10.1108/JSM-03-2019-0106>
- 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. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, R. B., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3), 9–21. <https://doi.org/10.14254/2071-8330.2019/12-3/1>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44(July), 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(July), 20–38. <https://journals.sagepub.com/doi/full/10.1177/002224299405800302>
- Mostafa, R. B., & Kasamani, T. (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*, 33(4), 1033–1051. <https://doi.org/10.1108/APJML-11-2019-0669>
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue 1999), 33–44.
- Osei-Frimpong, K., McLean, G., & Famiyeh, S. (2020). Social media brand engagement practices: Examining the role of consumer brand knowledge, social pressure, social relatedness, and brand trust. *Information Technology and People*, 33(4), 1235–1254. <https://doi.org/10.1108/ITP-05-2018-0220>
- Pratomo, L. A., & Magetsari, O. N. N. (2018). Online Brand Experience: Drivers and Consequences. *Jurnal Dinamika Manajemen*, 9(2), 218–227. <https://doi.org/10.15294/jdm.v9i2.15192>
- Putri, F. A., & Rahayu, S. T. A. (2021). Pengaruh Social Media Marketing Activities Dan Brand Experience Terhadap Brand Loyalty: Peran Brand Trust Sebagai Variabel Mediasi (Studi Pada Pelanggan Produk Kosmetik Pixy Di

- Wilayah Jawa Tengah). *Diponegoro Journal of Management*, 10(3), 1–15.
- Rachman, R. K., & Wahyono. (2017). Pengaruh Brand Experience dan Brand Reputation Terhadap Brand Loyalty Melalui Brand Trust ( Study Pada Pengguna XL Di Semarang ). *Management Analysis Journal*, 6(1), 1–11.
- Ramadhan, A. F., & Zuliestiana, D. A. (2019). Analisis Pemanfaatan Youtube Sebagai Social Media Marketing Go-Jek Dalam Mempengaruhi Minat Beli Dan Loyalitas Terhadap Brand. *Jurnal Mitra Manajemen*, 3(5), 628–637. <https://doi.org/10.52160/ejmm.v3i5.238>
- Rasheed, H. M. W., & Anser, M. K. (2017). Effect on Brand Loyalty in Mobile Phone Purchasing (A Case Study In Bahawalpur, Pakistan). *Journal of Public Administration and Governance*, 7(1). <https://doi.org/10.5296/jpag.v7i1.11042>
- Şahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1288–1301. <https://doi.org/10.1016/j.sbspro.2011.09.143>
- Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2021). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-03-2021-0072>
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif – Pengembangan Hipotesis dan Pengujinya Menggunakan SmartPLS*. Andi.
- Serra-Cantallops, A., Ramon-Cardona, J., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing - ESIC*, 22(2), 142–162. <https://doi.org/10.1108/SJME-03-2018-0009>
- Sohail, M. S., Hasan, M., & Sohail, A. F. (2019). The Impact of Social Media Marketing on Brand Trust and Brand Loyalty. *International Journal of Online Marketing*, 10(1), 15–31. <https://doi.org/10.4018/ijom.2020010102>
- Sohail, M. S., Hasan, M., & Sohail, A. F. (2020). The Impact of Social Media Marketing on Brand Trust and Brand Loyalty: An Arab Perspective. *International Journal of Online Marketing*, 10(1), 15–31. <https://doi.org/10.18869/acadpub.aassjournal.5.1.73>
- Sugiyono. (2007). *Statistika untuk Penelitian*. Alfabeta.
- Sukesti, F., Ghozali, I., Fuad, F., Almasyhari, A. K., & Nurcahyono, N. (2021). Factors Affecting the Stock Price: The Role of Firm Performance. *Journal of*

- Asian Finance, Economics and Business*, 8(2), 165–173.  
<https://doi.org/10.13106/jafeb.2021.vol8.no2.0165>
- Timoshenko, A., & Hauser, J. R. (2019). Identifying customer needs from user-generated content. *Marketing Science*, 38(1), 1–20.  
<https://doi.org/10.1287/mksc.2018.1123>
- Tunggal, A. W. (2008). *Customer Relationship Management = Manajemen Hubungan Pelanggan, Konsep & Kasus*. Harvarindo.
- Tuten, T., & Mintu-Wimsatt, A. (2018). Advancing Our Understanding Of The Theory And Practice Of Social Media Marketing: Introduction To The Special Issue. *Journal of Marketing Theory and Practice*, 26, 1–2.  
<https://doi.org/10.1080/10696679.2018.1393277>
- Waliuddin, A. N., & Umar, F. (2022). The Impact of Product Innovation on Marketing Performance. *Proceedings of the 2nd International Conference of Strategic Issues on Economics, Business and, Education (ICoSIEBE 2021)*, 204(ICoSIEBE 2021), 328–335. <https://doi.org/10.2991/aebmr.k.220104.050>
- Wardani, D., & Gustia, R. R. (2017). Analysis of Brand Experience, Brand Satisfaction and Brand Trust Relationship to Brand Attachment. *Jurnal Ilmu Manajemen & Ekonomika*, 9(1), 59. <https://doi.org/10.35384/jime.v9i1.20>
- Zhang, C. B., & Li, Y. (2019). How social media usage influences B2B customer loyalty: roles of trust and purchase risk. *Journal of Business and Industrial Marketing*, 34(7), 1420–1433. <https://doi.org/10.1108/JBIM-07-2018-0211>
- Zhang, M., Xu, P., & Ye, Y. (2022). Trust in social media brands and perceived media values: A survey study in China. *Computers in Human Behavior*, 127(September 2021), 107024. <https://doi.org/10.1016/j.chb.2021.107024>