

DAFTAR PUSTAKA

- Al-Abdallah, G., Barzani, R., Dandis, A. O., & Eid, M. A. H. (2025). Social media marketing strategy: The impact of firm generated content on customer based brand equity in retail industry. *Journal of Marketing Communications*, 31(8), 1025-1054. <https://doi.org/10.1080/13527266.2023.2300076>
- Aljarah, A., Sawaftah, D., Ibrahim, B., & Lahuerta-Otero, E. (2024). The differential impact of user- and firm-generated content on online brand advocacy: customer engagement and brand familiarity matter. *European Journal of Innovation Management*, 27(4), 1160-1181. <https://doi.org/10.1108/EJIM-05-2022-0259>
- Anggasari, C. D. S., & Ferdinand, A. T. (2024). ANALISIS PENGARUH FIRM-GENERATED CONTENT TERHADAP PURCHASE INTENTION PADA MEDIA SOSIAL INSTAGRAM (Studi Pada Follower Instagram Naruna Ceramic Studio, Salatiga). *Diponegoro Journal of Management*, 13(6). <https://ejournal3.undip.ac.id/index.php/djom/article/view/47824>
- Antony, J., Joseph, A., & Akhil, M. A. (2025). Effect of user and firm-generated content on usage intention of sports brands across social media platforms. *Spanish Journal of Marketing - ESIC*. <https://doi.org/10.1108/SJME-02-2024-0038>
- Asosiasi Penyelenggara Jasa Internet Indonesia - Survei. (2025). Asosiasi Penyelenggara Jasa Internet Indonesia - Survei. Retrieved December 7, 2025, from <https://survei.apjii.or.id/survei>
- Basyirah, M. K., Putri, K. D. A. P., Hutabarat, P. M., & Jannah, Y. M. (2026). Pabrik Gula di Tangan Netizen: Pemanfaatan User Generated Content (UGC) sebagai Mesin Promosi Film. *Jurnal Sosial Humaniora Terapan*, 7(2). <https://scholarhub.ui.ac.id/jsht/vol7/iss2/7>
- Buzdar, M. F., Janjua, S. Y., & Khurshid, M. A. (2016). Customer-based brand equity and firms' performance in the telecom industry. *International Journal of Services and Operations Management*, 25(3), 334-346.
- DataReportal. (2025, November 5). *Digital 2026: Indonesia*. Retrieved April 16, 2026, from <https://datareportal.com/reports/digital-2026-indonesia>
- El-Shihy, D., & Awaad, S. (2025). Leveraging social media for sustainable fashion: how brand and user-generated content influence Gen Z's purchase intentions. *Future Business Journal*, 11(113). <https://doi.org/10.1186/s43093-025-00529-3>

- Emam, S. (2023). Evaluating the Effectiveness of the Official and the Non-Official Social Media Brand Communication Methods on Egyptian Women's Consumer-Based Brand Equity. *Media Watch*, 14(2), 177-199. <https://doi.org/10.1177/09760911231159589>
- Erdem, T., & Swait, J. (2004). Brand Credibility, Brand Consideration, and Choice. *Journal of Consumer Research*, 31(1), 191-198. 10.1086/383434
- Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Hamzah, I. P., Basir, M., & Asnany, A. (2025). Implementasi Value Creation pada Klinik Kecantikan dan Skincare di Klinik Pratama Shaletta. *Jurnal Ilmiah Indonesia*, 5(12).
- Hariyanto, D. (2023). *Buku Ajar Komunikasi Pemasaran*. UMSIDA Press.
- Khandolkar, T., Purva, H. D., Barpanda, S., & Mekoth, N. (2025). Building Social Media Brand Engagement: The Role of Content Quality, Source Credibility, and Customer-Based Brand Equity. *Journal of Promotional Management*, 31(6), 975-997. <https://doi.org/10.1080/10496491.2025.2546350>
- Kia, F. T. (2016). Brand credibility and brand prestige on influencing purchase a mobile brand. *The Social Sciences*, 11(9), 2200-2205.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing (18th ed.)*. Pearson.
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11-19.
- Leuppert, R., Bruns, S., Rahe, V., & Scherer, H. (2024). What's a news media brand worth? Investigating the effect of cognitive brand representations on recipients' quality assessment of news articles. *Journalism*, 27(1), 163-182. <https://doi.org/10.1177/14648849241285497>
- Liang, S., Schuckert, M., Law, R., & Chen, C.-C. (2020). The importance of marketer-generated content to peer-to-peer property rental platforms: evidence from Airbnb. *International Journal of Hospitality Management*, 84(1). <https://doi.org/10.1016/j.ijhm.2019.102329>
- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New Media: A Critical Introduction* (2nd ed.). Routledge.
- Low, B., Ehret, C., & Hagh, A. (2023). Algorithmic imaginings and critical digital literacy on #BookTok. *New Media & Society*, 27(4), 2336-2353. <https://doi.org/10.1177/14614448231206466>

