

DAFTAR PUSTAKA

- Abdullah, m. Q. (2020). *Teori komunikasi media massa*.
- Adinda chesaria, s. (2023). Peran instagram sebagai social media marketing dalam membangun brand awareness untuk meningkatkan kinerja pemasaran. *Jurnal kewirausahaan dan inovasi*, 2(1), 139–148. <https://doi.org/10.21776/jki.2023.02.1.13>
- Agamudainambhi, c., al, a., jayashree, s., naznen, f., & abir, t. (2022). Heliyon modelling the signi fi cance of *social media marketing activities* , brand equity and loyalty to predict consumers ' willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(april), e10145. <https://doi.org/10.1016/j.heliyon.2022.e10145>
- Agung stefanus kembau, fresi beatrix lendo, antonius felix, y. V. (2024). The role of fomo, personalization, and social sharing in driving *customer engagement* and brand loyalty: insights from spotify wrapped in indonesia. *Jurnal digismantech*, 4(2), 44–57. <https://doi.org/http://dx.doi.org/10.30813/digismantech.v4i2.7605>
- Alalwan, n. (2022). Actual use of social media for engagement to enhance students' learning. *Education and information technologies*, 27(7), 9767–9789. <https://doi.org/10.1007/s10639-022-11014-7>
- Asbaruna, I. W. B. (2025). Pemanfa'atan media sosial sebagai strategi pemasaran bagi umkm. *Communnity development journal*, 6(2), 1708–1711. <https://doi.org/10.31004/cdj.v6i2.42783>
- Athapol ruangkanjanases, ornlatcha sivarak, ardy wibowo, hih-c. C. (2022). Creating behavioral engagement among higher education ' s prospective students through *social media marketing activities* : the role of brand equity as mediator. *Frontiersin*, 15(october), 1–15. <https://doi.org/10.3389/fpsyg.2022.1004573>
- Aya wallaa el mesiny, p. D. S. T. (2024). Exploring the relationship between social media advertising characteristics and purchase intention towards cosmetics and personal care industry in egypt. *Egyptian journals*, 15(4), 2543–2600. <https://doi.org/10.21608/jces.2024.414537>
- Ayun maduwinarti, nugraha kusbianto, i. G. N. A. M. (2025). The influence of customer personalization on customer satisfaction , engagement , and loyalty indonesian e-commerce in the digital age. *International journal of innovative research and scientific studies*, 8(3), 1904–1914. <https://doi.org/10.53894/ijirss.v8i3.6900>
- Azzahra, h. I., & ramdani, g. (2025). Strategi manajemen konten dalam meningkatkan engagement pada media sosial facebook ifa . Id. *Jurnal penelitian ilmiah multidisiplin*,

<https://www.socialinsider.io/social-media-benchmarks/instagram>

Davis, f. D. (2025). Perceived usefulness , perceived ease of use , and user acceptance of information technology. *Jstor*, 13(3), 319–340. <https://doi.org/https://doi.org/10.2307/249008>

De oliveira santini, f., ladeira, w. J., pinto, d. C., herter, m. M., sampaio, c. H., & babin, b. J. (2020). *Customer engagement* in social media: a framework and meta-analysis. *Journal of the academy of marketing science*, 48(6), 1211–1228. <https://doi.org/10.1007/s11747-020-00731-5>

Dean, b. (2025). 32 mind-blowing instagram marketing stats. Backlinko. <https://backlinko.com/instagram-marketing-stats>

Dessy yunita, welly nailis, a. N. (2020). The effect of social media users behavior on customer engagement . *Advances in economics, business and management research*, 142(seabc 2019), 44–47. <https://doi.org/10.2991/aebmr.k.200520.009>

Duffett, r. G., & maraule, m. (2025). *Customer engagement* and intention to purchase attitudes of generation z consumers toward emojis in digital marketing communications. *Emerald insight*, 25(5), 607–624. <https://doi.org/10.1108/yc-08-2023-1817>

Dwi, y., & alamsyah, h. (2023). The influence of social media marketing instagram towards consumer-brand engagement and brand knowledge of gojek. *Innovative: journal of social science research*, 3, 3698–3711. <https://j-innovative.org/index.php/innovative/article/view/3865>

Dwivedi, y. K., ismagilova, e., hughes, d. L., carlson, j., filieri, r., jacobson, j., jain, v., karjaluoto, h., kefi, h., krishen, a. S., kumar, v., rahman, m. M., raman, r., rauschnabel, p. A., rowley, j., salo, j., tran, g. A., & wang, y. (2021). Setting the future of digital and social media marketing research: perspectives and research propositions. *International journal of information management*, 59(may 2020), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

