

DAFTAR PUSTAKA

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Process*, 50, 179–211. <https://doi.org/10.1080/10410236.2018.1493416>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Bagozzi, R. P. (2007). The Legacy of The Technology Acceptance Model and a Proposal for a Paradigm SShift. *Journal of The Accosiation for Information System*, 8(4), 244–254.
- Bala, M., & Verma, D. (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 8(10), 321–339.
- Belenioti, Z. C., Tsourvakas, G., & Vassiliadis, C. A. (2017). A Report on Museum Branding Literature. *Springer Proceedings in Business and Economics, October*, 229–234. https://doi.org/10.1007/978-3-319-56288-9_31
- Belenioti, Z. C., Tsourvakas, G., & Vassiliadis, C. A. (2019a). Do Social Media Affect Museums' Brand Equity? An Exploratory Qualitative Study. *Springer Proceedings in Business and Economics, May*, 533–540. https://doi.org/10.1007/978-3-030-12453-3_61
- Belenioti, Z. C., Tsourvakas, G., & Vassiliadis, C. A. (2019b). Museums Brand Equity and Social Media: Looking into Current Research Insights and Future Research Propositions. *Springer Proceedings in Business and Economics, May*, 1215–1222. https://doi.org/10.1007/978-3-030-12453-3_139
- Chin, W. W. (1998). The partial least squares approach to structural equation modelling. In Marcoulides G. A. (Ed.). *Modern Methods for Business Research*, 295(2), 295–336.
- Cooper, D. R., & Schinder, P. S. (2014). *BUSINESS RESEARCH METHODS, TWELFTH EDITION*. <https://doi.org/10.1109/arms.1991.154456>
- Cornellia, A. H. (2018). *Model Pemasaran Museum: Tantangan dan Kesempatan Berkembang di Era Digital*. Universitas Gadjah Mada, Yogyakarta.
- Cornellia, A. H., & Hermawan, H. (2020). Upaya Meningkatkan Angka Kunjungan Museum Melalui Social Media Marketing – Studi Pendahuluan. *Jurnal Kepariwisata Indonesia : Jurnal Penelitian Dan Pengembangan Kepariwisata Indonesia*, 14(1), 1–8. <https://doi.org/10.47608/jki.v14i12020.1-8>
- Cornellia, A. H., Putra, H. S. A., Priyambodo, T. K., & Widyaningsih, Y. A. (2017). Social media based proposed model for museum marketing strategy in Yogyakarta. *Advanced Science Letters*, 23(11), 10636–10639. <https://doi.org/10.1166/asl.2017.10119>
- Darmawan, D. (2019). Understanding Instagram Story's Role in Museum

- Marketing. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- Davlatovich, T. O., & Kizi, R. F. K. (2022). The Role of Museum Marketing in a Market Economy. *American Journal of Social and Humanitarian Research*, 3(6), 99–103.
- Drotner, K., & Schrøder, K. C. (2013). *Museum Communication and Socia Media: The Connected Museum*. Taylor & Francis, Ltd.
- Emmanouilidi, D. (2014a). *The effectiveness of social media in the museums sector*. Erasmus Universiteit Rotterdam.
- Emmanouilidi, D. (2014b). *The Effectiveness of Social Media in The Museums Sector*. Erasmus University Rotterdam.
- Fletcher, A., & Lee, M. J. (2012). Current social media uses and evaluations in American museums. *Museum Management and Curatorship*, 27(5), 505–521. <https://doi.org/10.1080/09647775.2012.738136>
- Galib, M. H., Hammou, K. A., & Steiger, J. (2018). Predicting Consumer Behavior: An Extension of Technology Acceptance Model. *International Journal of Marketing Studies*, 10(3), 73. <https://doi.org/10.5539/ijms.v10n3p73>
- Gill, J., & Johnson, P. (2009). *Research Methods for Managers*. SAGE Publications Ltd.
- Golibovich, K. F. (2021). The Role of Digital Technologies in Enhancing Effectiveness of Museum Services. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(4), 307–312. <https://doi.org/10.52218/ijbtob.v1i4.114>
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). *Multivariate Data Analysis*. <https://doi.org/10.1002/9781119409137.ch4>
- Hausman, A. V., & Siekpe, J. S. (2009). The effect of web interface features on consumer online purchase intentions. *Journal of Business Research*, 62(1), 5–13. <https://doi.org/10.1016/j.jbusres.2008.01.018>
- Hausmann, A. (2012). The importance of word of mouth for museums: An analytical framework. *International Journal of Arts Management*, 14(3), 32–43.
- Herzallah, D., Muñoz-Leiva, F., & Liébana-Cabanillas, F. (2022). Selling on Instagram: Factors that Determine the Adoption of Instagram Commerce. *International Journal of Human–Computer Interaction*, 38(11), 1004–1022. <https://doi.org/10.1080/10447318.2021.1976514>
- Kidd, J. (2011). Enacting engagement online: Framing social media use for the

