

DAFTAR PUSTAKA

BUKU

- Aaker, & David A. (2020). *Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity*. Free Press.
- Aaker. (2018). *Manajemen Ekuitas Merk*. Mitra Utama.
- Creswell, John W, (2018suliyan). *Educational research : planning, conducting and evaluating quantitative and qualitative research*, Pearson New Internatioan Edition. Pearson : United States of America
- Ferdinand Agusty. (2011). *Metode Penelitian Manajemen*. Semarang: Universitas Diponegoro.
- Hair, J., Joseph F, Anderson, & Rolph E. (2019). *Partial Least Squares Structural cresModeling Retailer Choice* (Business Research). Prentice-Hall Internationa.
- Keller, Kevin Lane, Swaminathan, & Vanitha. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.
- Kotler, Keller, Brady, Goodman, & Hansen. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.
- Kotler, Philip, & Gary Amstrong. (2019). *Principles of Marketing* (14th ed.). PT. Indeks.
- Kotler, Philip Keller, & Levin Lane. (2016). *Marketing management* (16 th edition). Pearson Education.
- P Kotler, K.L Keller, M Goodman, M Brady, & T Hausen. (2019). *Marketing Management* (European, Vol. 4). Pearson London.
- S Suliyanto. (2011). *Ekonometrika Terapan:Teori dan Aplikasi Dengan SPSS*. CV Andi Offset.
- Wibowo, Danny dkk, (2021). *Ekonometrika Dasar Teori dan Praktik Berbasis SPSS, Edisi ke 1*. CV. Pena Persada : Banyumas.

ARTIKEL ILMIAH

- Ainin, Jaafar, Moghavvemi, & Parveen. (2015). Factors influencing the use of sosial media by SMEs and its performance outcomes. . *Industrial Management & Data Systems*.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- C.E Osgood, Suci, & Tannenbaum. (1957). *The measurement of meanin*. University of Illinois Press .

- Cheung, M. L., Pires, G. D., Rosenberger III, P. J., & De Oliveira, M. J. (2021a). Driving COBRAs: the power of social media marketing. *Marketing Intelligence & Planning*, 39(3), 361–376. <https://doi.org/10.1108/MIP-11-2019-0583>
- Cheung, M. L., Pires, G. D., Rosenberger III, P. J., & De Oliveira, M. J. (2021b). Driving COBRAs: the power of social media marketing. *Marketing Intelligence & Planning*, 39(3), 361–376. <https://doi.org/10.1108/MIP-11-2019-0583>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020a). 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>
- Choi, D., Bang, H., Wojdyski, B. W., Lee, Y.-I., & Keib, K. M. (2018). How Brand Disclosure Timing and Brand Prominence Influence Consumer’s Intention to Share Branded Entertainment Content. *Journal of Interactive Marketing*, 42, 18–31. <https://doi.org/10.1016/j.intmar.2017.11.001>
- Clarissa, C., & Bernarto, I. (2022a). The Influence of Brand Ambassador, Brand Awareness, Brand Image and Prices on Purchase Decisions on Online Marketplace. *Business and Entrepreneurial Review*, 22(2), 273–288. <https://doi.org/10.25105/ber.v22i2.14966>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands’ social network content quality on Brand Awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluo, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Erny Rachmawati, Suliyanto, & Agus Suroso. (2022). A moderating role of halal Brand Awareness to Purchase Decision making. *Journal of Islamic Marketing*.
- Farooq, Q., Fu, P., Hao, Y., Jonathan, T., & Zhang, Y. (2019). A Review of Management and Importance of E-Commerce Implementation in Service Delivery of Private Express Enterprises of China. *SAGE Open*, 9(1), 215824401882419. <https://doi.org/10.1177/2158244018824194>
- 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>
- Ghorbanzadeh, D., Zakieva, R. R., Kuznetsova, M., Ismael, A. M., & Ahmed, A. A. (2023). Generating destination Brand Awareness and image through the firm’s social media. *Kybernetes*, 52(9), 3292–3314. <https://doi.org/10.1108/K-09-2021-0931>
- Gkikas, D. C., Tzafilkou, K., Theodoridis, P. K., Garpis, 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), 100067. <https://doi.org/10.1016/j.jjime.2022.100067>
- Gligor, D., & Bozkurt, S. (2022). The impact of perceived brand *Interactivity* on customer purchases. The mediating role of perceived brand fairness and the moderating role of brand involvement. *Journal of Product & Brand Management*, 31(1), 96–109. <https://doi.org/10.1108/JPBM-12-2019-2692>
- Grover, P., Kar, A. K., & Janssen, M. (2019). Diffusion of blockchain technology. *Journal of Enterprise Information Management*, 32(5), 735–757. <https://doi.org/10.1108/JEIM-06-2018-0132>
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339–364. <https://doi.org/10.1108/JRME-07-2020-0097>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *An Introduction to Structural Equation Modeling* (pp. 1–29). https://doi.org/10.1007/978-3-030-80519-7_1
- 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). <https://doi.org/10.1016/j.jjime.2022.100102>
- 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. <https://doi.org/10.1057/s41270-019-00053-8>
- Jake Rheude. (2023, March 12). *Retail Apocalypse: What Is It and Should You Follow the Trend?* Losspreventionmedia.Com.
- Kar, A. K., & Kushwaha, A. K. (2023). Facilitators and Barriers of Artificial Intelligence Adoption in Business – Insights from Opinions Using Big Data Analytics. *Information Systems Frontiers*, 25(4), 1351–1374. <https://doi.org/10.1007/s10796-021-10219-4>
- Koech, A. K., Buyle, S., & Macário, R. (2023). Airline *Brand Awareness* and perceived quality effect on the attitudes towards frequent-flyer programs and airline brand choice - Moderating effect of frequent-flyer programs. *Journal of Air Transport Management*, 107, 102342. <https://doi.org/10.1016/j.jairtraman.2022.102342>
- Liu, H., Jayawardhena, C., Osburg, V.-S., Yoganathan, V., & Cartwright, S. (2021). Social sharing of consumption emotion in electronic word of mouth (eWOM): A cross-media perspective. *Journal of Business Research*, 132, 208–220. <https://doi.org/10.1016/j.jbusres.2021.04.030>
- Liu, L., Lee, M. K. O., Liu, R., & Chen, J. (2018). Trust transfer in social media brand communities: The role of consumer engagement. *International Journal of Information Management*, 41, 1–13.

