

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. The Free Press.
- Abed, S. S. (2020). Social commerce adoption using TOE framework: An empirical investigation of Saudi Arabian SMEs. *International Journal of Information Management*, 53(March), 102118. <https://doi.org/10.1016/j.ijinfomgt.2020.102118>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190. <https://doi.org/https://doi.org/10.1016/j.tele.2017.05.008>
- Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53(March 2019).
- Aljarah, A., Sawaftah, D., Ibrahim, B., & Lahuerta-Otero, E. (2022). The differential impact of user- and firm-generated content on online brand advocacy: customer engagement and brand familiarity matter. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-05-2022-0259>
- Arbuckle, J. L. (2021). *BM® SPSS® Amos™ User's Guide*.
- Areeba Toor, M. H. a. T. H. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. *Asian Journal of Business and Accounting* 10(1).
- Bai, L., & Yan, X. (2020). <IMPACT_OF_FIRM-GENERATED_CONTE.pdf>. *Journal of Electronic Commerce Research*, 21(1), 56-74.
- Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68(5), 978-985. <https://doi.org/10.1016/j.jbusres.2014.09.035>
- Berger, J., & Schwartz, E. M. (2011). What Drives Immediate and Ongoing Word of Mouth? *Journal of Marketing Research*, 48(5), 869-880. <https://doi.org/10.1509/jmkr.48.5.869>
- Br Tarigan, Z. N. A., Dewi, F. N., & Pribadi, Y. (2022). <Keberlangsungan Usaha Mikro, Kecil, Dan Menengah Di Masa Pandemi.pdf>. *Jurnal BPPK : Badan Pendidikan dan Pelatihan Keuangan*, 15(1), 12-23. <https://doi.org/10.48108/jurnalbppk.v15i1.666>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252-271. <https://doi.org/10.1177/1094670511411703>
- Byrne, B. M. (2016). *Structural equation modeling with AMOS: basic concepts, applications, and*

programming. Routledge

Taylor & Francis Group.

Chatzipanagiotou, K., Christodoulides, G., & Veloutsou, C. (2019). Managing the consumer-based brand equity process: A cross-cultural perspective. *International Business Review*, 28(2), 328-343. <https://doi.org/https://doi.org/10.1016/j.ibusrev.2018.10.005>

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 Communications*, 65(2), 81-93. <https://doi.org/10.1509/jmkg.65.2.81.18255>

Cheng, M., Liu, J., Qi, J., & Wan, F. (2021). Differential effects of firm generated content on consumer digital engagement and firm performance: An outside-in perspective. *Industrial Marketing Management*, 98, 41-58. <https://doi.org/10.1016/j.indmarman.2021.07.001>

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>

Collier, J. (2020). *Applied Structural Equation Modeling using AMOS*.

de Vries, L., Gensler, S., & Leeﬂang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing*, 26(2), 83-91. <https://doi.org/10.1016/j.intmar.2012.01.003>

De Vries, N. J., & Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management*, 21(6), 495-515. <https://doi.org/10.1057/bm.2014.18>

Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior

A framework for engaging customers through social media content. *European Journal of Marketing*, 53

Dolan, R., Seo, Y., & Kemper, J. (2019). Complaining practices on social media in tourism: A value co-creation and co-destruction perspective. *Tourism Management*, 73, 35-45. <https://doi.org/10.1016/j.tourman.2019.01.017>

Fatima, T., Bilal, A. R., & Khan, S. I. (2022). I am more inclined to buy online—novel social media engagement stimulated purchase intentions post-COVID-19: a case of Pakistani market. *American Journal of Business*, 37(4), 173-195. <https://doi.org/10.1108/ajb-10-2021-0136>

Ferdinand, A. (2020). *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro.

