

DAFTAR PUSTAKA

- 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(January 2019), 101767. <https://doi.org/10.1016/j.jretconser.2019.01.016>
- Ali, F., Suveatwatanakul, C., Nanu, L., Ali, M., & Terrah, A. (2025). Social media marketing and brand loyalty: exploring interrelationships through symmetrical and asymmetrical modeling. *Spanish Journal of Marketing - ESIC*, 29(1), 114–135. <https://doi.org/10.1108/SJME-08-2023-0219>
- Aljuhmani, H. Y. (2023). *Linking social media marketing efforts with customer brand engagement in driving brand loyalty*. 35(7), 1719–1738. <https://doi.org/10.1108/APJML-08-2021-0627>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Bilro, R. G., Loureiro, S. M. C., & Guerreiro, J. (2019). Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. *Journal of Hospitality Marketing and Management*, 28(2), 147–171. <https://doi.org/10.1080/19368623.2018.1506375>
- Bismo, A., Putra, S., & Melysa. (2019). Application of Digital Marketing (social media and email marketing) and its Impact on Customer Engagement in Purchase Intention: A case study at PT. Soltius Indonesia. *Proceedings of 2019 International Conference on Information Management and Technology, ICIMTech 2019*, 1(August), 109–114. <https://doi.org/10.1109/ICIMTech.2019.8843763>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, 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(July 2020), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- 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>
- Eisingerich, A. B., & Rubera, G. (2010). Drivers of brand commitment: A cross-

- national investigation. *Journal of International Marketing*, 18(2), 64–79. <https://doi.org/10.1509/jimk.18.2.64>
- Erdoğan, İ. E., & Çiçek, M. (2012). The Impact of Social Media Marketing on Brand Loyalty. *Procedia - Social and Behavioral Sciences*, 58, 1353–1360. <https://doi.org/10.1016/j.sbspro.2012.09.1119>
- 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>
- Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. *Management Research Review*, 35(9), 857–877. <https://doi.org/10.1108/01409171211256578>
- Hair J, R, A., Babin B, & Black W. (2014). Multivariate Data Analysis.pdf. In *Australia : Cengage: Vol. 7 edition* (p. 758).
- Hanaysha, J. R. (2022). International Journal of Information Management Data Insights 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), 100102. <https://doi.org/10.1016/j.jjime.2022.100102>
- Hazzam, J. (2022). The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network. *Young Consumers*, 23(2), 197–212. <https://doi.org/10.1108/YC-03-2021-1296>
- Hetharie, J. A., Surachman, Hussein, A. S., & Puspaningrum, A. (2019). SOR (Stimulus-organism-response) model application in observing the influence of impulsive buying on consumer's post-purchase regret. *International Journal of Scientific and Technology Research*, 8(11), 2829–2841.
- Hollebeek, L. (2011). Exploring customer brand engagement. *Journal of Strategic Marketing*, 19(7), 555–573.
- 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>
- Huang, M., Mohamad Saleh, M. S., & Zolkepli, I. A. (2024). The moderating effect of environmental gamification on the relationship between social media marketing and consumer-brand engagement: A case study of Ant Forest Gen Z users. *Heliyon*, 10(4), e25948. <https://doi.org/10.1016/j.heliyon.2024.e25948>
- Hutahaean, N. D. (2025). 65% Publik RI Gunakan Media Sosial sebagai Sumber

Informasi Skincare. <https://data.goodstats.id/statistic/65-publik-ri-gunakan-media-sosial-sebagai-sumber-informasi-skincare-bk3nI>

- Ibrahim, A. A., Ahmad, S. Z., Abu Bakar, A. R., & El-Adly, M. (2025). Social media marketing's impact on brand equity and loyalty in higher education: customer engagement's role. *Journal of International Education in Business, February 2026*. <https://doi.org/10.1108/JIEB-08-2024-0105>
- Ibrahim, A. A., Ahmad, S. Z., & El-adly, M. (2025). *Social media marketing 's impact on brand equity and loyalty in higher education : customer engagement 's role. December.* <https://doi.org/10.1108/JIEB-08-2024-0105>
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics, 29*(1), 129–144. <https://doi.org/10.1108/APJML-10-2015-0154>
- Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology, 12*(1), 51–57. https://doi.org/10.1207/s15327663jcp1201_05
- Kabadayi, S., & Price, K. (2014). Consumer – Brand engagement on Facebook: liking and commenting behaviors. *Journal of Research in Interactive Marketing, 8*(3), 203–223. <https://doi.org/10.1108/JRIM-12-2013-0081>
- Kemp, S. (2025a). *Digital 2025: Indonesia.* Datareportal. <https://datareportal.com/reports/digital-2025-indonesia>
- Kemp, S. (2025b). *Digital Around The World.* Datareportal. <https://datareportal.com/global-digital-overview>
- Khan, S., & Wahab, A. (2024). Engaging customers through satisfaction; does social media marketing and perceived innovativeness really matter? A time-lagged study in the hospitality industry. *Journal of Hospitality and Tourism Insights, 7*(4), 2347–2366. <https://doi.org/10.1108/JHTI-04-2023-0290>
- Khan, S., & Wahab, A. (2025). *Engaging customers through satisfaction ; does social media marketing and perceived innovativeness really matter ? A time-lagged study in the hospitality industry.* 7(4), 2347–2366. <https://doi.org/10.1108/JHTI-04-2023-0290>
- Khashan, M. A., Elstouhy, M. M., Ashraf Aziz, M., Alasker, T. H., & Ghonim, M. A. (2024). Mediating customer engagement in the relationship between fast-food restaurants' innovativeness and brand evangelism during COVID-19: evidence from emergent markets. *International Journal of Contemporary Hospitality Management, 36*(4), 1353–1374. <https://doi.org/10.1108/IJCHM-07-2022-0888>