Elif aksoy, f. Z. Allahverdi. (2025). Social media use motives explained by *uses and gratifications theory*. *Dergipark*, 55(march). <https://doi.org/10.18691/kulturveiletisim.1596623>

Em griffin, andrew ledbetter, g. S. (2019). *A first look at communication theory* (10 (ed.)). McGraw-hill education. http://lib.ysu.am/disciplines_bk/16c8186432f174cf514ebae199f9a6aa.pdf

Eric bindah, l. G. (2024). Consumer behaviour towards sponsored-labelled targeted

- advertisements on meta platforms in the context of mauritius. *Journal of business economics & management*, 25(1), 175–190. <https://doi.org/https://doi.org/10.3846/jbem.2025.24811>
- Erik rahman, arif nugroho, pini singgrit, a. A. I. (2024). Interaktifitas meningkatkan keterlibatan pelanggan dalam aplikasi belanja shopee. *Jurnal cahaya mandalika*, 5(1), 555–563. <https://doi.org/https://doi.org/10.36312/jcm.v5i2.2687>
- Estefania, w. Y. (2023). Peran media sosial terhadap consumer brand engagement pada purchase intention smartphone di kota batam. *Journal of economic, management, accounting and technology (jematech)*, 6(1), 103–114. <https://doi.org/https://doi.org/10.32500/jematech.v6i1.3930>
- Flora hajdarmataj, a. F. P. (2022). *Uses and gratifications theory* in social media applications: today's active users, characteristics and obtained gratifications. In c. C. C. Yüksel, erkan, alaaddin f. Paksoy (ed.), *current studies in communication sciences – I* (pp. 24–35). Literatürk academia (nüve kültür merkezi).
- Fransisca mulyono, l. J. C. P. (2022). Effect of *social media marketing activities* on brand awareness at paperbab.hq. *Jurnal ilmu administrasi*, 19(2), 201–214. <https://jia.stialanbandung.ac.id/index.php/jia/article/view/884>
- Fridkin, shimon, gil greenstein, a. C. And a. D. (2024). Perceived usefulness of a mandatory information system. *Applied sciences*, 14(16), 1–17. <https://doi.org/10.3390/app14167413>
- Gilang pratama hafidz, g. P. H. (2024). Pengaruh social media marketing pada consumer brand engagement terhadap merek luxcrime. *Jurnal ilmiah wahana pendidikan*, 10(7), 568–598. <https://doi.org/https://doi.org/10.5281/zenodo.11097475>
- Habibi, m. W., & munawar, f. (2025). Impact of digital influencer , live streaming shopping , and social media marketing on purchase intention with *customer engagement* as a mediation variable (study case at pt . Abc). *Dinasti international journal of education management and social science (dijemss)*, 6(3), 1861–1875. <https://doi.org/https://doi.org/10.38035/dijemss.v6i3>
- Hafiizafitra, n. Z., & revinzky, m. A. (2025). Pengaruh *social media marketing activities* (smma) terhadap behavioral engagement calon mahasiswa pendidikan tinggi. *Journal of artificial intelligence and digital business (riggs)*, 4(3), 1177–1182. <https://doi.org/10.31004/riggs.v4i3.2126>
- Hair, joseph franklin, g. Tomas m. Hult, christian m. Ringle, m. S. (2022). *A primer on partial least squares structural equation modeling (pls-sem)*. https://www.researchgate.net/publication/354331182_a_primer_on_partial_least_squares_structural_equation_modeling_pls-sem

