

DAFTAR PUSTAKA

- Agarwal, R., Mehrotra, A., & Misra, D. (2022). Journal of Retailing and Consumer Services Customer happiness as a function of perceived loyalty program benefits - A quantile regression approach. *Journal of Retailing and Consumer Services*, 64(June 2021), 102770. <https://doi.org/10.1016/j.jretconser.2021.102770>
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Amine, A. (1998). Consumer s' true brand loyalty: The central role of commitment. *Journal of Strategic Marketing*, 6(4), 305–319. <https://doi.org/10.1080/096525498346577>
- Ashley, C., & Leonard, H. A. (2009). Betrayed by the buzz? Covert content and consumer-brand relationships. *Journal of Public Policy and Marketing*, 28(2), 212–220. <https://doi.org/10.1509/jppm.28.2.212>
- Ataman, M. B., Van Heerde, H. J., & Mela, C. F. (2010). The long-term effect of marketing strategy on brand sales. *Journal of Marketing Research*, 47(5), 866–882. <https://doi.org/10.1509/jmkr.47.5.866>
- Bacile, T. J., Ye, C., & Swilley, E. (2014). From firm-controlled to consumer-contributed: Consumer co-production of personal media marketing communication. *Journal of Interactive Marketing*, 28(2), 117–133. <https://doi.org/10.1016/j.intmar.2013.12.001>
- Bergel, M., Frank, P., & Brock, C. (2019). The role of customer engagement facets on the formation of attitude, loyalty and price perception. *Journal of Services Marketing*, 31(7), 890–903. <https://doi.org/10.1108/JSM-01-2019-0024>
- Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, 28(1), 128–137. <https://doi.org/10.1177/0092070300281012>
- Berthon, P. R., Pitt, L. F., Planger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons*, 55(3), 261–271. <https://doi.org/10.1016/j.bushor.2012.01.007>
- Bloemer, J. M. M., & Kasper, H. D. P. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*, 16(2), 311–329. [https://doi.org/10.1016/0167-4870\(95\)00007-B](https://doi.org/10.1016/0167-4870(95)00007-B)

- Borden, N. H. (1964). The concept of the marketing mix. *Journal of Advertising Research*.
- Bowden, J. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63–74. <https://doi.org/10.2753/MTP1069-6679170105>
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Buil, I., de Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, 66(1), 115–122. <https://doi.org/10.1016/j.jbusres.2011.07.030>
- Carlson, J., Rahman, M. M., Taylor, A., & Voola, R. (2019). Feel the VIBE: Examining value-in-the-brand-page-experience and its impact on satisfaction and customer engagement behaviours in mobile social media. *Journal of Retailing and Consumer Services*, 46(April), 149–162. <https://doi.org/10.1016/j.jretconser.2017.10.002>
- Casaló, L., Flavián, C., & Guinalíu, M. (2007). The impact of participation in virtual brand communities on consumer trust and loyalty: The case of free software. *Online Information Review*, 31(6), 775–792. <https://doi.org/10.1108/14684520710841766>
- Chan, K. W., & Li, S. Y. (2010). Understanding consumer-to-consumer interactions in virtual communities: The salience of reciprocity. *Journal of Business Research*, 63(9–10), 1033–1040. <https://doi.org/10.1016/j.jbusres.2008.08.009>
- Chandran, S., & Morwitz, V. G. (2006). The price of “Free”-dom: consumer sensitivity to promotions with negative contextual influences. *Journal of Consumer Research*, 33(3), 384–392. <https://doi.org/10.1086/508439>
- Chen, A., Lu, Y., Wang, B., Zhao, L., & Li, M. (2013). What drives content creation behavior on SNSs? A commitment perspective. *Journal of Business Research*, 66(12), 2529–2535. <https://doi.org/10.1016/j.jbusres.2013.05.045>
- Chen, Z., & Zhu, D. H. (2022). Effect of dynamic promotion display on purchase intention: The moderating role of involvement. *Journal of Business Research*, 148(July 2021), 252–261. <https://doi.org/10.1016/j.jbusres.2022.04.043>
- Chi, H. (2019). *Interactive Digital Advertising vs . Virtual Brand Community*

INTERACTIVE DIGITAL ADVERTISING VS . VIRTUAL BRAND COMMUNITY: EXPLORATORY STUDY OF USER MOTIVATION AND. 2019. <https://doi.org/10.1080/15252019.2011.10722190>

- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28–42. <https://doi.org/10.1108/JPBM-06-2014-0635>
- DiPietro, R. B., Crews, T. B., Gustafson, C., & Strick, S. (2012). The Use of Social Networking Sites in the Restaurant Industry: Best Practices. *Journal of Foodservice Business Research*, 15(3), 265–284. <https://doi.org/10.1080/15378020.2012.706193>
- du Preez, M. (2011). Blogging and Other Social Media: Exploiting the Technology and Protecting the Enterprise. By Alex Newson with Deryck Houghton and Justin Patten. Farnham: Gower Publishing, 2010. 184 pp. £60.00 hard cover ISBN 9780566087899 . *The Australian Library Journal*. <https://doi.org/10.1080/00049670.2011.10722624>
- Dwivedi, A. (2015). *Journal of Retailing and Consumer Services A higher-order model of consumer brand engagement and its impact on loyalty intentions*. 24, 100–109. <https://doi.org/10.1016/j.jretconser.2015.02.007>
- Evanschitzky, H., & Wunderlich, M. (2006). An examination of moderator effects in the four-stage loyalty model. *Journal of Service Research*, 8(4), 330–345. <https://doi.org/10.1177/1094670506286325>
- Flavián, C., & Guinalíu, M. (2005). The influence of virtual communities on distribution strategies in the internet. *International Journal of Retail & Distribution Management*, 33(6), 405–425. <https://doi.org/10.1108/09590550510600843>
- Folse, J. A. G., Moulard, J. G., & Raggio, R. D. (2012). Psychological ownership: A social marketing advertising message appeal? not for women. *International Journal of Advertising*, 31(3). <https://doi.org/10.2501/IJA-31-2-291-315>
- Gambetti, R. C., Graffigna, G., & Biraghi, S. (2012). The grounded theory approach to consumer-brand engagement: The practitioner's standpoint. *International Journal of Market Research*, 54(5), 659–687. <https://doi.org/10.2501/IJMR-54-5-659-687>
- Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63(2), 70–87. <https://doi.org/10.1177/002224299906300205>
- Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing

- brands in the social media environment. *Journal of Interactive Marketing*, 27(4), 242–256. <https://doi.org/10.1016/j.intmar.2013.09.004>
- Grace, D., & O'Cass, A. (2005). Examining the effects of service brand communications on brand evaluation. *Journal of Product and Brand Management*, 14(2), 106–116. <https://doi.org/10.1108/10610420510592581>
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152–161. <https://doi.org/10.1016/j.chb.2014.04.016>
- Hair, J. F., Ringle, C. M., Gudergan, S. P., Fischer, A., Nitzl, C., & Menictas, C. (2019). Partial least squares structural equation modeling-based discrete choice modeling: an illustration in modeling retailer choice. *Business Research*, 12(1), 115–142. <https://doi.org/10.1007/s40685-018-0072-4>
- Hallikainen, H., Luongo, M., Dhir, A., & Laukkanen, T. (2022). Consequences of personalized product recommendations and price promotions in online grocery shopping. *Journal of Retailing and Consumer Services*, 69(August), 103088. <https://doi.org/10.1016/j.jretconser.2022.103088>
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, 54(3), 265–273. <https://doi.org/10.1016/j.bushor.2011.01.007>
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597–609. <https://doi.org/10.1016/j.tourman.2016.09.015>
- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65(5), 648–657. <https://doi.org/10.1016/j.jbusres.2011.03.007>
- Heiens, R. A., & Narayanaswamy, R. (2018). Online sales promotion in hedonic versus utilitarian product categories. *International Journal of Electronic Marketing and Retailing*, 9(1), 77. <https://doi.org/10.1504/ijemr.2018.10009110>
- Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of Service Research*, 13(3), 311–330. <https://doi.org/10.1177/1094670510375460>
- Higgins, E. T. (2006). Value from hedonic experience and engagement. *Psychological Review*, 113(3), 439–460. <https://doi.org/10.1037/0033-295X.113.3.439>

