

## DAFTAR PUSTAKA

- Aaker, D. (1997). *Manajemen Ekuitas Merek*. Mitra Utama.
- Abdillah, W., dan Hartono, J. (2015). *Partial least square (PLS) : Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis* (1st ed.).
- Ainiyah, N. (2018). Remaja Millenial dan Media Sosial: Media Sosial Sebagai Media Informasi Pendidikan Bagi Remaja Millenial. *Jurnal Pendidikan Islam Indonesia*, 2(2), 221–236.
- Anjani, L. R., Winarno, S. T., dan Setyadi, T. (2023). Pengaruh Content Marketing Terhadap Customer Retention Dimediasi Oleh Customer Engagement Dan Brand Awareness Pada Konsumen Kopi ‘Kapal Api’ Di Surabaya. *International Journal of Research and Reviews*, 3(1), 2023.
- Antasari, C., dan Pratiwi, R. D. (2022). Pemanfaatan Fitur Instagram Sebagai Sarana Komunikasi Pemasaran Kedai Babakkeroyokan di Kota Palu. *Kinesik*, 9(2), 176–182.
- APJII. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang> (Diakses pada 20 Oktober 2024)
- Atmoko, B. D. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Media Kita.
- Azizah, I., dan Huda, M. (2022). Pengaruh Content Marketing Of Tiktok dan E-Wom Terhadap Brand Awareness dan Minat Beli Produk Umkm Sektor Kuliner di Kabupaten Pasuruan. *JPEK (Jurnal Pendidikan Ekonomi dan Kewirausahaan)*, 6(2), 261–275.
- Babin, B. J., Hair, J. F., dan Boles, J. (2008). Publishing Research in Marketing Journals Using Structural Equations Modeling. *Journal of Marketing Theory and Practice*, 16(4), 279–285.
- Baron, R. M., dan Kenny, D. A. (1986). The Moderator-mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182.
- Chakti, G. (2019). *The Book Of Digital Marketing: Buku Pemasaran Digital* (Sobirin (ed.); 1st ed.). Celebes Media Perkasa.
- Databoks. (2024). *Data Aplikasi Media Sosial yang Paling Banyak Digunakan*. We Are Social Databoks. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/66ea436ab12f2/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024> (Diakses pada 22 Oktober 2024)
- Dharmayanti, D., dan Juventino, A. K. (2021). 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(2), 1–12.

Dwyer, F. R., dan Tanner, J. F. (1999). *Business Marketing : Connecting Strategy, Relationship, and Learning*. McGraw-Hill.

Eisenhauer, B., Freeman, B., dan Grunseit, A. C. (2022). Instabrand Courtside: A Content Analysis of Marketing Strategies by Food and Beverage Brands During The 2021 Australian Open Tennis Tournament. *Australian and New Zealand Journal of Public Health*, 46(6), 910–916.

Fatimah, R. (2023). Pengaruh Content Marketing Instagram dan Brand Awareness Terhadap Minat Beli di Ps. Store Medan. *Jurnal Ilmiah Muqoddimah : Jurnal Ilmu Sosial, Politik, dan Humaniora*, 7(1), 296.

Ghozali, I. (2008). *Structural Equation Modeling: Metode Alternatif dengan Partial Least Square (PLS)*. Universitas Diponegoro.

Goldsmith, R. E. (2006). Electronic Word of Mouth. *Hershey, PA: Idea Group Publishing.*, 408–412.

Goyette, I., Ricard, L., Bergeron, J., dan Marticotte, F. (2010). e-WOM Scale: Word of Mouth Measurement Scale for e-Services Context. *Canadian Journal of Administrative Sciences*, 27, 5–23.

Gumalang, R. F., Saerang, D. P. E., dan Arie, F. V. (2022). The Influence of Content Marketing, Influencers and Psychological Factors on Brand Awareness of Tiktok Advertising. *Jurnal EMBA*, 10(4), 128–138.

Hair, J. ., Hult, G. T. ., Ringle, C. ., dan Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd Editio). Sage Publications Inc.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., dan Gremler, D. D. (2004). Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on The Internet? *Journal of Interactive Marketing*, 18(1), 39.

Ho, J., Pang, C., dan Choy, C. (2020). Content Marketing Capability Building: A Conceptual Framework. *Journal of Research in Interactive Marketing*, 14(1), 133–151.

Joseph, T. (2011). *APPS The Spirit of Digital Marketing 3.0*. Jakarta.

Kaplan, A., dan Haenlein, M. (2010). User Of The World, United The Challenges and Opportunities of Social Media. *Business Horizons.*, 53(1), 59–68.

