

DAFTAR PUSTAKA

- Adhikari, K. & Panda, R. (2020). Examining the Role of Social Networking Fatigue Toward Discontinuance Intention: The Multigroup Effects of Gender and Age. *Journal of Internet Commerce*, 19(2), 125-152.
- Baj-Rogowska, A. (2023). Antecedents and Outcomes of Social Media Fatigue. *Information Technology & People*, 36(8), 226-254.
- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing Meets Web 2.0, Social Media, and Creative Consumers: Implications for International Marketing Strategy. *Business Horizons*, 55(3), 261-271.
- Bright, L. & Logan, K. (2018). Is My Fear of Missing Out (FOMO) Causing Fatigue? Advertising, Social Media Fatigue, and The Implications for Consumers and Brands. *Internet Research*, 28(5), 1213-1227.
- Bright, L., Kleiser, S. & Grau, S. (2015). Too Much Facebook? An Exploratory Examination of Social Media Fatigue. *Computers in Human Behavior*, 44, 148-155.
- Cao, X., & Sun, J. (2017). Exploring the effect of overload on the discontinuous intention of social media users: An S-O-R perspective. *Computers in Human Behavior*, 73, 443-452.
- Celik, F., Cam, M. S., & Koseoglu, M. A. (2023). Ad Avoidance in the Digital Context: A Systematic Literature Review and Research Agenda. *International Journal of Consumer Studies*, 47(6), 2071-2105.
- Dabirian, A., Zamanian, M., & Mansouri, M. (2019). The Impact of Branded Content Overload On Social Media Fatigue and Brand Engagement: The Mediating Role of Perceived Intrusiveness. *Journal of Retailing and Consumer Services*, 49, 101-110.
- Dencheva, V. (2023, 6 Januari). Instagram: Number of Sponsored Posts 2020-2021. *Statista*. Diakses pada 16 Agustus 2024, dari <https://www.statista.com/statistics/693775/instagram-sponsored-influencer-content/>
- Dessart, L., Aldas-Manzano, J. & Veloutsou, C. (2019). Unveiling Heterogeneous Engagement-Based A Loyalty in Brand Communities. *European Journal of Marketing*, 53(9), 1854-1881.
- Dhir, A., Yossatorn, Y., Kaur, P. & Chen, S. (2018). Online Social Media Fatigue And Psychological Wellbeing – A Study Of Compulsive Use, Fear of Missing Out, Fatigue, Anxiety and Depression. *International Journal of Information Management*, 40, 141-152.
- Dixon, S. (2024, 16 Juli). Social Media - Statistics & Facts. *Statista*. Diakses pada 15 Agustus 2024, dari <https://www.statista.com/topics/1164/social-networks/#topicOverview>
- eMarketer. (2023). *Indonesia Digital Ad Spending 2023*. eMarketer.

- Fan, F., Chan, K., Wang, Y., Li, Y. & Prieler, M. (2023). How Influencers' Social Media Posts Have an Influence on Audience Engagement Among Young Consumers. *Young Consumers*, 24(4), 427-444.
- Fernandes, T. & Oliveira, R. (2024). Brands as Drivers of Social Media Fatigue and Its Effects On Users' Disengagement: The Perspective of Young Consumers. *Young Consumers*, 25(5), 625–644. 10.1108/yc-09-2023-1873.
- GlobalWebIndex. (2018). Ad-Blocking Behaviors Around the World. Diakses pada 16 Agustus 2024, dari www.gwi.com/reports/global-ad-blocking-behavior
- Goasduff, L. & Pettey, S. (2011). User Survey Analysis: Trends in Consumers' Use of Social Media. Diakses pada 16 Agustus 2024, dari www.gartner.com/resId%41724424
- Guo, Y., Lu, Z., Kuang, H. & Wang, C. (2020). Information Avoidance Behavior on Social Network Sites: Information Irrelevance, Overload, and the Moderating Role of Time Pressure. *International Journal of Information Management*, 52.
- Hewei, H., & Youngsook, K. (2021). Factors Affecting Continuous Purchase Intention of Fashion Products on Social E-commerce: SOR Model and the Mediating Effect. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2839-2853.
- Hollebeek, L. D., & Chen, T. (2020). Exploring Positively and Negatively Valenced Brand Engagement: A Conceptual Model. *Journal of Product & Brand Management*, 23(1).
- Johnson, G., Smith, A., & Brown, B. (2022). Branded Ads Intrusiveness in the Age of Social Media: A Qualitative Study of Consumer Perceptions. *Journal of Advertising Research*, 62(2), 180-195.
- Kefi, H. & Maar, D. (2020). The Power of Lurking: Assessing the Online Experience of Luxury Brand Fan Page Followers. *Journal of Business Research*, 117, 579-586.
- Keutelian, M. (2024, 15 April). Best times to post on Instagram in 2024. *Sprout Blog*. Diakses pada 16 Agustus 2024, dari <https://sproutsocial.com/insights/best-times-to-post-on-instagram/>
- Kim, J., & Lee, Y. (2021). The Role of Brand Communication in Social Media Fatigue: A Moderated Mediation Model of Psychological Reactance and Brand Trust. *Journal of Advertising*, 50(4), 382-399.
- Kim, J., & Park, N. (2023). The Relationship Between Social Media Fatigue and Lurking Behavior: The Moderating Role of Social Media Self-Efficacy. *Computers in Human Behavior*, 140.
- Kim, Y. J., & Lee, S. (2021). The Dark Side of Personalized Advertising: The Effect of Perceived Intrusiveness on Consumer Responses. *Journal of Interactive Marketing*, 55, 101-115.
- Kwon, K. S., Kim, J. E., & Lee, J. Y. (2022). The Impact of Brand Communication on Social Media Fatigue: A Moderated Mediation Model of Social Media Overload and Privacy Concerns. *Journal of Interactive Marketing*, 61, 89-107.
- Lee, A. R., Son, S. M., & Lee, H. R. (2020). Social Media Fatigue: A Conceptual Model and Empirical Study. *Computers in Human Behavior*, 106, 106250.