- Hinson, R., Boateng, H., Renner, A., & Kosiba, J. P. B. (2019). Antecedents and consequences of customer engagement on Facebook: An attachment theory perspective. *Journal of Research in Interactive Marketing*, 13(2), 204–226. <https://doi.org/10.1108/JRIM-04-2018-0059>
- Hodeghatta, U. R., & Sahney, S. (2016). Understanding Twitter as an e-WOM. In *Journal of Systems and Information Technology* (Vol. 18, Issue 1). <https://doi.org/10.1108/JSIT-12-2014-0074>
- Hollebeek, L. D., Das, K., & Shukla, Y. (2021). Game on! How gamified loyalty programs boost customer engagement value. *International Journal of Information Management*, 61(February 2020), 102308. <https://doi.org/10.1016/j.ijinfomgt.2021.102308>
- Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68–76. <https://doi.org/10.1016/j.tourman.2014.09.001>
- Ibrahim, N. F., Wang, X., & Bourne, H. (2017). Exploring the effect of user engagement in online brand communities: Evidence from Twitter. *Computers in Human Behavior*, 72, 321–338. <https://doi.org/10.1016/j.chb.2017.03.005>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570–582. <https://doi.org/10.1057/bm.2010.58>
- Jung, N., Media, S., Capital, S., & Participation, P. (2012). *Social Media Use for News and Individuals' Social Capital, Civic Engagement and Political*. 17, 319–336. <https://doi.org/10.1111/j.1083-6101.2012.01574.x>
- Keller, K. . K. (2008). Strategic Brand Management: building, measuring, and managing brand (4th edition). In *Pearson/Prentice Hall*.
- Kim, J. H., Lee, K. T., Seok, B. I., Choi, H. J., & Jung, S. H. (2018). Competitive factors of electronic dance music festivals with social networking service (Sns) citizenship behaviour of international tourists. *Journal of Psychology in Africa*, 28(2), 116–121. <https://doi.org/10.1080/14330237.2018.1453987>
- Kotler, P. (2016). Principles of marketing (11 ed.). In *New York: Pearson International*.
- Kotler, P., & Keller, K. L. (2016). MarkKotler, P., & Keller, K. L. (2016). Marketing Management. Global Edition (Vol. 15E). In *Global Edition*.
- Kritzinger, R., & Petzer, D. J. (2020). Motivational factors, customer engagement and loyalty in the South African mobile instant messaging environment: moderating effect of application usage. *European Business Review*, 33(4),

- 642–666. <https://doi.org/10.1108/EBR-04-2020-0104>
- Krystallis, A., & Chrysochou, P. (2014). The effects of service brand dimensions on brand loyalty. *Journal of Retailing and Consumer Services*, 21(2), 139–147. <https://doi.org/10.1016/j.jretconser.2013.07.009>
- Kumar, J., & Nayak, J. K. (2019). Consumer psychological motivations to customer brand engagement: a case of brand community. *Journal of Consumer Marketing*, 36(1), 168–177. <https://doi.org/10.1108/JCM-01-2018-2519>
- Kwon, J., & Kim, J. (2021). *Antecedent factors that affect restaurant brand trust and brand loyalty : focusing on US and Korean consumers.* 7, 990–1015. <https://doi.org/10.1108/JPBM-02-2020-2763>
- Labrecque, L. I. (2014). Fostering consumer-brand relationships in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*, 28(2), 134–148. <https://doi.org/10.1016/j.intmar.2013.12.003>
- Lee, D., Hosanagar, K., & Nair, H. S. (2018). *Advertising Content and Consumer Engagement on Social Media : Evidence from Facebook Advertising Content and Consumer Engagement on Social Media : Evidence from Facebook.* January.
- Lepkowska-White, E. (2017). Exploring the Challenges of Incorporating Social Media Marketing Strategies in the Restaurant Business. *Journal of Internet Commerce*, 16(3), 323–342. <https://doi.org/10.1080/15332861.2017.1317148>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020a). 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>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020b). 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(July), 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Mishra, A., & Mishra, H. (2011). The influence of price discount versus bonus pack on the preference for virtue and vice foods. *Journal of Marketing Research*,

