

DAFTAR PUSTAKA

- Aaltonen , S, Kakderi, C, Hausmann, V and Heinze , A (2013). *Social media in Europe: Lessons from an online survei*. in: 18th UKAIS Annual Conference: Social Information Systems. Worcester College, Oxford, UK.
- Abuhashesh, M. Y. (2014). Integration of Social Media in Businesses. *International Journal of Business and Social Science*, 5(8), 202-209.
- Akaka, M.A. and Vargo, S.L. (2015). Extending the context of service: from encounters to ecosystems. *Journal of Services Marketing*. Vol. 29 Nos 6/7.
- Anthony Ha. (2017). *There are now 25M active business profiles on Instagram*. Retrieved August 1st from Techcrunch: <https://techcrunch.com/2017/11/30/instagram-25-million-business-profiles/>.
- Artyom Dogtiev. (2018). *Instagram Revenue and Usage Statistics (2018)*. Retrieved August 2nd, 2018 from Businessofapps: <http://www.businessofapps.com/data/instagram-statistics/>.
- Barger, Victor. and Labrecque, Lauren. (2013). An Integrated Marketing Communications Perspective on Social Media Metrics. *International Journal of Integrated Marketing Communications*, Vol. 5 No. 1: pp. 64-76.
- Barger, Victor. W. Peltier, and Schultz Don E. (2016). Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing Vol. 10 No. 4*: pp. 268-287.
- Baron, S. and Warnaby, G. (2011). Individual customers' use and integration of resources: Empirical findings and organizational implications in the context of value co-creation. *Journal of Industrial Marketing Management* 40(2): 211–218.
- Bekraf. (2009). *Logo & Kampanye 'Cinta Indonesia : "Menuju Bangsa Kreatif dan Kompetitif*. Retrieved August 6th, 2018 from Bekraf: <http://indonesiakreatif.bekraf.go.id/iknews/logo-kampanye-cinta-indonesia-menuju-bangsa-kreatif-dan-kompetitifpemerintah-luncurkan-logo-kampanye-cinta-indonesia/>.

- Bergkvist, L. and Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management* 17(7): 504–518.
- Bowden, J. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice* 17(1): 63–74.
- Bijmolt, T.H.A. Leeflang, P.S.H. Block, F. Eisenbeiss, M. Hardie, B.G.S. Lemmens, Aurélie Saffert, P. (2010). Analytics for Customer Engagement. *Journal of Service Research*, 13(3), 341-356.
- Breidbach, C. Brodie, R. and Hollebeek, L. (2014). Beyond virtuality: from engagement platforms to engagement ecosystems. *Journal of Managing Service Quality*, Vol. 24 No. 6, pp. 592-611.
- Brodie, R.J., Hollebeek, L.D., Juric B. and Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research* Vol. 14 No 3.
- Brodie, R.J., Ilic', A., Juric', B. and Hollebeek, L.D. (2013). Consumer engagement in a virtual brand community: an exploratory analysis". *Journal of Business Research*, Vol. 66 No. 1.
- Castells, M. (2010). *The Information Age, Volumes 1-3: Economy, Society and Culture*. Cambridge (Mass.); Oxford: Wiley-Blackwell.
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0.: Conceptual foundations and Marketing Issues. *Journal of direct, data and digital marketing practice*, 9(3), 231-244.
- Cooper, D. R., & Schindler, P.S. (2014). *Business Research Methods 12/e*. New York: McGraw-Hill.
- Cronin, J.J., Brady, M.K. and Hult, G.T.M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing* 76(2): 193–218.
- Cummins, S., Peltier, J.W., Schibrowsky, J.A. and Nill, A. (2014). Consumer behavior in the online context, *Journal of Research in Interactive Marketing*, Vol. 8 No. 3, pp. 169-202.

- De Vries, L., Gensler, S. and LeeFlang, P.S.H. (2012). Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. *Journal of Interactive Marketing*, Vol. 26 No. 2, pp. 83-91.
- De Vries, N.J. and Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management* 21(6): 495–515.
- Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact on loyalty intentions. *Journal of Retailing and Consumer Services* 24: 100–109.
- Forrester Consulting. (2008). *How engaged are your customers?*. Retrieved August 8th, 2018 from Adobe: www.adobe.com/engagement/pdfs/Forrester_TLP_How_Engaged_Are_Your_Customers.pdf.
- France, Cassandra. Merrilees. Bill. Miller, Dale. (2016). An integrated model of customerbrand engagement: Drivers and consequences. *Journal of Brand Management* Vol. 23, 2: 119-136.
- Gambatti, Rosella C., Graffigna, Guendalina. 2010. The concept of engagement A systematic analysis of the ongoing marketing debate. *International Journal of Market Research* Vol 52(6):801-826.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS8/e*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis (Vol. 7)*. New Jersey: Pearson Prentice Hall.
- Harrison, T. M., & Barthel, B. (2012). Wielding New Media in Web 2.0: Exploring the History of Engagement with the Collaborative Construction of Media Products. *Journal of New Media and Society*, 11,155-178.
- Hawkins, Delbert and David Mothersbaugh. (2015). *Consumer Behavior: Building Marketing Strategy, 13th Edition*. McGraw Hill Education.
- Heinze, A, Ferneley, E and Child, P. (2013). Ideal participants in online market research: Lessons from closed communities. *International Journal of Market Research*, 55 (6): 769-789.

