

DAFTAR PUSTAKA

- Anjani, L. R., Winarno, S. T., and Setyadi, T. (2023). The Influence of Content Marketing on Customer Retention Mediated by Customer Engagement and Brand Awareness among “Kapal Api” Coffee Consumers in Surabaya. *International Journal of Research and Reviews*, 3(1), 2023.
- Arifianto, B. D., dan Basri, A. I. (2021). Pengaruh Konten Pemasaran, Kualitas Informasi, Keandalan dan Citra Merek Terhadap Customer Engagement. *Investasi: Jurnal Ekonomi dan Bisnis*, 1(1), 9–18. <https://journal.actual-insight.com/index.php/investasi/article/view/39%0A>
- Ascarza, E., Neslin, S. A., Netzer, O., Anderson, Z., Fader, P. S., Gupta, S., Hardie, B. G. S., Lemmens, A., Libai, B., and Neal, D. (2018). In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions. *Customer Needs and Solutions*, 5, 65–81.
- Awaluddin, R. (2021). *Digital Marketing : Konsep dan Strategi*. Penerbit Insania.
- Badan Pusat Statistik. (2025). *Rata-rata Konsumsi Mi Instan Per Kapita Per Minggu (dalam bungkus)*. <https://www.bps.go.id>
- _____. *Rata-rata Pengeluaran Perkapita Seminggu Kategori Mie Instan*. <https://www.bps.go.id>
- Baltes, L. P. (2015). Content Marketing-The Fundamental Tool of Digital Marketing. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 111–118.
- Bening, B., and Kurniawati, L. (2019). The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta. *International Conference on Technology, Education and Sciences*, 138–148. <http://jurnal.ustjogja.ac.id/index.php/incotes/index>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., and Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Chaffey, D., and Chadwick, E. F. (2016). *Digital Marketing Strategy, Implementation and Practice* (sixth). Pearson Education Limited. https://doi.org/10.1007/978-981-97-0607-5_3
- Darwin, M., and Umam, K. (2020). Analisis Indirect Effect pada Structural Equation Modeling. *Nucleus*, 1(2), 50–57. <https://doi.org/10.37010/nuc.v1i2.160>

- Dessart, L., Veloutsou, C., and Thomas, A. M. (2015). Consumer Engagement in Online Brand Communities: A Social Media Perspective. *Journal of Product and Brand Management*, 24(1), 28–42. <https://doi.org/10.1108/JPBM-06-2014-0635>
- Erwin, Cindrakasih, R. R., Sari, A., Hita, Boari, Y., Judijanto, L., Stat, M., dan Tadampali, A. C. T. (2024). *Pemasaran Digital (Teori dan Implementasi)*. PT. Green Pustaka Indonesia. <https://www.researchgate.net/publication/377638698>
- Erwin, Suade, Y. K. M., Tanesia, C. Y., Sharon, S., dan Maichal. (2023). Customer Engagement Usaha Kuliner; Kontribusi Marketing Content dan Efek Viral Marketing Campaigns. *INOBIIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 6(3), 383–397. <https://doi.org/10.31842/jurnalinobis.v6i3.285>
- Evania, S., Listiana, E., Wendy, Rosnani, T., and Fahrana, Y. (2023). The Effect of Influencer Marketing and Content Marketing on Customer Engagement and Purchase Decisions on Followers. *Asian Journal of Economics, Business and Accounting*, 23(2), 12–20. <https://doi.org/10.9734/ajeaba/2023/v23i2917>
- Frost, R., and Strauss, J. (2013). *E-Marketing* (7th ed.). Routledge. <https://doi.org/10.4324/9781315506531>
- Ghozali, I., dan Latan, H. (2015). Partial Least Squares; Konsep, Teknik dan Aplikasi Menggunakan Program Smart PLS 3.0. *Badan Penerbit Undip*.
- Hair, J. F., Black, W. C., Babin, B. J., and Anderson, R. E. (2014). *Multivariate Data Analysis* (Seventh). Pearson Education Limited.
- _____. (2019). *Multivariate Data Analysis* (Eighth). Annabel Ainscow.
- Hair, J. F., Hult, G. T., Ringle, C., and Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second). SAGE.
- Hamid, R. S., dan Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., dan Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif dan Kuantitatif*. CV. Pustaka Ilmu Group.
- Harsanto, P. W. (2009). Gaya Hidup Modern dan Iklan (Budaya Makan Mi Instan sebagai Identitas). *Imaji: Jurnal Seni dan Pendidikan Seni*, 7(1).
- Haryono, S. (2016). *Metode SEM untuk Penelitian Manajemen dengan AMOS*

LISREL PLS. PT. Intermedia Personalia Utama.

