

DAFTAR PUSTAKA

- Albrecht, M. G., Green, M., & Hoffman, L. (2023). Principles Of Marketing. In *Paper Knowledge . Toward a Media History of Documents*.
- Altobelli, C. F., Sander, M., & Berndt, R. (2023). International Marketing Management. In *International Marketing Management*. <https://doi.org/10.1007/978-3-662-66800-9>
- Ariyanti, M., & Rifaldi, R. (2019). Monitoring Social Media with Social Network Analysis Method and Text Network Analysis as Business Intelligence. *TEST : Engineering and Management*, 81(2), 2780–2786.
- Aumayr, K. J. (2023). Successful Product Management: Tool Box for Professional Product Management and Product Marketing. In *Successful Product Management: Tool Box for Professional Product Management and Product Marketing*. <https://doi.org/10.1007/978-3-658-38276-6>
- Bhattacharyya, J. (2023). Dealing with Socially Responsible Consumers: Studies in Marketing. In *Dealing with Socially Responsible Consumers: Studies in Marketing*. <https://doi.org/10.1007/978-981-19-4457-4>
- Erwin, E. dkk. (2023). Digital Marketing : Penerapan Digital Marketing pada Era Society 5.0 - Google Books. In *PT Sonpedia Publishing Indonesia*.
- Gabriella, G., & Sonny, S. (2021). THE IMPACT OF BRAND EQUITY TO PURCHASE INTENTION (CASE STUDY FROM IPHONE USERS IN MAKASSAR). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1). <https://doi.org/10.24912/jmieb.v5i1.8696>
- Ghozali, I. (2021). Partial Least Squares, Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.2.9 untuk peneliti. In *Universitas Diponegoro* (Vol. 3).
- Hörner, T. (2023). Advertising Impact and Controlling in Content Marketing: Recognize Impact Mechanisms, Optimize Controlling and Adapt Strategy. In *Advertising Impact and Controlling in Content Marketing: Recognize Impact Mechanisms, Optimize Controlling and Adapt Strategy*. <https://doi.org/10.1007/978-3-658-40551-9>
- Islam, M. A., Kaium, M. A., Zahan, I., & Rahman, M. S. (2024). Does user-generated content trigger university graduates' online purchase intention? Mediating role of brand image. *Asian Management and Business Review*. <https://doi.org/10.20885/ambr.vol4.iss1.art7>
- Jatmiko, Anggarani, A., & Sudarwan. (2020). Buku Ajar Manajemen Pemasaran. In *Universitas Esa Unggul*.
- Johne, J. (2023). Effectiveness of Influencer Marketing. In *Effectiveness of Influencer Marketing*. <https://doi.org/10.1007/978-3-658-41297-5>
- Junaedi, I. W. R., Pribadi, F. S., Latif, A. S., Juliawati, P., Sumartana, I. M., Nurdiana,

- Abdurohim, Andriani, A. D., Sukmawati, H., Maharani, E., Fiyul, A. Y., Ariyanto, A., Trinanda, O., & Santoso, R. (2022). Manajemen Pemasaran. In *CV. Euriika Media Aksara*.
- Khair, T., & Ma'ruf, M. (2020). Pengaruh strategi komunikasi media sosial instagram terhadap brand equity, brand attitude, dan purchase intention. *Jurnal Manajemen Komunikasi*, 4(2). <https://doi.org/10.24198/jmk.v4i2.25948>
- Kotler, P., Roy, S., Chakrabarti, S., Saha, D., & Mazumder, R. (2023). Perspectives in Marketing, Innovation and Strategy. In *Perspectives in Marketing, Innovation and Strategy*. <https://doi.org/10.4324/9781003434467>
- Kusuma Putra, A. H. P., Nurani, N., Ilyas, G. B., Samiha, Y. T., & Lestari, S. D. (2021). Configure the Symmetrical and Asymmetrical Paths of Brand Equity and Relationship of Firm Created Content and User Generated Content as Antecedent. *JURNAL MANAJEMEN BISNIS*, 8(1). <https://doi.org/10.33096/jmb.v1i1.704>
- Lahtinen, N., Pulkka, K., Karjaluoto, H., & Mero, J. (2023). Digital marketing strategy. In *Digital Marketing Strategy*. <https://doi.org/10.4337/9781035311316>
- Liaw, G.-F., Kao, H., & Yu, W.-C. (2022). The Influence of User-Generated Content (UGC) on Consumer Purchase Intention. *Journal of Product & Brand Management*, 31(1).
- Negoro, A., & Alif, M. G. (2020). *Impact of Firm-Created Content and User-Generated Content on Consumer Perception in Grab-and-Go Coffee Brands*. <https://doi.org/10.2991/aebmr.k.201222.003>
- S Muawanah. (2020). Pengaruh Kualitas Pelayanan, Harga Dan Fasilitas Terhadap Kepuasan Pelanggan Dan Kepercayaan Pengguna Jasa Pengiriman Paket PT. Jalur Nugraha Ekakurir (JNE) Jakarta. *Skripsi, 2015*, 1–34.
- Sandunima, K. C., & Jayasuriya, N. (2024). Impact of firm-created and user-generated social media marketing on customers' purchase intention in the fashionwear industry: evidence from Sri Lanka. *South Asian Journal of Marketing*. <https://doi.org/10.1108/sajm-04-2023-0029>
- Shakuntala, B., & Ramantoko, G. (2023). The Influence of Social Media Communication on Purchase Intention and Purchase Decision Through Brand Equity in Mixue Indonesia. *International Journal of Professional Business Review*, 8(11). <https://doi.org/10.26668/businessreview/2023.v8i11.3935>
- Sugiyono, P. D. (2019). Buku sugiyono, metode penelitian kuantitatif kualitatif. In *Revista Brasileira de Linguística Aplicada* (Vol. 5, Issue 1).
- Wahyu Perdana, R., & Roro Ratna Roostika, R. (2023). The Influence of Communication Through Social Media on Brand Equity in Shaping Nike Product Purchase Intentions. *Interdisciplinary Journal and Hummanity (INJURITY)*, 2(12). <https://doi.org/10.58631/injury.v2i12.132>

Wahyuningtyas, R., Disastra, G., & Rismayani, R. (2021). Toward cooperative competitiveness for community development in economic society 5.0. *Journal of Enterprising Communities: People and Places in the Global Economy*, 17(3), 594–620. <https://doi.org/10.1108/JEC-10-2021-0149>

Wang, C. L. (2023). The Palgrave Handbook of Interactive Marketing. In *The Palgrave Handbook of Interactive Marketing*. <https://doi.org/10.1007/978-3-031-14961-0>

Wardani, D. (2023). Pengaruh Pemasaran Media Sosial pada Brand Equity dan Brand Attitude yang mempengaruhi Purchase Intention pada aplikasi Shopee. *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 9(2). <https://doi.org/10.35384/jemp.v9i2.400>

Yoesoep, R. E. (2022). Manajemen Pemasaran. In *Eureka Media Aksara*.