

REFERENSI

- _____ (2013). “Everything You Need to Know about Social Media Ads”, *Marketing Cloud Online*. Dapat diakses melalui: <https://brandcdn.exacttarget.com/sites/exacttarget/files/Everything-You-Need-to-know-about-Social-Media-Ads.pdf>, diakses pada tanggal 1 Oktober 2019.
- Aaker, D.A. (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, The Free Press, New York, *Google Books Online*. Dapat diakses melalui: https://books.google.co.id/books?id=r_TSY5sxnO8C&lpg=PT10&ots=Aw5NjIC-Ta&lr&pg=PP1#v=onepage&q&f=false, diakses pada tanggal 19 Januari 2020.
- Agichtein, E., Castillo, C., Donato, D., Gionis, A., & Mishne, G. (2008), “Finding High-quality Content in Social Media”, *International Conference on Web Search and Data Mining*, 183–193.
- Asniwati, S. (2017), “Berkembangnya Media Sosial di Zaman Sekarang,” *Kompasiana Online*. Dapat diakses pada: <https://www.kompasiana.com/siscaasniwati/596dcee7f7afdd78457c52e2/berkembangnya-media-sosial-di-jaman-sekarang?page=all>, diakses pada tanggal 2 Oktober 2019.

- Barefoot, D., and Szabo, J. (2010), *Friends with benefits: A social media-marketing handbook*, San Francisco: No Starch Press, *Google Books Online*. Dapat diakses melalui: [https://books.google.co.id/books?id=B0MyDwAAQBAJ&lpg=PR17&ots=grhIU99ozf&dq=Barefoot%2C%20D.%2C%20and%20J.%20Szabo.%20\(2010\).%20%E2%80%9CFriends%20with%20benefits%3A%20A%20social%20media-marketing%20handbook%E2%80%9D.%20San%20Francisco%3A%20No%20Starch%20Press.&lr&pg=PR17#v=onepage&q&f=false](https://books.google.co.id/books?id=B0MyDwAAQBAJ&lpg=PR17&ots=grhIU99ozf&dq=Barefoot%2C%20D.%2C%20and%20J.%20Szabo.%20(2010).%20%E2%80%9CFriends%20with%20benefits%3A%20A%20social%20media-marketing%20handbook%E2%80%9D.%20San%20Francisco%3A%20No%20Starch%20Press.&lr&pg=PR17#v=onepage&q&f=false)
- Benes, R. (2017), “The beginning of a giant industry: An oral history of the first banner ad,” *Digiday Online*, dapat diakses melalui: <https://digiday.com/media/history-of-the-banner-ad/>, Diakses pada tanggal 1 Oktober 2019.
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012), “Are social media replacing traditional media in terms of brand equity creation,” *Management Research Review*, 35(9), 770-790.
- Carter, J. (2019), “Increasing brand awareness is main goal for social media strategies,” *Smart Insights Online*. Dapat diakses melalui: <https://www.smartinsights.com/social-media-marketing/increasing-brand-awareness-main-goal-for-social-media-strategies/>, diakses pada tanggal 12 April 2020

Collela, D. (2012). “How The Online Ad Market Resembles The Airline Industry”

Forbes Online. dapat diakses melalui:

<https://www.forbes.com/sites/ciocentral/2012/05/09/how-the-online-ad->

[market-resembles-the-airline-industry/#6fa5d56d33cc](https://www.forbes.com/sites/ciocentral/2012/05/09/how-the-online-ad-market-resembles-the-airline-industry/#6fa5d56d33cc), diakses pada tanggal 1

Oktober 2019.

