

DAFTAR PUSTAKA

- Aji Rahmatullah Palangas, I., Agus Firmansyah, M., Vuspa Sari, E., & Ilmu Komunikasi, J. (2025). Fenomena Altruisme Digital Pada Pengguna Twitter (Studi Fenomenologi Twit Twitter *Please Do Your Magic*). *Jurnal Kaganga*, 9(1).
- B. Joseph, P. I., & J. Gilmore. (2022). *The Experience Economy: Work Is Theatre & Every Business A Stage: Goods And Services Are No Longer Enough*. *Journal Of Revenue And Pricing Management*. https://www.researchgate.net/publication/292752215_The_Experience_Economy_Work_Is_Theatre_Every_Business_A_Stage_Goods_And_Services_Are_No_Longer_Enough
- Barata, M. L., & Coelho, P. S. (2021). *Music Streaming Services: Understanding The Drivers Of Customer Purchase And Intention To Recommend*. *Heliyon*, 7(8). <https://doi.org/10.1016/j.heliyon.2021.E07783>
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2020). *Creating Effective Online Customer Experiences*. *Journal Of Marketing*, 84(2), 98–119. <https://doi.org/10.1177/0022242919884140>
- Brodie, R., Hollebeek, L. D., Ilic, A., & Juric, B. (2011). *Customer Engagement: Conceptual Domain, Fundamental Propositions & Implications For Research*. 14(3), 252.
- Chen, X., Jiao, C., Ji, R., & Li, Y. (2021). Examining customer motivation and its impact on customer engagement behavior in social media: The mediating effect of brand experience. *SAGE Open*, 11(4), 1–13. <https://doi.org/10.1177/21582440211052256>
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2020). Brand negativity: A relational perspective on anti-brand community participation. *European Journal of Marketing*, 54(7), 1761–1785. <https://doi.org/10.1108/EJM-06-2018-0423>
- Ernayani, R., Daengs Gs, A., Tarigan, N. P., Lestari, W., & Timotius, E. (2021). Kajian Fenomenologi Pemasaran Digital Agen Properti Melalui Medium Instagram English Title: *Digital Marketing Phenomenology Studies Of Property Agents Via Instagram*. *E-Journal Unitomo*, 5, No 3, 260–269. <http://ejournal.unitomo.ac.id/index.php/jkp>
- Hamilton, R., Thompson, D. V., & Bone, S. A. (2021). *Narratives And Consumer Identity*. *Journal Of Consumer Research*, 47(6), 957–978. <https://doi.org/10.1093/jcr/ucaa065>

- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2021). *Customer Engagement With Tourism Social Media Brands*. *Tourism Management*, 59, 597–609. <https://doi.org/10.1016/j.tourman.2016.09.015>
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2020). *Consumer Engagement Within Digital Brand Pages: Cognitive, Emotional And Behavioural Perspectives*. *European Journal Of Marketing*, 54(5), 1121–1156. <https://doi.org/10.1108/Ejm-08-2022-0620>
- Hennink, M., & Kaiser, B. N. (2022). *Sample Sizes For Saturation In Qualitative Research: A Systematic Review Of Empirical Tests*. *Social Science & Medicine*, 292, 114523. <https://doi.org/10.1016/j.socscimed.2021.114523>
- Hollebeek, L. D. (2022). Customer engagement in emerging markets: Framework and propositions. *Organizations and Markets in Emerging Economies*, 13(2), 284–299. <https://doi.org/10.15388/omee.2022.13.80>
- Hollebeek, L. D., Fatma, M., Khan, I., Islam, J. U., Rather, R. A., Shahid, S., & Sigurdsson, V. (2022). Mobile app vs. desktop browser platforms: The relationships among customer engagement, experience, relationship quality and loyalty intention. *Journal of Marketing Management*, 39(3–4), 275–297. <https://doi.org/10.1080/0267257X.2022.2106290>
- Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2021). *S-D Logic-Informed Customer Engagement: Integrative Framework And Research Agenda*. *Journal Of Business Research*, 122, 385–398. <https://doi.org/10.1016/j.jbusres.2020.09.022>
- Homburg, C., Jozić, D., & Kuehnl, C. (2020). *Customer Experience Management: Toward Implementing An Evolving Marketing Concept*. *Journal Of The Academy Of Marketing Science*, 48(1), 135–155. <https://doi.org/10.1007/S11747-019-00686-1>
- Ibrahim, I., Mangkoma, S., & Imaduddin, I. (2025). Makna Loyalitas Konsumen Brand Lokal Di Era Digital : Studi Fenomenologi Terhadap Pengguna Media Sosial. *Al-Buhuts E-Journal*, 21(1).
- John, W. C., & Cheryl, N. P. (2018). *Qualitative Inquiry & Research Design* (S. Helen, S. John, L. Libby, & M. Megan, Eds.). *Sage Publication*.
- Klaus, P., & Maklan, S. (2020). *Customer Experience: A Review And Research Agenda*. *Journal Of Service Management*, 31(3), 433–463. <https://doi.org/10.1108/Josm-03-2019-0100>
- Kumar, V., & Pansari, A. (2021). *Competitive Advantage Through Engagement*. *Journal Of Marketing*, 85(1), 26–46. <https://doi.org/10.1177/0022242920941367>

- Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2020). *Customer Engagement In A Digital World*. *Journal Of Marketing*, 84(4), 1–19. <https://doi.org/10.1177/0022242920939303>
- Kwee, E. A. N., & Aruan, D. T. H. (2024). *The Effect of Customer Engagement on Repurchase Intention among Indonesia's Digital Banks*. *Jurnal Ekonomi dan Bisnis*, 27, 183–208.
- Liu, H. (2024). *Strategic Management Insights The Role Of Personalization In Modern Digital Marketing: How Tailored Experiences Drive Consumer Engagement*. *Strategic Management Insights*, 1, No 8(8). <https://soapubs.com/index.php/smi>
- Liu, X., Bao, J., & Cotte, J. (2021). *Interactive Marketing And Consumer Engagement: The Role Of Participation And Responsiveness*. *Journal Of Interactive Marketing*, 54, 1–15. <https://doi.org/10.1016/j.intmar.2020.10.004>
- Liu, Y., Liu, X., Wang, M., & Wen, D. (2021). How to catch customers' attention? A study on the effectiveness of brand social media strategies in digital customer engagement. *Frontiers in Psychology*, 12, 800766. <https://doi.org/10.3389/fpsyg.2021.800766>
- Lopes, J. O., De Sá, F. G., Magão, M. T., Oliveira, J. P., Silva-Pereira, P., Klinker, M. E., & Tomás, M. (2025). *Characteristics Of The Phenomenological Interview In Healthcare Research: A Scoping Review And Practical Guidance*. *International Journal Of Qualitative Methods*. <https://doi.org/10.1177/16094069251381018>
- Miles, M., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd Ed.). Sage Publications.
- Nambisan, S., Beh, Y., & Ganesan, S. (2020). *Digital Platforms And Value Creation: The Role Of Social Interactions*. *Journal Of Marketing*, 84(1), 146–164. <https://doi.org/10.1177/0022242919882133>
- Payne, A., Frow, P., & Eggert, A. (2021). *The Customer Value Proposition: Evolution, Development, And Application In Marketing*. *Journal Of The Academy Of Marketing Science*, 49(4), 1–24. <https://doi.org/10.1007/s11747-020-00751-x>
- Prof. Dr. Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (M. Dr. Ir. Sutopo. S.Pd, Ed.). Alfabeta. www.cvalfabeta.com
- Raysa, R. M. (2023). *The Effectiveness Of Ai In Marketing "Spotify Wrapped": How It Affects Indonesian Customer's Engagement Final Project*. Institut Teknologi Bandung.

