

## REFERENCES

- Agag, G., & El-Masry, A. A. (2016). Understanding the determinants of hotel booking intentions and moderating role of habit. *International Journal of Hospitality Management*, 54, 52-67.
- Anggraeni, R., Layaman, L., dan Djuwita, D. (2019). Analisis Pemanfaatan Social Media Marketing Terhadap Customer Loyalty yang Menggunakan Brand Trust Sebagai Variabel Mediasi. *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 445-455.
- Ardani, W. (2021). Trust Drivers and Revisit Intention of Foreign Tourists in Bali. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(1), 287-297.
- Arisandi, J. (2020). Digital 2020: Pengguna Internet Indonesia dalam Angka. Diakses pada 20 Februari 2020. <https://cyberthreat.id/read/5387/Digital-2020-Pengguna-Internet-Indonesia-dalam-Angka>
- Bawono, T. K. Putra., & Tong, H. Subagio. (2019). Analisa Pengaruh Social Media Marketing Terhadap Repurchase Intention Melalui Brand Trust Sebagai Variabel Mediasi Pada Instagram Adidas Indonesia Di Surabaya. *Jurnal Strategi Pemasaran*, 7(1).
- Begum, E.A., Yavuz, K., dan Piotr, K. (2020). Impact of Social Media in Coffee Retail Business. *Journal of Business and Economic Development*, 5(1), 44-55.
- Bhattacharjee, A. (2002). Individual trust in online firms: Scale development and initial test. *Journal of management information systems*, 19(1), 211-241.
- Bulan, T.P.L. (2016). Pengaruh Kualitas Pelayanan dan Harga terhadap Loyalitas Konsumen pada PT. Tiki Jalur Nugraha Ekakurir Agen Kota Langsa. *Jurnal Manajemen & Keuangan*, 5(2).
- Cheng, R. J., & Fang, W. (2015). Blog intention based on fashion involvement and trust. *International Journal of Electronic Commerce Studies*, 6(1), 19-36.
- Chung, J., dan Buhalis, D. (2008). Information Needs in Online Social Networks. *Journal: Information Technology & Tourism*, 10, 267-281.
- Cooper, D.R., dan Schindler, P.S. (2014). *Business Research Method*. New York: McGraw-. Hill.
- Dodds, W. B., Monroe, K. B., dan Grewal, D. (1991), Effect of Price, Brand and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 07-319.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS. (Edisi Ke 4)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gofur, A. (2019). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan. *Jurnal Riset Manajemen dan Bisnis*, 4(1), 37-44.
- Grazioli, S., & Jarvenpaa, S. L. (2000). Perils of Internet fraud: An empirical investigation of deception and trust with experienced Internet consumers. *IEEE Transactions on Systems, Man, and Cybernetics-Part A: Systems and Humans*, 30(4), 395-410.
- Hair, J.F., Sarstedt, M., Hopkins, L., dan Kuppelwieser, V.G. (2014). Partial Least Squares Structural Equation Modelling (PLS-SEM): An Emerging Tool in Business Research. *European Business View*, Vol. 26, No. 2, pp. 106-121.
- Hakim, Abdul., Simanjuntak, Megawati., & Hasanah, Nur. (2021) . Faktor-Faktor Yang Memengaruhi Keputusan Pembelian Di Instagram: Peran Trust Sebagai Variabel Mediator. *Jurnal Ilmu Keluarga dan Konsumen*, 14(3), 296-309.
- Hashem, T., dan Ali, N. (2019). The Impact of Service Quality on Customer Loyalty: A Study of Dental Clinics in Jordan. *International Journal of Medical and Health Research*, Vol. 5, No. 1, pp. 65-68.

- Hashim, K. F., & Tan, F. B. (2015). The mediating role of trust and commitment on members' continuous knowledge sharing intention: A commitment-trust theory perspective. *International Journal of Information Management*, 35(2), 145-151.
- Henslin, J. M. (1972). Studying deviance in four settings: Research experiences with cabbies, suicides, drug users and abortionees. *Research on Deviance*. New York: Random House, 35-70.
- Hermawan, A. (2012). *Komunikasi Pemasaran*. Jakarta. Erlangga.
- Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding strategies for viral marketing: An empirical comparison. *Journal of marketing*, 75(6), 55-71.
- Hsu, C. L., & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps?—An expectation confirmation model with perceived value. *Electronic commerce research and applications*, 14(1), 46-57.
- Huang, P.L., Chen, C.C., dan Lee, B.C.Y. (2017). The Influence of Service Quality on Customer Satisfaction and Loyalty in B2B Technology Service Industry. *Total Quality Management and Business Excellence*, Vol. 30, No. 1, pp. 1-17.
- Hwang, Y., & Kim, D. J. (2007). Customer self-service systems: The effects of perceived Web quality with service contents on enjoyment, anxiety, and e-trust. *Decision support systems*, 43(3), 746-760.
- Imron, A.S., Wardani, N.H., dan dan Rokhmawati, R.I. (2018). Analisis Pengaruh Pemasaran Media Sosial Terhadap Loyalitas Konsumen: Studi Pada Transportasi Online (Go-Jek Indonesia). *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, Vol. 2, No. 9, hal. 2570-2578.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia pacific journal of marketing and logistics*, 29(1), 129-144.
- Kaplan, A.M., Haenlein, M. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, Vol. 53, No. 1 pp. 61.
- Kim, J.I., H.C. Lee, dan H.J. Kim. (2004). Factors Affecting Online Search Intention and Online Purchase Intention. *Seoul Journal of Business*, Vol. 10, No. 2, pp. 27-48.
- Kotler, P., dan Keller, K.L. (2012). *Marketing Management 13*. New Jersey: Pearson Prentice Hall, Inc.
- Kurnianingrum, A. F., & Hidayat, A. (2020). The Influence of Service Quality and Price Perception on Consumer Trust and Revisit Intention at Beauty Care Clinic in Indonesia. *Archives of Business Research*, 8(6), 268–281.
- Kurniasari, M., dan Budiarmo, A. (2018). Pengaruh Social Media Marketing, Brand Awareness Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening Pada J.Co Donuts & Coffee Semarang. *Jurnal Administrasi Bisnis*, Vol. 7, No. 1.
- KYRIAKOPOULOU, K., & NOWLAND, R. (2017). Should I trust you. *Neural processing of unconscious influences on trustworthiness judgments*. BNA.
- Luke, S., dan Hasse-Quan, A. (2017). *Handbook of Social Media Research Methods*. London: Sage Publishing.
- Manzoor, U., Baig, S.A., Hashim, M., dan Sami, A. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, Vol. 3, No. 2, pp. 41-48.
- Marliya, N.M., dan Wahyono, W. (2016). Membangun Consumer Loyalty melalui Social Media. *Management Analysis Journal*, Vol. 5, No. 3.

