



## DAFTAR PUSTAKA

- Akar, E. and Topcu, B. (2011), "An examination of the factors influencing consumers' attitudes toward social media marketing," *Journal of Internet Commerce*, Vol. 10, No. 1, pp. 35–67.
- Asosiasi Penyelenggara Jasa Internet Indonesia (2017), *Penetrasi & Perilaku Pengguna Internet Indonesia 2017*, diakses dari <https://www.apjii.or.id/survei2017/download/ix76AgjoqwR5OH8MCeBdZ4Pm9n0kD/> pada tanggal 3 April 2018.
- Baron, R. M. and Kenny, D. A. (1986), "The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations," *Journal of Personality and Social Psychology*, Vol. 51, No. 6, pp. 1173-1182.
- Cooper, D. R. and Schindler, P. S. (2014), *Business Research Methods*, 12<sup>th</sup> ed. New York: McGraw-Hill.
- Giovannini, S., Xu, Y., and Thomas, J.B. (2015), "Luxury fashion consumption and Generation Y consumers: self, brand consciousness, and consumption motivations," *Journal of Fashion Marketing and Management: An International Journal*, Vol. 19, Issue: 1, pp. 22-40.
- Hair, J. F., Black, W. C., Babin, B. J., and Anderson, R. E. (2010), *Multivariate Data Analysis*, 7<sup>th</sup> ed. Upper Saddle River, New Jersey: Prentice-Hall International, Inc.
- Indonesia E-commerce Association (2013), *Demystifying Indonesia E-Commerce*, diakses dari <https://www.idea.or.id/assets/materi/idEA.pdf/> pada tanggal 4 April 2018.
- Ismail, A. R. (2017), "The Influence of Perceived Social Media Marketing Activities on Brand Loyalty: The Mediation Effect Brand and Value Consciousness," *Asia Pasific Journal of Marketing and Logistics*, Vol. 29, Issue: 1, pp. 129-144.
- Jamilah, and Handayani, W. P. (2016), "Analysis on Effects of Brand Community on Brand Loyalty in the Social Media: A Case Study of An Online Transportation (UBER)," *In Advanced Computer International Conference*, pp. 239-244.
- Kim, A.J. and Ko, E. (2012), "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand," *Journal of Business Research*, Vol. 65, No. 10, pp. 1480–1486.
- Lind, D.A., Marchal, W.G, and Wathen, S.A. (2010), *Statistical techniques in business & economics*, 14<sup>th</sup> ed. Boston, MA: McGraw-Hill Irwin.
- Lu, J. and Xu Y. (2015), "Chinese young consumers' brand loyalty toward sportswear products: A perspective of selfcongruity," *Journal of Product & Brand Management*, Vol. 24, Issue: 4, pp. 365-376.
- Markplus (2013), *Indonesia Netizen Monitoring*, diakses dari <http://www.markplusinc.com/markplusinsight/research-report/> pada tanggal 4 April 2018.



- Merisavo, M. and Raulas, M. (2004), "The impact of e-mail marketing on brand loyalty," *Journal of Product & Brand Management*, Vol. 13, Issue: 7, pp. 498-505.
- Schiffman, L. G. and Wisenblit, J. (2015), *Consumer Behavior*, 11<sup>th</sup> ed. New York: Pearson.
- Sekaran, U. and Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*, 7<sup>th</sup> ed. West Sussex: John Wiley and Sons Limited.
- We Are Social (2017), "Digital in 2017: Southeast Asia," diakses dari: [www.slideshare.net/wearesocialsg/digital-in-2017-southeast-asia](http://www.slideshare.net/wearesocialsg/digital-in-2017-southeast-asia), pada tanggal 8 Desember 2017.
- Zhang J. and Lee W. (2015), "Testing the concepts of market mavenism and opinion leadership in China," *American Journal of Business*, Vol. 30, Issue: 3, pp. 178-195.