- 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>
- Kim, E., Nicolau, J. L., & Tang, L. (2021). The Impact of Restaurant Innovativeness on Consumer Loyalty: The Mediating Role of Perceived Quality. *Journal of Hospitality and Tourism Research*, 45(8), 1464–1488. <https://doi.org/10.1177/1096348020985586>
- Koay, K. Y., & Low, S. K. (2025). Understanding the influence of chain coffee shops' innovativeness on brand loyalty through brand satisfaction: a multi-analytical approach. *British Food Journal*, 127(8), 2868–2885. <https://doi.org/10.1108/BFJ-01-2025-0088>
- Kotler, P., & Keller, K. L. (2021). Marketing Management MARKETING MANAGEMENT Marketing Management. In *Pearson Practice Hall* (Vol. 2, Issue 1). [http://download.garuda.kemdikbud.go.id/article.php?article=2354118%5C&val=22677%5C&title=The The influence of social media marketing on brand awareness and brand image moderating effect of religiosity](http://download.garuda.kemdikbud.go.id/article.php?article=2354118%5C&val=22677%5C&title=The%20influence%20of%20social%20media%20marketing%20on%20brand%20awareness%20and%20brand%20image%20moderating%20effect%20of%20religiosity)
- Kumar, S., & Hsieh, J. K. (2024). How social media marketing activities affect brand loyalty? Mediating role of brand experience. *Asia Pacific Journal of Marketing and Logistics*, 36(10), 2300–2323. <https://doi.org/10.1108/APJML-09-2023-0900>
- Kuncoro, A. (2018). Metodologi Penelitian Manajemen. *Cendikia Mulia Mandiri*, April, 1–112.
- Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76–82. <https://doi.org/10.1016/j.ijinfomgt.2012.07.003>
- Lauwrence, A. T., Ramadanty, S., & Widyakusumastuti, M. A. (2024). Interaction through Online Customer Engagement in Social Media Marketing on Increasing Brand Loyalty. *2024 18th International Conference on Ubiquitous Information Management and Communication (IMCOM)*, 1–5. <https://doi.org/10.1109/IMCOM60618.2024.10418446>
- Leckie, C., Nyadzayo, M. W., & Johnson, L. W. (2016). Antecedents of consumer brand engagement and brand loyalty. *Journal of Marketing Management*, 32(5–6), 558–578. <https://doi.org/10.1080/0267257X.2015.1131735>
- Li, M., Teng, H., & Chen, C. (2020). Journal of Hospitality and Tourism Management Unlocking the customer engagement-brand loyalty relationship in tourism social media : The roles of brand attachment and customer trust. *Journal of Hospitality*

