

DAFTAR PUSTAKA

- Ahamed K, S. N. (2024). A STUDY ON THE IMPACT OF SOCIAL MEDIA MARKETING CONTENT ON CUSTOMER ENGAGEMENT. *International Scientific Journal of Engineering and Management, 03*(05), 1–9. <https://doi.org/10.55041/ISJEM01687>
- Amalia, C. D. (2020). *PENGARUH CONTENT MARKETING DI INSTAGRAM STORIES @LCHEESEFACTORY TERHADAP MINAT BELI KONSUMEN.*
- Caleb T, C., & Rebecca A, H. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication, 23*(1), 46–65. <https://doi.org/10.1080/15456870.2015.972282>
- Chakravarti, *Dr. Shivom. (2024). THE ROLE OF CONTENT MARKETING IN BUILDING CUSTOMER ENGAGEMENT. *INTERANTIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT, 08*(05), 1–5. <https://doi.org/10.55041/IJSREM35321>
- Darmadi, P. (2021). Pengaruh Social Media Customer Engagement dalam Meningkatkan Kepuasan dan Loyalitas terhadap Perguruan Tinggi. *Widya Manajemen, 3*(2). <https://doi.org/10.32795/widyamanajemen.v3i2>
- Dharmayanti, D., & Theofilus, R. (2020). *ANALISA PENGARUH CONTENT MARKETING TERHADAP CUSTOMER ADVOCACY DENGAN BRAND TRUST DAN CUSTOMER ENGAGEMENT SEBAGAI VARIABEL INTERVENING PADA APLIKASI TIKTOK.*

- Fahimah, M., & Ningsih, L. A. (2022). Strategi Content Marketing dalam Membangun Customer Engagement. *Benchmark*, 3(1), 43–52.
<https://doi.org/10.46821/benchmark.v3i1.283>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
<https://doi.org/10.1108/EBR-11-2018-0203>
- Handayani, E. F., Ginting, P., & Lubis, A. N. (2024). *The Effect of Content Marketing on Customer Advocacy with Brand Trust and Customer Engagement as Intervening Variables in the TikTok Application in Medan City*. 3.
- Hasibuan, R. R. (2024). *Content Marketing, Customer Engagement On Marketing Performance Mediated By Digital Marketing In Batik Msмес In Banyumas Regency*. 03(03).
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th [edition]). Pearson Higher Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 “Moving from Traditional to Digital.”* John Wiley & Sons, Inc., Hoboken, New Jersey.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (Fifteenth edition, Global edition). Pearson.
- Lowenstein, M. W. (2011). *The Customer Advocate and the Customer Saboteur: Linking Social Word-of-Mouth, Brand Impression, and Stakeholder Behavior*. ASQ Quality Press.
<https://www.perlego.com/book/3792712/the-customer-advocate-and-the-saboteur-linking-social-word-of-mouth-brand-impression-and-stakeholder-behavior>

customer-saboteur-linking-social-wordofmouth-brand-impression-and-stakeholder-behavior-pdf

Milhinhos, P. R. (2015). The Impact of Content Attitudes Marketing On and Purchase Intentions of Online Shoppers: The Case of Videos & Tutorials and User-Generated Content. *Escola Brasileira de Administracao Publica e de Empresas*.
https://www.scribd.com/document/492508453/Research-Patricia?utm_source

Nasution, A. P. A., Dalimunthe, A. A., & Syafina, L. (2023). *Pengaruh Content Marketing Terhadap Customer Advocacy Dengan Variabel Brand Trust Dan Customer Engagement Sebagai Variabel Intervening Pada Aplikasi Tiktok Di Mahasiswa UINSU*.

Pasaribu, W. S., & Suyanto, A. (2022). The Effect of Content Marketing Instagram Sociolla on Customer Engagement, Customer Decision, Customer Satisfaction, and Customer Loyalty. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 2859–2867. <https://doi.org/10.46254/EU05.20220559>

Permenkes No. 1175/MENKES/PER/VIII/2010 Tahun 2010. Database Peraturan | JDIH BPK. Retrieved June 4, 2025, from <http://peraturan.bpk.go.id/Details/129878/permekes-no-1175menkesperviii2010-tahun-2010>

Rachmadhaniyati, R., & Sanaji, S. (2021). Pengaruh Social Media Marketing terhadap Customer Engagement dengan Loyalitas Merek dan Kepercayaan

- sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen*, 9(3), 1124–1137.
<https://doi.org/10.26740/jim.v9n3.p1124-1137>
- Rahmawati, E., & Sanaji. (2015). PENGARUH CUSTOMER ENGAGEMENT TERHADAP KEPUASAN PELANGGAN DAN KEPERCAYAAN MEREK SERTA DAMPAKNYA PADA LOYALITAS MEREK. *Jurnal Riset Ekonomi dan Manajemen*, 15(2), 246.
<https://doi.org/10.17970/jrem.15.150204.ID>
- Sanjaya, L. (2020). ANALISIS PENGARUH CONTENT MARKETING PADA CUSTOMER VALUE DAN CUSTOMER ENGAGEMENT SERTA DAMPAKNYA TERHADAP REPEAT PURCHASE PADA PEGIPEGI DI SURABAYA.
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50.
<https://doi.org/10.1108/00251741211203551>
- Sihombing, P. R., Arsani, A. M., Oktaviani, M., Nugraheni, R., Wijaya, L., & Muhammad, I. (2024). *Aplikasi Smartpls 4.0 untuk Statistisi Pemula*. Minhaj Pustaka.
- Sugiyono, D. (2023). METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D.
- Syah, R., Lina Auliana, & Rivani. (2024). PENGARUH CONTENT MARKETING TERHADAP CUSTOMER ENGAGEMENT PADA INSTAGRAM @DEARMEBEAUTY (PT GARLAND CANTIK INDONESIA).

JURNAL LENTERA BISNIS, 13(2), 1095–1105.

<https://doi.org/10.34127/jrlab.v13i2.1132>

Trisyanti, F. S., & Respati, H. (2024). The Influence of Content Marketing on Customer Engagement with Social Media Marketing Mediating Variables at the Idaman Hati Inpatient Clinic, Malang. *Journal of Economics, Finance And Management Studies*, 07(05).

<https://doi.org/10.47191/jefms/v7-i5-08>

Trisyanti, F. S., Triatmanto, B., University of Merdeka Malang, Indonesia, Respati, H., & University of Merdeka Malang, Indonesia. (2024). The Influence of Content Marketing on Customer Engagement with Social Media Marketing Mediating Variables at the Idaman Hati Inpatient Clinic, Malang. *Journal of Economics, Finance And Management Studies*, 07(05).

<https://doi.org/10.47191/jefms/v7-i5-08>

Uswatun Khasanah, Nurafni Rubiyanti, Arry Widodo, & Anita Silvianita. (2024). The Influence of Content Marketing on Customer Advocacy with Entertainment Intention as an Intervening Variable on Tiktok. *Formosa Journal of Multidisciplinary Research*, 3(5), 1657–1664.

<https://doi.org/10.55927/fjmr.v3i5.9232>

Walz, A. M., & Celuch, K. G. (2016). The Effect of Retailer Communication on Customer Advocacy: The Moderating Role of Trust. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 23, 95–110.