

## BIBLIOGRAPHY

- Adyani, R.N. (2021). Pengaruh Social Media Marketing dan Brand Image terhadap Brand Trust Serta Dampaknya terhadap Donation Decision pada Crowdfunding Kitabisa.Com Ditengah Pandemi Covid-19". [Skripsi]. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Addo, Prince Clement., et al. (2021). Customer engagement and purchase intention in ive-streaming digital marketing platforms. *The Service Industries Journal*
- Adzimaturrahmah, R., et al., (2019) Ekspektasi Pelanggan Media Sosial: Brand Engagement dalam Mempertahankan Customer Loyalty. *Journal of Business Management Education* 4(2)
- Alma, B. (2011) *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Asmoro, D. S. (2021) *Pengaruh Brand Engagement, Service Fairness, dan Customer Satisfaction terhadap Loyalitas Pelanggan (Studi Pada Pengguna Telkomsel)*. Universitas Brawijaya.
- Azizah, N., Hasbi, S., & Yetty, F. (2021). Pengaruh Brand Awareness, Transparansi, Dan Kepercayaan Terhadap Keputusan Menyalurkan ZIS Di KITABISA. COM. *Jurnal Ekonomi Syariah Pelita Bangsa*, 6(02), 111-125.
- Baca artikel CNN Indonesia "ARMY Indonesia Galang Dana untuk Tragedi Kanjuruhan, Tembus Rp420 Juta" selengkapnya di sini: <https://www.cnnindonesia.com/hiburan/20221004142339-248-856209/army-indonesia-galang-dana-untuk-tragedi-kanjuruhan-tembus-rp420-juta>.
- Badan Pusat Statistik. (2022). Statistik Telekomunikasi Indonesia 2022. <https://www.bps.go.id>
- Billa, F. A., Hariandja, E. S., Febrianto, R. A., & Moktar, R. Y. (2020). Hubungan antara brand credibility, word of mouth, dan electronic word of mouth: peran mediasi brand-self connection dan brand-social CONNECTION. *Ultima Management: Jurnal Ilmu Manajemen*, 12(2), 210-232.
- Brodie, R. J., Hollebeek, L. D. dan Conduit, J. (2016) "Customer Engagement : Contemporary Issues and Challenges," *Routledge*.

- Brodie., et al (2013), Customer Engagement in a Virtual Brand Community: An Explanatory Analysis. *Journal of Business Research*, 66(1), 105. doi:[10.1016/j.jbusres.2011.07.029](https://doi.org/10.1016/j.jbusres.2011.07.029)
- Chand, Vijay Shankar., dan Fei, Chen. (2020). Self brand connection and intention to purchase a counterfeit luxury brand in emerging economies. *Journal Consumer Behavior* 1(13), John Wiley & Sons Ltd
- Chaplin, N. dan Deborah, R. J. (2005) “The Development of Self-Brand Connection in Children and Adolescents,” *Journal of Consumer Research*.
- CNN Indonesia. (2022). ARMY Indonesia Galang Dana untuk Tragedi Kanjuruhan, Tembus Rp420 Juta. <https://www.cnnindonesia.com>
- Download Apps CNN Indonesia sekarang <https://app.cnnindonesia.com/>
- Dwivedi, A., Johnson, L. W. dan McDonald, R. (2016) “Celebrity Endorsements, Self-Brand Connection and Relationship Quality,” *International Journal of Advertising*, 35(3), hal. 486–503. doi: 10.1080/02650487.2015.1041632.
- Dwivedi, A., Johnson, L., & McDonald, R. (2015). Celebrity Endorsement, Self-Brand Connection and Consumer-Based Brand Equity. *Journal of Product & Brand Management*, Volume 24 No. 5, 449-461. doi:10.1016/j.jbusres.2011.07.029
- Fitriana, N.D dan Hamdan. 2021. Pengaruh *E-Product Knowledge*, *E-Social Influence*, dan *E-Trust* terhadap Keputusan Berdonasi di Aplikasi Kitabisa.Com. *ULTIMA Management*, 13(2). DOI: <https://doi.org/10.31937/manajemen.v13i2.2175>
- Hair Joseph dan Sarstedt Marko (2019) “Factors Versus Composites Guidelines for Choosing the Right Structural Equation Modeling Method,” *Publish*, 50(6), hal. 619–624. doi: <https://doi.org/10.1177%2F8756972819882132>.
- Harrigan, Paul., et al. (2017) Customer engagement and the relationship between involvement, engagement, self brand connection and brand usage intent. *Journal Business Research*.
- Hasna, S. (2019). Pengaruh Inovasi Crowdfunding Terhadap Keputusan Berdonasi. *Digital Zone: Jurnal Teknologi Informasi Dan Komunikasi*, 10(2), 144-156.
- Hollebeek, D. Linda., et al (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*. <http://dx.doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D., Glynn, M. S. dan Brodie, R. J. (2014) “Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation,” *Journal of Interactive Marketing*, 28(2), hal. 149–165. doi:

10.1016/j.intmar.2013.12.002.

- Hussein, A.B. (2016). The Effect of Trust and Brand Engagement on Mobile Telecommunication Customer Loyalty: The Mediating Effect of Brand Engagement. Konferensi Nasional Riset Manajemen X, Lombok. <https://doi.org/10.13140/RG.2.2.10734.82245>
- Iswandi, M., dan Esther, S. (2020) Pengaruh Kepercayaan Merek, Kesadaran Merek dan Persepsi Kualitas Terhadap keputusan Pembelian Pelanggan di Supermarket Gelael MT Haryono. *Jurnal Gici Jurnal Keuangan dan Bisnis*, 12(1), 16-25
- Junia, Inda (2020) Pengaruh Cognitive Processing, Affection, dan Activation dalam Consumer Brand Engagement Terhadap Self Brand Connection di Media Sosial @Thebodyshopindo. Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta.
- Kanno, T., M. *et al.* (2006) “Importance of Indigenous Arbuscular Mycorrhizal For Growth and Phosphorus Uptake in Tropical Forage Grasses Growing on An Acid Soil, Infertile Soil From The Brazilian Savannas,” *Tropical Grasslands*, 40(2).
- Kassim, M., Embi, N. A. C., Haron, R., & Ibrahim, K. (2019). Internal Factors Affecting Continuous Donations among Cash Waqf Donors. *International Journal of Academic Research in Business and Social Sciences*, 9(9). <https://doi.org/10.6007/ijarbss/v9-i9/6464>
- Kemp, Paul S, et al. (2012). Qualitative and quantitative effect of reintroduced beavers on stream fish. *Fish and Fisheries*, 13, 158-181
- Khairunnisa, A. H., Ningrum, J. W., Huda, N., & Rini, N. (2020). Pengaruh brand awareness dan kepercayaan terhadap keputusan menyalurkan zakat dan donasi melalui Tokopedia. *Jurnal Ilmiah Ekonomi Islam*, 6(2), 284-293.
- Khuong, M. N. dan Duyen, H. T. M. (2016) “Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam,” *International Journal of Trade, Economics and Finance*, 7(2), hal. 44–50. doi: 10.18178/ijtef.2016.7.2.497.
- Kotler, P. dan Armstrong, G. (2018) *Principles of Marketing Global Edition 17th Edition*. London: Pearson Education.
- Kotler, P. dan Keller (2016) *Marketing Manajemen*. United State: Pearson Education.
- Kotler, Philip, & Keller, K. L. (2000). *Marketing Management*. Pearson Education, Inc.

