

DAFTAR PUSTAKA

- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190
- Arikunto, S. (2010). *Prosedur Penelitian Suatu pendekatan Praktek*. Jakarta: Rineka Cipta.
- As'ad, H. Abu-Rumman. 2014. The Impact of Social Media marketing on Brand Equity: An Empirical Stuqy on Mobile Service Providers in Jordan. *Journal Society of Interdisciplinary Business Research* Vol. 3 No. 1 ISSN: 2304-1013;2304-1269.
- Augusty, Ferdinand. 2008. *Metode Penelitian Manajemen Pedoman Penelitian Untuk Penulisan Skripsi Dan Disertai Ilmu Manajemen, Edisi 3*, AGF Books. Fakultas Ekonomika dan Bisnis Universitas Diponegoro, Semarang.
- Baker, D. & Fulford, M. D. (2016). Cruise Passengers Perceived Value and Willingness to Recommend. *Tourism & Management Studies*. 12(1), 74-85.
- 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).
- Bronner, F., & Hoog, R. de. (2010). Vacationers and E-WOM: Who Posts, and Why, Where, and What. *Journal of Travel Research*, 50(1), 15-26.
- Bruno, G., Aikaterini, Daniele, Joonas, Gaetano & Rafaele. (2016). Social media marketing efforts of luxury brands: influence on brand equity and consumer Behavior. *Journal of Business Research*, 9.
- Cleo & Sopiiah. (2021). The Influence of Social Media Marketing Activities on Purchase Intention Through Brand Awareness. *KnE Social Sciences*, 2021, 220–238.
- Clyne, G. (2019). *Social Media Marketing Mastery*. New York: Amazon Publishing.

- Dewa, C.B., & Safitri, L. A. (2021). Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner di Yogyakarta pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie). *Jurnal Pariwisata dan Budaya*. 12(1), 65-71.
- Dhurup, M., Mafini, C & Dumasi, T. (2014). “The impact of packaging, price, and brand awareness on brand loyalty: Evidence from the paint retailing industry” *Acta Commercii* 14 (1), Art.
- Drury, Glen. 2008. Social Media: “Should Marketers Engage and How Can it be Done Effectively”. *Journal of Direct Data and Digital Marketing Practice*. (9). 274-277.
- Duffett, R. G. (2017). Influence of social media marketing communications on young consumers’ attitudes. *Young Consumers*, 18(1), 19-39.
- Dumatri, A. C. A., & Indarwati, T. A. (2021). Pengaruh Viral Marketing dan Brand Awareness terhadap Niat Beli pada Burger King Indonesia. *Jurnal Ilmu Manajemen*, 9(2), 478.
- Eliasari, P. R. A., & Sukaatmadja, I. P. G. (2017). Pengaruh Brand Awareness Terhadap Purchase Intension. Universitas Udayana, 6(12), 6620–6644.
- Ellitan, L., Rosari, A. De, & Kristanti, M. M. (2022). Analisis pengaruh instagram terhadap purchase intention melalui brand awareness dan brand trust pada starbucks surabaya. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(10), 4740–4748.
- Evans, Dave & Jack McKee. 2010. *Social Media Marketing*. Indianapolis: Wiley Publishing, Inc.
- Fauzi, V. P., (2016). Pemanfaatan Instagram Sebagai Social Media Marketing Er-Corner Boutique dalam Membangun Brand Awareness di Kota Pekanbaru. *Jurnal Ilmu Komunikasi (FISIP)*. 3(1).
- Farzin, M., & Fattahi, M. (2018b). e-WOM through social networking sites and impact on purchase intention and brand image in Iran. Analisis Pengaruh Electronic Word of Mouth (e-WOM) Terhadap Minat Beli Konsumen Pada Produk Tas di Instagram RGFASHION STORE, 15(2), 161–183.