- Hair, j. F., hult, g. T. M., & ringle, c. M. (2017). *A primer on partial least squares structural equation modeling (pls-sem)*. https://eli.johogo.com/class/ccu/sem/_a_primer_on_partial_least_squares_structural_equation_modeling_hair.pdf
- Hantono, william tjong, j. (2023). Pengaruh technology acceptance model terhadap intention to use dengan kinerja sebagai variabel moderasi dalam menggunakan sistem informasi akuntansi. *Owner: riset & jurnal akuntansi*, 9(2), 1815–1830. <https://doi.org/https://doi.org/10.33395/owner.v7i2.1583>
- Hasan beyari, t. H. (2025). The role of artificial intelligence in personalizing social media marketing strategies for enhanced customer experience. *Behavioral sciences*, 15(5), 1–21. <https://doi.org/https://doi.org/10.3390/bs15050700>
- Heanjelika ali sandi, f. T. A. (2024). The impact of information content and entertainment content on *customer engagement* and customer loyalty: a study on scarlett's customer base. *Journal of entrepreneurship and business*, 05(01), 69–78. <https://doi.org/10.24123/jeb.v5i1.6115>
- Huijuan fu, isaac kofi mensah, rui wang, lin gui, jinxuan wang, z. X. (2022). The predictors of mobile government services adoption through social media: a case of chinese citizens. *Information development*, september, 1–22. <https://doi.org/10.1177/026666669221114649>
- Islam, maidul, s. A. S. (2024). Are social media-based marketing strategies the new mechanisms for attracting consumers ? A quantitative method-based approach. *Journal of theoretical and applied electronic commerce research*, 19(4), 3571–3583. <https://doi.org/https://doi.org/10.3390/jtaer19040173>
- Ivana stamenkovic, t. Đ. Ž. (2022). Social media and *interactivity*. *The paper was presented at the international conference*, january, 21–36. <https://doi.org/https://doi.org/10.46630/msae.2.2022.02>
- Jamil, k., dunnan, l., gul, r. F., shehzad, m. U., gillani, s. H. M., & awan, f. H. (2022). Role of *social media marketing activities* in influencing customer intentions: a perspective of a new emerging era. *Frontiers in psychology*, 12(january), 1–12. <https://doi.org/10.3389/fpsyg.2021.808525>
- Jh, ashish kumar, n. K. V. (2024). Social media platforms and user engagement: a multi-platform study on one-way firm sustainability communication. *Information systems frontiers*, 26, 177–194. <https://doi.org/10.1007/s10796-023-10376-8>
- Jiaolong xue, xinjian liang, tao xie, h. W. (2020). See now, act now: how to interact with customers to enhance social commerce engagement? *Information & management*, 57(6). <https://doi.org/10.1016/j.im.2020.103324>

Jr., joseph f. Hair, william c. Black, barry j. Babin, r. E. A. (2010). *Multivariate data analysis*.

Juni tin, m. A. S. (2025). Perceived usefulness, perceived ease of use, dan perceived trust terhadap kinerja pengadaan barang dan jasa: sistem e-procurement di pt xyz. *Jurnal manajemen bisnis dan kewirausahaan*, 9, 507–518. <https://doi.org/https://doi.org/10.24912/jmbk.v9i3.34350>

Kam, k., so, f., king, c., sparks, b., & sparks, b. (2012). *Customer engagement* with tourism brands: scale development and validation. *Journal of hospitality & tourism research*, 38(3). <https://doi.org/10.1177/1096348012451456>

Kevin kam fung so, jing li, ceridwyn king, l. D. H. (2024). *Social media marketing activities, customer engagement* , and customer stickiness: a longitudinal investigation. *Forthcoming in psychology and marketing*, 41(7), 1597–1613. <https://doi.org/https://doi.org/10.1002/mar.21999>

Khoirina kencana ningrum, r. R. (2021). The influence of *social media marketing activities* on consumer engagement and brand knowledge in the culinary business in indonesia. *Research in business & social science*, 10(5), 34–45.

Kim, a. J., & ko, e. (2012). Do *social media marketing activities* enhance customer equity ? An empirical study of luxury fashion brand. *Journal of business research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>

Koay, kian yeik, derek lai teik ong, k. L. K. And h. J. Y. (2021). Perceived *social media marketing activities* and consumer-based brand equity. *Emerald insight*, 33(1), 53–72. <https://doi.org/10.1108/apjml-07-2019-0453>

Kulikovskaja, v., hubert, m., grunert, k. G., & zhao, h. (2023). Driving marketing outcomes through social media-based *customer engagement* . *Journal of retailing and consumer services*, 74(february), 103445. <https://doi.org/10.1016/j.jretconser.2023.103445>

Li, f. (2021). *Social media marketing strategy : definition , conceptualization , taxonomy , validation , and future agenda*. 51–70.

