

DAFTAR PUSTAKA

- Abumalloh, R. A., Ibrahim, O. Bin, Nilashi, M., & Abu-Ulbeh, W. (2018). A Literature Review On Purchase Intention Factors In E-Commerce. In *The European Proceedings of Social & Behavioural Sciences EpSBS* (pp. 386–398). <https://doi.org/10.15405/epsbs.2018.05.31>
- Ahmad, A. M. K., Abuhashesh, M., Obeidat, Z., & AlKhatib, M. J. (2020). E-WOM and airline e-ticket purchasing intention: Mediating effect of online passenger trust. *Management Science Letters*, *10*(12), 2729–2740. <https://doi.org/10.5267/j.msl.2020.4.037>
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, *25*(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, *10*, 1701–1708. <https://doi.org/10.5267/j.msl.2020.1.010>
- Alpha JWC. (2018). LEMONILO MAKES INDONESIA HEALTHY AGAIN, ONE CUSTOMER AT A TIME. Retrieved from <https://www.alphajwc.com/en/lemonilo-makes-indonesia-healthy-again-one-customer-at-a-time/>
- Baber, A., Thurasamy, R., Malik, M. I., Sadiq, B., Islam, S., & Sajjad, M. (2016). Online word-of-mouth antecedents, attitude and intention-to-purchase electronic products in Pakistan. *Telematics and Informatics*, *33*(2), 388–400. <https://doi.org/10.1016/j.tele.2015.09.004>
- 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>
- Bunpis, L., & Haron, M. S. (2014). The Influence of Content Marketing on Customer Brand Engagement towards Online herbal cosmetic Store in Thailand. In *In: International SME Conference (ISMEC 2014), 18 to 19 August 2014, Kuala Lumpur* (pp. 149–163).
- Cambrá-Fierro, J. J., Melero-Polo, I., & Vázquez-Carrasco, R. (2013). Customer engagement: Innovation in non-technical marketing processes. *Innovation: Management, Policy and Practice*, *15*(3), 326–336. <https://doi.org/10.5172/impp.2013.15.3.326>
- Chaffey, D. (2017). Digital Marketing Trends for 2017. Retrieved from <https://www.smartinsights.com/managing-digital-marketing/marketing->

innovation/digital-marketing-trends-2016-2017/

- Claesson, A., & Jonsson, A. (2017). *The Confusion of Content Marketing A study to clarify the key dimensions of content marketing*. Kristianstad University.
- CMEX. (2014). *Content Marketing Handbook – Simple Ways to Innovate Your Marketing Approach. Project under Lifelong Learning Programme of European Commission. Warsaw. Racom Communications*. Retrieved from <https://www.hifive.be/downloads/digital-marketing/content-marketing.pdf>
- Content Marketing Institute. (2017). What Is Content Marketing? Retrieved September 4, 2020, from <https://contentmarketinginstitute.com/what-is-content-marketing/>
- Content Marketing Institute. (2020). *B2C Content Marketing 2020: Benchmarks, Budgets, and Trends*. Retrieved from https://contentmarketinginstitute.com/wp-content/uploads/2019/12/2020_B2C_Research_Final.pdf
- Denham-Smith, J., & Harvidsson, P. (2017). Content Marketing's effect on customer engagement, 1–39. Retrieved from <https://hb.diva-portal.org/smash/get/diva2:1143416/FULLTEXT01.pdf>
- eMarketer.com. (2019). Global Digital Ad Spending 2019: Digital Accounts for Half of Total Media Ad Spending Worldwide. Retrieved from <https://www.emarketer.com/content/global-digital-ad-spending-2019>
- Felita, C. I., & Japariato, E. (2015). Analisa Pengaruh Customer Experience terhadap Customer Loyalty dengan Customer Engagement dan Customer Trust Sebagai Variabel Intervening di The Body Shop. *Jurnal Manajemen Pemasaran Petra*, 1(1), 1–10.
- Forrest, P. (2019). Content Marketing Today, (February). Retrieved from https://www.researchgate.net/publication/331345065_Content_Marketing_Today
- Handoko, O. T. (2018). Lemonilo Mie Turun Harga? Kok Bisa? Retrieved from <https://www.lemonilo.com/blog/lemonilo-mie-turun-harga-kok-bisa>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hovland, C. I. (1948). Social Communication. In *Proceedings of the American Philosophical Society* (Vol. 92, pp. 371–375). American Philosophical Society. Retrieved from <https://www.jstor.org/stable/3143048>
- Imbayani, I., & Gama, A. (2018). The Influence of Electronic Word of Mouth (E-Wom), Brand Image, Product Knowledge on Purchase Intention. *Product Knowledge on Purchase Intention Jurnal Ekonomi Dan Bisnis Jagaditha*, 5(2),