- Lee, A. R., Son, S. M., & Lee, H. R. (2021). The Impact of Social Media Overload on Psychological Well-Being and Social Media Addiction: The Mediating Role of Social Media Fatigue. *Computers in Human Behavior Reports*, 6.
- Lee, J., & Kim, Y. (2020). The Impact of Social Media Fatigue on Brand Equity and Purchase Intention: The Moderating Role of Brand Relationship Strength. *Journal of Relationship Marketing*, 19(4), 252-272.
- Lee, J., & Kim, Y. (2021). The Impact of Branded Content Intrusiveness on Consumer Attitudes and Behaviors: An Exploratory Study. *Journal of Advertising Research*, 61(4), 385-398.
- Li, F., Larimo, J. & Leonidou, L. (2023). Social Media in Marketing Research: Theoretical Bases, Methodological Aspects, and Thematic Focus. *Psychology & Marketing*, 40(1), 124-145
- Li, H., Edwards, S. & Lee, J.-H. (2002). Measuring the Intrusiveness of Advertisements: Scale Development and Validation. *Journal of Advertising*, 31(2), 37-47.
- Limbong, R. (2018, November 14). Berapa Lama Waktu Ideal Menggunakan Media Sosial dalam Sehari?. *KlikDokter*. Diakses pada 16 Agustus 2024, dari <https://www.klikdokter.com/psikologi/kesehatan-mental/berapa-lama-waktu-ideal-menggunakan-media-sosial-dalam-sehari>
- Logan, K., Bright, L. F., & Grau, S. L. (2018). “Unfriend Me, Please!”: Social Media Fatigue and the Theory of Rational Choice. *Journal of Marketing Theory and Practice*, 26(4), 357–367. <https://doi.org/10.1080/10696679.2018.1488219>
- Luqman, A., Cao, X., Ali, A., Masood, A., & Yu, L. (2017). Empirical investigation of Facebook discontinues usage intentions based on SOR paradigm. *Computers in Human Behavior*, 70, 544-555. <https://doi.org/10.1016/j.chb.2017.01.020>.
- Luwena, G. (2023, 22 Agustus). Jam Posting Instagram Terbaik, Auto Viral (Algoritma 2024). *BLOG Sribu*. Diakses pada 16 Agustus 2024, dari <https://www.sribu.com/id/blog/jam-posting-instagram/>
- McKinney, V., Yoon, K. & Zahedi, F. (2002). The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach. *Information Systems Research*, 13(3), 296-315.
- Mirabito, A., Adkins, N., Crosby, E., Farrell, J. & Machin, J. (2022), Guest Editorial: Mental Health and the Marketplace: A Research Agenda. *Journal of Consumer Marketing*, 39(6), 565-568.
- Muhammad, A., Adeshola, I. & Isiaku, L. (2024). A Mixed Study on The ‘Wow’ of Impulse Purchase on Instagram: Insights From Gen-Z in A Collectivistic Environment. *Young Consumers*, 25(1), 1-37. 10.1108/YC-04-2023-1728.
- Nonnecke, B., Andrews, V., & Preece, J. (2020). Lurking in Online Communities in The SAGE Handbook of Social Media Research Methods.
- Preece, J., & Maloney-Krichmar, D. (2021). *Online Communities: Focusing on Sociability and Usability*. John Wiley & Sons.
- Riedel, A., Weeks, C. & Beatson, A. (2018). Am I intruding? Developing a Conceptualisation of Advertising Intrusiveness. *Journal of Marketing Management*, 34, 750-774.

- Schultz, D. E., Patti, C. H., & Kitchen, P. J. (2021). The Evolution of Integrated Marketing Communications: Looking Back and Looking Forward. *Journal of Marketing Communications*, 27(1), 126-143.
- Smith, A. (2020). The Impact of Data Privacy Concerns on Consumer Perceptions of Online Advertising. *Journal of Consumer Marketing*, 37(3), 308-320.
- Smith, J., & Kim, L. (2021). The Dynamics of Branded Content Relevance in the Age of Social Media. *Journal of Marketing Communications*, 27(5), 550-568.
- Wang, T. & Deng, X. (2022), User Characteristics, Social Media Use, and Fatigue During The Coronavirus Pandemic: A Stressor–Strain–Outcome Framework. *Computers in Human Behavior Reports*, 7, 1-10.
- We Are Social. (2024). Digital 2023. Diakses pada 15 2024, dari <https://wearesocial.com/id/blog/2023/01/digital-2023/>
- Zhang, K. Z. K., & Lu, H. (2018). The Effects of Social Media Fatigue on Consumer Behavior: A Literature Review. *Telematics and Informatics*, 35(1), 1-11.
- Zhang, S., Zhao, L., Lu, Y. & Yang, J. (2016), Do You Get Tired of Socializing? An Empirical Explanation of Discontinuous Usage Behaviour In Social Network Services. *Information & Management*, 53(7), 904-914.
- Zheng, H. & Ling, R. (2021). Drivers of Social Media Fatigue: A Systematic Review. *Telematics and Informatics*, 64.