

DAFTAR PUSTAKA

- Abu-Rumman, H, and Anas Y Alhadid. 2014. "The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan." *Review of Integrative Business and Economics Research* 3(1): 316. www.sibresearch.org.
- Babac, R. 2011. "Impact of Social Media Use on Brand Equity of Magazine Brands, Unpublished Master's Thesis." Halmstad University, Sweden.
- Bashar, Abu, Irshad Ahmad, and Mohammad Wasiq. 2012. "Effectiveness of Social Media as a Marketing Tool: An Empirical Study." *International Journal of Marketing*.
- Chaffey, Dave, and Ellis Chadwik F. 2019. *Digital Marketing: Strategy, Implementation and Practice*. 7th Edition. Pearson.
- Chanaya, Nadia, and Wilma Laura Sahetapy. 2020. "Pengaruh Brand Experience Dan Electronic Word of Mouth (e-WOM) Terhadap Keputusan Pembelian Pada Jasa Wedding Organizer Perfect Moment." *Agora*. 8(1): 1–6.
- Chikandiwa, Sarah Tsitsi, Eleftherios Contogiannis, and Edgar Jembere. 2013. "The Adoption of Social Media Marketing in South African Banks." *European Business Review* 25(4): 365–81.
- Evans, Dave. 2010. *Social Media Marketing*. Indianapolis: Wiley Publishing, Inc.
- Fauziahdewi, Ridwani, and Taufik Zulfikar. 2021. "Pengaruh Pengembangan Produk Dan Media Sosial Terhadap Keputusan Pembelian (Survei Pada Pelanggan Wedding Planner Casturia Photography Bandung). Prosiding Seminar Sosial Politik, Bisnis, Akuntansi dan Teknik (SoBAT) ke-3 Bandung, 16 Oktober 2021" : 122–132.
- Firmansyah. 2018. *Perilaku Konsumen*. Yogyakarta: Deepublish.
- Fischer, E, and R Reuber. 2011. "Social Interaction via New Social Media: (How) Can Interactions on Twitter Affect Effectual Thinking and Behavior?" *Journal of Business Venturing* 26: 3–21.

- Goyette, Isabelle, Line Richard, Jasmin Bergeron, and Francois Maricotte. 2010. "E-Wom : Word of Mouth Measurement Scale for E-Service Context." *Journal of Administrative Sciences* 27: 5–23.
- Gunelius. 2011. *30 Minute Social Media Marketing*. United States: Mc Graw Hill Companies.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, and Dwayne D. Gremler. 2004. "Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?" *Journal of Interactive Marketing* 18(1): 38–52.
- Kanuk, Schiffman . 2004. *Perilaku Konsumen*. Edisi 7. Jakarta: Prentice Hall.
- Kelly, Louise, Gayle Kerr, and Judy Drennan. 2010. "Avoidance of Advertising in Social Networking Sites." *Journal of Interactive Advertising* 10(2): 16–27.
- Kim, A.J, and E. Ko. 2012. "Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. *Journal of Business Research*" 65: 1480–86.
- Kotler and Armstrong. 2001. *Prinsip-Prinsip Pemasaran*. Edisi 12. Jakarta: Erlangga.
- Kotler and Amstrong. 2016. *Principles of Marketing Sixteenth Edition*. Global Edi. England: Pearson Education Limited.
- Kotler dan Keller. 2012. *Manajemen Pemasaran*. Edisi 12. Jakarta: Erlangga.
- Kotler, Philip, and Gary Amstrong. 2008. *Prinsip-Prinsip Pemasaran*. Edisi 12. Jakarta: Erlangga.
- Kotler, Philip, and Gary Amstrong. 2012. *Manajemen Pemasaran*. Jakarta: PT Indeks Kelompok Gramedia.
- Kotler, Philip, and Kevin Lane Keller. 2009. *Manajemen Pemasaran*, Edisi 13 Jilid 1. Jakarta: Erlangga.
- Kotler, Philip, and Kevin Lane Keller. 2016. *Marketing Management*. Pearson Education Inc.

- Lee, S. 2017. "A Study on Different Recognition of Importance in Enterprises' Social Media Activities Based on Comparison between Consumers and Enterprise: Focusing on Commercial and Relational Characteristics of Activity Types." *South Korea: Masters Dissertation. Hankuk University of Foreign Studies.*
- Nanda Permatasari Tumelap Genda, Widya Sastika. 2019. "Analisis Pengaruh Harga Produk Dan Word of Mouth Terhadap Keputusan Pembelian Pada Jasa Omg Event Asia Kota Bandung Tahun 2019." *E-Proceeding of Applied Science* 5(2): 494.
- Nasrullah, Rulli. 2017. *Media Sosial: Perspektif Komunikatif, Budaya, Dan Sosioteknologi*. Bandung: Remaja Rosdakarya.
- Reza Jalilvand, Mohammad, and Neda Samiei. 2012. "The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention." *Marketing Intelligence & Planning* 30(4): 460–76. <https://doi.org/10.1108/02634501211231946>.
- Sano, K. 2015. "An Empirical Study the Effect of Social Media Marketing Activities upon Customer Satisfaction, Positive Word-of-Mouth and Commitment in Indemnity Insurance Service." *Proceedings International Marketing Trends Conference 2015 (2015) 13(3) 1576-1580*
- Sernovitz, Andy, Guy Kawasaki, and Seth Godin. 2006. *Word of Mouth Marketing: How Smart Companies Get People Talking, Revised Edition*. Chicago: Kaplan Publishing.
- Setiadi, Nugroho J. 2010. *Perilaku Konsumen*. Edisi Revisi. Jakarta: Kencana.
- Stanton, William J. 1996. *Prinsip Pemasaran*. Edisi 7. Jakarta: Erlangga.
- Sugiyono. 2019. *Metodelogi Penelitian Kuantitatif Dan Kualitatif Dan R&D*. Bandung: Alfabeta.
- Suharno, and Yudi Sutarso. 2010. *Marketing In Practice*. Yogyakarta: Graha Ilmu.
- Suharyanto, Suharyanto, and Nial Riyadi Rahman. 2022. "The Effect of Electronic Word of Mouth and Social Media Marketing on the Purchase Decision of Billionaire'S Project Products Through Product Quality." *International Journal of Economics, Business and Accounting Research (IJEBAR)* 6(1): 475.
- Sumardy, Marlin Silviana, and Melina Melone. 2011. *The Power of Word of Mouth Marketing*. Jakarta: PT Gramedia Pustaka Utama.

- Sumarwan, Ujang. 2004. *Perilaku Konsumen Teori Dan Penerapannya Dalam Pemasaran*. Edisi Pertama. Yogyakarta: Graha Ilmu.
- Suparyanto, and Rosad. 2015. *Manajemen Pemasaran*. Yogyakarta: In Media.
- Suryani, Tatik. 2013. *Perilaku Konsumen Di Era Internet*. Yogyakarta: Graha Ilmu.
- Taprial, V, and P Kanwar. 2012. *Understanding Social Media. United States: Ventus Publishing*.
- Tjiptono, Fandy. 2008. *Strategi Pemasaran*. Yogyakarta: Penerbit Andi.
- Wibowo, and Priansa. 2017. *Manajemen Komunikasi Dan Pemasaran*. Cetakan ke. Bandung: Alfabeta, cv.
- Zhang, Jason Q., Georgiana Craciun, and Dongwoo Shin. 2010. "When Does Electronic Word-of-Mouth Matter? A Study of Consumer Product Reviews,." *Journal of Business Research* Volume 63(12): 1336–41.