Ghazali, E. M., Al Halbusi, H., Abdel Fattah, F. A. M., Hossain Uzir, M. U., Mutum, D. S., & Tan, F.-L. (2023). A study of player behavior and

- motivation to purchase Dota 2 virtual in game items. *Kybernetes*, 52(6), 1937-1961. <https://doi.org/10.1108/k-08-2021-0678>
- GoodStats. (2023). *Menilik Jumlah Pengguna Media Sosial 2013-2023*. <https://data.goodstats.id/statistic/menilik-jumlah-pengguna-media-sosial-2013-2023-WR7bg>
- Hallock, W., Roggeveen, A., & Crittenden, V. (2019). Firm-level perspectives on social media engagement: an exploratory study. *Qualitative Market Research: An International Journal*, 22. <https://doi.org/10.1108/QMR-01-2017-0025>
- Hanaysha, J. R. (2021). 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>
- Ho-Dac, N. N. (2020). The value of online user generated content in product development. *Journal of Business Research*, 112, 136-146. <https://doi.org/10.1016/j.jbusres.2020.02.030>
- 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. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27-41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269-293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Izogo, E. E., & Mpinganjira, M. (2020). Behavioral consequences of customer inspiration: the role of social media inspirational content and cultural orientation. *Journal of Research in Interactive Marketing*, 14(4), 431-459. <https://doi.org/10.1108/jrim-09-2019-0145>
- Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, 54, 164-175. <https://doi.org/10.1016/j.indmarman.2015.07.002>
- Kitsios, F., Mitsopoulou, E., Moustaka, E., & Kamariotou, M. (2022). User-Generated Content behavior and digital tourism services: A SEM-neural network model for information trust in social networking sites. *International Journal of Information Management Data Insights*, 2(1). <https://doi.org/10.1016/j.jjimei.2021.100056>
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2015). From Social to Sale: The Effects of Firm Generated Content in Social Media on Customer Behavior. *Journal of Marketing Communications*, 80. <https://doi.org/10.1509/jm.14.0249>
- Lee, J., & Park, C. (2022). Social media content, customer engagement and brand equity: US versus Korea. *Management Decision*, 60(8), 2195-2223. <https://doi.org/10.1108/md-12-2020-1595>

- Lusch, R., & Vargo, S. L. (2006). Service-Dominant Logic: Reactions, Reflections and Refinements. *Marketing Theory*, 6, 281-288. <https://doi.org/10.1177/1470593106066781>
- Lusch, R. F., Vargo, S. L., & O'Brien, M. (2007). Competing through service: Insights from service-dominant logic. *Journal of Retailing*, 83(1), 5-18. <https://doi.org/10.1016/j.jretai.2006.10.002>
- M. Byrne, B. (2016). *Structural Equation Modeling With AMOS Basic Concepts, Applications, and Programming, Third Edition*. Routledge. <https://doi.org/https://doi.org/10.4324/9781315757421>
- 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. <https://doi.org/10.1016/j.jretconser.2019.101975>
- Nisar, T. M., & Prabhakar, G. (2018). Trains and Twitter: Firm generated content, consumer relationship management and message framing. *Transportation Research Part A: Policy and Practice*, 113, 318-334. <https://doi.org/https://doi.org/10.1016/j.tra.2018.04.026>
- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100-112. <https://doi.org/10.1016/j.jbusres.2021.12.031>
- Osei-Frimpong, K., McLean, G., Islam, N., & Appiah Otoo, B. (2022). What drives me there? The interplay of socio-psychological gratification and consumer values in social media brand engagement. *Journal of Business Research*, 146(April), 288-307.
- Permana, S. H. (2017). <STRATEGI PENINGKATAN USAHA MIKRO, KECIL, DAN MENENGAH (UMKM).pdf>. *Aspirasi*, 8(1), 93-103. <http://news.detik.com/>
- Pöyry, E., Parvinen, P., & Malmivaara, T. (2013). Can we get from liking to buying? Behavioral differences in hedonic and utilitarian Facebook usage. *Electronic Commerce Research and Applications*, 12, 224-235. <https://doi.org/10.1016/j.elerap.2013.01.003>
- Quach, S., Thaichon, P., Lee, J.-Y., Weaven, S., & Palmatier, R. (2019). Toward a theory of outside-in marketing: Past, present, and future. *Industrial Marketing Management*, 89. <https://doi.org/10.1016/j.indmarman.2019.10.016>
- Raji, R. A., Mohd Rashid, S., & Mohd Ishak, S. (2018). Consumer-based brand equity (CBBE) and the role of social media communications: Qualitative findings from the Malaysian automotive industry. *Journal of Marketing Communications*, 25(5), 511-534. <https://doi.org/10.1080/13527266.2018.1455066>
- Santiago, J., Borges-Tiago, M. T., & Tiago, F. (2022). Is firm-generated content a lost cause? *Journal of Business Research*, 139, 945-953. <https://doi.org/10.1016/j.jbusres.2021.10.022>
- Scheinbaum, A. C. (2016). <CloseScheinbaum_DigitalEngagement_JAR_2016.pdf>. *Journal of*