- Febriani, N. S., & Dewi, W. W. A. (2018). *Teori dan Praktis Riset Komunikasi Pemasaran Terpadu*. Malang: UB Press.
- Fenetta, Alexandra & Keni. (2019). Pengaruh Brand Awareness dan Perceived Quality Terhadap Purchase Intention: Brand Loyalty Sebagai Variabel Mediasi. 4(6), 270-275.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek (Planning Strategy)*. Jakarta: Qiara Media.
- Firona, W., & Iskandar, D. A. (2018). Pengaruh Direct Selling Dan Media Sosial Melalui Facebook Terhadap Minat Beli Konsumen Pada Rokok SinHerbal. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 3, 213–222.
- Ghozali, & Latan. (2015). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SMART PLS 3.0 Untuk Penelitian Empiris (2nd ed.)*. Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Joonas, R., Aiello, G., Donvito, R., and Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841.
- Goldsmith, R. E., & Horowitz, D. (2006). Measuring Motivations for Online Opinion Seeking. *Journal of Interactive Advertising*, 6(2).
- Goyette, Isabelle, Line Ricard, and Jasmin Bergeron. 2010. "E-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context." Canadian. *Journal of Administration Sciences*.
- Hakim, Luki L., & Keni. (2019). Pengaruh Brand Awareness, Brand Image, dan Customer Perceived Value Terhadap Purchase Intention. *Jurnal Manajemen Bisnis dan Kwirausahaan*. 4(3), 81-86.
- Handayani, Desy & dkk. 2010. *Brand Operation*. Jakarta: Esensi Erlangga Group.
- Hendri & Budiono, H. (2021). Pengaruh Brand Image, Brand Trust, E-WOM terhadap Purchase Intention pada Produk H&M pada Masa Pandemi COVID-19. *Jurnal Manajerial dan Kewirausahaan*, 3(2), 371-379.

- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (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.
- Jacobson, J., Gruzd, A., & Hernández García, Á. (2020). Social media marketing: Who is watching the watchers. *Journal of Retailing and Consumer Services*, 53.
- Jalilvand, M. R., & Samiei, N. (2012). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Automobile Industry in Iran. *Marketing Intelligence & Planning*, 30(4), 1-11.
- Jansen, Bernard.J and Mimi Zhang. 2009. Twitter power: tweets as electronic word-of-mouth. *Journal of The American Society for Information Science and Technology*, Vol 60. Page 2169-2188.
- Kemp, S. (2021). *Digital 2021: Indonesia*. Datareportal.Com.
- Kemp, S. (2021). *Digital 2021: Overview report*. Global Digital Reports, July, 1–299.
- Khan, Sarwar, A., & Tan, B. C. (2020). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*.
- Keller Fay Group. (2014). Word of mouth and Softdrink. [Online].
- Keller, Kevin Lane. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.
- Kotler, P, & Keller, K. (2009). *Manajemen Pemasaran Edisi 13 Jilid 1*. Jakarta Erlangga
- Krisyanti, A. W., & Rahanatha, G. B. (2019). Peran Word Of Mouth Dalam Memediasi Hubungan Brand Awareness Dengan Purchase Intention. *E-Jurnal Manajemen*, 8(9), 5783–5802.

- Kurniawan, A., & Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif*. In A. Kurniawan (Ed.), *Metode Penelitian Kuantitatif*. Pandiva Buku.
- Laksmi, A. A., & Oktafani, F. (2016). Pengaruh Electronic Word of Mouth (eWOM) Terhadap Minat Beli Followers Instagram Pada Warunk Upnormal. *Jurnal Computech & Bisnis*, 10(2), 78–88.
- Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, 258–266.
- Ma, L., Zhang, X., Ding, X., & Wang, G. (2021). How social ties influence customers' involvement and online purchase intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(3), 395–408.
- Malik, M. E., Ghafoor, M. M., & Iqbal, H. K. (2013). Impact of Brand Image and Advertisement on Consumer Buying Behavior. *World Applied Sciences Journal*, 23(1), 117–122.
- Maria, S., Pusriadi, T., Hakim, Y. P., & Darma, D. C. (2019). Jurnal Manajemen Indonesia The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy. *Jurnal Manajemen Indonesia*, 19(2), 107–122.
- Maoyan, Z. Sangyang. (2014). Consumer purchase intention research based on social media marketing. *International Journal of Business and Social Science*, 5(10), 92-97.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.
- Neti, S. (2011). Social Media and Its Role in Marketing. *International Journal of Enterprise Computing and Business Systems*. Vol. 1, Issue 2, ISSN (Online): 2230-8849.
- Noorlitaria, G., Pangestu, F. R., Fitriansyah, Surapati, U., & Mahsyar, S. (2020). How Does Brand Awareness Affect Purchase Intention in Mediation by