- 48(1), 196–206. <https://doi.org/10.1509/jmkr.48.1.196>
- Mishra, A. S. (2021). Exploring COBRAs, its antecedents and consequences in the context of banking brands. *International Journal of Bank Marketing*, 39(5), 900–921. <https://doi.org/10.1108/IJBM-11-2020-0553>
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9–10), 919–925. <https://doi.org/10.1016/j.jbusres.2009.05.014>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of. *Journal of Marketing*, 58(July), 20–38. <https://journals.sagepub.com/doi/full/10.1177/002224299405800302>
- Morrison, S., & Crane, F. G. (2007). Building the service brand by creating and managing an emotional brand experience. *Journal of Brand Management*, 14(5), 410–421. <https://doi.org/10.1057/palgrave.bm.2550080>
- Nadeem, W., Khani, A. H., Schultz, C. D., Adam, N. A., Attar, R. W., & Hajli, N. (2020). How social presence drives commitment and loyalty with online brand communities? the role of social commerce trust. *Journal of Retailing and Consumer Services*, 55(March), 102136. <https://doi.org/10.1016/j.jretconser.2020.102136>
- Nigam, A., Dewani, P., Behl, A., & Pereira, V. (2022). Consumer's response to conditional promotions in retailing: An empirical inquiry. *Journal of Business Research*, 144(July 2021), 751–763. <https://doi.org/10.1016/j.jbusres.2022.02.051>
- Obar, J. A., & Wildman, S. S. (2015). Social Media Definition and the Governance Challenge: An Introduction to the Special Issue. *SSRN Electronic Journal*, July. <https://doi.org/10.2139/ssrn.2637879>
- Pappu, R., & Quester, P. G. (2008). Does brand equity vary between department stores and clothing stores? Results of an empirical investigation. *Journal of Product & Brand Management*, 17(7), 425–435. <https://doi.org/10.1108/10610420810916335>
- Philp, M., Jacobson, J., & Pancer, E. (2022). Predicting social media engagement with computer vision: An examination of food marketing on Instagram. *Journal of Business Research*, 149(May), 736–747. <https://doi.org/10.1016/j.jbusres.2022.05.078>
- Phua, J., Jin, S. V., & Kim, J. (Jay). (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand

- identification, brand engagement, brand commitment, and membership intentio. *Telematics and Informatics*, 34(1), 412–424. <https://doi.org/10.1016/j.tele.2016.06.004>
- Richard, L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue 1999), 33–44.
- Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2021). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-03-2021-0072>
- Sekaran, R. bougie. (2016). Research Methods For Business A Skill Building Approach by Uma Sekaran, Roger Bougie. *Reserach Methods*.
- Shehu, F. M., Ahmad, N. H. B., & Aldaros, A. H. Al. (2015). A Proposed Framework on the Relationship between Islamic Microfinance Related Factors and Women Entrepreneurs Business Performance in Nigeria. *Journal of Education and Vocational Research*, 21(1), 1–9. <https://www.golder.com/insights/block-caving-a-viable-alternative/>
- Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. *Journal of Business Research*, 85(November 2016), 175–184. <https://doi.org/10.1016/j.jbusres.2017.12.050>
- Singh, J. J., Iglesias, O., & Batista-Foguet, J. M. (2012). Does Having an Ethical Brand Matter? The Influence of Consumer Perceived Ethicality on Trust, Affect and Loyalty. *Journal of Business Ethics*, 111(4), 541–549. <https://doi.org/10.1007/s10551-012-1216-7>
- Spotts, H. E., Weinberger, M. G., Assaf, A. G., & Weinberger, M. F. (2022). The role of paid media, earned media, and sales promotions in driving marcom sales performance in consumer services. *Journal of Business Research*, 152(October 2021), 387–397. <https://doi.org/10.1016/j.jbusres.2022.07.047>
- Sprott, D., Czellar, S., & Spangenberg, E. (2009). The importance of a general measure of brand engagement on market behavior: Development and validation of a scale. *Journal of Marketing Research*, 46(1), 92–104. <https://doi.org/10.1509/jmkr.46.1.92>
- Stewart, O. G. (2016). *St . John ' s Scholar A Critical Review of the Literature of Social Media ' s Affordances in the Classroom*. 12, 481–501.
- Swanson, S. R., & Kelley, S. W. (2001). Service recovery attributions and word-of-mouth intentions. *European Journal of Marketing*, 35(1/2), 194–211.

<https://doi.org/10.1108/03090560110363463>

Vanhuele, M., & Drèze, X. (2002). Measuring the Price Knowledge. *Journal of Marketing*, 66(October), 72–85.

Vivek, S. D. (2014). *A Generalized , Multidimensional Scale for Measuring Customer Engagement*. December 2013.

Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A generalized multidimensional scale for measuring customer engagement. *Journal of Marketing Theory and Practice*, 22(4), 401–420. <https://doi.org/10.2753/MTP1069-6679220404>

Zehir, C., Şahin, A., Kitapçı, H., & Özcahin, M. (2011). The effects of brand communication and service quality in building brand loyalty through brand trust; the empirical research on global brands. *Procedia - Social and Behavioral Sciences*, 24, 1218–1231. <https://doi.org/10.1016/j.sbspro.2011.09.142>

Zhang, X., Prybutok, V. R., & Koh, C. E. (2006). The role of impulsiveness in a TAM-based online purchasing behavior model. *Information Resources Management Journal*, 19(2), 54–68. <https://doi.org/10.4018/irmj.2006040104>