- 145–153. Retrieved from <https://ejournal.warmadewa.ac.id/index.php/jagaditha>
- Isaac, S., & Michael, W. B. (1981). *Handbook in Research and Evaluation, Second Edition*. San Diego. <https://doi.org/https://doi.org/10.1177/105960118200700111>
- Islam, J. U., & Rahman, Z. (2016). The transpiring journey of customer engagement research in marketing: A systematic review of the past decade. *Management Decision*, 54(8), 2008–2034. <https://doi.org/10.1108/MD-01-2016-0028>
- Kingsnorth, S. (2016). *Digital marketing strategy: an integrated approach to online marketing* (1st Editio). London: Philadelphia: Kogan Page.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management. Marketing Management* (15th Globa). Harlow, England: Pearson Education. <https://doi.org/978-1-292-092-713>
- Kulmala, A. (2019). *Content matters – How to make good content marketing. Practitioners' views on creating winning content*. Tampere University.
- Kusumawardhani, A. (2017). GAYA BELANJA 2018: Konsumen Usia Ini Paling Optimistis. Retrieved November 21, 2020, from <https://ekonomi.bisnis.com/read/20171115/12/709626/gaya-belanja-2018-konsumen-usia-ini-paling-optimistis>
- Kuvykaitè, R., & Tarutè, A. (2015). A Critical Analysis of Consumer Engagement Dimensionality. *Procedia - Social and Behavioral Sciences*, 213, 654–658. <https://doi.org/10.1016/j.sbspro.2015.11.468>
- Lemonilo. (2020). Lemonilo Mie Instan Rasa Mie Goreng. Retrieved from <https://www.lemonilo.com/product/lemonilo-mie-goreng-instan-sehat>
- Limandono, J. A. D. D. (2018). Pengaruh Content Marketing Dan Event Marketing Terhadap Customer Engagement Dengan Sosial Media Marketing Sebagai Variabel Moderasi Di Pakuwon City. *Jurnal Strategi Pemasaran*, 5(1), 11.
- Milhinhos, P. R. V. (2015). *The Impact of Content Marketing on Attitudes and Purchase Intentions of Online Shoppers : The Case Videos & Tutorials and User-Generated Content*. Brazilian School of Public and Business Administration. Retrieved from <https://bibliotecadigital.fgv.br/dspace/handle/10438/16054>
- Miniwatts Marketing Group. (2020). Internet World Stats. Retrieved from <https://www.internetworldstats.com>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20. <https://doi.org/10.2307/1252308>
- Neiheisel, J. R. (2018). *Sobel Test in The SAGE Encyclopedia of Communication Research Methods*. SAGE Publications, Inc. 2455 Teller Road, Thousand

Oaks California 91320: SAGE Publications, Inc.
<https://doi.org/10.4135/9781483381411>

- Niranjanamurthy, M., Kavyashree, N., & Chahar, S. J. D. (2013). Analysis of E-Commerce and M-Commerce : Advantages , Limitations and Security issues. *International Journal of Advanced Research in Computer and Communication Engineering*, 2(6), 2360–2370.
- Nosita, F., & Lestari, T. (2019). The Influence of User Generated Content and Purchase Intention on Beauty Products. *Journal of Management and Marketing Review*, 4(3), 171–183. [https://doi.org/10.35609/jmmr.2019.4.3\(2\)](https://doi.org/10.35609/jmmr.2019.4.3(2))
- Patel, N. (2015). Why SEO Is Actually All About Content Marketing. Retrieved from <https://neilpatel.com/blog/seo-is-content-marketing/>
- Pektas, S. Y., & Hassan, A. (2020). The Effect of Digital Content Marketing on Tourists' Purchase Intention. *Journal of Tourismology*, 79–88. <https://doi.org/10.26650/jot.2020.6.1.0011>
- Putri, C. S. (2016). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 1(5). Retrieved from <https://journal.uc.ac.id/index.php/performa/article/view/348>
- Rainer Jr, R. K., Prince, B., & Cegielski, C. (2014). *Introduction to Information Systems: Supporting and Transforming Business*. *Journal of Chemical Information and Modeling* (Fifth Edit). Danvers: John Wiley & Sons.
- Rose, R., & Pulizzi, J. (2011). *Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand*. Cleveland Ohio: CMI Books, Division of Z Squared Media, LLC.
- Sa'ait, N., Kanyan, A., & Nazrin, M. F. (2016). The Effect of E-WOM on Customer Purchase Intention. *International Academic Research Journal of Social Science*, 2(1), 73–80.
- Samsudeen, S. N., & Kaldeen, M. (2020). Impact of digital marketing on purchase intention. *International Journal of Advanced Science and Technology*, 29(4), 1113–1120.
- Sekaran, U., & Roger, B. (2016). *Research Methods for Business: A Skill-Building Approach* (Seventh Ed). Chichester, West Sussex, United Kingdom: John Wiley & Sons.
- Sobel, M. E. (1982). Asymptotic Confidence Intervals for Indirect Effects in Structural Equation Models. *Sociological Methodology*, 13(1982), 290. <https://doi.org/10.2307/270723>
- Soper, D. S. (2020). Sobel Test Calculator for the Significance of Mediation [Software]. Retrieved from <https://www.danielsoper.com/statcalc>
- Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014). *Business Research Methods:*

