

DAFTAR PUSTAKA

- An, W., & Liu, Q. H., 2013, Research on Apparel E-Commerce Customer Behavior Based on Life Style. *Applied Mechanics and Materials*, 411–414, 2173–2176.
- Ahn, H. Il, and Spangler, W.S., 2014, Sales Prediction with Social Media Analysis, Annual SRII Global Conference SRII, 213–222.
- Assaruri, S., 2015, *Manajemen Pemasaran, Edisi 15*, Rajawali Perseda, Jakarta.
- Dullah, S., 2002, *Batik, Pengaruh Zaman dan Lingkungan*, Dinar Hadi, Solo.
- Durianto, Darmadi, Sugiarto, dan Sitinjak, T., 2004, *Brand Equity Ten: Strategi Memimpin Pasar*, PT. Gramedia Pustaka Utama, Jakarta.
- Gao, Q., and Feng, C., 2016, Branding with Social Media: User Gratifications, Usage Patterns, and Brand Message Content Strategies, *Computers in Human Behavior*, **63**, 868–890.
- Goyat, S., 2011, The Basis of Market Segmentation: A Critical Review of Literature, *European Journal of Business Management*, **3**, 45–54.
- Hair, J. F., Black, W. C., Babin, B. J. and Anderson, R. E., 2010, *Multivariate Data Analysis: A Global Perspective*, 7th ed, Pearson Prentice Hall, United States of America.
- Hair, J., Hult, G. T., Ringle, C. and Sarstedt, M., 2016, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt*, Sage.
- Hair, J.F., Risher, J.J., Sarstedt, M., and Ringle, C.M, 2019, When to Use and How to Report the Results of PLS-SEM, *European Business Review*, **31**(1), 2–24.
- Hamzuri, 1985, *Batik Klasik (Classical Batik)*, Djambatan, Jakarta.
- Hollebeek, L.D., 2011, Demystifying customer brand engagement: Exploring the loyalty nexus, *Journal of Marketing Management*, **27**(7-8), 785- 807.
<https://www.globalwebindex.com/reports/social>, (online accessed 30 Agustus 2020)
- Istiqomah, N.A., 2017, *Analisis Pengaruh Tipe Brand-Content Strategies Terhadap Brand Awareness Produk Batik Tulis*, Fakultas Teknik, Universitas Gadjah Mada, Yogyakarta.
- Istiqomah, N.A., 2018, *Segmentasi Manfaat Pada Konsumen Batik Indonesia: Konsumsi Batik, Perilaku Penggunaan dan Pembelian, Psikografi, dan Demografi*, Fakultas Teknik, Universitas Gadjah Mada, Yogyakarta.
- Kim, D.H., Spiller, L., dan Hettche, M., 2015, Analyzing media types and content orientations in Facebook for global brands. *Journal of Research in Interactive Marketing*, **9**, 4–30.
- 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.
- Kotler, P.T. dan Keller, K.L., 2012, *Marketing Management*, Pearson Prentice Hall, New Jersey.
- Kurniasih, R., 2018, Analisis Perilaku Konsumen Terhadap Produk Batik Tulis Banyumas. *Jurnal Ekonomi, Bisnis, Dan Akuntansi (JEBA)*, **20**(1), 1–12.

- Kurniasih, R., Wulandari, S. Z., & Luhita, T., 2018, *Minat beli dan karakteristik konsumen batik di banyumas* (November), 402–409.
- Kussudyarsana dan Irawati, Z., 2018, Analisis Pengaruh Brand Image Dan Brand Origin Terhadap Intensi Pembelian Produk Batik & Ekonomi. *Jurnal Ekonomi Manajemen Sumber Daya*, **20**(1), 32-43.
- Ladhari, R., Gonthier, J., & Lajante, M., 2019, Generation Y and online fashion shopping: Orientations and profiles. *Journal of Retailing and Consumer Services*, **48**, 113–121.
- Lestari, L., Kristiningsih, K., & Herawati, W., 2019, Analysis of the Characteristics of Potential Consumer Based on Motivation, Personality and Lifestyle of East Java Batik Consumer, *ICIIR*, **88**, 137–141.
- Littrell, M. A., Ogle, J. L. P. & Kim, S., 1999, Marketing Ethnic Apparel: Single or Multiple Consumer Segments, *Journal of Fashion Marketing and Management*, **3**(1), 31-43.
- Mandegani, G. B., Setiawan, J., Atika, V., and Haerudin, A., 2018, ‘Persepsi Kualitas Batik Tulis [Hand-written batik perception]’, *Dinamika Kerajinan dan Batik: Majalah Ilmiah*, **35**(2), 75.
- Miller-Spillman, K. A., Lee, M. Y., Graham, M. A., & Cho, B., 2016, Consumer Groups for Ghanaian Fabric Products, Based on Aesthetics and Socially Responsible Shopping Behavior. *Journal of Global Fashion Marketing*, **7**(2), 120–131.
- Ogle, J., Hyllegard, K. H., Yan, R. N., & Littrell, M. A., 2014, Segmenting the Teen Girl Apparel Market: Differences in Fashion Involvement, Materialism and Social Responsibility. *Young Consumers*, **15**(2), 153–166.
- Park, H. H., & Sullivan, P., 2009, Market Segmentation with Respect to University Students’ Clothing Benefits Sought: Shopping Orientation, Clothing Attribute Evaluation, and Brand Repatronage. *International Journal of Retail and Distribution Management*, **37**(2), 182–201.
- Popp, N., McEvoy, C., dan Watanabe, N., 2017, Do College Athletics Marketers Convert Social Media Growth Into Ticket Sales, *International Journal of Sports Marketing and Sponsorship*, **18**, 212–227.
- Rodriguez, M., Peterson, R.M., dan Krishnan, V., 2012, Social Media’s Influence on Business-to-Business Sales Performance, *Journal of Personal Selling & Sales Management*, **32**, 365–378.
- Setiawati, M., 2019, *Pemilihan Social Media Brand Content Strategies Untuk Meningkatkan Brand Awareness Pada Segmen Konsumen Batik (Studi Kasus Batik Butimo, Yogyakarta)*, Fakultas Teknik, Universitas Gadjah Mada, Yogyakarta.
- Shojaee, S., dan bin Azman, A., 2013, An Evaluation of Factors Affecting Brand Awareness in the Context of Social Media in Malaysia, *Asian Social Sciences*, **9**, 72–78.
- Sularso, 2009, *60 Tahun Gabungan Koperasi Batik Indonesia*, Koperasi Pusat Gabungan Koperasi Batik Indonesia, Jakarta.
- Steelyana, E., 2012, Batik, A Beautiful Cultural Heritage that Preserve Culture and Supporteconomic Development in Indonesia. *Binus Business Review*, **3**(1), 116.



Segmentasi Konsumen dan Analisis Pengaruh Social Media Marketing Activity Terhadap Brand Awareness dan Keinginan Untuk Membeli Pada Penjualan di Electronic Marketplace (Studi Kasus : Batik Butimo, Yogyakarta)
INDAH SEPWINA PUTRI, Andi Sudiarso, S.T., M.T., M.Sc., Ph.D.; Hilya Mudrika Arini, S.T., M.Sc., M.Phil., Ph.D.
Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Tuckwell, 2014, *Study of Market Segmentation and Target Marketing*, 123–132.