

## DAFTAR PUSTAKA

- Aaker, D. A. (2018). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- Adiningtyas, C., & Hasanah, Y. N. (2023). *Analysis of Social Media Marketing Activity on Brand Awareness, Brand Image, and Brand Loyalty in Local Fashion Product Brands*. *Jurnal Manajemen Dan Bisnis*, 7(1), 128-148.
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). *Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry*. *International Journal of Data and Network Science*, 4(2), 91-104.
- Bank Central Republik Indonesia. (2022). *Laporan Ekonomi & Keuangan Syariah*.
- Belanche, D., Casalo, L. V., Flavian, M., & Sanchez, S. I. (2021). *Understanding influencer marketing: The role of congruence between influencers, products and consumers*. *Journal of Business Research*, 32, 186-195.
- Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). *The Influence Of Brand Awareness, Brand Image, And Brand Trust On Brand Loyalty*. *Jurnal Manajemen*, 24(3), 412-426.
- BİLGİN, Y. (2018). *The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty*. *Business & Management Studies: An International Journal*, 6(1), 128-148.
- Chen, S. C., & Lin, C. P. (2019). *Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction*. *Technological Forecasting and Social Change*, 140, 22-32.
- Cuong, D. T. (2020). *The Impact of Customer Satisfaction, Brand Image on Brand Love and Brand Loyalty*. *Journal of Advanced Research in Dynamical and Control Systems*, 12(6), 3151-3159.
- Ebrahim, R. S. (2020). *The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty*. *Journal of Relationship Marketing*, 19(4), 287-308.
- Elcorps. (2023). *Annual Report 2022*. Laporan Keuangan dan Keberlanjutan. <https://elcorps.com/laporan-keuangan>
- Emeralda, M. V., & Kurniawati. (2022). *Analisis Pengaruh Social Media Marketing Dan Influencer Marketing Terhadap Brand Loyalty Dengan Brand Trust Dan Brand Equity Sebagai Mediasi*. *Jurnal Ekonomi dan Bisnis*, 11(1), 1269 – 1273.

- Fetais, A. H., Algharabat, R. S., Aljafari, A., & Rana, N. P. (2022). *Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. Information Systems Frontiers, 25*, 795-817.
- Firmansyah, M. A. (2019). *Pemasaran Produk Dan Merek (Planning & Strategy)*. Surabaya: Cv. Penerbit Qiara Media.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Badan Penerbit Universitas Diponegoro: Semarang.
- Ibrahim, B. (2021). *Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination. Journal of Promotion Management, 28*(1), 60-90.
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2020). *Perceived Social Media Marketing Activities and Consumer-based Brand Equity : Testing a moderated mediation model. Asia Pacific Journal of Marketing and Logistics, 33*(1), 53-72.
- Kotler, P., & Keller, K. L. (2017). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Manavat, P., Pandey, S., Pandey, M., & Chauhan, D. (2022). *Understanding The Impact Of Influencer On Brand Loyalty In Cosmetic Industry. International Research Journal of Modernization in Engineering Technology and Science, 6*(2), 1372-1382.
- Omani, K. M. (2023). *The Effect Of Influencer Marketing On Brand Loyalty Among Small And Medium Enterprises In Nairobi City County. Strathmore University*.
- Pratama, A., & Azizah, N. (2022). *Pengaruh E-WOM, Product Quality, Dan Price Terhadap Brand Image Melalui Perceived Value. Jurnal Manajemen dan Bisnis (Performa), 19*(1), 113-123.
- Putri, P. M., & Marlien, R. A. (2022). *Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. Jurnal Ekonomi & Ekonomi Syariah, 5*(1), 25-36.
- Rohmad, Rivaldo, Y., & Kamanda, S. V. (2022). *The Influence Of Brand Image, Promotion And Trust On Customer Loyalty At Bank BSI Nagoya Batam Branch. Jurnal Mantik, 6*(2), 2385-2392.
- Saleh, M. Y., & Miah Said. (2019). *Konsep dan Strategi Pemasaran: Marketing Concepts and Strategies*. Makassar : SAH MEDIA.
- Saputro, R. Y. B., & Lusia, A. (2023). *Pengaruh Brand Loyalty, Brand Trust Dan Harga Terhadap Keputusan Pembelian Ulang Paket Data Tri Di Solo Raya. Indonesian Journal of Strategic Management, 6*(2), 72-82.

- Sari, C. R., & Hidayat, A. M. (2021). Pengaruh *Influencer Marketing* Dan Kualitas Produk Terhadap Keputusan Pembelian Di Uniqlo Universitas Telkom. *eProceedings of Management*, 8(2).
- 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*, 66, 36-41.
- Sharawneh, T. (2020). *Social Media Marketing Activities And Brand Loyalty In The Telecommunication Industry: The Mediating Role Of Brand Affect*. *Journal of Innovations in Digital Marketing*, 1(1), 1-9.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sugiyono. (2019). *Statistika Untuk Penelitian*. Bandung: Alfabeta.
- Tarmadi, D., & Rimba, L. J. (2022). *Influence of Influencer Marketing and Event Marketing in Order to Build Tokopedia Brand Loyalty*. *Enrichment: Journal of Management*, 12(4), 3242-3246.
- Tjiptono, F., & Diana, A. (2020). *Pemasaran*. Yogyakarta :Andi.
- Top Brand Index Elzatta*. (2023). *Top Brand Award*. Retrieved November 21, 2023, from [https://www.topbrand-award.com/top-brand-index/?tbi\\_year=2023&type=brand&tbi\\_find=elzatta](https://www.topbrand-award.com/top-brand-index/?tbi_year=2023&type=brand&tbi_find=elzatta)
- Wantini, E., & Yudiana, F. E. (2021). *Social Media Marketing And Brand Personality To Brand Loyalty With Brand Trust And Brand Equity As A Mediator*. *Indonesian Journal of Islamic Economics Research*, 3(1), 1-14.
- Wati, A. P., Martha, J. A., & Indrawati, A. (2020). *Digital Marketing*. Malang: Edulitera.