- Razmus, W., Jaroszyńska, M., & Palega, M. (2021). *Consumer Brand Engagement Beyond The “Likes”*. *Frontiers In Psychology*, 12, 692000. <https://doi.org/10.3389/fpsyg.2021.692000>
- Salah, Z., & Mburugu, H. (2025). *The Power Of Personalization Investigating Spotify Wrapped’s Impact On User Engagement And Brand Advocacy Title: The Power Of Personalization: Investigating Spotify Wrapped’s Impact On User Engagement And Brand Advocacy*. Jonkoping University.
- Santos, Z., Cheung, C. M. K., Coelho, P. S., & Rita, P. (2022). *Consumer Engagement In Social Media Brand Communities: A Literature Review*. *International Journal Of Information Management*, 63, 102457. <https://doi.org/10.1016/j.ijinfomgt.2021.102457>
- Santoso, A. L., Japarianto, E., Tandijaya, T. N. B., & Andreani, F. (2023). Pengaruh *Experiential marketing* terhadap *Customer Engagement* sebagai Variabel *Intervening* dari IKEA Ciputra Wolrd. *Jurnal Manajemen Pemasaran*, 17(2), 82–89. <https://doi.org/10.9744/pemasaran.17.2.81-89>
- Simon, K. (2023, February 9). *Digital 2023: Indonesia*. <https://www.datareportal.com>. https://datareportal.com.translate.google.com/reports/digital-2023-indonesia?_X_Tr_Sl=en&_X_Tr_Tl=id&_X_Tr_Hl=id&_X_Tr_Pto=tc
- Simonson, I., & Rosen, E. (2021). *Absolute Value: What Really Influences Customers In The Age Of (Nearly) Perfect Information*. Harper Business.
- Stalmeijer, R. E., Brown, M. E. L., & O'brien, B. C. (2024). *How To Discuss Transferability Of Qualitative Research In Health Professions Education*. *The Clinical Teacher*, E13762. <https://doi.org/10.1111/tct.13762>
- Stefanus Kembau, A., Lendo, B., Felix, A., Vincent, Y., Program,), Bisnis, S., Mulia, B., Jurusan,), Bisnis, M., & Manado, P. N. (2024). *The Role Of Fomo, Personalization, And Social Sharing In Driving Customer Engagement And Brand Loyalty: Insights From Spotify Wrapped In Indonesia*. <https://journal.ubm.ac.id/index.php/digismantech>, 4(No. 2): 44-57. <https://doi.org/10.30813/digismantech.v4i2.7605>
- Tracy, S. J. (2020). *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact* (2nd Ed.). Wiley-Blackwell.
- Voorveld, H. A. M., Van Noort, G., Muntinga, D. G., & Bronner, F. (2020). *Engagement With Social Media And Social Media Advertising: The Differentiating Role Of Platform Type*. *Journal Of Advertising*, 49(1), 1–17. <https://doi.org/10.1080/00913367.2019.1674233>

- Wulandari, I. A., Putriana, M., Sari, W. P., Soegiarto, A., & Rizki, M. F. (2024). *The Role Of The Spotify Wrapped Digital Campaign On Spotify Brand Advocacy On Social Media Instagram, Twitter (X), And Tiktok. Journal Of Research In Social Science And Humanities*, 4(1), 95–104. <https://doi.org/10.47679/Jrssh.V4i1.96>
- Wuryantini, A. (2024). Personalisasi Dalam Pemasaran Digital: Menjelajahi Dampaknya Terhadap Kepercayaan Dan Loyalitas Konsumen. *Management Studies And Business Journal (Productivity)*, 2 (1) 2025(1), 1909–1922. <https://journal.ppipbr.com/index.php/productivity/index>
- Zulfah, I. A., Sadat, A. M., & Krissanya, N. (2025). Mengukur Tingkat *Customer Engagement* pada Akun Instagram @Familtmartid. *Jurnal Pustaka Nusantara Multidisiplin*, 3(3).

