

## 5. REFERENCES

- Alamsyah, A., & Utami, A. (2018). Social network performance analysis and content engagement on Indonesia's E-commerce: Case studies Tokopedia and Bukalapak. *2018 6th International Conference on Information and Communication Technology, ICoICT 2018*, 464–469. <https://doi.org/10.1109/ICoICT.2018.8528729>
- Aldisa, R. T., Maulana, P., & Abdullah, M. A. (2022). Penerapan Big Data Analytic Terhadap Strategi Pemasaran Job Portal di Indonesia dengan Karakteristik Big Data 5V. *Jurnal Sistem Komputer Dan Informatika (JSON)*, 3(3), 267. <https://doi.org/10.30865/json.v3i3.3905>
- Alhajj, R., & Jon, R. (2018). *Encyclopedia of Social Network Analysis and Mining* (Second Edition). Springer.
- Alisya Putri Rabbani, Andry Alamsyah, & Sri Widiyanesti. (2020). ANALISA INTERAKSI USER DI MEDIA SOSIAL MENGENAI INDUSTRI FINTECH MENGGUNAKAN SOCIAL NETWORK ANALYSIS (STUDI KASUS: GOPAY, OVO DAN LINKAJA). *Jurnal Mitra Manajemen*, 4(3), 341–351. <https://doi.org/10.52160/ejmm.v4i3.352>
- Anjani, S., & Irwansyah, I. (2020). PERANAN INFLUENCER DALAM MENKOMUNIKASIKAN PESAN DI MEDIA SOSIAL INSTAGRAM [THE ROLE OF SOCIAL MEDIA INFLUENCERS IN COMMUNICATING MESSAGES USING INSTAGRAM]. *Polyglot: Jurnal Ilmiah*, 16(2), 203. <https://doi.org/10.19166/pji.v16i2.1929>
- Azmi, N. A., Fathani, A. T., Sadayi, D. P., Fitriani, I., & Adiyaksa, M. R. (2021). Social Media Network Analysis (SNA): Identifikasi Komunikasi dan Penyebaran Informasi Melalui Media Sosial Twitter. *JURNAL MEDIA INFORMATIKA BUDIDARMA*, 5(4), 1422. <https://doi.org/10.30865/mib.v5i4.3257>
- Bening, B., & Kurniawati, L. (2019). *The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta*. International Conference on Technology, Education and Science . <http://jurnal.ustjogja.ac.id/index.php/incotes/index>
- Bratawisnu, K., & Alamsyah, A. (2018). STUDI KASUS: LAZADA, TOKOPEDIA DAN ELEVENIA. In *ALMANA* (Vol. 2, Issue 2).
- Bratawisnu, M. K., & Alamsyah, A. (2019). SOCIAL NETWORK ANALYSIS UNTUK ANALISA INTERAKSI USER DI MEDIA SOSIAL MENGENAI BISNIS E-COMMERCE. *SOSIOHUMANITAS*, 21(1), 63–69. <https://doi.org/10.36555/sosiohumanitas.v21i1.1000>
- Chaffey, D., & Smith, P. (2017). *Digital Marketing Excellence*. Routledge. <https://doi.org/10.4324/9781315640341>
- Cheolitis, G. D. (2010). *Social Network Analysis*. National University of Singapore .
- Chu, C.-S., Kim, J., & Traylor, R. (2020). *Electronic Word of Mouth as a Promotional Technique* (S.-C. Chu, J. Kim, & C. R. Taylor, Eds.). Routledge. <https://doi.org/10.4324/9780429432897>
- Clifton, A., & Webster, G. D. (2017). An Introduction to Social Network Analysis for Personality and Social Psychologists. *Social Psychological and Personality Science*, 8(4), 442–453. <https://doi.org/10.1177/1948550617709114>
- Dang-Pham, D., Pittayachawan, S., & Bruno, V. (2017). Applications of social network analysis in behavioural information security research: Concepts and empirical analysis. *Computers & Security*, 68, 1–15. <https://doi.org/10.1016/j.cose.2017.03.010>

