

## DAFTAR PUSTAKA

- Aaker, D. (2020). *Manajemen Ekuitas Merek*. Mitra Utama.
- Ahyar, H., Sukmana, D., & Andriani, H. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi, Ed.). CV. Pustaka Ilmu.
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. In *Telematics and Informatics* (Vol. 34, Issue 7, pp. 1177–1190). Elsevier Ltd. <https://doi.org/10.1016/j.tele.2017.05.008>
- Chaffey, D., & Chadwick F, E. (2019). *Digital Marketing Strategy, Implementation And Practice* (7th ed.). Pearson.
- Ghozali, I., & Latan, H. (2020). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan SmartPLS 3.0 Untuk Penelitian Empiris* (2nd ed., Vol. 2). Badan Penerbit Universitas Diponegoro.
- Google Review (2021). *Rate dan Review Le Bliss Bouquet Kota Cirebon pada Google Review Summary*. (<https://www.leblissbouquet.com/>, diakses 14 Desember 2021)
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, 22(5), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.

- Instagram (2021). Aktivitas Pemasaran Instagram Le Bliss Bouquet Cirebon. ([https://instagram.com/bliss\\_bouquet?igshid=YmMyMTA2M2Y=](https://instagram.com/bliss_bouquet?igshid=YmMyMTA2M2Y=), diakses 14 Desember 2021).
- Instagram (2021). Aktivitas E-WOM Konsumen Le Bliss Bouquet Cirebon pada Instagram. ([https://instagram.com/bliss\\_bouquet?igshid=YmMyMTA2M2Y=](https://instagram.com/bliss_bouquet?igshid=YmMyMTA2M2Y=), diakses 14 Desember 2021).
- Jafari Drabjerdi, J., Arabi, M., & Haghhighikhah, M. (2016). Identifying the Effective Factors on Brand Equity from Consumers Perspective Using Aaker Model: A Case of Tehran Dairy Products. *International Journal of Business and Management*, 11(4), 265. <https://doi.org/10.5539/ijbm.v11n4p265>
- 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 and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kemp, S. (2021, February 11). *DIGITAL 2021: INDONESIA*. Datareportal.Com.
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. <https://doi.org/10.1080/20932685.2010.10593068>
- Koivulehto, E. I. (2017). *Do social media marketing activities enhance customer equity? A case study of fast-fashion brand Zara*.
- Kotler, P., & Armstrong, G. (2019). *Prinsip-prinsip Pemasaran Edisi 12* (12th ed., Vol. 1). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (Vol. 15).
- Kotler, P., & Keller, L. (2012). *Manajemen Pemasaran Edisi 12* (12th ed.). Erlangga.
- Kotler, P., & Keller, P. (2009). *Manajemen Pemasaran: Vol. 13(1)* (13th ed.). Erlangga.
- Laksamana, P. (2018). International Review of Management and Marketing Impact of Social Media Marketing on Purchase Intention and Brand Loyalty:

- Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 8(1), 13–18. <http://www.econjournals.com>
- Latifa Isnaini, N. P., Fauziyyah, S., & Rizky Trisna Firman, dan H. (2017). *Prosiding Seminar Nasional dan Call For Paper Ekonomi dan Bisnis*. Jember. [www.tribunnews.com](http://www.tribunnews.com),
- le Bliss Bouquet. (2021a). Le Bliss Bouquet Company Profile. In *Le Bliss Bouquet*. Le Bliss Bouquet.
- le Bliss Bouquet. (2021b). Le Bliss Katalog 2021. In *Le Bliss Bouquet*. Le Bliss Bouquet.
- Malau, H. (2017). *Manajemen Pemasaran: Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global*. Alfabeta.
- Maoyan, Zhujunxuan, & Sangyang. (2014). Consumer Purchase Intention Research Based on Social Media Marketing. *International Journal of Business and Social Science*, 5(10), 92–97. [www.ijbssnet.com](http://www.ijbssnet.com)
- Nasrullah, R. (2017). *Media Sosial: Perspektif komunikasi, budaya, dan sosioteknologi* (4th ed.). Simbiosis Rekatama Media.
- Nisha Anupama Jayasuriya, B., Ferdous Azam, S. M., Khatibi, A., Atan, H., & Roche Dharmaratne, I. (2018). The Role of Social Media Marketing on Brand Equity-A Literature Review. *Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Online*, 18.
- Nugroho, E. H., & Sharif, O. O. (2018). Pengaruh Electronic Word of Mouth (E-WOM) Pada Brand Attitude dan Purchase Intention terhadap Kyou Hobby Shop (studi Pada Pelanggan di Kota Bandung). *Angewandte Chemie International Edition*, 8(6), 10–27.
- Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial*. Media Sahabat Cendekia.
- Nurhaqsanni, M. (2018). *Pengaruh Media Sosial Dan Citra Merek Terhadap Minat Beli Konsumen )Studi Pada PT.WBRN Global Indonesia (WELLBORN)*.
- Priansa, D. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis kontemporer*. Alfabeta.

- Registra Pasha, R. (2019). Analisis Pengaruh Social Media Marketing Activity Dan E-Wom Terhadap Brand Equity Di Situs Belanja Online Shopee Pada Masyarakat Di Kota Bandung Analysis The Effect Of Social Media Marketing Activity And E-Wom On Brand Equity At Online Marketplace Shopee Of Bandung Citizen. *E-Proceeding of Management*, 6(2), 3920–3929.
- Sendari, A. (2019, March 1). *Instagram Adalah Platform Berbagi Foto dan Video, Ini Deretan Fitur Canggihnya*. Liputan6.Com.
- Seo, E., & Park, J. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transportation Management*, 36–41.
- Setiadi, N. (2015). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Revisi*. Kencana.
- Sholihin, M., & Ratmono, D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis* (2nd ed.). Penerbit Andi.
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2019). *Statistika untuk Penelitian*. CV Alfabeta.
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307.
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty. *Benchmarking: An International Journal*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- Yusniawati, V., & Prasetyo, A. (2022). Pengaruh E-Wom Dan Brand Image Terhadap Online Purchase Intention Fashion Muslim Pada Milenial Surabaya. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 9(1), 131. <https://doi.org/10.20473/vol9iss20221pp131-139>