

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalising on the Value of a Brand Name*. The Free Press.
- Abdillah, W., & Hartono. (2015). *Partial Least Square (PLS)*. Penerbit Andi.
- Abd-Rahim, A. (2019). Online Fandom: Social Identity and Social Hierarchy of Hallyu Fans. *Journal for Undergraduate Ethnography*, 9(1), 65–81.
<https://doi.org/10.15273/jue.v9i1.8885>
- Alhadid, A. Y., & Alhadeed, A. Y. (2017). The Impact of Social Media Marketing on Purchase Intention. *International Business Management*.
- Álvarez, V. I. M., & López, B. D. (2010). Regulación del comportamiento durante la construcción conjunta de conocimientos en tareas cooperativas en entornos de aprendizaje virtuales asincrónicos y escritos. *Cultura y Educación*, 22(4), 419–438.
<https://doi.org/10.1174/113564010793351830>
- Ariadi, S., & Saino. (2014). PENGARUH MEDIA SOSIAL TWITTER TERHADAP LOYALITAS MEREK INDOSAT IM3. *Jurnal Ilmu Manajemen*, 2.
- Bennett, R., & Rundle-Thiele, S. (2002). A comparison of attitudinal loyalty measurement approaches. *Journal of Brand Management*, 9(3), 193–209.
<https://doi.org/10.1057/palgrave.bm.2540069>
- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt. *The Business and Management Review*, 7.
- F. Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121.
<https://doi.org/10.1108/EBR-10-2013-0128>
- Fanny, P. M., & Djamhoer, T. D. (2023). Hubungan Antara Celebrity Worship Dengan Body Image Pada Penggemar Kpop Usia Dewasa Awal. *DELUSION: Exploring Psychology*, 1(1), 21–26.
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Qiara Media.
- Fitriah, M. (2018). *Komunikasi Pemasaran Melalui Desain Visual*. Deepublish.
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39. <https://doi.org/10.2307/3151312>
- Gogoi, B. J. (2013). Study of Antecedents of Purchase Intention and Its Effect on Brand Loyalty of Private Label Brand of Appeal. *International Journal of Sales & Marketing Management Research and Development*, 3, 73–86.
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer Behavior : Building Marketing Strategy*. McGraw - Hill.
- Indrawati. (2017). *Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi*. PT. Refika Aditama.

- Iskandar, P. Z., & Zuliestiana, D. A. (2021). PENGARUH PERILAKU KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN ALBUM MUSIK DAN MERCHANDISE KPOP (Studi Pada Penggemar Musik Kpop). *E-Proceeding of Management*, 8(3).
- Jafarova, K., & Tolon, M. (n.d.). The Effect of Content Marketing in Social Media on Brand Loyalty and Purchase Intention. *Journal of Business Management and Economic Research*, 2022(4), 160–184. <https://doi.org/10.29226/TR1001.2022.318>
- Kartikasari, H., & Sudrajat, A. (2022). MAKNA PEMBELIAN ALBUM FISIK BAGI PENGGEMAR BUDAYA POP KOREA. *Jurnal Analisa Sosiologi*, 11(3). <https://doi.org/10.20961/jas.v11i3.59242>
- Keller, K. L. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (Third Edition). Pearson Prentice Hall.
- Kennedy, John. E., & Soemanagara, R. D. (2006). *Marketing Communication – Taktik dan Strategi*. PT Buana Ilmu Populer (kelompok Gramedia).
- 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>
- Kotler, & Keller. (2012). *Marketing Management* (14th Edition). Pearson Education.
- Kotler, P., & Keller. (2016). *Marketing Management* (15th Edition). Pearson Prentice Hall, Inc.
- Kurnia, Dwi, R. A., Masitoh, M. R., & Huddin, M. N. (2020). Pengaruh Electronic Word Of Mouth Dan Inovasi Produk Terhadap Minat Beli Konsumen (Survey Pada Followers Instagram Mcdonald’s Indonesia). *Jurnal Ekonomi Vokasi*, 4, 23–37.
- Kusumo, S., Rahayu, A., Wibowo, L. A., & Hendrayati, H. (2021). *The Effect of Social Media Marketing on Purchase Intention (Evidence from Indonesia)*. <https://doi.org/10.2991/aebmr.k.210831.077>
- 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>
- Laroche, M., Habibi, M. R., & Richard, M.-O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76–82. <https://doi.org/10.1016/j.ijinfomgt.2012.07.003>
- Leviana, T. (2019). PENGARUH SOCIAL MEDIA MARKETING TERHADAP WILLINGNESS TO PAY PREMIUM PRICE MELALUI BRAND EQUITY PADA KONSUMEN ESTEE LAUDER. *Agora*, 7(1). <https://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/8157>
- Muñoz-Expósito, M., Oviedo-García, M. Á., & Castellanos-Verdugo, M. (2017). How to measure engagement in Twitter: advancing a metric. *Internet Research*, 27(5), 1122–1148. <https://doi.org/10.1108/IntR-06-2016-0170>
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2022). *KONSEP DASAR STRUCTURAL EQUATION MODEL- PARTIAL LEAST SQUARE (SEM-PLS) MENGGUNAKAN SMARTPLS*. Pascal Books.

- Nazila, A. T., Henryanto, A. G., & Kenang, I. H. (2022). PENGARUH SOCIAL MEDIA MARKETING ON INSTAGRAM TERHADAP BRAND AWARENESS DAN PURCHASE INTENTION PRODUK MANGKOK NUSANTRA. *PERFORMA : Jurnal Manajemen Dan Start-Up Bisnis*, 7.
- Neti, S. (2011). Social Media and It's Role in Marketing. *International Journal of Enterprise Computing and Business Systems*, 1(2).
- Prasetio, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, Moh. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Schiffman & Kanuk. (2004). *Perilaku Konsumen* (7th ed.). Prentice Hall.
- Sugiyono. (2010). *Metode Penelitian Bisnis*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Cetakan ke-25). Penerbit CV. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung. CV. Alfabeta.
- Suwanto, S. (2019). *Analisis Pengaruh Social Media Marketing, Brand Image, Purchase Intention Terhadap Brand Loyalty pada Pembelian Kosmetik di Kota Batam*.
- Tanjung, I. P., & Aritonang, N. N. (2023). Hubungan Gaya Hidup Hedonis dengan Perilaku Konsumtif pada Mahasiswa Penggemar K-Pop di Kota Medan. *Innovative: Journal Of Social Science Research*, 3.
- Verriana, R. I., & Anshori, M. Y. (2017). PENGARUH KUALITAS LAYANAN (SERVICE QUALITY) TERHADAP LOYALITAS MELALUI KEPUASAN PADA MAHASISWA UNIVERSITAS NU SURABAYA. *Accounting and Management Journal*, 1(1). <https://doi.org/10.33086/amj.v1i1.73>
- Wu, C. S. (2015). A Study On Consumers' Attitude Towards Brand Image, Athletes' Endorsment, and Purchase Intention. *International Journal Of Organizational Innovation*, 8(2), 233–253.
- Zain, L. (2023, May 4). Apa Itu Weverse? Platform Populer di Kalangan Fans KPop Artikel ini telah tayang di Idntimes.com dengan judul “Apa Itu Weverse? Platform Populer di Kalangan Fans KPop”. Klik untuk baca: <https://www.idntimes.com/tech/trend/laili-zain-damaika-1/weverse-adalah>. *IDN Times*.
- Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of Marketing*, 133–148.