- Park, D., Schivinski, B., Duns-McKay, H., Heeren, B., & McLachlan, E. (2025). The effect of social media communication on intention to vaccinate against COVID-19: A relationship mediated by perceptions of vaccine efficacy and safety. *Journal of Marketing Communications*, 31(1), 1-20. <https://doi.org/10.1080/13527266.2023.2191618>
- Perdana, R. W., & Roostika, R. R. R. (2023). The Influence of Communication Through Social Media on Brand Equity in Shaping Nike Product Purchase Intentions. *INJURITY: Journal of Interdisciplinary Studies*, 2(12). <https://doi.org/10.58631/injury.v2i12.132>
- Perera, C. H., Nayak, R., & Nguyen, L. T. V. (2023). The impact of social media marketing and brand credibility on higher education institutes' brand equity in emerging countries. *Journal of Marketing Communications*, 29(8), 770-795. <https://doi.org/10.1080/13527266.2022.2086284>
- Pham Phuong Uyen, D., & Huu Dat, T. (2025). Using TikTok as a Search Engine: Affordances, Perceived Credibility, and Evaluative Actions. *Telematics and Informatics*, 102, 102324. <https://doi.org/10.1016/j.tele.2025.102324>
- Pranindya, C. D., Wibawa, B. M., & Gunawan, J. (2019). Analisis Perilaku dan Loyalitas Pelanggan ZAP Clinic. *Jurnal Sains dan Seni ITS*, 8(1), 14-20.
- Putri, L. F. E., & Rufaidah, P. (2024). The Influence of Social Media Communication towards Customer-Based Brand Equity on Netflix. *International Research Journal of Business Studies*, 17(2), 185-198. <https://doi.org/10.21632/irjbs.17.2.185-198>
- Sahir, S. H. (2021). *Metodologi Penelitian*. PENERBIT KBM INDONESIA.
- 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>
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189-214. <https://doi.org/10.1080/13527266.2013.871323>
- Soekotjo, S., Lestari, S. D., Hendrawan, K., Brabo, N. A., & Iswati, H. (2025). Powering Brand Success: The Impact of Firm-Created and User-Generated Content on Equity, Attitude, and Purchase Intentions. *Golden Ratio of Marketing and Applied Psychology of Business*, 5(1), 185-194. <https://doi.org/10.52970/grmapb.v5i1.81>
- Stocchi, L., Ludwichowska, G., Fuller, R., & Gregoric, A. (2021). Customer-Based Brand Equity for Branded Apps: A Simple Research Framework. *Journal of Marketing Communications*, 27(5), 534-563. <https://doi.org/10.1080/13527266.2020.1752775>

- Suwarno, B., Prasetyawan, A., & Abbas, M. (2023). Customer-Based Brand Equity, Company Reputation and Product Quality Effect on Customer Loyalty: Air Conditioner Retail Market in Medan. *International Journal of Science, Technology & Management*, 4(1), 44-53. <https://doi.org/10.46729/ijstm.v4i1.697>
- Thalib, D. U., Arindawati, W. A., & Ema. (2025). User Experience Sebagai Komunikasi Pemasaran Dengan Customer Based Brand Equity Pada Pengguna Tiktok. *Jurnal Ilmu Komunikasi Network Media*, 8(1), 53-64.
- Thi Nguyet Trang, T., Chien Thang, P., Thi Truong Nguyen, G., & Thi Minh Nguyen, H. (2025). Factors driving Gen Z's news engagement on TikTok: A hybrid analysis through CB-SEM and PLS-SEM. *Computers in Human Behavior Reports*, 18(100645). <https://doi.org/10.1016/j.chbr.2025.100645>
- Wang, X., You, X., Xu, Y., & Zheng, J. (2024). Online posting intention: do the social communication and brand equity of esports matter? *International Journal of Sports Marketing and Sponsorship*, 25(1), 161-187. <https://doi.org/10.1108/IJSMS-09-2023-0189>
- Widayanti, R., Badyari, M. H., & Subagdja, A. G. (2025, Desember 28). *Dari Glowing ke Growing: Bisnis Klinik Kecantikan Masih Menggiurkan, Meski Persaingan Kian Ketat*. SWA. Retrieved April 26, 2026, from <https://swa.co.id/read/467779/dari-glowing-ke-growing-bisnis-klinik-kecantikan-masih-menggiurkan-meski-persaingan-kian-ketat>