

## DAFTAR PUSTAKA

- Adri, M. (2017). *Makalah dalam rangka Semiloka Pengembangan Model Pembelajaran Berbasis Teknologi Informasi.*  
<https://muhammadadri.wordpress.com/>
- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2).  
<https://doi.org/10.1002/mar.10063>
- Anggraeni, E. Y. (2017). *Pengantar Sistem Informasi*. CV. Andi Offset.
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in Online Social Networks. *Computers in Human Behavior*, 50.  
<https://doi.org/10.1016/j.chb.2015.03.023>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement in a virtual brand community: An exploratory analysis. *Journal of Service Research*, 14.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/J.JBUSRES.2011.07.029>
- Cao, M., Zhang, Q., & Seydel, J. (2005). B2C e-commerce web site quality: An empirical examination. *Industrial Management and Data Systems*, 105(5).  
<https://doi.org/10.1108/02635570510600000>
- Chang, H.-H., & Chen, S.-W. (2008). The impact of online store environment cues on purchase intention. *Online Information Review*, 32(6).

- Cooper, D. R., & Emory, C. . (2017). *Metode Penelitian Bisnis. Jilid 1, Edisi dua belas. Penerjemah: Dra. Ellen Gunawan, M.A dan Laman Nurmawan, S.E* (12th ed.). Erlangga.
- de Valck, K., van Bruggen, G. H., & Wierenga, B. (2009). Virtual communities: A marketing perspective. *Decision Support Systems*, 47(3). <https://doi.org/10.1016/j.dss.2009.02.008>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1). <https://doi.org/10.1108/JPBM-06-2014-0635>
- Eppler, M. J. (2006). Managing information quality: Increasing the value of information in knowledge-intensive products and processes. In *Managing Information Quality: Increasing the Value of Information in Knowledge-intensive Products and Processes*. <https://doi.org/10.1007/3-540-32225-6>
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical Testing of a Model of Online Store Atmospherics and Shopper Responses. *Psychology and Marketing*, 20(2). <https://doi.org/10.1002/mar.10064>
- Evans, D., & McKee, J. (2010). *Social Media Marketing : The Next Generation of Business Engagement*. John Wiley & Sons Publishing.
- Ghozali, I. (2006). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square (PLS)*. UNDIP.
- Gorla, N., Somers, T. M., & Wong, B. (2010). Organizational impact of system quality, information quality, and service quality. *Journal of Strategic Information Systems*, 19(3). <https://doi.org/10.1016/j.jsis.2010.05.001>

- Hair et.al. (2019). Multivariate Data Analysis,Eighth Edition. In *Annabel Ainscow*.
- Hair, J., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt. In *Sage*.
- Hair, J.F., Anderson, R. E., Tatham, R. L. and, & Black, W. C. (2010). Multivariate Data Analysis: A Global Perspective (7th Edition). In *Pearson Prentice Hall, New Jersey*.
- Hair, Joe F., Ringle, C. M., & Sarstedt, M. (2011). Journal of Marketing Theory and Practice PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2).
- Hardianto, A. W. (2019). Analisis Stimulus-Organism-Response Model Pada “Dove Campaign for Real Beauty” 2004 – 2017. *Jurnal Transaksi*, 11(1).
- Haryanto, A. T. (2021). *Survei: Operator Seluler Terbaik Indonesia Adalah*. [Www.Inet.Detik.Com.](http://www.inet.detik.com/telecommunication/d-5373152/survei-operator-seluler-terbaik-indonesia-adalah) <https://inet.detik.com/telecommunication/d-5373152/survei-operator-seluler-terbaik-indonesia-adalah>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2). <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hung, H. Y., & Lin, T. L. (2015). A moderated mediation model of consumers' role behaviors in brand communities. *Asia Pacific Management Review*, 20(3), 191–200. <https://doi.org/10.1016/J.APMRV.2014.12.014>
- Iriantara, Y. (2004). *Community Relations: Konsep dan Aplikasinya*. Simbiosa

Rekatama Media.

Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4). <https://doi.org/10.1016/j.tele.2017.01.004>

Islam, J. U., & Rahman, Z. (2016). Linking Customer Engagement to Trust and Word-of-Mouth on Facebook Brand Communities: An Empirical Study. *Journal of Internet Commerce*, 15(1).

<https://doi.org/10.1080/15332861.2015.1124008>

Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior. In *Journal of Consumer Psychology* (Vol. 12, Issue 1). <https://doi.org/10.1207/153276602753338081>

Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce*, 12(3). <https://doi.org/10.2753/JEC1086-4415120304>

Jang, J. H., Kim, J. K., & Hwang, Y. H. (2006). Influence of hotel information system quality on system use and user satisfaction. *Journal of Quality Assurance in Hospitality and Tourism*, 7(3). [https://doi.org/10.1300/J162v07n03\\_03](https://doi.org/10.1300/J162v07n03_03)

Joseph F. Hair, J., Hult, G. T. M., Ringle, C. M., & Rst edt, M. S. (2014). a primer on partial least squares structural equation modelling. In *Practical Assessment, Research and Evaluation* (Vol. 21, Issue 1).

