

## DAFTAR PUSTAKA

- Anggito, A., & Setiawan, J. (2018). *Metodologi Penelitian Kualitatif*. Sukabumi: Jejak.
- Anggraini, T. (2017). Analisis Perbandingan Strategi Pemasaran Online Dan Offline Pada Toko Alea Pasar Tradisional Modern (Ptm) Kota Bengkulu Ditinjau Dari Ekonomi Islam. <http://repository.iainbengkulu.ac.id>, 1-73.
- Ayun, P. Q. (2015). Fenomena Remaja Menggunakan Media Sosial dalam Membentuk Identitas. *Program Studi Ilmu Komunikasi Universitas Ahmad Dahlan Yogyakarta*, 1-16.
- Azaria, P. A., Kumadji, S., & Yaningwati, F. (2014). Pengaruh Internet Marketing Terhadap Pembentukan Word Of Mouth Dan Efektivitas Iklan Dalam Meningkatkan Brand Awareness. *Jurnal Administrasi Bisnis*, 1-7.
- Celebi, S. I. (2015). How do motives affect attitudes and behaviors toward internet advertising and Facebook advertising? *Elvesier*, 312-324.
- Constantinides, E. (2014). Foundations of Social Media Marketing. *Procedia - Social and Behavioral Sciences* , 40 – 57.
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 597–600.

- Dekanawati, V., & Wahono, F. (2017). Kepuasan Pelayanan Pelanggan Berbasis Bauran Pemasaran (Studi Pada Akademi Maritim Yogyakarta). *Upajiwa Dewantara: Jurnal Ekonomi, Bisnis dan Manajemen Daulat Rakyat*, 35-46.
- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Emerald Insight*, 498-526.
- Ertugen, A. (2017, August 24-25). Using statistical reasoning techniques to describe the relationship between Facebook advertising effectiveness and benefits gained. *Science Direct*, 132-139.
- Fadillah, R. Y. (2016). Pengaruh Bauran Pemasaran Dan Kualitas Jasa Terhadap Kepuasan Konsumen. *Jurnal Ilmu dan Riset Manajemen*, 1-17.
- Fauzi, Y. (2015). Manajemen Pemasaran Perspektif Maqasid Syariah. *Jurnal Ilmiah Ekonomi Islam*, 143-160.
- Gamboa, A. M., & Goncalves, H. M. (2014). Customer loyalty through social networks: Lessons from Zara on Facebook. *Elsevier*, 1-9.
- Gürel, E., & Tat, M. (2017). Swot Analysis: A Theoretical Review. *The Journal of International Social Research*, 994-1006.
- Hamidi. (2010). *Metode Penelitian Kualitatif: Pendekatan Praktis Penulisan Proposal Dan Laporan Penelitian*. Malang: UMM Press.
- Hanafi, M. (2015). Konsep Dasar dan Perkembangan Teori Manajemen. *repository.ut.ac.id*, 1-66.

- Huang, R., & Sarigöllü, E. (2014). How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix. *International Series on Consumer Science*, 113-132.
- Kaur, S., Gupta, A., & Dhand, V. (2020). Role Of General And Scientific Principles In Business Management. *International Journal for Research Trends and Innovation*, 121-125.
- Kehinde, O. J., Omotayo, A., Mosunmola, A., & Borishade, T. (2016). Marketing Concept And The Satisfaction Of Consumer Needs: The Nigerian Consumers' Experience. *Researchjournali's Journal of Marketing*, 1-16.
- Kemp, S. (2020). Hootsuite (We Are Social): Indonesian Digital Report 2020. *Data Reportal*, 17-72.
- Khan, M. T. (2014). The Concep tof 'MarketingMix' and its Elements (A Conceptual Review Paper). *International Journal of Information, Business and Management*, 95-107.
- Lestari, S. P. (2016). Hubungan Komunikasi Pemasaran Dan Promosi Dengan Keputusan Memilih Jasa Layanan Kesehatan (Studi Pada Rumah Sakit Islam Lumajang). *Majalah Ilmiah Inspiratif*, 1-19.
- Macarthy, A. (2015). *500 Social Media Marketing Tips:Essential Advice, Hints and Strategy for Business: Facebook, Twitter,Pinterest, Google+, YouTube,Instagram, LinkedIn, and More!* Andrew Macarthy.
- Moleong. (2014). *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.

Muttaqin, Z. (2011). Facebook Marketing Dalam Komunikasi Pemasaran Modern.

*TEKNOLOGI: Jurnal Ilmiah Sistem Informasi* , 103-109.

Nisa, K., Laili, A., Qolbiyatul, S., & Suyanto, M. (2018). Strategi Pemasaran Online

Dan Offline. *Jurnal Abdikarya : Jurnal Karya Pengabdian Dosen dan Mahasiswa*, 55-60.

Rau, P., Gao, Q., & Ding, Y. (2008). Relationship between the level of intimacy

and lurking in online social network services. *Computers in Human Behaviour*, 24, 2757-2770.

Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill Building*

*Approach 5th Edition*. New York: John Wiley & Sons. Inc.

Soenarso, W. S., Nugraha, D., & Listyaningrum, E. (2013). Development of

Science and Technology Park (STP) in Indonesia to Support Innovation-Based Regional Economy: Concept and Early Stage Development. *World Technopolis Association*, 32-42.

Sugiarto, E. (2015). *Menyusun Proposal Penelitian: Skripsi Dan Tesis*.

Yogyakarta: Suaka Media.

Sugiyono. (2016). Bandung: Alfabeta.

Sugiyono. (2016). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D*.

Bandung: Alfabeta.

Sugiyono. (2016). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D*.

Bandung: Alfabeta.

- Susan, E. (2019). Manajemen Sumber Daya Manusia. *Adaara: Jurnal Manajemen Pendidikan Islam*, 952-962.
- Tjan, S. (2015). The Impact of Marketing Mix On Customer Loyalty Towards Plaza Indonesia Shopping Center. *iBuss Management*, 392-402.
- Ulus, A. A. (2013). Bauran Pemasaran Pengaruhnya Terhadap Keputusan Pembelian Mobildaihatsu Pada Pt. Astra Internasional Manado. *Jurnal EMBA*, 1134-1144.
- Vejacka, M. (2012). Facebook advertising and its efficiency on the slovak market. *Digital Library University of West Bohemia*.
- Ventera, P., Wright, A., & Dibb, S. (2015). Performing market segmentation: aperformative perspective. *Journal of Marketing Management*, 62-83.