- <https://doi.org/10.1016/j.ijinfomgt.2018.02.006>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387.
- <https://doi.org/10.1016/j.jbusres.2017.12.047>
- 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. <https://doi.org/10.1108/JCMARS-05-2020-0024>
- Pertierra, A. C. (2021a). Entertainment publics in the Philippines. *Media International Australia*, 179(1), 66–79. <https://doi.org/10.1177/1329878X20985960>
- Piebler, R., Schade, M., Kleine-Kalmer, B., & Burmann, C. (2019). Consumers' online brand-related activities (COBRAs) on SNS brand pages. *European Journal of Marketing*, 53(9), 1833–1853. <https://doi.org/10.1108/EJM-10-2017-0722>
- Ridwan, Gunawan, & Nurul Anggraeni. (2023). Pengaruh personal relevance, *Interactivity*, dan brand familiarity pada media sosial terhadap keputusan pembelian. *Jurnal Malomo: Manajemen Dan Akuntansi*.
- Romaniuk, J., Wight, S., & Faulkner, M. (2017). *Brand Awareness*: revisiting an old metric for a new world. *Journal of Product & Brand Management*, 26(5), 469–476. <https://doi.org/10.1108/JPBM-06-2016-1242>
- S, S., Paul, J., Strong, C., & Pius, J. (2020a). Consumer response towards social media advertising: Effect of media *Interactivity*, its conditions and the underlying mechanism. *International Journal of Information Management*, 54. <https://doi.org/10.1016/j.ijinfomgt.2020.102155>
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers *Purchase Decision* in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363>
- Seo, E.-J., & Park, J.-W. (2018b). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Sfenrianto, S., Wang, G., Kelly Sawlani, D., Tarigan, R. E., Gunawan, W., & Kelly, D. S. (2018a). The use of quality, security and trust factors to improve the online *Purchase Decision*. *Article in Journal of Theoretical and Applied Information Technology*, 15(5). www.jatit.org
- Sharma, A., Dwivedi, Y. K., Arya, V., & Siddiqui, M. Q. (2021a). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. *Computers in Human Behavior*, 124, 106919. <https://doi.org/10.1016/j.chb.2021.106919>
- Tang, F. (2020). The more *Interactivity* the better? Investigating *Interactivity*, task complexity, and product knowledge in online *Purchase Decisions*. *Information Technology and Management*, 21(3), 179–189. <https://doi.org/10.1007/s10799-020-00316-2>

- Trunfio, M., & Rossi, S. (2021). Conceptualising and measuring social media engagement: A systematic literature review. *Italian Journal of Marketing*, 2021(3), 267–292. <https://doi.org/10.1007/s43039-021-00035-8>
- van Noort, G., & van Reijmersdal, E. A. (2019a). Branded Apps: Explaining Effects of Brands' Mobile Phone Applications on Brand Responses. *Journal of Interactive Marketing*, 45, 16–26. <https://doi.org/10.1016/j.intmar.2018.05.003>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty. *Benchmarking: An International Journal*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- Yeon, J., Park, I., & Lee, D. (2019). What creates trust and who gets loyalty in social commerce? *Journal of Retailing and Consumer Services*, 50, 138–144. <https://doi.org/10.1016/j.jretconser.2019.05.009>
- Yousaf, A., Amin, I., Jaziri, D., & Mishra, A. (2021). Effect of message orientation/vividness on consumer engagement for travel brands on social networking sites. *Journal of Product & Brand Management*, 30(1), 44–57. <https://doi.org/10.1108/JPBM-08-2019-2546>
- Zafira, Y. N., & Hartono, A. (2023). The Effect of Somethinc's Instagram Social Media Marketing Activities on *Brand Awareness* and Customer Loyalty. *Asian Journal of Economics, Business and Accounting*, 23(15), 121–136. <https://doi.org/10.9734/ajebe/2023/v23i151021>

WEBSITE

- CEICDATA.COM. (2023, 05 01). *CEICDATA.COM*. From Indonesia Pertumbuhan Penjualan Ritel: <https://www.ceicdata.com/id/indicator/indonesia/retail-sales-growth>
- chen, L. (2022, November 14). *What is Retail Apocolypse and its impact to the Retail Industry*. From HASHMICRO: <https://www.hashmicro.com/blog/what-is-retail-apocalypse-and-its-impact-to-the-retail-industry/>
- Pahlevi, R. (2022, 07 08). *Penjualan Grosir Ritel di Indonesia Turun dalam 3 Tahun Terakhir*. From databoks: <https://databoks.katadata.co.id/datapublish/2022/07/08/penjualan-grosir-ritel-di-indonesia-turun-dalam-3-tahun-terakhir>