

## DAFTAR PUSTAKA

- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Matanhire, E., Vingirayi, I., & Manyanga, W. (2021). The impact of digital marketing in financial organisations in Zimbabwe. *International Journal of Information, Business and Management*, 13(2), 2021.
- Parilti, N., & Ghafourzay, H. (2020). The Impact of Social Media Marketing on Customer Inspiration and Customer Purchase Intention: A Case Study on Kabul-Afghanistan Telecom Industry. *Journal of Business Research - Turk*, 12(3), 2721–2732. <https://doi.org/10.20491/isarder.2020.1003>
- Puspitasari, A., & Sabila, R. (2019). Social Media Strategy as A Digital Marketing Communication for Prambors Youth Fest Event. *American Journal of Humanities and Social Sciences Research*, 5(1), 609–617. <https://www.ajhssr.com/wp-content/uploads/2021/01/ZZR21501609617.pdf>
- Rudolph, T., & Pfrang, T. (2014). *Inspire to Delight: the Effects of Customer Inspiration on Consumers' Purchase Decisions Das Potenzial von Eigennutzen und sozialen Normen nutzen View project Definition of retail management Viewproject*. <https://www.researchgate.net/publication/281447328>
- Vidhya, M. R., & Kalaiselvi, K. (2021). A Study on the Influence of Social Media in Digital marketing on Purchase intention of To FMCG Products. *Turkish Journal of Computer and Mathematics Education*, 12(10), 7094–7100.
- Winarko, H. B., Sihabudin, A., & Dua, M. (2019). A study on information credibility in the social media marketing adoption: Evidence from Indonesia. *International Journal of Research Studies in Management*, 8(1). <https://doi.org/10.5861/ijrsm.2019.4000>
- Yongvongphaiboon, P., & Chantamas, M. (2021). Influence of digital marketing communication and performance effectiveness between b2b companies and clients in Thailand. *Utopía y Praxis Latinoamericana*, 26(2), 171–182.
- Danibrata, Aulia. 2011. Pengaruh Integrated Marketing Communication Terhadap Brand Equity Pada Sebuah Bank Pemerintah di Jakarta. *Jurnal Bisnis dan Akuntansi*. 13(1) : 21-38.