

DAFTAR PUSTAKA

- Alfaruq, A. N. (2021). "Pengaruh Instagram Ads (Advertising) Dalam Membangun Brand Awareness Clothing Line HEBE *The Effect of Instagram Ads (Advertising) in Creating the Brand Awareness of Clothing Line HEBE.*" *Jurnal Ilmiah Mahasiswa*, 9(2), 1–17.
- Amin, F., & Nurraharjo, E. (2019). "Optimasi Website Penjualan Buku Menggunakan Metode Search Engine Optimization (SEO) On Page dan SEO Off Page." *Prosiding SENDI_U*, halaman 1, 301–311.
- Anand, G., & Kodali, R. (2008). "Benchmarking the benchmarking models. *Benchmarking*," 15(3), 257–291.
- Andrian, A. L., & Rostiani, R. (2021). "How does gift with purchase influence your satisfaction in online buying?" *Jurnal Siasat Bisnis*, 25(2), 177–168.
- Apostolou, B., & Hassell, J. M. (1993). "An empirical examination of the sensitivity of the analytic hierarchy process to departures from recommended consistency ratios". *Mathematical and Computer Modelling*, 17(4–5), 163–170.
- Apostolopoulos, N., Liargovas, P., Apostolopoulos, N., & Liargovas, P. (2016). "Regional parameters and solar energy enterprises: Purposive sampling and group AHP approach." *International Journal of Energy Sector Management*, 10(1), 19–37.
- Arrigo, E., Liberati, C., & Mariani, P. (2021). "Social Media Data and Users' Preferences: A Statistical Analysis to Support Marketing Communication." *Big Data Research*, 24, 100189.
- Ashfiya, M. Z. & Rahmawaty, S.E., M. S. (2018). "Perbandingan Tingkat Engagement Antara Post Foto Dan Video Instagram." 4, 182–194.
- Barkah, M., Agustriana, K., Sharif, S. A., Ekomadyo, A. S., & Susanto, V. (2021). "Komparasi Pengaruh Hubungan Keterikatan Tempat dan Citra Tempat Ketiga terhadap Desain Kafe." *Jurnal Arsitektur ZONASI*, 4(1), 8–20.
- Belanche, D., Cenjor, I., & Pérez-Rueda, A. (2019). "Instagram Stories versus Facebook Wall: an advertising effectiveness analysis." *Spanish Journal of Marketing - ESIC*, 23(1), 69–94.
- Belch, G.E. & Belch, M. A. (2018). *Advertising and Promotion An Integrated Marketing Communications Perspective*. McGraw-Hill.
- Billah, A. M. (2021). "Strategi Pemasaran Melalui Media Sosial dan Pameran Online untuk Meningkatkan Penjualan Ekspor Perspektif Etika Bisnis Islam (Studi Kasus Pada CV. Palembang Craftd Jogja)." *Nuevos Sistemas de Comunicación e Información*, 2013–2015.