Kedzierska-Szczepaniak, A., dan Minga, Z. (2022). Content Marketing as an Innovative Solution For Crowdfunding Platforms - The Example of Patronite Platform. *Procedia Computer Science*, 207, 4318–4327.

- Kocakaya, S., dan Kocakaya, F. (2014). A Structural Equation Modeling on Factors of How Experienced Teachers Affect the Students' Science and Mathematics Achievements. *Education Research International*, 2, 1–8.
- Koestiono, E. K. (2019). Analisa Pengaruh Content Marketing Terhadap Customer Retention dengan Brand Experience dan Customer Engagement Sebagai Variabel Perantara pada Pengguna Rokok Wismilak di Surabaya. *Fakultas Bisnis Dan Ekonomi, Universitas Kristen Petra*, 1–10.
- Kotler, P., dan Armstrong, G. (2010). *Principles of Marketing* (Global Edi). Pearson.
- Kotler, P., dan Keller, K. L. (2019). *Manajemen Pemasaran Edisi Ke Tigabelas* (13th ed.). Erlangga.
- Kurnianto, Y. T. (2020). *Pemanfaatan Media Sosial Instagram sebagai Media Promosi Pemasaran Minimuman di Banjarbaru*. Erlangga.
- Labibunnajah, M. H. (2023). Pengaruh Persepsi Tentang Relevance of Content Marketing dan Opinion of E-Wom Terhadap Minat Beli Melalui Identity Brand Image Sebagai Peran Mediasi (*Studi Kasus Minat Beli iPhone 12 di Erafone Stores*). Universitas Islam Sultan Agung.
- Luis, M., Yafiz, M., dan Jannah, N. (2025). The Role of Brand Awareness as A Mediator in The Relationship Between Entertainment and eWOM on Brand Loyalty: An Analysis of Social Media Marketing Content. *Ilomata International Journal of Management*, 6(2), 327–342.
- Martha, H. L., Nuryakin, dan Arni. (2024). The Effect of Content Marketing and Ewom on Purchase Intention and Brand Image. *Sentralisasi*, 13(1), 199–214.
- 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 Putu Atim Purwaningrat (4). *Manajemen, Kewirausahaan dan Pariwisata*, 2(3), 905–911.
- Milhinhos, P. R. V. (2015). *The Impact of Content Marketing on Attitudes and Purchase Intentions*. Escola Brasileira de Administracao Publica e de Empresas.
- Miočević, M., O'Rourke, H. P., MacKinnon, D. P., dan Brown, H. C. (2018). Statistical Properties of Four Effect-Size Measures for Mediation Models. *Behavior Research Methods*, 50(1), 285–301.
- Nabila, Z., dan Rubiyanti, 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), 1–9.
- Nasta'in, A. F., Samad, A., dan Sujatmiko. (2023). Pengaruh Content Marketing

- dan Sosial Media Terhadap Minat Beli Ulang Melalui Keputusan Pembelian Pada Bekind.Id. *Jurnal Manajemen Perbankan Keuangan Nitro*, 7(1), 38–52.
- Novrizal, Chaidir, M., dan Salputri, D. A. (2024). Pengaruh Content Marketing dan Online Consumer Review terhadap Keputusan Pembelian Fashion Melalui Marketplace Tiktokshop. *Jurnal Studia Ekonomika*, 22(1), 34–40.
- Odden, L. (2012). *Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing*. John Wiley dan Sons.
- Ogbeibu, S., Jabbour, C. J. C., Gaskin, J., Senadjki, A., and Hughes, M. (2021). Leveraging STARA Competencies and Green Creativity to Boost Green Organisational Innovative Evidence: A Praxis For Sustainable Development. *Business Strategy and the Environment*, 30(5), 2421–2440.
- Perera, C. H., Nayak, R., dan Long, N. V. T. (2019). The Impact of Electronic Word of Mouth on e-Loyalty and Consumers' e-Purchase Decision Making Process: A Social Media Perspective. *International Journal of Trade, Economics and Finance*, 10(4), 85–91.
- Potgieter, L. M., dan Naidoo, R. (2017). Factors Explaining User Loyalty in a Social Media Based Brand Community. *SA Journal of Information Management*, 19(1).
- Priyono. (2016). *Buku Metode Penelitian Kuantitatif*. Zifatama.
- Pulizzi, J. (2013). *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*.
- Qodar, Z. M. Al. (2020). Pengaruh Advertising Value Terhadap Customer Retention Melalui Brand Awareness (Studi pada Mahasiswa Universitas Brawijaya yang Menonton Iklan Gojek Cerdikiawan di Youtube) Zeinul. *Jurnal Ilmiah Mahasiswa FEB*, 9(1).
- Rachman, M. A., dan Eddyono, F. (2024). The Influence of Marketing Content on Brand Awareness and its Impact on Citamin Product Purchase Decisions. *Jurnal Ekonomi Sean Institute*, 13(1), 2278–2290.
- Rahadi, D. R. (2023). Pengantar Partial Least Squares Structural Equation Model (PLS-SEM) 2023. In *CV. Lentera Ilmu Madani* (Issue Juli).
- Rauf, A., Manullang, S. O., Ardiansyah, T. E., Diba, F., Akbar, I., Awaluddin, R., Muniarty, P., Firmansyah, H., Mundzir, A., Manalu, V. G., Depari, G. S., Rahajeng, E., Apriyanti, M. D., Riorini, S. V., dan Yahawi, S. H. (2021). *Digital Marketing : Konsep dan Strategi* (Romindo dan E. Sudarmanto (eds.)). Penerbit Insani.
- Saglam, M., dan Montaser, S. El. (2021). The Effect of Customer Relationship Marketing in Customer Retention and Customer Acquisition. *International Journal of Commerce and Finance*, 7(1), 191–201.

