

DAFTAR PUSTAKA

- Andy, P., Wati, P., Martha, J., Indrawati, A., Artha, N., Layout, F., & Wildan Fajar, .: (t.thn.). *Digital Marketing*.
- Ashari, R. M. H., & Sitorus, O. F. (2023). Pengaruh Content Marketing terhadap Customer Engagement Kopi Kenangan. *Jurnal EMT KITA*, 7(1), 38–46.
- Bening, B., & Kurniawati, L. (2019). *The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta*.
- Chandra Litmanen, H., & Purnama Sari, W. (2021). *Analisis Pengaruh Content Marketing terhadap Customer Engagement (Studi Pada Instagram @bloomcoffeejkt)*.
- Chaffey Dave. (2019). *8 business-critical digital marketing trends for 2019*. Smartinsights.Com.
- Chaffey, D., & Smith, P. (2017). *Digital Marketing Excellence Planning, Optimazing and Integrating Online Marketing*.
- D' Astous, A. P. (1995). Consumer Evaluations of Sponsorship Programmes. *European Journal of Marketing* .
- Dharmayanti, D., & Juventino, A. (2015). *Analisis Pengaruh Content Marketing Terhadap Customer Loyalty Dengan Customer Engagement Dan Brand Trust Sebagai Variabel Intervening Pada E-Commerce Zalora Indonesia Di Surabaya*.
- Darsono, J. T., Susana, E., Prihantono, E. Y., & Eley, S. K. (2019). Strategic Policies for Small and Medium Businesses in marketing through E-commerce. *Entrepreneurship and Sustainability Issues*, 7(2), 1230.
- Jurnalis data GoodStats. (2022). *Platform E-Commerce Pilihan Masyarakat Indonesia 2022*.
- Firdhy Esterina Christy. (2020). *Prediksi Angka Pengguna E-commerce di Indonesia 2024*.
- Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23*. Semarang: BPFU Universitas Diponegoro
- Natalia Chandra, C., & Purnama Sari, W. (2021). *Pengaruh Content Marketing terhadap Customer Engagement (Studi Pada Akun Instagram LazadaID)*.
- Bindal, M., & Jacob, J. K. (2018). The Impact of Brand Post Strategy And Social Media Engagement On Customer Loyalty. *International Journal Of Management Studies*, 48-55.

- Khan AG (2016) Electronin Commerce: A Study on Benefits on Challenges in Emerging Economy. *Global Journal of Management and Business Research*. 16(1):19-22.
- Kee, A. W. A., & Yazdanifard, R. (2015). The Review Of Content Marketing As A New Trend In Marketing Practices. *International Journal Of Management, Accounting And Economics*, 2(9), 1055–1064
- Kotler, P., Kertajaya, H., & Setiawan, I. (2017). *Marketing 4.0 moving from traditional to digital* (Vol. 4, Issue 3). John Wiley & Sons, Inc., Hoboken, New Jersey.
- Kingsnorth, S. (2019). *Digital Marketing Strategy*. United States: Kogan Page Limited.
- Karr, D. (2016). *How to Map Your Content to Unpredictable Customer Journeys*. San Francisco: Meltwater.
- Kotler, Philip dan Gary Armstrong. 2018. *Principle of Marketing*. Global 17th Edition. London: Pearson
- Pulizzi, J. (2013). *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. McGraw Hill LLC.
- Pandu Muhammad Ridho. (2022). *Pengaruh Content Marketing Terhadap Customer Engagement Dengan Viral Marketing Sebagai Variabel Intervening (Studi Pada Pengguna Shopee Di Kota Bandar Lampung)* .
- Panda, Manasmita & Mishra, Aishwarya. (2022). *DIGITAL MARKETING*.
- Sanjaya, R., & Tarigan, J. (2009). *Creative Digital Marketing* . Jakarta : PT Elex Media Komputindo .
- So, KKF, King, C, & Sparks, BA 2014b, ‘The Role Of Customer Engagement in Bulding Consumer Loyalty to Tourism Brands’, *Journal of Travel Research*, pp.1-15
- Setia Wibowo, B., & Haryokusumo, D. (2019.). *Peluang Revolusi Industri 4.0 Bidang Pemasaran: Pemanfaatan Aplikasi Ecommerce, Sosial Media Instagram dan Digital Marketing terhadap keputusan Instant Online Buying Konsumen Generasi Millennial*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta,CV.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung:Alfabeta

- Turban, E., Whiteside, J., King, D., & Outland, J. (2017). *Introduction to Electronic Commerce and Social Commerce*. Cham: Springer International Publishing.
- Rayana Uday. (2022). *Kinerja Induk Usaha Shopee di Bisnis E-Commerce Memburuk*. Selular.Id.
- 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), 122–146.
- Weerasinghe, D., Dilhani, K., & Weerasinghe, R. (2020). *Impact The Content Marketing towards The Customer Online Engagement*.
- Bambang Setia Wibowo, D. H. (2019). Peluang Revolusi Industri 4.0 Bidang Pemasaran: Pemanfaatan Aplikasi Ecommerce, Sosial Media Instagram dan Digital Marketing terhadap keputusan Instant Online Buying Konsumen Generasi Millenial. *JURNAL EKONOMI DAN MANAJEMEN*.
- Wong, A., & Rashad Yazdanifard, A. (2015). *The Review of Content Marketing as a New Trend in Marketing Practices Impact of R&D Outsourcing in Global Enterprises View project Strategic Management View project*.