- Kemenkes RI. (2018). *Laporan Nasional RISKESDAS 2018*. Badan Penelitian dan Pengembangan Kesehatan. [https://repository.badankebijakan.kemkes.go.id/id/eprint/3514/1/Laporan Riskesda 2018 Nasional.pdf](https://repository.badankebijakan.kemkes.go.id/id/eprint/3514/1/Laporan_Riskesda_2018_Nasional.pdf)
- Kemp, S. (2024). *Digital 2024 Indonesia*. <https://wearesocial.com/id/blog/2024/01/digital-2024/>
- Kingsnorth, S. (2016). *Digital Marketing Strategy an Integrated Approach to Online Marketing* (1 st). Kogan Page Limited Apart.
- Kusdianti, S. E., dan Wilujeng, I. P. (2024). Customer Engagement Memediasi Content Marketing terhadap Brand Awareness pada Online Travel Agent. *EKOMABIS: Jurnal Ekonomi Manajemen Bisnis*, 4(02), 171–184. <https://doi.org/10.37366/ekomabis.v4i02.323>
- Martini, N. K. A., Wulandari, N. L. A. A., Premayani, N. W. W., dan Purwaningrat, P. A. (2022). Pengaruh Content Marketing terhadap Customer Retention dengan Customer Engagement sebagai Variabel Intervening. *Jurnal Manajemen, Kewirausahaan dan Pariwisata*, 2(3), 905–911.
- Mavikasari, V. (2023). Pendekatan Metode Webuse untuk Evaluasi Website STMIK El Rahma Yogyakarta. *Jurnal Informatika Komputer, Bisnis dan Manajemen*, 21(1), 80–90.
- Mubah, A. S. (2011). Strategi Meningkatkan Daya Tahan Budaya Lokal dalam Menghadapi Arus Globalisasi. *Jurnal UNAIR*, 24(4), 302–308.
- Musnaini, Suherman, Wijoyo, H., dan Indrawan, I. (2020). *Digital Marketing*. CV. Pena Persada.
- Nabilla, Z., dan Rubiyanti, R. N. (2020). Pengaruh Pemasaran Konten terhadap Retensi Pelanggan dengan Keterlibatan Pelanggan sebagai Variabel Perantara pada Penggunaan Situs Web Zomato. *E-Proceeding of Management*, 7(2), 3678–3685.
- Nasution, A. P. A., Dalimunthe, A. A., dan Syafina, L. (2023). Pengaruh Content Marketing terhadap Customer Advocacy dengan Variabel Brand Trust dan Customer Engagement sebagai Variabel Intervening pada Aplikasi Tiktok di Mahasiswa UINSU. *Surplus: Jurnal Ekonomi dan Bisnis*, 1(2), 203–221. <http://qjurnal.my.id/index.php/sur/article/view/446>
- Nurjanah, P., dan Juanim, J. (2020). Experiential Marketing dan Switching Barriers Terhadap Customer Retention dan Loyalitas Pelanggan. *Jurnal Riset Bisnis dan Manajemen*, 13(2), 76–83.