Evans, D. (2012), *Social Media Marketing: An hour a day*, 2nd Edition, *Google Books*

Online. Dapat diakses melalui:

<https://books.google.co.id/books?id=CZcS7JZEqrMC&lpg=PT7&ots=YZv0g>

=

[XE9f&dq=Evans%2C%20D.%202012.%20Social%20Media%20Marketing%](https://books.google.co.id/books?id=CZcS7JZEqrMC&lpg=PT7&ots=YZv0gXE9f&dq=Evans%2C%20D.%202012.%20Social%20Media%20Marketing%3A%20An%20hour%20a%20day.%202nd%20Edition.&lr&pg=PT13#v=one)

[3A%20An%20hour%20a%20day.%202nd%20Edition.&lr&pg=PT13#v=one](https://books.google.co.id/books?id=CZcS7JZEqrMC&lpg=PT7&ots=YZv0gXE9f&dq=Evans%2C%20D.%202012.%20Social%20Media%20Marketing%3A%20An%20hour%20a%20day.%202nd%20Edition.&lr&pg=PT13#v=one)

[page&q&f=false](https://books.google.co.id/books?id=CZcS7JZEqrMC&lpg=PT7&ots=YZv0gXE9f&dq=Evans%2C%20D.%202012.%20Social%20Media%20Marketing%3A%20An%20hour%20a%20day.%202nd%20Edition.&lr&pg=PT13#v=one)

Evans, J. D. (1996), *Straightforward statistics for the behavioral sciences*, Thomson Brooks/Cole Publishing Co.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh,

R. (2016), “Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior,” *Journal of Business Research*, 69(12), 5833–

5841.

- Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006), “eWOM: The impact of customer to customer online know-how exchange on customer value and loyalty,” *Journal of Business Research*, 59(4), 449–456.
- Ha, H. Y. (2004), “Factors influencing consumer perceptions of brand trust online,” *Journal of Product & Brand Management*, 13(5), 329–342.
- Hair, J.F., Black, W.C, Babin, B.J, Anderson, R.E. (2010), *Multivariate Data Analysis*, 7th Edition, Upper Saddle River, NJ: Pearson Prentice Hall.
- Hertel, P. T. (1982), “Remembering Reactions and Facts: The Influence of Subsequent Information,” *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 8 (6), 513-29.
- Jalilvand, M. R., & Samiei, N. (2012), “The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran,” *Marketing Intelligence and Planning*, 30(4), 460–476.
- Jallad, R. (2019), “To Convert More Customers, Focus on Brand Awareness,” *Forbes Online*. Dapat diakses melalui: <https://www.forbes.com/sites/forbesagencycouncil/2019/10/22/to-convert-more-customers-focus-on-brand-awareness/#6e8595d52075>, diakses pada tanggal 18 Februari 2020.

- Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009), “Twitter power: Tweets as electronic word of Mouth,” *Journal of the Association Society for Information Science and Technology*, 60(11), 2169–2188.
- Kang, M.J., (2005), “A Study on the Effect of Features of Brand Community Using One person Media on Consumers,” Master’s dissertation. Seoul National University.
- Kapferer, J. N., & Bastien, V. (2009), “The specificity of luxury management: Turning marketing upside down,” *Journal of Brand Management*, 16(5–6), 311–322.
- Keller, K.L. (1993), “Conceptualizing, measuring, managing customer-based brand equity,” 57, 1–22.
- Keller, K.L. (2013), *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, fourth edition, Pearson Education Inc, NJ.
- Kim, A. J., & Ko, E. (2012), “Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand,” *Journal of Business Research*, 65(10), 1480–1486.
- Lamb, K. (2019). “Garuda Indonesia bans in-flight photos after being mocked for handwritten menu,” *The Guardian Online*. Dapat diakses melalui: <https://www.theguardian.com/world/2019/jul/18/indonesian-airline-bans-in->

[flight-photos-after-being-mocked-for-handwritten-menu](#), diakses pada tanggal 2 Oktober 2019.

Mangold, W. G., & Faulds, D. J. (2009), “Social media: The new hybrid element of the promotion mix,” *Business Horizons*, 52(4), 357–365.

Moorman, C., Zaltman, G., & Deshpande, R. (1992), “Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations,” *Journal of Marketing Research*, 29(3), 314.

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011), “Introducing COBRAs: Exploring motivations for Brand-Related social media use,” *International Journal of Advertising*, 30(1), 13–46.

