

DAFTAR PUSTAKA

- Abu-AlSondos, I. A., Alkhwalidi, A. F., Salhab, H. A., Shehadeh, M., & Ali, B. J. A. (2023). Customer attitudes towards online shopping: A systematic review of the influencing factors. *International Journal of Data and Network Science*, 7(1), 513–524. <https://doi.org/10.5267/j.ijdns.2022.12.013>
- Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). Twenty-Five Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019. *Cyberpsychology, Behavior, and Social Networking*, 24(4), 215–222. <https://doi.org/10.1089/cyber.2020.0134>
- Banerji, R., & Singh, A. (2024). Do social media marketing activities promote customer loyalty? A study on the e-commerce industry. *LBS Journal of Management & Research*, 22(1), 93–109. <https://doi.org/10.1108/lbsjmr-04-2023-0016>
- BİLGİN, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Cheung, M. L., Pires, G. D., & Rosenberger, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, 17(3), 243. <https://doi.org/10.1504/ijebr.2019.10019330>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Creswell, J. W. (2016). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Campuran* (4th ed.). Yogyakarta: Pustaka Pelajar.
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). Thousand Oaks: SAGE Publications, Inc.
- Dixon, T. L., Weeks, K. R., & Smith, M. A. (2019). Media Constructions of Culture, Race, and Ethnicity. In *Oxford Research Encyclopedia of Communication*. Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228613.013.502>
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118–126. <https://doi.org/10.1016/j.jbusres.2016.05.001>
- FWD Insurance. (2024, February 26). *Sustainable Fashion: Tren Pakaian Ramah Lingkungan*. FWD.Co.Id. <https://www.fwd.co.id/id/fwdmax/passionstory-fashion-and-music/Sustainable-Fashion-Tren-Pakaian-Ramah-Lingkungan/>

- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Keller K. Lane, & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (Global, Vol. 5E). London: Pearson.
- Keller, L., & Kotler, P. (2021). *Marketing Management, Global Edition* (16th ed.). New York: Pearson Higher Ed.
- Kemp, S. (2024, February 21). *Digital 2024: Indonesia*. Data Reportal. <https://datareportal.com/reports/digital-2024-indonesia>
- Kotler, P. (2023). *Entrepreneurial Marketing: Dari Profesionalisme Ke Kreativitas, Kepemimpinan, dan Keberlanjutan*. Jakarta: Gramedia Pustaka Utama.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *Principles of Marketing* (Global). New York: Pearson.
- Laradi, S., Berber, N., Rehman, H. M., Hossain, M. B., Hiew, L.-C., & Illés, C. B. (2023). Unlocking the power of social media marketing: Investigating the role of posting, interaction, and monitoring capabilities in building brand equity. *Cogent Business & Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2273601>
- Manoppo, V. L. (2014). THE CUSTOMERS' PERCEPTION TOWARD MARETING MIX OF HYPERMART, MULTI MART, AND FRESHMART MANADO. *Jurnal EMBA*, 613, 613–620.
- Melati. (2021). *Manajemen Pemasaran*. Yogyakarta: Depublish .
- Morissan, M. (2018). *Metode Penelitian Survei*. Jakarta: Kencana.
- Mulyana, D. (2023). *Ilmu Komunikasi: Suatu Pengantar* (Revisi). Bandung: Rosda.
- Novia, C., & Andarani, S. (2019). ANALISIS KOMPARASI PERSEPSI KONSUMEN PENGGUNA OJEK ONLINE GO-RIDE DAN GRAB BIKE (Studi kasus pada mahasiswa pengguna ojek Online Go-Ride dan Grab-Bike di UPN Veteran Jawa Timur). *Business*.
- Nurniati, N., Savitri, C., & Faddila, S. P. (n.d.). Word of mouth and Influencer Marketing strategy on Purchase Decision of Skincare Products in E-Commerce. *International Journal of Economics Development Research*, 4(1), 2023–2207. <https://compas.co.id/>
- Park, C.-I., & Namkung, Y. (2022). The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. *Sustainability*, 14(3), 1657. <https://doi.org/10.3390/su14031657>
- Pero, M., Arrigo, E., & Fionda-Douglas, A. (2020). Sustainability in fashion brands. In *Sustainability (Switzerland)* (Vol. 12, Issue 14). MDPI. <https://doi.org/10.3390/su12145843>
- Pijak Bumi. (2024). *Our Story*. Pijakbumi.Com.