- Salsabila, A. A., Hendrarini, H., dan Nurhadi, E. (2024). Content Marketing Instagram untuk Mempertahankan Customer Retention Melalui Customer Engagement pada Konsumen Produk Mie Instan Merek Lemonilo. *Jurnal Agri Sains*, 8(1), 18–34.
- Sanjaya, R., dan Tarigan, J. (2013). *Creative Digital Marketing*. PT Elex Media Komputindo.
- Schermelleh-Engel, K., Moosbrugger, H., dan Müller, H. (2003). Evaluating The Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness of Fit Measures. *MPR-Online*, 8(May 2003), 23–74.
- Sekaran, U., dan Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach. *Leadership and Organization Development Journal*, 34(7), 700–701.
- Setiawan, F. A., dan Safitri, H. I. (2024). Pengaruh Content Marketing dan Electronic Word of Mouth Terhadap Loyalitas Konsumen Produk Lokal Kecantikan dengan Brand Image Sebagai Variabel Mediasi. *Jurnal Manajemen dan Ekonomi Kreatif*, 2(1), 187–204.
- Shimp, A. T., Andrews, dan Craig, J. (2013). Advertising, Promotion and Other Aspects of Integrated Marketing Communications. *Cengage Learning*, 9, 614.
- Sitorus, S. A., Romli, N. A., Tingga, C. P., Sukanteri, N. P., Putri, S. E., Gheta, A. P. K., Wardhana, D. (Cand) A., Nugraha, K. S. W., Hendrayani, E., Susanto, P. C., Primasanti, Y., dan Ulfah, M. (2020). *Brand Marketing: The Art of Branding* (A. Sudirman (ed.)). Media Sains Indonesia.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Suhendra, Praja, Y., dan Minullah. (2024). Pengaruh Konten Marketing di Media Sosial Instagram, Testimoni dan Tagline Terhadap Minat Beli dengan Kepercayaan Sebagai Variabel Intervening pada Kedai Kamsitu di Kecamatan Situbondo. *Jurnal Mahasiswa Entrepreneur (JME)*, 3(9), 2077–2096.
- Sutiani, M. (2014). Pengaruh Relationship Marketing Terhadap Customer Retention Orientation Nasabah Bank Syariah di Kebumen. *Jurnal Manajemen dan Bisnis Universitas Muhammadiyah Purworejo*, 5 (1B).
- Swastha, B., dan Handoko, T. H. (2000). *Manajemen Pemasaran (Analisa Perilaku Konsumen)*.
- Tafesse, W. (2015). Content Strategies and Audience Response on Facebook Brand Pages. *Marketing Intelligence and Planning*, 33(6), 927–943.
- Thalib, A. M., Andriani, D., dan Firdaus, V. (2024). Consumer Retention Catering is Reviewed by Word of Mouth, Consumer Motivation, dan Event Marketing Retensi Konsumen Catering ditinjau dari Word Of Mouth, Motivasi Konsumen, dan Event Marketing. *Management Studies and Entrepreneurship Journal*, 5(1), 238–248.

Tjiptono, F. (2015). *Strategi Pemasaran (4th Ed.)* (4th ed.). Andi Offset.

Tjiptono, F., dan Chandra, G. (2016). *Service, Quality, dan Satisfaction*. CV Andi Offset.