Lim, w. M., & rasul, t. (2022). *Customer engagement* and social media: revisiting the past to inform the future. *Journal of business research*, 148(april), 325–342. <https://doi.org/10.1016/j.jbusres.2022.04.068>

Liu, tinglei, feroz de costa, m. A. I. Y. (2025). Perceived usefulness as a mediating variable on the relationship between video quality and audience emotional engagement in social media. *Studies in media and communication*, 13(1), 119–134. <https://doi.org/https://doi.org/10.11114/smc.v13i1.7234>

- M. Haikal sultana abdullah, a. F. (2022). The role of *social media marketing activities* in increasing brand loyalty. *Jurnal ekonomi*, 27(3), 478–499. <https://doi.org/http://dx.doi.org/10.24912/je.v27i3.1227>
- Melvin chandraa, dyah wahyu sukmaningsih, e. S. (2024). The impact of live streaming on purchase intention in social commerce in indonesia. *Seventh information systems international conference (isico 2023)*, 234(june 2022), 987–995. <https://doi.org/10.1016/j.procs.2024.03.088>
- Muhammad sohaib, muhammad asghar ali, m. A.-r. (2025). Social media marketing drives brand love and customer behavioral engagement : gender as a moderator. *Journal of theoretical and applied electronic commerce research*, 20(4), 1–24. <https://doi.org/10.3390/jtaer20040344>
- Murwani, a. E., juliadi, r., berto, a. R., & farady, r. (2021). Audience motives and satisfaction on accessing online tours at 360 ° virtual destinasi indonesia. *Research gate*, 17(02), 289–299.
- Na wei, z. L. (2021). Telepresence and *interactivity* in mobile learning system: its relation with open innovation. *Journal of open innovation: technology, market, and complexity*, 7(1), 78. <https://doi.org/10.3390/joitmc7010078>
- Nabila ayu wijayanti, m. I. (2025). Pengaruh consumer engagement dalam memediasi *interactivity* dan vividness konten marketing tiktok terhadap purchase intention. *Ekoma : jurnal ekonomi, manajemen, akuntansi*, 4(2), 3511–3522. <https://doi.org/10.56799/ekoma.v4i2.6516>
- Naufal rafif rabbani, ihwan susila, e. P. S. (2024). Analysis of the role of social media in marketing communication strategies and their impact on consumer loyalty. *Journal of universal studies*, 4(11), 9891–9908. <https://doi.org/10.59188/eduvest.v4i11.41805>
- Nguyen thi huyen, nguyen minh ngoc, c. A. T. (2024). The effect of *social media marketing activities* dimensions on value co-creation behavior : an application of the commitment-trust theory. *Business perspectives*, 20(3), 56–69. [https://doi.org/10.21511/im.20\(3\).2024.05](https://doi.org/10.21511/im.20(3).2024.05)
- Nur, p., mj, d., prassida, g. F., & kunci, k. (2025). Analisis pengaruh *social media marketing activities* terhadap perceived value , e-wom intention , dan intention to enroll dengan pendekatan sem-pls abstraksi keywords : pendahuluan tinjauan pustaka. *Journal of information system management (joism)*, 7(1). <https://doi.org/10.24076/joism.2025v7i1.2121>
- Nurfadila, a. P. (2024). Uses and gratification social media x @ statsrawon to fulfilment information needs of followers. *Jurnal audiens*, 5(2), 204–214. <https://doi.org/https://doi.org/10.18196/jas.v5i2.353>

- Nyoman indah kusuma dewi, gede pradiva adiningrat, i wayan wirga, upayana wiguna eka saputra, n. W. S. (2022). Development of a conceptual framework for relationships between social media marketing and intentions to stay at five star hotels. *Journal of business and management studies*, 4(4), 137–150. <https://doi.org/https://doi.org/10.32996/jbms.2022.4.4.23>
- Obi, u. (2025). *The most successful social media marketing methods: drive your brand forward*. <https://247onlinecas.com/the-most-successful-social-media-marketing-methods-drive-your-brand-forward/>
- Okunbanjo, o. I., okunbanjo, o., & afolabi, b. (2024). Scaling in quantitative survey in management science research: the perspective of likert scale. *Annual journal of technical university of varna, bulgaria*, 8(2), 21–32. <https://doi.org/10.29114/ajtuv.vol8.iss2.321>
- Pahwa, j., sharma, r., & pandey, a. (2024). Analysis of meta business suite. *International journal of research publication and reviews*, 5(4), 4274–4276. <https://share.google/twnv2c2ixugqlncix>
- Park, j. S., & ha, s. (2021). From information experiences to consumer engagement on brand's social media accounts. *Fashion and textiles*, 8(1). <https://doi.org/10.1186/s40691-021-00246-9>
- Pouyan, s., ghasemaghaei, m., & hassanein, k. (2022). Understanding consumer engagement in social media : the role of product lifecycle. *Decision support systems*, 162(november 2021), 113707. <https://doi.org/10.1016/j.dss.2021.113707>
- Ra'ed masa'deh, shafiq al-haddad, dana al abed, hadeel khali, lina almomani, t. K. (2021). The impact of social media activities on brand equity. *Mdpi*, 12(11), 1–17. <https://doi.org/https://doi.org/10.3390/info12110477>
- Rachmadhaniyati, s. (2021). Pengaruh social media marketing terhadap customer engagement dengan loyalitas merek dan kepercayaan sebagai variabel mediasi. *Jurnal ilmu manajemen*, 9, 1124–1137. <https://doi.org/10.26740/jim.v9n3.p1124-1137>
- Ranti, t. M. (2025). The impact of social media marketing (smm) on consumer experience and consumer brand engagement. *Jurnal manajemen & profesional*, 6(2), 60–71. <https://doi.org/https://doi.org/10.32815/jpro.v6i2.2399>
- Rauniar, r., rawski, g., yang, j., & johnson, b. (2013). Technology acceptance model (tam) and social media usage : an empirical study on facebook. *Journal of enterprise information management*, 27(4), 6–30. <https://doi.org/10.1108/jeim-04-2012-0011>
- Razmus, w. (2021). Consumer brand engagement beyond the “likes.” *Frontiers in*