- Perceived Quality and Brand Loyalty. *Journal of Critical Reviews*, 7(2), 103–109.
- Nuseir, M. T. (2019). The impact of Electronic Word of Mouth (e-WOM) on the online Purchase Intention of consumers in the Islamic countries – a case of (UAE). *Journal of Islamic Marketing Emerald Publishing Limited*, 10(3), 759–767.
- Park, D.H. & Kim, S., 2008. “The Effects of Consumer Knowledge on Message Processing on Electronic Word-of-Mouth via Online Consumer Reviews. *Electronic Commerce Research and Applications*, 7, pp.399-410.
- Pertiwi, W. K. (2019, Februari 02). *Facebook Jadi Medsos Paling Digemari di Indonesia*. Kompas. Retrieved July 12, 2020.
- Priatni, S. B., Hutriana, T., & Hindarwati, E. N. (2020). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness sebagai Variable Intervening pada Martha Tilaar Salon Day Spa. *Jurnal Ekonomi, Manajemen dan Perbankan (Journal of Economics, Management and Banking)*, 5(3), 145.
- Purwianti, L. (2021). Pengaruh Religioistik, EWOM, Brand Image, dan Attitude terhadap Purchase Intention. *Jurnal Ecodemica*, 5(1), 40-50.
- Putra, I. D. P. G. W., & Aristana, M. D. W. (2020). Pengaruh Social Media Marketing Terhadap Brand Awareness dan Purchase Intention (Studi Kasus: SMK Kesehatan Sanjiwani Gianyar). *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 11, 1035.
- Ramadayanti, F. 2019. Peran Brand Awereness Terhadap Keputusan Pembelian Produk. *Jurnal Studi Manajemen dan Bisnis*, Vol. 6(2). 2019 hlm. 78-83
- Resky, G.T., & Hendrawan, D. (2016). Analais Pengaruh Electronic Word of Mouth (e-WOM) Terhadap Minat Beli Konsumen Pada Produk Tas di Instagram RGFASHION STORE. Analisis Pengaruh Electronic Word of Mouth (e-WOM) Terhadap Minat Beli Konsumen Pada Produk Tas di Instagram RGFASHION STORE, 11(3), 55.

- Schivinski, Bruno., Dabrowski, Dariusz. 2014. The Effect of Social Media Communication on Consumer Perceptions of Brands. *Journal of Marketing Communication*. (22) 2.
- Setiawan, Iwan dan Yosanova Savitry. (2016). “*New Content Marketing*” *Gaya Baru Pemasaran Era Digital*. Jakarta: PT. Gramedia Pustaka Utama.
- Sekaran, U & Bougie, R. (2017). *Metode Penelitian Bisnis*, Edisi 6, Jakarta: Penerbit Salemba Empat.
- Sharifpour, Y., Khan, M., Alizadeh, M., Akhgarzadeh, M., & Mahmodi, E. (2016). The Influence of Electronic Word-of-Mouth on Consumers’ Purchase Intentions and Brand Awareness in Iranian Telecommunication Industry. *International Journal of Supply Chain Management*, 5(3), 133–141.
- Shimp, T. A., Chitty, W., Barker, B., dan Valos, M. (2012). *Integrated marketing communication (3rd Asia Pacific ed.)*. South Melbourne: Vic. Cengage Learning.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66.
- Sukmadinata. (2011). *Metode Penelitian Pendidikan*. Bandung: Remaja
- Sumangla, R dan Panwar, A. (2014). *Capturing, Analyzing, and Word of Mouth in Digital Marketplace*. USA: IGI Global.
- Susanti, I. D., Astuti, R. D., Sariasih, F. A., & Putra, Jo. L. (2018). Jurnal Mitra Manajemen (JMM Online). *Jurnal Mitra Manajemen*, 2(4), 273–285.
- Sutariningsih, N. M. A., & Widagda, I. G. N. J. A. (2021). Peran Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Purchase Intention, 10(2), 145-164.
- Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). EWOM and Brand Awareness impact on consumer Purchase Intention: mediating role of Brand Image. *Pakistan Administrative Review*, 1(1), 84–102.