- Nurvajri, T. C., Yunus, M., and Chan, S. (2022). The Effect of Content Marketing and Social Media Influencer on Customer Satisfaction and Their Impact On Online Repurchase Intention during The Covid-19 Pandemic. *International Journal of Scientific and Management Research*, 05(06), 156–168. <https://doi.org/10.37502/ijsmr.2022.5614>
- Oktaviani, C. R., and Gunarto, M. (2023). The Effect of Social Media Marketing on Customer Retention Mediated by Customer Engagement. In *Proceedings of the 4th Asia Pacific Conference on Industrial Engineering and Operations Management Ho Chi Minh City, Vietnam*, 640–648. <https://doi.org/10.46254/ap04.20230175>
- Pazeraite, A., and Repoviene, R. (2016). Content Marketing Elements and Their Influence on Search Advertisement Effectiveness: Theoretical Background and Practical Insights. *Organizacijø Vadyba: Sisteminiai Tyrimai*, 75, 97.
- Prasetya, M., and Susilo, D. (2022). The Effect of Content Marketing on Purchase Intention through Customer Engagement as Variable Mediation. *Jurnal Komunikasi Profesional*, 6(5), 423–434. <https://doi.org/10.25139/jkp.v6i5.5192>
- Priadana, M. S., dan Sunarsi, D. (2019). *Metode Penelitian Kuantitatif*. Pascal Books.
- Purwanto, A., and Sudargini, Y. (2021). Partial Least Squares Structural Squation Modeling (PLS-SEM) Analysis for Social and Management Research: A Literature Review. *Journal of Industrial Engineering dan Management Research*, 2(4), 114–123.
- Putri, N. A., and Septrizola, W. (2024). The Effect of Shopee Live Content Marketing on Customer Retention with Customer Engagement as an Intervening Variable of Shopee Live Users on the Shopee Application in Padang City. *Jurnal Ilmiah Ekonomi dan Manajemen*, 2(2), 785–796. <https://doi.org/10.61722/jiem.v2i2.1041>
- Rachmadi, T. (2020). *The Power of Digital Marketing* (Vol. 1). Tiga Ebook.
- Rahadi, D. R. (2023). *Pengantar Partial Least Squares Structural Equation Model (PLS-SEM)*. CV. Lentera Ilmu Madani.
- Rahmayanie, E., Sianturi, J. K. O., Yessica, dan Mani, L. (2024). Pengaruh Content Marketing, Layanan, dan Kepuasan terhadap Kepesertaan Aktif yang Berlanjut pada BPJS Ketenagakerjaan. *Media Bina Ilmiah*, 18(9), 2341–2348.
- Satria, R. (2022). Analisis Komitmen Organisasi berdasarkan Faktor Kepemimpinan dan Budaya Organisasi Kerja pada Aparatur Sipil Negara (ASN). *Journal of Business and Economics (JBE) UPI YPTK*, 7(2), 192–199.

- Septiarini, E., dan Karamang, E. (2023). Pengaruh Instagram Konten Marketing terhadap Purchase Intention Membership Fitness Center yang Dimediasi Brand Engagement. *Journal of Trends Economics and Accounting Research*, 4(2), 338–345. <https://doi.org/10.47065/jtear.v4i2.1007>
- Sholihin, M., dan Ratmono, D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis*. Penerbit Andi.
- Sugiyono. (2007). *Statistika untuk Penelitian*. CV Alfabeta.
- _____. (2013). *Metodologi Penelitian Kuantitatif, Kualitatif dan R dan D*. CV Alfabeta.
- Suriani, N., Risnita, dan Jailani, M. S. (2023). Konsep Populasi dan Sampling serta Pemilihan Partisipan Ditinjau dari Penelitian Ilmiah Pendidikan. *IHSAN: Jurnal Pendidikan Islam*, 1(2), 24–36.
- Syaqirah, Z. N., and Faizurrahman, Z. P. (2014). Managing Customer Retention of Hotel Industry in Malaysia. *Procedia-Social and Behavioral Sciences*, 130, 379–389.
- Tarigan, J., dan Sanjaya, R. (2009). *Creative Digital Marketing*. Elex Media Komputindo.
- Top Brand Award. (2024). *Top Brand Index Kategori Mie Instan dalam Kemasan*. <https://www.topbrand-award.com/top-brand-index/>
- World Instant Noodles Association (WINA). (2024). *Global Demand for Instant Noodles*. Instantnoodles.Org. <https://instantnoodles.org/en/noodles/demand/table/>
- Yulfita, A., dan Fakho, R. N. (2024). *Modul Bisnis Digital: Pemasaran Digital, Branding, dan Promosi*. Center for Development, Empowerment, and Policy (CEDEP) President University.
- Yusuf, R., Hendrayati, H., dan Wibowo, L. A. (2020). Pengaruh Konten Pemasaran Shopee terhadap Keputusan Pembelian Pelanggan. *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, 1(2), 506–515.
- Zainal, Z., Azim, F., dan Sari, T. N. (2020). Analisis Penjualan Mie Instan Produk PT Indofood Sukses Makmur Medan. *Juripol (Jurnal Institusi Politeknik Ganesha Medan)*, 3(2), 172–186.