- museum. *Information Technology and People*, 24(1), 64–77. <https://doi.org/10.1108/09593841111109422>
- Kim, S. E., Lee, K. Y., Shin, S. Il, & Yang, S. B. (2017). Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo. *Information and Management*, 54(6), 687–702. <https://doi.org/10.1016/j.im.2017.02.009>
- Leary, M. R., Kelly, K. M., Cottrell, C. A., & Schreindorfer, L. S. (2013). Construct validity of the need to belong scale: Mapping the nomological network. *Journal of Personality Assessment*, 95(6), 610–624. <https://doi.org/10.1080/00223891.2013.819511>
- Lee, W., Xiong, L., & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management*, 31(3), 819–827. <https://doi.org/10.1016/j.ijhm.2011.09.018>
- Lehman, K., & Roach, G. (2011). The strategic role of electronic marketing in the Australian museum sector. *Museum Management and Curatorship*, 26(3), 291–306. <https://doi.org/10.1080/09647775.2011.585806>
- Liu, D. Y., Wang, K. C., Mao, T. Y., & Yang, C. C. (2021). The Impact of Instagram Stories on Tourists' Consumption Behavior in Smart City Night Markets. *Mathematical Problems in Engineering*, 2021, 1–11. <https://doi.org/10.1155/2021/5509265>
- Mavragani, E. (2018). The Future of Museums. In *The Future of Museums* (Issue November). <https://doi.org/10.1007/978-3-319-93955-1>
- Mohammed, A. B. (2018). Selling Smartphones to Generation Z: Understanding Factors Influencing the Purchasing Intention of Smartphone. *International Journal of Applied Engineering Research*, 13(6), 3220–3227. <http://www.ripublication.com>
- Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information and Management*, 38(4), 217–230. [https://doi.org/10.1016/S0378-7206\(00\)00061-6](https://doi.org/10.1016/S0378-7206(00)00061-6)
- Mottner, S., & Ford, J. B. (2005). Measuring nonprofit marketing strategy performance: The case of museum stores. *Journal of Business Research*, 58(6), 829–840. <https://doi.org/10.1016/j.jbusres.2003.06.004>
- Museum Sonobudoyo Yogyakarta. (2022a). *Benda Koleksi*.
- Museum Sonobudoyo Yogyakarta. (2022b). *Informasi Kunjungan*.
- Museum Sonobudoyo Yogyakarta. (2022c). *Museum Sonobudoyo (@sonobudoyo)*.
- Museum Sonobudoyo Yogyakarta. (2022d, October). *Profil Museum*.
- Nistor, G. C. (2019). An Extended Technology Acceptance Model for Marketing Strategies in Social Media. *Review of Economic and Business Studies*, 1(1), 127–136.