- Binus University. (2021). Kelebihan dan Kekurangan Bisnis Online vs Bisnis Offline – *Pengabdian Masyarakat - Bina Nusantara University*. <https://comdev.binus.ac.id/kelebihan-dan-kekurangan-bisnis-online-vs-bisnis-offline/>. (Diakses 13 Juni 2022)
- Bisp, S., Sorensen, E., & Grunert, K. G. (1998). "Using the key success factor concept in competitor intelligence and benchmarking." *Competitive Intelligence Review*, 9(3), 55–67.
- Brake, D. R. (2018). "The social implications of teens leaving Facebook." <https://theconversation.com/banyak-remaja-mulai-meninggalkan-facebook-ini-dampak-sosialnya-105035>. (Diakses 23 Mei 2022)
- Budiningrum, E. W., Subandi, Priyanti, L., & Najib, K. (2021). "PENGARUH WHATSAPP BROADCAST TERHADAP PENINGKATAN PENJUALAN PRODUK UMKM DI SLEMAN MART." 14(1), 42–49.
- BukaForum. (2014). *Lima Kesalahan Fatal Dalam Menetapkan Free Ongkos Kirim - Komunitas Bukalapak*. https://komunitas.bukalapak.com/s/1kmpib/lima_kesalahan_fatal_dalam_menetapkan_free_ongkos_kirim. (Diakses 23 Juni 2022)
- Bhatti, I. M., & Awan, H. M. (2014). "The key performance indicators (KPIs) and their impact on overall organizational performance." *Quality and Quantity*, 48(6), 3127–3143.
- Çevik, H., & Şimşek, K. Y. (2020). "The effect of event experience quality on the satisfaction and behavioral intentions of motocross World Championship spectators." *International Journal of Sports Marketing and Sponsorship*, 21(2), 389–408.
- Coccia, M. (2017). "The Fishbone diagram to identify, systematize and analyze the sources of general purpose technologies." *Journal of Social and Administrative Sciences*, 4(4)(December 2017), 291–303.
- Darko, A., Chan, A. P. C., Ameyaw, E. E., Owusu, E. K., Pärn, E., & Edwards, D. J. (2019). "Review of application of analytic hierarchy process (AHP) in construction." *International Journal of Construction Management*, 19(5), 436–452.
- Databoks. (2021). *Ada 91 Juta Pengguna Instagram di Indonesia, Mayoritas Usia Berapa?* <https://databoks.katadata.co.id/datapublish/2021/11/15/ada-91-juta-pengguna-instagram-di-indonesia-mayoritas-usia-berapa>. (Diakses 28 Maret 2022)
- DataIndonesia.id. (2022). *Berapa Konsumsi Kopi Indonesia pada 2020/2021?* DataIndonesia.Id. <https://dataindonesia.id/sektor-riil/detail/berapa-konsumsi-kopi-indonesia-pada-20202021>. (Diakses 23 Maret 2022)

- DetikInet. (2020). *WhatsApp Down Dikeluhkan Netizen*. <https://inet.detik.com/cyberlife/d-5101638/whatsapp-down-dikeluhkan-netizen>. (Diakses 18 Juni 2022)
- Diniaty, ST, M. E. D., Simanjuntak, R. A., & Nur, M. (2019). "Usulan Strategi Pemasaran Menggunakan Metode Anp Dan Topsis Di Ukm Seprei Aneka Collection." *Frontier In Industrial Engineering*, 33–39.
- Doloi, H. (2008). "*Application of AHP in improving construction productivity from a management perspective*."
- E. Clow, K.E & Baack, D. (2018). *Integrated Advertising, Promotion, and Marketing Communications -8/E*.
- FADILLAH, M. R. (2021). "Perancangan Perbaikan Komunikasi Pemasaran Kopirek Menggunakan Metode *Benchmarking* Dan *Tool Analytical Hierarchy Process*."
- Gnanavelbabu, A., & Arunagiri, P. (2018). "*Ranking of MUDA using AHP and Fuzzy AHP algorithm*." *Materials Today: Proceedings*, 5(5), 13406–13412.
- Humairoh, P., & Nurcahyo, G. W. (2021). "Sistem Pendukung Keputusan dalam Identifikasi Motif Songket Silungkang Menggunakan Metode AHP." *Jurnal Sistim Informasi Dan Teknologi*, 3, 7–12.
- iPrice. (2022). *[Laporan] Perusahaan E-Commerce Mana yang Paling Berpengaruh di Asia Tenggara pada Q1 2022?* <https://iprice.co.id/trend/insights/laporan-perusahaan-e-commerce-mana-yang-paling-berpengaruh-di-asia-tenggara-pada-q1-2022/>.(Diakses 03 April 2022).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15e ed.). Pearson Education.
- Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). "Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context." *Journal of Social Marketing*, 10(3), 357–375.
- Liliana, L. (2016). "A new model of Ishikawa diagram for quality assessment." *IOP Conference Series: Materials Science and Engineering*, 161(1).
- Linarwati, M., Fathoni, A., Minarsih, M. M., Jurusan, M., Fakultas, M., Dan, E., Universitas, B., Semarang, P., Dosen,), & Manajemen, J. (2016). "Studi Deskriptif Pelatihan Dan Pengembangan Sumberdaya Manusia Serta Penggunaan Metode Behavioral Event Interview Dalam Merekrut Karyawan Baru Di Bank Mega Cabang Kudus." *Journal of Management*, 2(2), 1–8.
- Lubis, A. R. (2021). Skripsi analisis pengaruh penggunaan *e-commerce* terhadap peningkatan penerimaan usaha mikro di kota Medan. *Skripsi Universitas Sumatera Utara Medan*.