- Priyatno, D. (2017). *Panduan Praktis Olah Data Menggunakan SPSS*. Yogyakarta: ANDI Publisher.
- Rahmawati, R., Antoni, & Prasetyo B. Dwi. (2019). PERKEMBANGAN KAJIAN KOMUNIKASI PEMASARAN DI KOTA MALANG: SEBUAH META ANALISIS. *Nomosleca*, 5.
- Riduwan, & Kuncoro, E. A. (2021). *cara menggunakan dan memaknai path analysis analisis jalur*. Bandung: Alfabeta.
- Rimadias, S., Annaba, Y., Herlambang, A. S., Muladi, A., & Dharma, H. E. (2021). The role of E-WOM in social media on purchase intention on the Shopee e-commerce platform in Indonesia. In *Synergizing Management, Technology and Innovation in Generating Sustainable and Competitive Business Growth* (pp. 93–98). Routledge. <https://doi.org/10.1201/9781003138914-17>
- Ristiana D. Putri, & Wardana S, R. (2023, May 4). Fast Fashion, Industri Mode yang Picu Kerusakan Lingkungan. *Kompas.Com*. <https://lifestyle.kompas.com/read/2023/05/04/170000220/fast-fashion-industri-mode-yang-picu-kerusakan-lingkungan>
- Salam, K. N., Singkeruang, A. W. T. F., Husni, M. F., Baharuddin, B., & A.R, D. P. (2024). Gen-Z Marketing Strategies: Understanding Consumer Preferences and Building Sustainable Relationships. *Golden Ratio of Mapping Idea and Literature Format*, 4(1), 53–77. <https://doi.org/10.52970/grmilf.v4i1.351>
- Satrio, A. B., Widayarni, M., Parahyangan, K., & Id, A. (2023). Social Media Marketing Activities on the Brand Image of Compass Shoes Aktivitas Pemasaran Media Sosial terhadap Citra Merek Sepatu Kompas. In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 6). <http://journal.yrpiiku.com/index.php/msej>
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Silalahi, U. (2018). *Metodologi analisis data dan interpretasi hasil untuk penelitian sosial kuantitatif*. Bandung: PT Refika Aditama.
- Subakti, H. (2023, August 1). Bongkar 5 Strategi Rahasia Erigo, Brand Fashion lokal yang mendunia. From Brand Tuvenus.
- Suyono. (2018). *Analisis Regresi untuk Penelitian*. Yogyakarta: Deepublish.
- Udayani, A., & Suryani, T. (2022). PENGARUH AKTIVITAS PEMASARAN MEDIA SOSIAL TERHADAP KESADARAN MEREK DAN CITRA MEREK ADIDAS SERTA DAMPAKNYA PADA NIAT BELI KONSUMEN.
- United Nations Development Programme. (2024, June 21). *Temuan Survei UNDP: 86 Persen Masyarakat Indonesia Ingin Aksi Iklim yang Lebih Kuat dari Pemerintah*. United Nations Development Programme. <https://www.undp.org/id/indonesia/press-releases/temuan-survei-undp-86-persen-masyarakat-indonesia-ingin-aksi-iklim-yang-lebih-kuat-dari-pemerintah>

Warnadi, & Triyono, A. (2019). *Manajemen Pemasaran*. Yogyakarta: Deepublish.

White, K., David J, H., & Habib, R. (2019, July). *The Elusive Green Consumer*. Harvard Business Review. <https://hbr.org/2019/07/the-elusive-green-consumer>