- Pelling, E. L., & White, K. M. (2009). Running head : YOUNG PEOPLE ' S SOCIAL NETWORKING WEBSITE USE The theory of planned behaviour applied to young people ' s use of social networking websites Emma L . Pelling and Katherine M . White School of Psychology and Counselling Queensland University. *CyberPsychology & Behavior*, 755–759.
- Prasetyawan, D., Mulyanto, A., Informatika, P. T., Islam, U., Sunan, N., & Yogyakarta, K. (2010). *Digitalisasi Koleksi Museum Dengan Aplikasi E-Kios (Studi Kasus Museum Sonobudoyo Yogyakarta)*. 2010(Snati), 73–77.
- Rizaty, M. A. (2022, August). *Pengguna Instagram Indonesia Terbesar Keempat di Dunia*. Data Indonesia.
- Russo, A., Watkins, J., Kelly, L., & Chan, S. (2006). How Will Social Media Affect Museum Communication? *Nordic Digital Excellence in Museums (NODEM)*, 125–126.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach, 7th Edition*.
- Simanjuntak, M., & Sukresna, I. M. (2020). Peningkatan Kinerja Pemasaran Digital melalui Technology Acceptance Model. *Prosiding Industrial Research Workshop and National Seminar, 11(1)*, 786–792.
- Simon, K. (2016). *Praise for Digital Marketing Strategy - An Integrated Approach to Online Marketing*.
- Singh, S., & Srivastava, P. (2019). Social media for outbound leisure travel: a framework based on technology acceptance model (TAM). *Journal of Tourism Futures*, 5(1), 43–61. <https://doi.org/10.1108/JTF-10-2018-0058>
- Sugandini, D., Effendi, M. I., Istanto, Y., Arundati, R., & Rahmawati, E. D. (2019). Technology-organization-environment model and technology acceptance model in adoption of social media marketing on SMEs tourism. *Journal of Environmental Management and Tourism*, 10(4), 878–885. [https://doi.org/10.14505/jemt.10.4\(36\).19](https://doi.org/10.14505/jemt.10.4(36).19)
- Suzić, B., Karliček, M., & Stríteský, V. (2016). Social Media Engagement of Berlin and Prague Museums. *Journal of Arts Management Law and Society*, 46(2), 73–87. <https://doi.org/10.1080/10632921.2016.1154489>
- Tenenhaus, M., Amato, S., & Vinzi, E. V. (2004). A global goodness-of-fit index for PLS structural equation modelling. *The XLII SIS Scientific Meeting*, 739–742.
- Tjahjono, B. D. (2018). Memimpikan Museum yang Menarik Pengunjung. *Berkala Arkeologi Sangkhakala*, 13(26), 166–175. <https://doi.org/10.24832/bas.v13i26.167>
- Tomaras, P., & Tsalikis, J. (2017). Strategic innovative marketing. In *In Strategic Innovative Marketing* (Issue June). <https://doi.org/10.1007/978-3-319-33865-1>

- Triarchi, E. (2018). *Marketing Strategy for Museums: The Case of the Silversmithing Museum in Northwestern Greece*. December.
- Venkatesh, V., & Davis, F. D. (2000). Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Wang, Q., Liu, H., & Liu, K. (2019). Marketing Strategy Analysis of the Palace Museum. *Journal of Finance Research*, 3(2), 16. <https://doi.org/10.26549/jfr.v3i2.2210>
- Wardani, L. K. (2007). Nilai Budaya Pada Interior Museum Sonobudoyo Yogyakarta. *Dimensi Interior*, 5, 23–33.
- Zhou, L., & Xue, F. (2021). Effects of Instagram User-Generated Content on Travel Inspiration and Planning: An Extended Model of Technology Acceptance. *Journal of Promotion Management*, 0(0), 1–22. <https://doi.org/10.1080/10496491.2021.1989537>
- Zhou, L., & Xue, F. (2022). Effects of Instagram User-Generated Content on Travel Inspiration and Planning: An Extended Model of Technology Acceptance. *Journal of Promotion Management*, 28(3), 239–260. <https://doi.org/10.1080/10496491.2021.1989537>