- M. Zaenal Ashfiya, & Penny Rahmawaty, S.E., M. S. (2018). "Perbandingan Tingkat *Engagement* Antara Post Foto Dan Video Instagram."4, 182–194.
- Ma, S. (2017). "Fast or free shipping options in online & Omni-channel retail? The mediating role of uncertainty on satisfaction & purchase intentions." *International Journal of Logistics Management*, 28(4), 1099–1122.
- Morton, I. (2018). *How False Performance of Identity on Instagram Influence Social Comparisons – Debating Communities and Networks IX*. <https://networkconference.netstudies.org/2018Bentley/2018/05/07/how-false-performance-of-identity-on-instagram-influence-social-comparisons/>. (Diakses 15 Juni 2022).
- Mutmainah, I., Suharjo, B., Kirbrandoko, K., & Nurmalina, R. (2020)." Orientasi Pasar Dan Peran Audit Pemasaran Dalam Membangun Kinerja Dan Daya Saing Perguruan Tinggi Swasta." *Mix: Jurnal Ilmiah Manajemen*, 10(3), 298.
- Neyestani, B. (2017). "Seven Basic Tools of Quality Control: The Appropriate Techniques for Solving Quality Problems in the Organizations." *SSRN Electronic Journal*, March.
- Nurdiana, R. (2020). *Model konsinyasi dan kreativitas dalam pemasaran terhadap tingkat pendapatan home industri*. 1(1), 1–18.
- Permadi, Agni Hikmah; Rifisani, A. dkk. (2020). *Bisnis UMKM di Tengah Pandemi: Kajian Komunikasi Pemasaran* (pp. 1–340).
- Pradipta, D., Hidayat, K., & Sunarti, S. (2016). "Pengaruh Brand Equity Terhadap Keputusan Pembelian (Survei Pada Konsumen Pembeli Dan Pengguna Kartu Perdana SimPATI Telkomsel Di Lingkungan Mahasiswa Jurusan Administrasi Bisnis Angkatan 2012 & 2013 Fakultas Ilmu Administrasi Universitas Brawijaya Malang)." *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 34(1), 138–147.
- Purbohastuti, A. W. (2017). "Efektivitas Media Sosial Sebagai Media Promosi." *Ekonomika*, 12(2), 212–231.
- Putra, N. I., Pangestuti, E., & Devita, L. D. R. (2018). "Pengaruh Diskon dan Pemberian Hadiah Terhadap Pembelian Impulsif Pada Fashion Retail." *Jurnal Administrasi Bisnis*, 61(4), 1–9.
- Putri, A. F., Hartati, T., & Purwinarti, T. (2018). "Analisis Konten Kreatif Pada *Fanpage* Facebook Cadbury Dairy Milk Tahun 2016." *Epigram*, 14(2), 131–142.
- Rachmi, A., & Poernamawati, D. E. (2020). "The effect of competitive intelligence on competitive strategy and performance: study on cafes and restaurants in Malang, Indonesia." *Diponegoro International Journal of Business*, 3(1), 55–60.