Pertiwi, W. (2019). “Separuh Penduduk Indonesia Susah “melek” Media Sosial” *Kompas Online*. Dapat diakses melalui: <https://tekno.kompas.com/read/2019/02/04/19140037/separuh-penduduk-indonesia-sudah-melek-media-sosial>, diakses pada tanggal 30 September 2019.

Pozin, I. (2014), “Small Business Expert: Answers to Your Five Biggest Social Media Branding Questions,” *Forbes Online*. Dapat diakses melalui: <https://www.forbes.com/sites/ilyapozin/2014/11/07/small-business-expert-answers-to-your-five-biggest-social-media-branding-questions/#2eb065d317ae>, diakses pada tanggal Februari 11 2020.

Pradana, R. (2019). “Pemerhati Aviasi: Larangan Dokumentasi Bisa Rugikan Garuda”

Bisnis Online. Dapat diakses melalui:

<https://ekonomi.bisnis.com/read/20190716/98/1124780/pemerhati-aviasi->

[larangan-dokumentasi-bisa-rugikan-garuda](https://ekonomi.bisnis.com/read/20190716/98/1124780/pemerhati-aviasi-larangan-dokumentasi-bisa-rugikan-garuda), diakses pada tanggal 30 Oktober

2019.

Razi, A., Ahmed, H. M., Ilyas, J., Bhatti, M. B., Khalil, M., Moin, Haseeb, S., & Ali,

S. (2013), “Is Youth Brand Conscious,” *Global Journal of Management and*

Business Research Marketing, 13(5), 37–40.

Rossiter, J.R., Percy, L., (1987), *Advertising and Promotion Management*, McGraw-

Hill Book Company, New York.

Sano, K., (2015), “An empirical study the effect of social media marketing activities

upon customer satisfaction, positive word-of-mouth and commitment in

indemnity insurance service,” *Proceedings International Marketing Trends*

Conference 2015.

Sekaran, U., & Bougie, R. (2016), *Research methods for business: A skill building*

approach, John Wiley & Sons.

Seo, E. J., & Park, J. W. (2018), “A study on the effects of social media marketing

activities on brand equity and customer response in the airline industry,”

Journal of Air Transport Management, 36–41.

Seo, W.S., Kim, M.K., (2003), “A study on the effect of consumer behavior intention of brand equity in hotel,” *Korean J. Tour. Res.* 18 (2), 111–127.

Severi, E., Choon Ling, K., & Nasermodeli, A. (2014), “The Impacts of Electronic Word of Mouth on Brand Equity in the Context of Social Media,” *International Journal of Business and Management*, 9(8), 84–96.

Takran, N. (2015), *Handbook of Research on Effective Advertising Strategies in the Social Media Age*, 1st Edition, Hershey: IGI Global.

Thimothy, S. (2016), “Why Brand Image Matters More Than You Think,” *Forbes Online*. Dapat diakses melalui: <https://www.forbes.com/sites/forbesagencycouncil/2016/10/31/why-brand-image-matters-more-than-you-think/#3b8ea32f10b8>, diakses pada tanggal 12 April 2020.

Thornton, P. (2018), “The Importance of Social Media Marketing for Brand Image and Sales,” *Digital Hothouse Online*. Dapat diakses melalui: <https://www.digitalhothouse.co.nz/blog/importance-of-social-media-brand-image-sales/>, diakses pada tanggal 14 April 2020.

Thurau, H., T., Gwinner, K.P., Walsh, G., Gremler, D.D. (2004), “Electronic word of mouth via consumer-opinion platforms: what motivates consumers to articulate



UNIVERSITAS
GADJAH MADA

Pengaruh Aktivitas Pemasaran Media Sosial pada Ekuitas Merek dan Respon Konsumen
RICHMOND DHANI SWARA, Dr. Sahid Susilo Nugroho, M.Sc.
Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

themselves on the Internet,” *Journal of Interactive Marketing*, Vol. 18 No.1,
pp.38-52.