psychology, 12(september 2021), 1–17. <https://doi.org/10.3389/fpsyg.2021.692000>

- Rehmat ali kakar, s. S. (2024). The impact of social media marketing dimensions: interaction, entertainment, *customization*, *trendiness*, and word of mouth on purchase intention with the mediating role of brand image and brand trust for smartphone users in quetta city. *International journal of contemporary issues in social sciences*, lutfullah khoso, 2(4), 2959–2461. <https://ijciss.org/index.php/ijciss/article/view/659>
- Rini, e. S. (2022). Do social media content marketing and *customer engagement* influence purchase intention? Evidence from indonesian customers apakah. *Jurnal dimensi*, 11(november), 584–597.
- Rusle, r., jamil, j. M., zolkipli, m. F., nizar, i., & shaharane, m. (2021). Perceived usefulness of instagram as a marketing tool in higher education institutions. *Journal of ict in education (jictie)*, 8(1), 104–113. <https://doi.org/10.37134/jictie.vol8.1.8.2021>
- Sabharwal, d. (2024). Users and gratification theory approach to understand why people use digital media mainly during lockdown. *International journal of social media and online communities*, 16(1), 1–9. <https://doi.org/10.4018/ijsmoc.336477>
- Saleh bazi, raffaele filieri, m. G. (2023). Social media content aesthetic quality and *customer engagement* : the mediating role of entertainment and impacts on brand love and loyalty. *Journal of business research*, 160(july 2022). <https://doi.org/https://doi.org/10.1016/j.jbusres.2023.113778>
- Sangiorgio, e., cinelli, m., & cerqueti, r. (2024). Followers do not dictate the virality of news outlets on social media. *Cornell university*, 2, 1–28. <https://doi.org/https://doi.org/10.48550/arxiv.2401.17890>
- Santini, fernando de oliveira, wagner junior ladeira, diego costa pinto, márcia maurer herter, claudio hoffmann sampaio, b. B. (2020). *Customer engagement* in social media : a framework and meta-analysis *customer engagement* in social media : a framework and meta-analysis. *Springer nature*, 48(may), 1211–1228. <https://doi.org/https://doi.org/10.1007/s11747-020-00731-5>
- Schreiner, m., fischer, t., & riedl, r. (2021). Impact of content characteristics and emotion on behavioral engagement in social media : literature review and research agenda. *Electronic commerce research*, 21(2), 329–345. <https://doi.org/10.1007/s10660-019-09353-8>
- Shafira maritza putri, m. C. I. (2025). Analisis peran *interactivity*, informativeness dan *trendiness* pada akun instagram merek “somethinc” terhadap customer brand engagement dan brand loyalty. *Jurnal mahasiswa ekonomi & bisnis*, 5(1), 108–123. <https://doi.org/https://doi.org/10.37481/jmeh.v5i1.1104>