- Rahmadanti, A. R., Aditasari, K., Wibawa, B. M., & Persada, S. F. (2021). "Efektivitas Strategi Iklan dengan Menggunakan Instagram Ads untuk Meningkatkan Penjualan dan Branding Produk: Studi Kasus Privet.id." *Jurnal Sains Dan Seni Its*, 10(1), F112–F116.
- Ramadan, A. (2021). "Efektivitas Instagram Sebagai Media Promosi Produk "Rendang Uninam." *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat [JSKPM]*, 5(1), 64–84.
- Rangkuti, A. H. (2011). *Teknik Pengambilan Keputusan Multi Kriteria Menggunakan Metode Bayes, Mpe, Cpi Dan Ahp*. 2(9), 1–8.
- Roberts. (2019). *Link Building - Explained*.
- Ryhänen, H. (2019). *Analysing Instagram Posts and Consumer Engagement*.
- Saaty, T. L. (2008). "Decision making with the Analytic Hierarchy Process." *Scientia Iranica*, 1(1).
- Saaty, Thomas L, & Vargas, L. G. (2006). "Decision Making With the Analytic Process Network Process." In *Manufacturing Systems* (Vol. 95).
- Sugiyono, P. D. (2013). METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D. CV ALFABETA.
- Sekaran, U. (2006). *Metodologi Penelitian untuk Bisnis* (4th ed.). Salemba Empat.
- Selçuk Perçin. (2008). "Using the ANP approach in selecting and benchmarking ERP systems." *Benchmarking*, 15(5), 630–649.
- Setiawan, A., Harahap, Z., Syamsuar, D., & Kunang, Y. N. (2020). "The Optimization of Website Visibility and Traffic by Implementing Search Engine Optimization (SEO) in Palembang Polytechnic of Tourism." *CommIT (Communication and Information Technology) Journal*, 14(1), 31.
- Setyaning, A. N. A., & Nugroho, S. S. (2020). "The influence of website characteristics on customer satisfaction and E-WOM in Indonesia." *Jurnal Siasat Bisnis*, 24(2), 148–167.
- Shehu, E., Papias, D., & Neslin, S. A. (2020). "Free Shipping Promotions and Product Returns." In *Journal of Marketing Research* (Vol. 57, Issue 4).
- Shujahat, M., Hussain, S., Javed, S., Malik, M. I., Thurasamy, R., & Ali, J. (2017). "Strategic management model with lens of knowledge management and competitive intelligence: A review approach." *VINE Journal of Information and Knowledge Management Systems*, 47(1), 55–93.
- SIMPONIE DPMPSTP Kota Tangerang Selatan. (2021). *List KBLI*. https://simponie.tangerangselatankota.go.id/perijinan/info_kbli/view/9. (Diakses 13 Maret 2022)

- Sjöberg, A. (2017). Influencing Brand Awareness Through Social Media. In *Master's thesis: Arcada*.
- Suryawati, B. N.; Kusmayadi, I., Wardani, L., Sarmo, S. ;, & Putra, I. N. N. A. (2020). "Audit Pemasaran Dan Pengembangan Usaha Mikro, Kecil dan Menengah Di Dusun Koloh Berora Kabupaten Lombok Utara." *Jurnal Gema Ngabdi*, 2(2), 116–123.
- Taha, H. (2017). *Operation Research An Introduction* (10th ed.). Pearson Education Limited.
- TEMPO.CO. (2019). *Alasan Orang Indonesia Masih Suka Belanja Langsung - Cantik Tempo.co*. <https://cantik.tempo.co/read/1223836/alasan-orang-indonesia-masih-suka-belanja-langsung>. (Diakses 18 Juni 2022)
- Vutete, C. (2015). "Modelling Share of Mind and Share of Heart as Contemporary Measures of Competitive Success in the Fast Foods Market." *IOSR Journal of Business and Management* Ver. I, 17(10), 2319–7668.
- Wahyudi, S. (2017). *Pengaruh Price Discount Terhadap Impulse Buying*. 3(2), 6–18.
- Wulandari, S., Arfidh, M., & Utama, A. C. (2020). "Selecting Benchmarking Partners Using Analytical Hierarchy Process Approach." *International Journal of Innovation in Enterprise System*, 4(02), 23–33.
- Zahara, & Jannah, R. (2020). "Pengaruh promosi dan persaingan terhadap volume penjualan pada pedagang keripik pisang di Kabupaten Bireuen." *Jurnal Sains Ekonomi dan Sains*. VIII (02).