- An Applied Orientation*. Switzerland: Springer International Publishing. <https://doi.org/10.1177/13505076080390050804>
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5. Retrieved from https://www.researchgate.net/publication/341109605_Influence_Of_Electronic_Word_Of_Mouth_eWOM_On_Purchase_Intention
- Tentang Lemonilo. (2020). Retrieved from <https://www.lemonilo.com/about>
- Toor, A., Husnain, M., & Hussain, T. (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), 167–199. <https://doi.org/10.5267/j.msl.2019.3.015>
- Ully, S. R. (2020). Lemonilo Hadirkan Kecap Manis Sehat Pilihan Keluarga: Kaya Rempah dan Pakai Gula Kelapa. Retrieved from <https://www.lemonilo.com/blog/lemonilo-hadirkan-kecap-manis-sehat-pilihan-keluarga-kaya-rempah-dan-pakai-gula-kelapa>
- Vinerean, S. (2017). Content Marketing Strategy. Definition, Objectives and Tactics. *Expert Journal of Marketing*, 5(2), 92–98. Retrieved from <http://www.zbw.eu/econis-archiv/bitstream/handle/11159/1982/1024921999.pdf?sequence=1>
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>
- Weerasinghe, K. D. R. (2018). IMPACT OF CONTENT MARKETING TOWARDS THE CUSTOMER ONLINE ENGAGEMENT. *International Journal of Research in Business, Economics and Management*, 2(3), 217–224. Retrieved from https://www.researchgate.net/publication/335976771_IMPACT_OF_CONTENT_MARKETING_TOWARDS_THE_CUSTOMER_ONLINE_ENGAGEMENT
- Wertime, K., & Fenwick, I. (2008). *DigiMarketing: The Essential Guide to New Media & Digital Marketing*. Wiley. Singapore: Wiley.
- Wijaya, D. T. (2019). Analisa Pengaruh Content Marketing Terhadap Customer Retention Dengan Brand Experience dan Customer Engagment Sebagai Variabel Intervening Pada Konsumen Rokok Sampoerna di Surabaya. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699. <https://doi.org/10.1017/CBO9781107415324.004>
- Wijoyo, H., & Indrawan, I. (2020). *GENERASI Z & REVOLUSI INDUSTRI 4.0*. CV. PENA PERSADA. Retrieved from

https://www.researchgate.net/publication/343416519_GENERASI_Z_REVOLUSI_INDUSTRI_40

- Xiao, L., Guo, F., Yu, F., & Liu, S. (2019). The Effects of Online Shopping Context Cues on Consumers' Purchase Intention for Cross-Border E-Commerce Sustainability. *Sustainability* 2019, 11(10), 1–24. <https://doi.org/https://doi.org/10.3390/su11102777>
- Yaqubi, A. Y., & Karaduman, I. (2019). The Impact of Content Marketing on Consumers' Purchase Intention for Home Appliances: A Study in Afghanistan. *International Journal of Business and Management Invention (IJBMI)*, 8(02), 38–47. Retrieved from [http://www.ijbmi.org/papers/Vol\(8\)2/Series.3/G0802033847.pdf](http://www.ijbmi.org/papers/Vol(8)2/Series.3/G0802033847.pdf)
- Yoong, L. C., & Lian, S. B. (2019). Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry. *International Journal of Academic Research in Business and Social Sciences*, 9(1), 54–68. <https://doi.org/10.6007/ijarbss/v9-i1/5363>