- Mowen, J. C., dan Minor, M. (2002). *Perilaku Konsumen, Jilid 1*. Jakarta: PT Penerbit Erlangga.
- Nabila, D.E.O., Zahira, G., Syarief, M.A.D.Y., Ryvo, A., Julianto, A. N., Abdurrachim, A., Amien, A.A., Prakoso, D.S., Affian, D., Wulandari, E.R.P., Maulana, F.V.A., Sungkono, F.P., Ardipraditiya, F. H., Putri, I. R., dan Andratika, J.I.W.A. (2020). *Peradaban Media Sosial di Era Industri 4.0*. Jakarta: Intrans Publishing Group.
- Nasrullah, R. (2016). *Media Sosial Perspektif Komunikasi, Budaya, Sosioteknologi, Cet.kedua*. Bandung : Simbiosis Rekatama Media.
- Noort, V.G., Voorveld, H.A.M., dan Reijmersdal, E.A. (2012). Interactivity in Brand Web Sites: Cognitive, Affective, and Behavioral Responses Explained by Consumers' Online Flow Experience. *Journal of Interactive Marketing*, Vol. 26, No. 4, pp. 223–234.
- Nuraeni, B. S. (2014). Analisis Faktor-Faktor yang Mempengaruhi Minat Kunjung Ulang Wisatawan Museum Ranggawarsita Semarang. *Jurnal Bisnis Strategi*, 23(1), 1–20.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, 49(4), 41-50.
- Putri, Citra Sugianto. (2016). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli. *Jurnal Performa.*, 1(5).
- Rathee, G., Sharma, A., Kumar, R., Ahmad, F., & Iqbal, R. (2020). A trust management scheme to secure mobile information centric networks. *Computer Communications*, 151, 66-75.
- Rizal, M., & Januarko, E. R. M. U. (2020). The Impact of eWOM in Social Media Instagram on Patient's Intention to Joining In Vitro Fertilization Programme.
- Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of management review*, 23(3), 393-404.
- Schiffman, L. G., dan Kanuk, L. L. (2000). *Consumer Behavior (7th ed.)*. Wisconsin: Prentice Hall.
- Seo, J., E., & Park, W., 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 Transport Management*, 66, 36-41.
- Tasruddin, R. (2017). Tren Periklanan di Media Sosial. *Jurnal Komodifikasi*, Vol. 5, No. 1, hal. 15-20.
- Tosepu, A.Y. (2018). *Media Baru Dalam Komunikasi: Komunikasi Politik 1 Dunia Virtual*. Surabaya : Jakad Publishing.
- Wang, X., Wei, J., dan Yu, C. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, Vol. 26, No. 4, pp. 198-208.
- Wang, Y. H., dan Tsai, C. F. (2014). The Relationship Between Brand Image and Purchase Intention: Evidence From Award Winning Mutual Funds. *The International Journal of Business and Finance Research*, Vol. 8, No. 2, pp. 27–40.
- Warshaw, P.R., dan Davis, F.D. (1985). Disentangling Behavioral Intention and Behavioral Expectation. *Journal of Experimental Social Psychology*, Vol. 21, pp. 213-228.
- Yang, X., & Wang, D. (2015). The exploration of social media marketing strategies of destination marketing organizations in China. *Journal of China Tourism Research*, 11(2), 166-185.
- Yao-Hua Tan, W. T. (2000). Toward a generic model of trust for electronic commerce. *International journal of electronic commerce*, 5(2), 61-74.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46.



UNIVERSITAS  
GADJAH MADA

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND SERVICE QUALITY ON PURCHASE INTENTION WITH TRUST AS A MEDIATING VARIABLE IN BRALING GRAND HOTEL**

ALMAS PRATAMA I, Dr. Ike Janita Dewi, M.B.A

Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>