- Digpasari, D. A., Widyawati, R. S., & Alamsyah, A. (2018). Ekplorasi Pola Interaksi dan Penggerak Opini Dalam Jaringan Sosial Pada Percakapan Bom Surabaya 2018 di Media Sosial Twitter. *Journal of Information Engineering and Educational Technology*, 2(1), 19. <https://doi.org/10.26740/jieet.v2n1.p19-23>
- Freeman, C. (2017). *Research Methods in Social Network Analysis* (L. C. Freeman, Ed.). Routledge. <https://doi.org/10.4324/9781315128511>
- Gligor, D., & Bozkurt, S. (2021). The role of perceived social media agility in customer engagement. *Journal of Research in Interactive Marketing*, 15(1), 125–146. <https://doi.org/10.1108/JRIM-12-2019-0196>
- Gligor, D., Bozkurt, S., & Russo, I. (2019). Achieving customer engagement with social media: A qualitative comparative analysis approach. *Journal of Business Research*, 101, 59–69. <https://doi.org/10.1016/j.jbusres.2019.04.006>
- Gvili, Y., & Levy, S. (2018). Consumer engagement with eWOM on social media: the role of social capital. *Online Information Review*, 42(4), 482–505. <https://doi.org/10.1108/OIR-05-2017-0158>
- 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>
- Hasanudin. (2021). DAMPAK PANDEMI COVID-19 PADA PENJUALAN E-COMMERCE DI MEDIA SOSIAL (Vol. 20).
- Hollebeek, L., & Sprott, D. (2019). *Handbook of Research on Customer Engagement*. Edward Elgar Publishing. <https://doi.org/10.4337/9781788114899>
- Kadarudin. (2020). *Cerdas Bermedia Sosial Dari Kacamata Hukum Dr. Kadarudin*. Pilar Nusantara.
- Khairani, K., & Tricahyono, D. (2017). ANALISIS LOYALITAS KONSUMEN PENYEDIA JASA TELEKOMUNIKASI DI INDONESIA DENGAN MENGGUNAKAN SOCIAL NETWORK ANALYSIS (SNA) PADA PLATFORM TWITTER (STUDI KASUS: TELKOMSEL, INDOSAT, TRI, XL, DAN SMARTFREN) THE ANALYSIS OF CONSUMER LOYALTY OF SERVICE TELECOMMUNICATION PROVIDER IN INDONESIA USING SOCIAL NETWORK ANALYSIS (SNA) AT TWITTER PLATFORM (CASE STUDY: TELKOMSEL, INDOSAT, TRI, XL, AND SMARTFREN). 4, 2417.
- Kotler, P., & Amstrong, G. (2010). *Principle of Marketing*.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. PT. Indeks.
- Kusasi, F., & Iranita, I. (2019). Analisis Jaringan Sosial Bursa Jual Beli Facebook Di Kepulauan Riau. *Bahtera Inovasi*, 3(1), 67–81. <https://doi.org/10.31629/bi.v3i1.1647>
- M. Khairul Anam, Tri Putri Lestari, Latifah, Muhammad Bambang Firdaus, & Sofiansyah Fadli. (2021). Analisis Kesiapan Masyarakat Pada Penerapan Smart City di Sosial Media Menggunakan SNA. *Jurnal RESTI (Rekayasa Sistem Dan Teknologi Informasi)*, 5(1), 69–81. <https://doi.org/10.29207/resti.v5i1.2742>
- Marta, R. E., Abror, A., & Trinanda, O. (2019). PENGARUH CUSTOMER ENGAGEMENT TERHADAP LOYALITAS NASABAH DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (STUDI KASUS PADA BANK BRI UNIT BELIMBING PADANG). *Jurnal Ecogen*, 2(2), 156. <https://doi.org/10.24036/jmpe.v2i2.6676>

- Martini, E., & Maulana, A. I. (2019). Analisis Consumer Engagement pada Laman Facebook Operator Seluluer di Indonesia. In *Jurnal Manajemen dan Bisnis Sriwijaya (JMBS)* | (Vol. 17, Issue 3). <http://ejournal.unsri.ac.id/index.php/jmbs>
- Martini<sup>1</sup>, E., & Larasati<sup>2</sup>, P. (2019). Experiential Affordance and Customer Engagement on Hutchison Facebook Page. *International Journal of Science and Research*. <https://doi.org/10.21275/ART20194261>
- Mbaru, E. K., & Barnes, M. L. (2017). Key players in conservation diffusion: Using social network analysis to identify critical injection points. *Biological Conservation*, 210, 222–232. <https://doi.org/10.1016/j.biocon.2017.03.031>
- Nahya Nurnafia, A., Dwi, H., Hadi, K., & Alamsyah, A. (2019). Deteksi Pemeran Kunci pada Kelompok Jaringan yang Terbentuk Berdasarkan Pola Interaksi Produk Indihome di Media Sosial Twitter. In *Journal Information Engineering and Educational Technology* (Vol. 03).
- Nawi, N. C., al Mamun, A., Ramlee, S. I. F., Nasir, W. M. N. W. M., Radzi, M. S. N. M., & Rahman, A. A. A. (2023). *Determinants of Electronic Word of Mouth and the Mediating Effect of Brand Image Among Airline Customers in Malaysia* (pp. 603–617). [https://doi.org/10.1007/978-3-031-08093-7\\_40](https://doi.org/10.1007/978-3-031-08093-7_40)
- Nursani, Arifin, R., & Hufon, M. (2019). Analisis Pengaruh Kepercayaan, Keamanan, Harga, Kualitas Pelayanan dan Persepsi Akan Resiko Terhadap Keputusan Pembelian. *Elektornik Jurnal Riset Manajemen*, 8(9).
- Nyoko, A. E. L., & Samuel, A. D. D. (2021). PENGARUH ELECTRONIC WORD OF MOUTH (e-WOM) DI MEDIA SOSIAL FACEBOOK TERHADAP KEPUTUSAN PEMBELIAN. *Journal of Management: Small and Medium Enterprises (SMEs)*, 14(1), 63–76. <https://doi.org/10.35508/jom.v14i1.3857>
- Octavian, V., & Purnama Sari, W. (2021). *Pengaruh E-WoM terhadap Customer Engagement Osbond Gym Bekasi dalam Penerapan Protokol Kesehatan Covid-19*.
- Oktora, R., & Alamsyah, A. (2017). POLA INTERAKSI DAN AKTOR YANG PALING BERPERAN PADA EVENT JGTC 2013 MELALUI MEDIA SOSIAL TWITTER (STUDI MENGGUNAKAN METODE SOCIAL NETWORK ANALYSIS). *Jurnal Manajemen Indonesia*, 14(3), 201. <https://doi.org/10.25124/jmi.v14i3.370>
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Pratama, N. D., & Rubiyanti, N. (2019). *THE INFLUENCE OF BRAND IMAGE ON CUSTOMER SATISFACTION H&M IN BANDUNG*.
- Pujiah, I. A., & Fatmawati, I. (2018). PENGARUH PELAYANAN YANG GAGAL TERHADAP RESPON PERILAKU KONSUMEN. *Maret*, 11(1), 1–20. <https://doi.org/10.25105/jmpj.v10i1.2408>
- Raheem, N. (2019). *Big Data A Tutorial-Based Approach*. <https://doi.org/https://doi.org/10.1201/9780429060939>
- Riama, C. O. (2021). Peran Influencer dalam Proses Electronic Word of Mouth untuk Meningkatkan persepsi merek. *Jurnal Manajemen Komunikasi*, 5(2), 156–175.
- Ríos, S. A., Aguilera, F., Nuñez-Gonzalez, J. D., & Graña, M. (2019). Semantically enhanced network analysis for influencer identification in online social networks. *Neurocomputing*, 326–327, 71–81. <https://doi.org/10.1016/j.neucom.2017.01.123>