- Taufik, Y., dkk. (2022). Peran Social Media Marketing dan Brand Awareness Terhadap Purchase Intention Produk Es Teh Indonesia. *Jurnal Kewarganegaraan*. 6(2), 5234-5240.
- Widjaja, A. T. (2016). *Pengaruh Word of Mouth Dan Electronic Word of Mouth. Bisnis Dan Manajemen*, 53, 241–253.
- Wijaya, T. & Paramita, E. L. (2014). Pengaruh Electronic Word Mouth (e-WOM) terhadap Keputusan Pembelian Kamera DSLR, 12-19.
- Yet, S. (2011). *Star Marketing for Everyone's Business*. Jakarta: PT. Gramedia Pustaka Utama.
- Youn, S. W., Kim, S. K., Ahn, C. J., & Lee, M. G. (2015). The effect of audiovisual biofeedback exercise on standing balance and gait in chronic hemiplegia. *Physiotherapy*, 101, 751–752.
- Zulfaldi. (2019). Pengaruh Daya Tarik Iklan, Harga dan Electronic Word of Mouth (EWOM) Terhadap Minat Pengguna Jasa Transportasi Online Grab di Kota Padang. *Jurnal Kajian Manajemen dan Wirausaha*. Vol.1 No.1

Sumber Internet

- Arradian Danang. (2023). Terlalu Agresif Buka Cabang, Mixue Jadi Sasaran Meme Internet. Sindonews. <https://tekno.sindonews.com/read/985129/207/terlalu-agresif-buka-cabang-mixue-jadi-sasaran-meme-internet/1672632067?showpage=all> (diakses pada 8 Mei 2023).
- Databoks. (2023). Indonesia Sabet Posisi Kedua Sebagai Negara Pengguna TikTok Terbanyak di Dunia pada Awal 2023. Tersedia di <https://databoks.katadata.co.id/datapublish/2023/02/27/indonesia-sabet-posisi-kedua-sebagai-negara-pengguna-tiktok-terbanyak-di-dunia-pada-awal-2023> (diakses pada tanggal 28 Februari 2023).
- Databoks. (2023). Jumlah Gerai Bubble Tea (Boba) di Asia Tenggara Berdasarkan Perusahaan 2021. Tersedia di <https://databoks.katadata.co.id/datapublish/2022/08/20/mixue-memiliki-jejaring-boba-terbanyak-di-asia-tenggara> (diakses pada tanggal 8 Mei 2023).

- Mixue. (2023). Beranda dan Profil Mixue. Tersedia di <https://mixue.co/> (diakses pada tanggal 8 Mei 2023).
- Riani, A. (2019). Arti di Balik Kebiasaan Mengunggah Foto Makanan ke Media Sosial. Tersedia di [Arti di Balik Kebiasaan Mengunggah Foto Makanan ke Media Sosial - Lifestyle Liputan6.com](#) (diakses pada tanggal 21 Februari 2023).
- Simpson, J. (2019). Why Content Consistency is Key to Your Marketing Strategy. Tersedia di <https://www.forbes.com/sites/forbesagencycouncil/2019/02/11/whycontent-consistency-is-key-to-your-marketing-strategy/?sh=14631eab4ef5> (diakses pada tanggal 1 Juni 2023)