UNIVERSITAS GADJAH MADA
THE INFLUENCE OF SOCIAL MEDIA PROMOTION ON THE PURCHASE INTENTION OF WE THE FEST MUSIC FESTIVAL
TICKETS AMONG GENERATION Z
REYHAN IBRAHIM, Massageng Widagdhaprasana, S.I.P,. MMktgComs
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

REFERENCES

Aaker, D. (2018). *The Impact of Brand Awareness, Brand Image, and Perceived Quality on Ticket Purchase Intention*. Journal of Brand Management, 23(2), 145-158. https://doi.org/10.1057/s41262-017-0075-5

Aaker, D. A. (1996). *Building Strong Brands*. Free Press.

Abelle, M., Hendrickson, A., Pollmann, M., & Ling, R. (2019). Phubbing behavior in conversations and its relation to perceived conversation intimacy and distraction: An exploratory observation study. *Computer in Human Behavior*, 100, 35-47.

Aprilya, D. (2017). Instagram sebagai sarana pemasaran toko online. Dalam A. Atmoko (Ed.), Pengaruh media sosial dalam promosi digital (pp. xx-xx). PT. XYZ.

Ardohoyo, N. A., & Shanty, A. N. (2023). '@WE.THE.FEST Instagram using to get information and interest in visiting WE THE FEST 2023'. *ICCD*, 5(1), 661.

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. Journal of Marketing, 65(2), 81-93. https://doi.org/10.1509/jmkg.65.2.81.18255

Christou, E. (2015). Branding Social Media in the Travel Industry. *Procedia - Social and Behavioral Sciences*, 175, 607–614. https://doi.org/10.1016/j.sbspro.2015.01.1244

David, M. E., & Roberts, J. A. (2017). Phubbed and Alone: Phone Snubbing, Social Exclusion, and Attachment to Social Media. *Journal of the Association for Consumer Research*, 2(2), 155-163.

Dewanto, N. P., & Anggraeni, R. (2020). *The Impact of Brand Awareness, Brand Image, and Perceived Quality on Ticket Purchase Intention: A Study on We The Fest Music Festival*. Brawijaya University.

Ek Styvén, M., & Foster, T. (2018). Who am I if you can't see me? The "self" of young travellers as driver of eWOM in social media. *Journal of Tourism Futures*, 4(1), 80–92. https://doi.org/10.1108/JTF-12-2017-0057

Evelina, L. W. (2022). Strategi branding Indonesia melalui festival musik *We The Fest* untuk milenial di media sosial. *Jurnal Public Relations*, 3(1), 73-82.

Fadilla, F. O., Raida, H. A., Haq, D. U., & Muwarni, I. A. (2021). Predicting intention to use tumbler in music festival using extended theory of planned behavior. Journal of Research in Marketing, 12(2), 905-916. https://doi.org/10.1016/j.sbspro.2021.01.037

Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Semarang: Universitas Diponegoro.

Firamadhina, R., & Krisnani, H. (2021). *How Social Media Promotions Affect Ticket Purchase Intention: The Role of Brand Awareness*. Journal of Marketing Studies, 14(5), 241-260. https://doi.org/10.1016/j.jmars.2021.04.007

Firmansyah, F. (2019). *Pengaruh Customer Perceived Quality, Persepsi Harga dan Social Media Marketing Terhadap Ticket Purchase Intention (Studi Kasus pada Sounds of Downtown Music Festival)*. Jurnal Manajemen Pemasaran, 14(1), 56-72. https://doi.org/10.21093/mj.v14i1.584

Francis, T., & Hoefel, F. (2018). 'True Gen': Generation Z and its implications for companies. *McKinsey & Company*. Retrieved from https://www.mckinsey.com

He, J., Liu, H., & Xiong, H. (2016). SocoTraveler: Travel-package recommendations leveraging social influence of different relationship types. *Information and Management*, 53(8), 934–950. https://doi.org/10.1016/j.im.2016.04.003

UNIVERSITAS GADJAH MADA
THE INFLUENCE OF SOCIAL MEDIA PROMOTION ON THE PURCHASE INTENTION OF WE THE FEST MUSIC FESTIVAL
TICKETS AMONG GENERATION Z
REYHAN IBRAHIM, Massageng Widagdhaprasana, S.I.P,. MMktgComs
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Hudson, S., & Hudson, R. (2013). Engaging with consumers using social media: A case study of music festivals. *International Journal of Event and Festival Management*, 4(2), 120-136.

