

DAFTAR PUSTAKA

- Ali, M., & Raza, M. (2023). The Impact of Social Media Marketing on Customer Loyalty. *Research Journal for Societal Issues*, 5, 197–209. <https://doi.org/10.56976/Rjsi.V5i4>
- APJII. (2024). APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang. Diakses pada 18 Desember, dari: <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Arifianto, B. D., & Imam Basri, A. (2021). Pengaruh Konten Pemasaran, Kualitas Informasi, Keandalan, dan Citra Merek Terhadap Customer Engagement. In *Jurnal Ekonomi dan Bisnis* (Vol. 1, Issue 1). <https://doi.org/10.56393/Investasi.V1i1.39>
- Bilgin, Y. (2018). The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: an International Journal*, 6(1), 128–148. <https://doi.org/10.15295/Bmij.V6i1.229>
- BPS. (2024). *Perkembangan Pariwisata April 2024*. Badan Pusat Statistik. Diakses pada 6 September 2024, dari: <https://www.bps.go.id/pressrelease/2024/06/03/2351/Perkembangan-Pariwisata-April-2024.html>
- Budiman, S. (2021). The Effect of Social Media on Brand Image and Brand Loyalty in Generation Y. *Journal Of Asian Finance, Economics And Business*, 8(3), 1339–1347. <https://doi.org/10.13106/Jafeb.2021.Vol8.No3.1339>
- Bui, T. T., Tran, Q. T., Alang, T., & Le, T. D. (2023). Examining The Relationship Between Digital Content Marketing Perceived Value and Brand Loyalty: Insights From Vietnam. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2023.2225835>
- DataIndonesia.Id. (2024). Data Jumlah Pengguna Aktif Instagram di Dunia 12 Tahun Terakhir Hingga Kuartal II/2024. Diakses pada 7 Januari 2025, dari: <https://dataindonesia.id/internet/detail/data-jumlah-pengguna-aktif-instagram-di-dunia-12-tahun-terakhir-hingga-kuartal-ii2024>
- Datareportal. (2024). Digital 2024: Indonesia. Data Reportal. Diakses pada 4 September 2024, dari: <https://datareportal.com/reports/digital-2024-indonesia>
- Dedeoğlu, B. B., Bilgihan, A., Ye, B. H., Wang, Y., & Okumus, F. (2020). The Role of Elaboration Likelihood Routes in Relationships Between User-Generated Content and Willingness To Pay More. *Tourism Review*, 76(3), 614–638. <https://doi.org/10.1108/TR-01-2019-0013>
- Ebrahim, R. S. (2020). 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.
<https://doi.org/10.1080/15332667.2019.1705742>
- Emeralda, M. V., & Kurniawati. (2022). Analisis Pengaruh Social Media Marketing dan Influencer Marketing Terhadap Brand Loyalty dengan Brand Trust dan Brand Equity Sebagai Mediasi. *Jurnal Ekonomi dan Bisnis*, Vol. 11.
- Fahmi, M., Arif, M., Farisi, S., & Purnama, N. I. (2020). Peran Brand Image dalam Memediasi Pengaruh Social Media Marketing terhadap Repeat Purchase pada Fast-Food Restaurant Di Kota Medan. *Jurnal Samudra Ekonomi dan Bisnis*, 11(1), 53–68. <https://doi.org/10.33059/Jseb.V11i1.1722>
- Fetais, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2023). Do Social Media Marketing Activities Improve Brand Loyalty? an Empirical Study on Luxury Fashion Brands. *Information Systems Frontiers*, 25(2), 795–817. <https://doi.org/10.1007/S10796-022-10264-7>
- Ganawati, & Sumardi, A. (2021). Peran Elemen Social Media Marketing, Consumer Brand Engagement sebagai Stimulus Terhadap Brand Loyalty. *Media Riset Bisnis & Manajemen*, 21(1), 25–42. <https://doi.org/10.25105/Mrbm.V21i1.9749>
- Griffin, J. (2003). Customer Loyalty Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan. Jakarta. Erlangga.
- Gunelius, Susan. (2011). 30-Minute Social Media Marketing : Step-by-Step Techniques to Spread the Word About Your Business Fast and Free. McGraw-Hill.
- Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetyo, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The Effect of Social Media Marketing on Brand Trust, Brand Equity and Brand Loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/J.Ijdns.2022.1.015>
- Kaplan, A. M., & Haenlein, M. (2010). Users of The World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/J.Bushor.2009.09.003>