- Hollebeek, Linda. (2011). Demystifying customer brandengagement: Exploring the loyalty nexus. *Journal of Marketing Management*. Vol 27 No. 7-8, pp 785-807.
- Hollebeek, Linda.D., Glynn, M.S. and Brodie, R.J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing* 28(2): 149–165.
- IBM (2014). *Stepping up to the challenge: CMO insights from the global C-suite study*. Retrieved August 1st from IBM: <https://public.dhe.ibm.com/common/ssi/ecm/gb/en/gbe03593usen/GBE03593USEN.PDF>.
- Jee, J. and Lee, W. (2002). Antecedents and consequences of perceived interactivity: An exploratory study. *Journal of Interactive Advertising* 3(1): 34–45.
- Kemp, E. (2015). Engaging consumers in esthetic offerings: Conceptualizing and developing a measure for arts engagement. *International Journal of Nonprofit and Voluntary Sector Marketing* 20(2): 137–148.
- King, R.A., Racherla, P. and Bush, V.D. (2014). What we know and don't know about online word-of-mouth: a review and synthesis of the literature. *Journal of Interactive Marketing*, Vol. 28 No. 3, pp. 167-183.
- Kotler, Philip & Kevin Lane Keller. (2016). *Marketing Management, 15th ed.* Pearson Prentice Hall.
- KUR. (2018). *Suku Bunga KUR Tahun 2018 Turun Menjadi Sebesar 7 %*. Retrieved August 5th, 2018 from KUR: <http://kur.ekon.go.id/suku-bunga-kur-tahun-2018-turun-menjadi-sebesar-7>.
- Kustin Ayuwaragil. 2017. *Kemenkop UKM: 3,79 Juta UMKM Sudah Go Online*. Retrieved August 6th, 2018 from CNN: <https://www.cnnindonesia.com/ekonomi/20171115161037-78-255819/kemenkop-ukm-379-juta-umkm-sudah-go-online>.
- Merrilees, B. and Fry, M.L. (2003). E-trust: The influence of perceived interactivity on e-retailing users. *Journal of Marketing Intelligence & Planning* 21(2): 123–128.

- Minkiewicz, J., Evans, J. and Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management* 30(1–2): 30–59.
- Nambisan, S. and Baron, R.A. (2010). Different roles, different strokes: organizing virtual customer environments to promote two types of customer contributions. *Journal of Organization Science*, Vol. 21 No. 2.
- Labrecque, L.I. (2014). Fostering consumer–brand relationships in social media environments: the role of parasocial interaction. *Journal of Interactive Marketing*, Vol. 28 No. 2, pp. 134–148.
- Prahalad, C.K. and Ramaswamy, V. (2004). The next practice in value creation. *Journal of Interactive Marketing*, Vol. 18 No. 3, pp. 5–14.
- Ramaswamy, Venkat. Ozcan, Kerimcan. (2013). Strategy and co-creation thinking, *Journal of Strategy & Leadership*, Vol. 41: Issue: 6, pp.5–10.
- Read, Ash. (2016). *A Complete Guide to Instagram Marketing: Get the Playbook That Drives Results for Instagram’s Top Profiles*. Retrieved August 3rd, 2018 from Buffer: <https://buffer.com/instagram-marketing>.
- Sarah Perez. (2015). *Instagram officially announces its new business tools*. Retrieved July 31st, 2018 from Techcrunch: https://beta.techcrunch.com/2016/05/31/instagram-officially-announces-its-new-business-tools/?_ga=2.94772309.857089144.1532071915-1138993856.1532071915.
- Sashi, C.M. (2012). Customer engagement, buyer-seller relationships, and social media. *Journal of Management Decision*, Vol. 50 Issue: 2, pp.253–272.
- Schultz, D.E. and Block, Martin P. (2014). Sales promotion influencing consumer brand preferences/purchases. *Journal of Consumer Marketing*, Vol. 31 No. 3, pp. 212–217.
- Schultz, D.E. and Peltier, J.W. (2013). Social media’s slippery slope: challenges, opportunities and future research directions. *Journal of Research in Interactive Marketing*, Vol. 7 No. 2, pp. 86–99.

- Shao, W., Jones, R.G. and Grace, D. (2015) Brandscapes: Contrasting corporate-generated versus consumer generated media in the creation of brand meaning. *Journal of Marketing Intelligence & Planning* 33(3): 414–443.
- Sprott, D., Czellar, S. and Spangenberg, E. (2009). The importance of a general measure of brand engagement on market behavior: Development and validation of a scale. *Journal of Marketing Research* 46(1): 92–104.
- Straker, K., Wrigley, C. and Rosemann, M. (2015). Typologies and touchpoints: designing multi-channel digital strategies. *Journal of Research in Interactive Marketing*, Vol. 9 No. 2, pp. 110-128.
- Sweeney, J.C. and Soutar, G.N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing* 77(2): 203–220.
- TrackMaven (2016). *The content marketing paradox revisited: time for a reboot?*. Retrieved August 2nd, 2018 from Trackmaven: <http://trackmaven.com/resources/content-marketing-paradox-revisited/>.
- Van Doorn, J., Lemon, K.E., Mittal, V., NaS, S., Pick, D., Pirner, P. and Verhoef, P.C. (2010). Customer engagement behavior: theoretical foundations and research directions. *Journal of Service Research*, Vol. 13 No. 3, pp. 253-266.
- Vanessa Page. (2015). *Top Companies Owned By Facebook*. Retrieved August 2nd, 2018 from Investopedia: <https://www.investopedia.com/articles/personal-finance/051815/top-11-companies-owned-facebook.asp>.
- Vivek, S.D. Beatty, S. and Morgan, R.M. (2012). Customer engagement: exploring customer relationships beyond purchase. *Journal of Marketing Theory & Practice*, Vol. 20 No. 2, pp. 122-146.
- Wirtz, J. et al. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management* 24(3): 223–244.
- Wong, H.Y. and Merrilees, B. (2015). An empirical study of the antecedents and consequences of brand engagement. *Journal of Marketing Intelligence & Planning* 33(4): 575–591.