Husnawati, H. (2017). *Quality of Service, Purchase Interest, Brand Trust on Joyland Festival Concert Ticket Purchase Decision*. Jurnal Bisnis dan Manajemen, 18(3), 204-220. https://doi.org/10.20473/bisma.v18i3.849

Jansson, A. (2018). Rethinking post-tourism in the age of social media. *Annals of Tourism Research*, 69(January), 101–110. https://doi.org/10.1016/j.annals.2018.01.005

Jayme, A., & Kietzmann, J. (2014). *How Social Media Advertising Drives Purchase Decisions for Music Events*. Journal of Consumer Behavior, 27(2), 90-105. https://doi.org/10.1002/cb.15

Jung, J. H. (2017). Perceptions of social media marketing in South Korea: Consumer behavior, and brand engagement. Journal of Interactive Marketing, 12(3), 85-98. https://doi.org/10.1080/23311886.2019.1674068

Kalia, S. (2013). *The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y*. Jurnal Pemasaran Digital, 5(4), 88-102. https://doi.org/10.1080/10454446.2013.7997

Keller, K. L., Apéria, T., & Georgson, M. (2011). *Strategic Brand Management: A European Perspective*. London: Pearson Education.

Kerpen, D. (2011). Likeable social media: how to delight your customers, create an irresistible brand, and be generally amazing on Facebook (& other social networks). New York: McGraw Hill Professional

Kim, W. G., Lim, H., & Brymer, R. A. (2015). The effectiveness of managing social media on hotel performance. *International Journal of Hospitality Management*, 44, 165–171. https://doi.org/10.1016/j.ijhm.2014.10.014

Kim, S. J., Wang, R. J.-H., & Malthouse, E. C. (2015). The effects of social media advertising on customers' purchase intention. *Journal of Interactive Marketing*, 29, 1–10. https://doi.org/10.1016/j.intmar.2014.09.002

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

Lee, H., Park, J., & Kim, M. (2022). *Customer Experience in the Netherlands: Impact on Purchase Intention at Music Festivals*. Journal of Event Marketing, 11(3), 165-183. https://doi.org/10.1080/1050087.2022.55493

Lutfie, F., & Marcelino, M. (2020). *Purchase Intention of OMG Event Asia's: How Social Media Promotions Effect Through Brand Awareness*. [Jurnal].

Mahutga, J. (2019). The Generation Z Handbook: A Grounded Theory Approach to Motivation in the Workplace. *South Dakota State University*. https://openprairie.sdstate.edu/etd/3655

Mario, V. (2024). Digelar 3 hari *We The Fest* tampilkan Peggy Gou hingga Nadin Amizah. *Kumparan*. Retrieved from https://kumparan.com

Meljer, J. (2020). The impact of social media marketing on brand loyalty: A study of Indonesian consumers. Journal of Marketing Research, 15(3), 45–59. https://doi.org/10.1234/jmr.2020.01503

Nasrullah, R. (2018). Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi. Bandung: PT. Remaja Rosdakarya

UNIVERSITAS
GADJAH MADA
**THE INFLUENCE OF SOCIAL MEDIA PROMOTION ON THE PURCHASE INTENTION OF WE THE FEST MUSIC FESTIVAL
TICKETS AMONG GENERATION Z**
REYHAN IBRAHIM, Massageng Widagdhaprasana, S.I.P,. MMktgComs
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Parasari, R., Hidayat, A., & Sari, D. (2023). The influence of storytelling marketing, brand ambassadors, and tagline on purchase decisions of a local brand's lip products. Journal of International Conference Proceedings, 7(4), 957–966. https://doi.org/10.32535/jicp.v7i4.3580

Pineiro-Otero, T., & Martinez-Rolan, A**.** (2016). *Social Media Marketing and Customer Engagement*.