- Salwa Fouad Taher, & Dr. Mahmoud Abdulhamid Saleh. (2020). The Mediation effect of Value-Co-Creation on Customer Engagement and Positive E-WOM. *INTERNATIONAL JOURNAL OF MANAGEMENT & INFORMATION TECHNOLOGY*, 15, 54–62. <https://doi.org/10.24297/ijmit.v15i.8888>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (Seventh Edition). Wiley.
- Sihombing, D. Y., & Nataliani, Y. (2021). Analisis Interaksi Pengguna Twitter pada Strategi Pengadaan Barang Menggunakan Social Network Analysis. *SISTEMASI*, 10(2), 434. <https://doi.org/10.32520/stmsi.v10i2.1289>
- Suganthi, D., & Geetha, A. (2017). Twitter Sentiment Analysis on GST tweets using R tool. In *International Journal of Scientific Research in Computer Science, Engineering and Information Technology* © 2017 IJSRCSEIT (Vol. 5, Issue 2). [www.ijsrcseit.com](http://www.ijsrcseit.com)
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, CV.
- Sugiyono. (2018). *Metode penelitian kuantitatif kualitatif dan R&D*. Alfabeta.
- Widiyanesti, S., & Riyadi, I. M. (2020). Finding Hotel and Tourism Expert through Social Network Analysis. *The International Journal of Business & Management*, 8(2). <https://doi.org/10.24940/theijbm/2020/v8/i2/bm2002-051>
- Yulianton, H., Sutanto, F. A., & Hadiono, K. (2017). ANALISA ELECTRONIC WORD OF MOUTH (E-WOM) PADA MEDIA SOSIAL TWITTER. *Dinamik*, 22(1), 11–22. <https://doi.org/10.35315/dinamik.v22i1.7102>
- Zhang, A. (2017). *Data Analytics: Practical Guide to Leveraging the Power of Algorithms, Data Science, Data Mining, Statistics, Big Data, and Predictive Analysis to Improve Business, Work, and Life*. CreateSpace Independent Publishing Platform.
- Bailusy, M. N., Buamonabot, I., Fahri, J., & Arilaha, M. A. (2022). Online Shopping Indonesia: Customer Perception. *International Journal of Applied Business and International Management (IJABIM)*, 7(2), 82–104.
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770–790.
- Kowanda, D., Firdaus, M., Pasaribu, R. B. F., & Nawangsari, S. (2018). *Lesson from Tokopedia. Com: E-commerce success factor analysis: A case study from Indonesian unicorn*. 61–65.
- Surani, D., Mujiyanto, J., Hartono, R., & Sakhiya, Z. (2022). *ICT Literacy and Self-Directed Learning through E-Module*. 8, 339–342.
- Yusuf, S. (2022). How Does COVID-19 Impact the Supply Chain Management of the E-Commerce Industry in Indonesia? *International Journal of Business and Technology Management*, 4(3), 70–88.