- Advertising Research*, 56(4), 341-345. <https://doi.org/10.2501/JAR-2016-040>
- Schivinski, B., Muntinga, D., Pontes, H., & Lukasik, P. (2021). Influencing COBRAs: the effects of brand equity on the consumer's propensity to engage with brand-related content on social media. *Journal of Strategic Marketing*, 29, 1-23. <https://doi.org/10.1080/0965254X.2019.1572641>
- Schivinski, B., Pontes, N., Czarnecka, B., Mao, W., De Vita, J., & Stavropoulos, V. (2022). Effects of social media brand-related content on fashion products buying behaviour – a moderated mediation model. *Journal of Product & Brand Management*, 31(7), 1047-1062. <https://doi.org/10.1108/jpbm-05-2021-3468>
- Schultz, C. (2016). Insights from consumer interactions on a social networking site: Findings from six apparel retail brands. *Electronic Markets*, 26, 1-15. <https://doi.org/10.1007/s12525-015-0209-7>
- Sekaran, U., & Bougie, R. (2013a). *Research Methods for Business: A Skill-Building Approach*. <https://doi.org/10.1108/lodj-06-2013-0079>
- Sekaran, U., & Bougie, R. (2013b). <Uma Sekaran, Roger Bougie - *Research Methods For Business_ A Skill Building Approach-Wiley (2016).pdf*> (Vol. 34). <https://doi.org/10.1108/lodj-06-2013-0079>
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, 47-65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Sheth, J. N. (2020). Impact of Covid-19 on Consumer Behavior: Will the Old Habits Return or Die? *Journal of Business Research* 117, 280-283.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Troiville, J., Hair, J. F., & Cliquet, G. (2019). Definition, conceptualization and measurement of consumer-based retailer brand equity. *Journal of Retailing and Consumer Services*, 50, 73-84. <https://doi.org/10.1016/j.jretconser.2019.04.022>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic. *Journal of Marketing Communications*, 68(January), 1-17.
- Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of service-dominant logic. *Journal of the Academy of Marketing Science*, 44(1), 5-23. <https://doi.org/10.1007/s11747-015-0456-3>
- Veloso, M., & Gomez-Suarez, M. (2023). The influential role of hotel-generated content on social media. *Journal of Hospitality and Tourism Technology*, 14(2), 245-257. <https://doi.org/10.1108/jhtt-08-2021-0241>
- Wei, L. H., Huat, O. C., & Thurasamy, R. (2023). The impact of social media communication on consumer-based brand equity and purchasing intent in a pandemic. *International Marketing Review*. <https://doi.org/10.1108/imr-12-2021-0353>
- Wunsch-Vincent, S. a. V., G. (2007). *Participative Web and User-Created Content: Web 2.0, Wikis and Social Networking*. <https://doi.org/10.1787/9789264037472-en>

- Yoo, B., & Donthu, N. (2001). <Developing and validating a multidimensional consumer-based brand.pdf>. *Journal of Business Research*, 52(1), 1-14. [https://doi.org/10.1016/S0148-2963\(99\)00098-3](https://doi.org/10.1016/S0148-2963(99)00098-3)
- Yoo, C., & MacInnis, D. (2005). The brand attitude formation process of emotional and informational ads. *Journal of Business Research*, 58(10), 1397-1406. <https://doi.org/10.1016/j.jbusres.2005.03.011>
- Zhou, Y., Li, Y.-Q., Ruan, W.-Q., & Zhang, S.-N. (2023). Owned media or earned media? The influence of social media types on impulse buying intention in internet celebrity restaurants. *International Journal of Hospitality Management*, 111. <https://doi.org/10.1016/j.ijhm.2023.103487>