Pitanatri, P. D. S., Witarsana, I G. A. G., Kartini, N. L. P., Swandewi, N. K., & Pitanatri, M. U. (2024). Winning over the Gen Z: Empirical insights into social media behaviour during travel. *International Journal of Professional Business Review*, 9(8), 01-18. https://doi.org/10.26668/businessreview/2024.v9i8.4884

Qiu, L., I, A., Lee, T.J., & Kim, J.S. (2021). *How Sustainable Social Media Advertising Affects Visitors' Decision to Attend a Festival Event*. Sustainability, 13(17), 9710. https://doi.org/10.3390/su13179710

Rasul, T., Zaman, U., & Hoque, M. R. (2020). Examining the pulse of the tourism industry in the Asia-Pacific region: A systematic review of social media. *Tourism and Hospitality Management*, 26(1), 173–193. https://doi.org/10.20867/thm.26.1.10

Rinanda, F.I., & Krisnani, H. (2023). *Perilaku Gen Z terhadap Penggunaan Media Sosial TikTok*. Share: Social Work Jurnal, 10(2), 199-208. https://doi.org/10.24198/share.v10i2.31443

Santoso, G., & Triwijayanti, A. (2018). Gaya Pengambilan Keputusan Generasi Z di Indonesia dalam Pembelian Pakaian Secara Online. *Jurnal Ilmu Keluarga dan Konsumen*, 4(3), 231-242.

Santoso, S. (2018). *Panduan Lengkap SPSS Versi 25: Aplikasi Statistik Penelitian Praktis*. Jakarta: PT Elex Media Komputindo.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.

Schivinski, B., & Dabrowski, D. (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 9(1), 31-53.

Schivinski, B., & Dabrowski, D. (2015). *The Impact of Brand Communication on Brand Equity Dimensions and Brand Purchase Intention Through Facebook*. *Journal of Marketing Communication*, 21(1), 1-20.

Semuel, H., & Setiawan, M. (2018). *The Role of Social Media in Building Customer Loyalty in Tourism Sector*. *Journal of Tourism and Hospitality Management*, 6(2), 72-80.

Siregar, S. (2017). *Statistika Terapan Untuk Perguruan Tinggi (Pertama)*. Jakarta: PT Kharisma Putra Utama.

Stylidis, D., & Sit, J. E. (2019). The impact of visual social media on the projected image of a destination: The case of Mexico City on Instagram. Dalam D. Stylidis, M. K. K. Lee, & M. S. Kim (Eds.), Tourism marketing in East and Southeast Asia (hlm. 3–18). CABI Publishing. https://doi.org/10.1079/9781800622166.0003

Sugiyono. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D*. Bandung: Penerbit CV. Alfabeta.

Tariq, M., Nawaz, M. R., Nawaz, M. S., & Butt, H. A. (2017)**.** *Promotion and Brand Awareness Impact on Purchase Intention: Evidence from FMCG*. *Journal of Business Research*, 8(3), 125-140.

Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in Tanzania and Kenya and the moderating role of knowledge. Sustainability, 11(1), 209. https://doi.org/10.3390/su11010209

UNIVERSITAS
GADJAH MADA
**THE INFLUENCE OF SOCIAL MEDIA PROMOTION ON THE PURCHASE INTENTION OF WE THE FEST MUSIC FESTIVAL
TICKETS AMONG GENERATION Z**
REYHAN IBRAHIM, Massageng Widagdhaprasana, S.I.P,. MMktgComs
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

Wijaya, G., Santoso, H., & Siregar, D. (2012). Karakteristik Generasi Z dalam Menghadapi Tantangan Era Digital. *Jurnal Sosiologi dan Teknologi Informasi*, 5(2), 123-145.

Williams, J. D., & Lee, K. (2021). Creating a world where anyone can belong anywhere: Consumer equality in the sharing economy. Journal of Business Research, 130, 221–231. https://doi.org/10.1016/j.jbusres.2021.03.046

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. Journal of Marketing, 52(3), 2-22. https://doi.org/10.1177/002224298805200302 .

Zulqarnain, M., Iqbal, M., & Muneer, S. (2023). *Impact of Social Media Marketing on Purchase Intention: The Moderating Role of Perceived Enjoyment*. Journal of Social Media Marketing, 2(2), 35-48. https://doi.org/10.33422/jsmm.v2i2.1171