

## DAFTAR PUSTAKA

- Amalia, Chairina Debika, dan Evawani Elysa Lubis. "Pengaruh Content Marketing di Instagram Stories @Icheesefactory Terhadap Minat Beli Konsumen." *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik* 7, no. 1 (2020): 1-11.
- Ayang, Tasya, dan Maria Sugiati. "Analisis Pengaruh Customer Relationship Management Terhadap Loyalitas Pelanggan Trzy Coffee Bogor." *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia* 6, no. 1 (2022): 46-57.
- Ayele, M. "Effect of Content Marketing on Brand Loyalty Mediated by Consumer Online Engagement: The Case of Hewlett Packard Company in Ethiopia." Doctoral dissertation, ST. MARY'S UNIVERSITY, 2021.
- Bowden-Everson, Jan L.-H., Tracey S. Dagger, dan Greg Elliott. "Engaging Customers for Loyalty in the Restaurant Industry: The Role of Satisfaction, Trust, and Delight." *Journal of Foodservice Business Research* 16, no. 1 (2013): 52-75. doi:10.1080/15378020.2013.761025.
- Cahyani, I. R. "Pemanfaatan Media Animasi 3D di SMA." *Jurnal Teknologi Pendidikan: Jurnal Penelitian Dan Pengembangan Pembelajaran* 5, no. 1 (2020): 57-68.
- Creswell, John W. *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Versi Terjemahan. Yogyakarta: Pustaka Pelajar, 2010.
- Erwin, Erwin, et al. "Customer Engagement Usaha Kuliner; Kontribusi Marketing Content dan Efek Viral Marketing Campaigns." *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia* 6, no. 3 (2023): 383-397.
- Fitrisam, Syarifah Aliyah, Elimawati Rombe, dan Muzakir Muzakir. "The Influence Of Shopee Indonesia 'S Instagram Content Marketing On E-Customer Loyalty With Customer Engagement As A Mediation Variable." *Tadulako International Journal of Applied Management* 4, no. 3 (2022): 22-29.
- Ghozali, Imam. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro, 2018.
- Ghozali, Imam. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro, 2011.
- Hair, J. F., G. T. M. Hult, C. M. Ringle, dan M. Sarstedt. *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. Thousand Oaks, CA: Sage, 2014.
- Haryanto, Haryanto. "Pemanfaatan Social Media Network Sebagai Media Komunikasi Komunitas Pustakawan Homogen Dalam Rangka Optimalisasi Resources Sharing Koleksi Antar Perguruan Tinggi." *Pustakaloka* 8, no. 1 (2016): 130-141.
- Hollebeek, Linda D., David E. Sprott, dan Michael K. Brady. "Rise of the Machines? Customer Engagement in Automated Service Interactions." *Journal of Service Research* 24, no. 1 (2021): 3-8.
- Homburg, Christian, dan Ruth M. Stock. "The Link Between Salespeople's Job Satisfaction and Customer Satisfaction in a Business-to-Business Context: A Dyadic Analysis." *Journal of the Academy of Marketing Science* 32, no. 2 (2004): 144-158. doi:10.1177/0092070303261415.
- Jibril, Abdul Bashiru, et al. "The Impact of Social Media on Consumer-Brand Loyalty: A Mediating Role of Online Based-Brand Community." *Cogent Business & Management* 6, no. 1 (2019): 1673640.

- Juventino, Alessandro Kevin. "Analisis Pengaruh Content Marketing Terhadap Customer Loyalty Dengan Customer Engagement Dan Brand Trust Sebagai Variabel Intervening Pada E-Commerce Zalora Indonesia Di Surabaya." *Jurnal Strategi Pemasaran* 7, no. 2 (2020): 12.
- Kim, S. S., Jung Yoon J. Choe, dan John F. Petrick. "The Effect of Celebrity on Brand Awareness, Perceived Quality, Brand Image, Brand Loyalty, and Destination Attachment to a Literary Festival." *Journal of Destination Marketing & Management* 9 (2018): 320-329.
- Kotler, Philip, dan Kevin Lane Keller. *Marketing Management*. ISE England, 2016.
- Kotler, Philip, Hermawan Kartajaya, dan Iwan Setiawan. *Marketing 4.0: Moving from Traditional to Digital*. Amerika Serikat: John Wiley & Sons, 2017.
- Kotler, Philip, Kevin Lane Keller, dan Marc Oliver Opresnik. *Marketing-Management: Konzepte-Instrumente-Unternehmensfallstudien*. Pearson Deutschland GmbH, 2017.
- Kotler, Philip, Thomas Hayes, dan Paul N. Bloom. *Marketing Professional Service*. Prentice Hall International Press, 2002.
- Lisi, Jon. "Dhiraj Murthy, Twitter: Social Communication in the Twitter Age." *International Journal of Communication* 7 (2013): 3.
- Nalendra, Aloysius Rangga Aditya. *Statistika Seri Dasar Dengan SPSS*. Media Sains Indonesia, 2021.
- Prabowo, Dyah Ayu Annisaa, dan Eko Hartanto. "Pengaruh Kredibilitas dan Motif Penggunaan Media Sosial Instagram @SEATODAYNEWS Terhadap Pemenuhan Kebutuhan Informasi Pada Followers." *Jurnal Ilmiah Multidisiplin* 3, no. 1 (2024): 30-35.
- Rose, Robert, dan Joe Pulizzi. *Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand*. Cleveland Ohio: CMI Books, Division of Z Squared Media, LLC, 2011.
- Sanjaya, Linda. *Analisis Pengaruh Content Marketing Pada Customer Value Dan Customer Engagement Serta Dampaknya Terhadap Repeat Purchase Pada Pegipegi Di Surabaya*. 2020.
- Saragi, Oliver Richardo, Muhammad Fikriansah, dan Lewi Ebenezer Hasugian. "Mengapa Content Marketing itu Penting untuk Bisnis?" *Journal of Information Systems and Management (JISMA)* 2, no. 6 (2023): 67-69.
- Schoonenboom, J., dan R. B. Johnson. "How to Construct a Mixed Methods Research Design." *Koln Z Soziol* 69 (2017): 107-131.
- Sekaran, Uma, dan Roger Bougie. *Research Methods for Business: A Skill-Building Approach*. 7th ed. United Kingdom: Wiley, 2016.
- So, K. K. F., C. King, dan B. A. Sparks. "Customer Engagement with Tourism Brands: Scale Development and Validation." *Journal of Hospitality and Tourism Research* 38, no. 3 (2014): 304-329.
- Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2018.
- Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2019.
- Syafitri, Romadhona. "Content Marketing, Strategi Pemasaran di Era Digital." *Alumni Prodi Ilmu Komunikasi Umsida*, August 30, 2023. <https://umsida.ac.id/strategi-content-marketing-instagram/>.

- Utomo, Jodi Satrio. "Pengaruh Social Media Marketing Activities Instagram Terhadap Loyalitas Konsumen Pada Produk Erigo." 2022.
- Vinerean, Simona. "Content Marketing Strategy: Definition, Objectives and Tactics." *Expert Journal of Marketing* 5, no. 2 (2017): 92-98.
- Wiska, Mayroza, Fenisi Resty, dan Hidayatul Fitriani. "Analisis Content Marketing Dan Electronic Word of Mouth (E-Wom) Terhadap Keputusan Pembelian Generasi Z Pada Media Sosial Tik-Tok (Studi Kasus Generasi Z Kabupaten Dharmasraya)." *Manajemen Dewantara* 6, no. 2 (2022): 153-162.