- Kataria, S., & Saini, V. (2020). The Mediating Impact of Customer Satisfaction in Relation of Brand Equity and Brand Loyalty: an Empirical Synthesis and Re-Examination. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- Kelley, L. D., Jugenheimer, D. W., & Sheehan, K. B. (2015). *Advertising Media Planning Fourth Edition*. Routledge.
- Kemenparekraf. (2024). Siaran Pers: Menparekraf Perkirakan Fenomena Revenge Travel Menurun Pada 2024. Diakses pada 6 September, dari: <https://www.kemenparekraf.go.id/berita/siaran-pers-menparekraf-perkirakan-fenomena-revenge-travel-menurun-pada-2024>
- 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>
- Kitchen, P. J., Kerr, G., Schultz, D. E., Mccoll, R., & Pals, H. (2014). The Elaboration Likelihood Model: Review, Critique and Research Agenda. *European Journal of Marketing*, 48(11–12), 2033–2050.
<https://doi.org/10.1108/EJM-12-2011-0776>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17e Ed.). Pearson.
- Kotler, Philip., & Keller, K. Lane. (2012). *Marketing Management*. Prentice Hall.
- Kriyantono, R. (2021). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif: Edisi Kedua* (2nd Ed.). Prenada Media.
- Kwan Soo Shin, S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *Current Journal of Applied Science and Technology*, 1–17.
<https://doi.org/10.9734/Cjast/2019/V38i430376>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social Media Marketing Strategy: Definition, Conceptualization, Taxonomy, Validation, and Future Agenda. *Journal of The Academy of Marketing Science*, 49(1), 51–70.
<https://doi.org/10.1007/S11747-020-00733-3>
- Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2016). *Theories of Human Communication Eleventh Edition*.
- Mettasari, B., Kurniawati, K., & Masnita, Y. (2023). The Mediating Role of Brand Trust: Is Enhancing Tiktok Marketing Activities Important to Create Loyalty? *Jurnal Komunikasi*, 15(2), 317–330.
<https://doi.org/10.24912/Jk.V15i2.24991>
- Mubarok, F. S. (2022). Pemanfaatan New Media Untuk Efektivitas Komunikasi di Era Pandemi. *Jurnal Ilmiah Komunikasi Makna*, 10(1), 28–42.
<https://doi.org/10.30659/jikm.10.1.28-42>
- Perloff, R. M. (2017). *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century*. Routledge.
- Puspaningrum, A. (2020). Social Media Marketing and Brand Loyalty: The Role of Brand Trust. *Journal of Asian Finance, Economics and Business*, 7(12), 951–958. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO12.951>
- Rini, R. L. P., & Hasbi, I. (2024). Pengaruh Social Media Marketing Terhadap Customer Engagement dan Brand Loyalty di Zalora Indonesia. *Ekonomis: Journal Of Economics And Business*, 8(1), 868.
<https://doi.org/10.33087/Ekonomis.V8i1.1791>
- Rofiah, C., & Wahyuni, D. (2017). Kualitas Pelayanan dan Pengaruhnya Terhadap Loyalitas Pelanggan yang dimediasi oleh Kepuasan di Bank Muamalat Jombang. *Eksis - Jurnal Riset Ekonomi dan Bisnis*.
<https://doi.org/10.26533/Eksis.V12i1.84>

- Safdar, G., & Abbasi, A. (2020). Evaluation and Development of Social Media: A Historical Perspective Social Media. In *Online Media & Society* (Vol. 1). [Http://Hnpublisher.Com](http://Hnpublisher.Com)
- Setiawan, P. Y., & Widanta, A. A. B. P. (2021). The Effect of Trust on Travel Agent Online Use: Application of The Technology Acceptance Model. *International Journal of Data and Network Science*, 5(3), 173–182. <https://doi.org/10.5267/J.Ijdns.2021.6.015>
- Sugiyono. (2021). Metode Penelitian Kuantitatif Kualitatif dan R&D (3rd Ed.). Alfabeta.
- Swimbawa, M. K., & Lemy, D. M. (2023). Pengaruh Social Media Marketing Terhadap Brand Awareness, Brand Image, dan Brand Loyalty Pesona Indonesia. *Bulletin of Community Engagement*, 3(2), 239-249.
- Utami, G. R., & Saputri, M. E. (2020). Pengaruh Social Media Marketing Terhadap Customer Engagement dan Loyalitas Merek Pada Akun Instagram Tokopedia. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(2), 185–198. [Http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/388](http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/388)