- Kang, M., Shin, D. H., & Gong, T. (2016). The role of personalization, engagement, and trust in online communities. *Information Technology and People*, 29(3).  
<https://doi.org/10.1108/ITP-01-2015-0023>
- Kchristianto, W. (2011). *Pengaruh Kualitas Informasi, Kualitas Sistem dan Kualitas Layanan terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan dalam Melakukan Online Shopping*. Universitas Brawijaya.
- Kominfo. (2020). *Dirjen PPI: Survei Penetrasi Pengguna Internet di Indonesia Bagian Penting dari Transformasi Digital*.  
[kominfo.go.id/content/detail/30653/dirjen-ppi-survei-penetrasi-pengguna-internet-di-indonesia-bagian-penting-dari-transformasi-digital/0/berita\\_satker](http://kominfo.go.id/content/detail/30653/dirjen-ppi-survei-penetrasi-pengguna-internet-di-indonesia-bagian-penting-dari-transformasi-digital/0/berita_satker)
- Kotler, P., Keller, K. L., & Manceau, D. (2016). Marketing Management, 15e édition. In *New Jersey: Pearson Education*.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3).  
<https://doi.org/10.1177/1094670510375602>
- Kussudyarsana, Setyawan, A. A., & Kuswati, R. (2019). *Riset Pemasaran Konsep dan Aplikasi*. Muhammadiyah University Press.
- Listyandari, D. M., Wardana, I. M., & Yasa. (2013). *Aplikasi Model Stimulus-Organism-Response dalam Keputusan Pembelian Online*.
- Liu, Y., Li, Y., Zhang, H., & Huang, W. (Wayne). (2017). Gender differences in information quality of virtual communities: A study from an expectation-perception perspective. *Personality and Individual Differences*, 104.

<https://doi.org/10.1016/j.paid.2016.08.011>

Loureiro, S., & Ribeiro, L. (2011). *The Effect of Atmosphere on Emotions and Online Shopping Intention: Age Differentiation.*

Manchanda, P., Packard, G., & Pattabhiramaiah, A. (2015). Social dollars: The economic impact of customer participation in a firm-sponsored online customer community. *Marketing Science*, 34(3).

<https://doi.org/10.1287/mksc.2014.0890>

McKinney, V., Yoon, K., & Zahedi, F. (2002). The measurement of Web-customer satisfaction: An expectation and disconfirmation approach. *Information Systems Research*, 13(3). <https://doi.org/10.1287/isre.13.3.296.76>

McKnight, Kacmar, & Choudhury. (2004). Dispositional Trust and Distrust Distinctions in Predicting High- and Low-Risk Internet Expert Advice Site Perceptions. *E-Service Journal*, 3(2). <https://doi.org/10.2979/esj.2004.3.2.35>

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.

Naqvi, M. H. A., Jiang, Y., & Naqvi, M. (2020). Generating customer engagement in electronic-brand communities: a stimulus–organism–response perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(7), 1535–1555.

<https://doi.org/10.1108/APJML-01-2020-0053>

Oliver, R. L. (1999). Whence consumer loyalty? *Journal Marketing*, 63, 33–44.

Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3). <https://doi.org/10.1177/1094670504271156>

- Park, M., & Lennon, S. J. (2009). Brand name and promotion in online shopping contexts. In *Journal of Fashion Marketing and Management: An International Journal* (Vol. 13, Issue 2). <https://doi.org/10.1108/13612020910957680>
- Rahmawati, E., & Aji, S. (2015). Pengaruh Customer Engagement terhadap Kepuasan Pelanggan dan Kepercayaan Merek serta Dampaknya terhadap Loyalitas Merek. *Jurnal Riset Ekonomi Dan Manajemen*, 15(2). <https://doi.org/10.17970/jrem.15.150204.id>
- Shaomian, A., & Heere, B. (2015). The Path to Loyalty Among Theater Patrons: The Importance of Interaction and a Sense of Brand Community. *Journal of the Music and Entertainment Industry Educators Association*, 15(1). <https://doi.org/10.25101/15.1>
- Smartfren. (2015). Nilai Dasar Komunitas Smartfren. <https://www.smartfren.com/connect-with-us/smartfren-community/>
- Smartfren. (2021). Konsisten Beri Dampak Sosial Lewat Pengembangan Komunitas, Smartfren Raih Anugerah Inovasi Indonesia 2020. <https://www.smartfren.com/connect-with-us/whatst-new/category/berita/penghargaan-smartfren/>
- Sutrabi, T. (2012). Analisis Sistem Informasi. In *Analisa Sistem Informasi*.
- Tax, S. S., Brown, S. W., & Chandrashekaran, M. (1998). Customer evaluations of service complaint experiences: Implications for relationship marketing. *Journal of Marketing*, 62(2). <https://doi.org/10.2307/1252161>
- Tsai, W.-H. S., & Men, L. R. (2013). Motivations and Antecedents of Consumer Engagement With Brand Pages on Social Networking Sites. *Journal of*

- Interactive Advertising, 13(2).*  
<https://doi.org/10.1080/15252019.2013.826549>
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice, 20(2)*. <https://doi.org/10.2753/MTP1069-6679200201>
- Wardhana, A., & Susilawaty, L. (2021). The Impact of Consumer-Brand Engagement on Smartphone's Brand Loyalty in Indonesia. *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020), 174.*  
<https://doi.org/10.2991/aebmr.k.210507.020>
- Wenas, R., Tumbel, A., & Parengkuhan, V. (2014). Analisis Pengaruh Brand Image dan Celebrity Endorsemen terhadap Keputusan Pembelian Produk Shampo Head and Shoulders di 24 Mart Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 2(3)*. <https://doi.org/10.35794/emba.v2i3.5972>
- Wirtz, J., Ambtman, A. den, Bloemer, J., Horváth, C., Ramaseshan, B., Klundert, J. Van De, Canli, Z. G., Kandampully, J., & Published. (2013). Managing Brands and Customer Engagement in Online Brand Communities. *Journal of Service Management, 24(3)*.
- Zheng, X., Cheung, C. M. K., Lee, M. K. O., & Liang, L. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology and People, 28(1)*.  
<https://doi.org/10.1108/ITP-08-2013-0144>