- Shafira nurul aulia syam, k. (2023). Konsekuensi social media marketing pada produk skincare lokal. *Jurnal ekonomi trisakti*, 3(1), 439–450.
- Shan xu, zheng wang, p. D. (2022). Social media multitasking (smm) and well-being: existing evidence and future directions. *Current opinion in psychology*, 47, 101345. <https://doi.org/https://doi.org/10.1016/j.copsyc.2022.101345>
- Simona vinerean, a. O. (2021). Measuring *customer engagement* in social media marketing : a higher-order model. *Journal of theoretical and applied electronic commerce research*, 6(7), 2633–2654. <https://doi.org/https://doi.org/10.3390/jtaer16070145>
- Singh, s., dadhich, p., & katoch, a. (2025). *To understand the meaning of social media marketing and the factors that influence social media marketing*. *Ix*(2454), 1427–1437. <https://doi.org/10.47772/ijriss>
- Sofya a, novita cn, afgani mw, & isnaini m. (2024). Metode survey: explanatory survey dan cross sectional dalam penelitian kuantitatif. *Edu society: jurnal pendidikan, ilmu sosial, dan pengabdian kepada masyarakat*, 4(3), 1695–1708. <https://jurnal.permapendis-sumut.org/index.php/edusociety>
- Song bee lian, devinder kaur, muthaloo subramaniam, poh kiong tee, ling chai wong, n. A. M. Z. (2024). The adoption of mobile augmented reality in tourism industry : effects on *customer engagement* , intention to use and usage behaviour. *Journal of tourism and services*, 15(28), 235–252. <https://doi.org/https://doi.org/10.29036/jots.v15i28.679>
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif dan r & d*. Badan penerbit undip. https://digi-lib.stekom.ac.id/assets/dokumen/ebook/feb_35efe6a47227d6031a75569c2f3f39d44fe2db43_1652079047.pdf
- Suswoyo, s. A. (2025). *Pengaruh konten akun @convomf terhadap identitas diri followers* (vol. 6, issue 0). Uin syarif hidayatullah jakarta.
- Tan pei ling, tee poh kiong, r. B. A. (2024). The impact of digital content marketing on *customer engagement* in an online fashion store. *International conference of digital business, society & economy*, 3, 24–25. <https://doi.org/10.59857/ijabs.2581>
- Tewu, d., destine, d., & gunawan, i. (2025). Analysis of social media user growth and its implications for digital marketing strategies in indonesia 2024. *International journal of management studies and social science research*, 07(03), 236–245. <https://doi.org/10.56293/ijmsssr.2025.5623>
- The global statistics. (2025). *Indonesia social media statistics 2025*.

<https://www.theglobalstatistics.com/indonesia-social-media-statistics/>

- Thuy, t., ngo, a., khuong, g., khoa, d., quynh, n., & nguyen, n. (2025). Leveraging *social media marketing activities* (smmas) to enhance consumer satisfaction and purchase intention for bio-cosmetics. *Acta psychologica*, 261(may), 105768. <https://doi.org/10.1016/j.actpsy.2025.105768>
- Vivek, shiri d, sharon e. Beatty, vivek dalela, r. M. M. (2014). A generalized multidimensional scale for measuring *customer engagement* a generalized multidimensional scale for measuring *customer engagement* . *Journal of marketing theory and practice*, 22(4), 37–41. <https://doi.org/10.2753/mtp1069-6679220404>
- Wearesocial. (2025). *Special report digital 2025 your ultimate guide to the evolving digital world*. <https://wearesocial.com/id/blog/2025/02/digital-2025/>
- Widya lisfianti, tiara shelavie. (2025). Batas usia di 7 sekolah kedinasan 2025: pkn stan, ipdn, stis, hingga stin. *Tribunnews*.
- Xiao, s., & chen, x. (2025). Measuring social media *customer engagement* with brands based on information entropy : an application case of luxury brand. *Journal of brand management*, 32(3), 184–202. <https://doi.org/10.1057/s41262-024-00376-7>
- Yadav, m., & rahman, z. (2017). Measuring consumer perception of *social media marketing activities* in e-commerce industry : scale development & validation. *Telematics and informatics*. <https://doi.org/10.1016/j.tele.2017.06.001>
- Yue huang, chanchai bunchapattanasakda, i. S. (2024). The influence of social media marketing on purchase intentions through consumer engagement. *Asian administration & management review*, 7(may), 45–55. <https://doi.org/https://doi.org/10.14456/aamr.2024.21>
- Yunfeng shang, hina rehman, khalid mehmoood, (2022). The nexuses between *social media marketing activities* and consumers ' engagement behaviour: a two-wave time-lagged study. *Frontiers in psychology*, 13, 1–14. <https://doi.org/10.3389/fpsyg.2022.811282>