- and *Tourism Management*, 44(June), 184–192.
<https://doi.org/10.1016/j.jhtm.2020.06.015>
- Limanseto, H. (2025). *Tumbuh Double Digit, Pemerintah Dukung Penguatan Ekosistem Industri Kecantikan*.
<https://www.ekon.go.id/publikasi/detail/6712/tumbuh-double-digit-pemerintah-dukung-penguatan-ekosistem-industri-kecantikan>
- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125(April 2019), 815–826.
<https://doi.org/10.1016/j.jbusres.2019.04.042>
- Liu, Y. (2024). *Impact of Social Media Marketing on Brand Loyalty in Chinese Local Cosmetics Industry : The Mediating Role of Customer Engagement*. 252–272.
- M. Haikal Sultana Abdullah, & Aekram Faisal. (2022). The Role Of Social Media Marketing Activities In Increasing Brand Loyalty. *Jurnal Ekonomi*, 27(3), 478–499. <https://doi.org/10.24912/je.v27i3.1227>
- Oliver, R. L. (1987). *Whence Consumer Loyalty ?* 33–44.
- Omar, N. A., Kassim, A. S., Alam, S. S., & Zainol, Z. (2018). Perceived retailer innovativeness and brand equity: mediation of consumer engagement. *The Service Industries Journal*, 0(0), 1–27.
<https://doi.org/10.1080/02642069.2018.1548614>
- ORZAN, G. (2016). CONCEPTUAL MODEL REGARDING THE INFLUENCE OF SOCIAL MEDIA MARKETING COMMUNICATION ON BRAND TRUST, BRAND AFFECT AND BRAND LOYALTY. , *Economic Computation Economic CyberneticsStudies*, 50(1), 141–157.
- Pappu, R., & Quester, P. G. (2016). How does brand innovativeness affect brand loyalty? *European Journal of Marketing*, 50(1–2), 2–28.
<https://doi.org/10.1108/EJM-01-2014-0020>
- Pham, P. H. M., & Gammoh, B. S. (2015). Characteristics of social-media marketing strategy and customer-based brand equity outcomes: A conceptual model. *International Journal of Internet Marketing and Advertising*, 9(4), 321–337.
<https://doi.org/10.1504/IJIMA.2015.072885>
- Rather, R. A. (2018). *Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity Creación de la conexión emocional y lealtad con la marca a través de la Identificación marca-consumidor y congruencia de valores engagement*. 22(3), 321–339.
<https://doi.org/10.1108/SJME-06-2018-0030>

- Sawhney, M., Verona, G., & Prandelli, E. (2005). Collaborating to create: The internet as a platform for customer engagement in product innovation. *Journal of Interactive Marketing*, 19(4), 4–17. <https://doi.org/10.1002/dir.20046>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* (Seventh ed). John Wiley & Sons.
- Shah, A. M., & Ali, M. (2024). Social media marketing activities and luxury fashion brands in the post-pandemic world. *Asia Pacific Journal of Marketing and Logistics*, 36(9), 2104–2120. <https://doi.org/10.1108/APJML-10-2022-0863>
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016). The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. *Journal of Travel Research*, 55(1), 64–78. <https://doi.org/10.1177/0047287514541008>
- Sreejesh, S., Mitra, A., & Sahoo, D. (2015). The impact of customer's perceived service innovativeness on image congruence, satisfaction and behavioral outcomes. *Journal of Hospitality and Tourism Technology*, 6(3), 288–310. <https://doi.org/10.1108/JHTT-10-2014-0061>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Dan Kualitatif Serta R&D*. In Alfabeta, CV.
- Teng, H. Y., Chen, C. Y., & Han, T. C. (2024). Does restaurant innovativeness influence customer advocacy? The roles of self-image congruity and customer engagement. *Journal of Hospitality and Tourism Insights*, 7(4), 1831–1851. <https://doi.org/10.1108/JHTI-11-2022-0551>
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Tu, C. K., & Xu, Y. (2023). The Impact of Smartphone Consumer Brand Image and Perceived Innovativeness on Brand Loyalty: The Mediating Effect of Brand Identification. *Proceedings - 2023 5th International Conference on Decision Science and Management, ICDSM 2023*, 242–248. <https://doi.org/10.1109/ICDSM59373.2023.00057>
- Unilever Indonesia. (n.d.). <https://www.unilever.co.id/brands/beauty-wellbeing/citra/>
- Vinerean, S. (2021). *Measuring Customer Engagement in Social Media Marketing : A Higher-Order Model*. 2633–2654.
- Wafa, I. (2025). *10 Brand Body Lotion & Butter Terlaris di Shopee Indonesia Q3 2025, Mana Favoritmu?* <https://data.goodstats.id/statistic/10-brand-body-lotion-butter-terlaris-di-shopee-indonesia-q3-2025-mana-favoritmu-5VZJv>
- Wang, B., Gao, Y., Su, Z., & Li, J. (2019). The structural equation analysis of perceived

product innovativeness upon brand loyalty based on the computation of reliability and validity analysis. *Cluster Computing*, 22, 10207–10217. <https://doi.org/10.1007/s10586-017-1218-4>

Yen, C. H., Teng, H. Y., & Tzeng, J. C. (2020). Innovativeness and customer value co-creation behaviors: Mediating role of customer engagement. *International Journal of Hospitality Management*, 88(April 2019), 102514. <https://doi.org/10.1016/j.ijhm.2020.102514>

Yi, Youja e& Hoseong, J. (2003). Effects of loyalty on value perception and brand loyalty. *Academy of Marketing Science*, 31(3), 229–240. <https://doi.org/10.1177/0092070303253082>



FEB UNDIP