- Kotler, P. (2000) *Manajemen Pemasaran Analisis, Perencanaan, Implementasi dan Kegunaan. Edisi Kedelapan*, Jakarta: Salemba Empat, hal 203
- Kotler, Philip, & Keller, K. L. (2012). *Marketing Management (14e ed.)*. Pearson Education, Inc.
- Kresnardi, V. C. (2017). Pengaruh Celebrity Endorsement Terhadap Buying Intention Melalui Self-Brand Connection Pada Dum Dum Thai Drinks Surabaya. *Jurnal Strategi Pemasaran*, 4(1), 8.
- Maharani, D., & Purnamasari, D. L. (2015). Antecedent Keterikatan Merek dalam Membangun Hubungan Merek pada Konsumen ( Kepercayaan , Kepuasan , dan Komitmen) terhadap Loyalitas. *Jurnal Psychology*: 38–46.
- Mahayani, Odytri. 2019. Pengaruh Customer Engagement Melalui Media Sosial terhadap Kepercayaan Merek (Studi Kasus : Instagram Shopee). *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, 3(4): 3301-3310.
- Mahendra, IR. 2020. Pengaruh Self Brand Connection dan Brand Experience terhadap Loyalitas Merek pada Produk Sepatu Converse di Yogyakarta. [Skripsi]. Universitas Islam Indonesia.
- Malodo, R. E., & Kusumastuti, R. D. (2022). Pengaruh Konten Instagram@ actforhumanity Terhadap Keputusan Berdonasi Pada Masa Pandemi Covid-19:(Survei Pada Followers Akun Instagram@ actforhumanity). *Brand Communication: Jurnal Ilmu Komunikasi*, 1(2), 110-128.
- Moliner, Miguel Angel., et al. (2018). Consequences of customer engagement and customer self brand connection. *Journal of Services Marketing*
- Palentina, pebi, & Klemens, W. 2017. Pengaruh Celebrity Endorser’S Credibility terhadap Self-Brand Connection dan Brand Evaluation. *Jurnal Bisnis dan Akuntansi* 19(2):271–84. doi: 10.34208/jba.v19i2.279.
- Qiao, Saisai., dan Wei, Jie. (2021). Research on the Factors Affecting Customer Engagement in Social Commerce from the Perspective of Two Factor Theory Platform Comparison Between E-Commerce and Social Media. *Frontiers in Business, Economics and Mangement*, 1(3), ISSN: 2766-824X
- Rachmadhano, R. (2015) *Pengaruh Brand Equity Terhadap Keputusan Pembelian Konsumen Pada Peter Says Denim di Kota Bandung*. Universitas Telkom Bandung.
- Rahmawati, E. dan Aji, S. (2015) “Pengaruh Customer Engagement terhadap Kepuasan Pelanggan dan Kepercayaan Merek serta Dampaknya pada Loyalitas Merek,” *Jurnal Riset Ekonomi dan Manajemen*, 15(2), hal. 246. doi: 10.17970/jrem.15.150204.ID.

- Rahmawati, Evi. 2018. Pengaruh *Customer Engagement* terhadap Kepuasan Pelanggan dan Kepercayaan Merek serta Dampaknya pada Loyalitas Merek. *Journal of Research in Economics and Management*, 15(2): 246-261.
- Salsabila, N. and Hasbi, I. 2021. Pengaruh Citra Merek dan Kepercayaan terhadap Keputusan Berdonasi Secara Online pada Crowdfunding Platform Kitabisa.Com. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*. 5, 2 (May 2021), 162-176. Doi:<https://doi.org/10.54783/mea.v5i2.1046>.
- Sari, A., & Dewi, C. (2019). The Influence of Endorser Credibility on Brand Equity 'Shopee For Men' with Self-Brand Connection as a Mediator. *Jurnal Sekretaris Dan Administrasi Bisnis*, 3(2), 145-152. doi:10.31104/jsab.v3i2.123
- Sari, A.P. 2019. Pengaruh Brand Awareness, Kualitas Proyek dan Kepercayaan terhadap Keputusan Berdonasi Secara Online pada Platform Crowdfunding Kitabisa.Com. *Jurnal Tansiq*, 2(1): 43-66.
- So, K. K. F., King, C. dan Sparks, B. (2014) "Customer Engagement With Tourism Brands," *Journal of Hospitality & Tourism Research*, 38(3), hal. 304–329. doi: 10.1177/1096348012451456.
- Solem, Brigit A.A (2015), The process of customer brand engagement in interactive contexts: Prerequisites, conceptual foundations, antecedents, and outcomes. [Thesis]. Philosophiae Doctor in Department of Strategy and Management. Norwegian School of Economics and Business Administration.
- Strauss, J. dan Frost, R. (2012) *E-Marketing*. London: Pearson Education.
- Sugiyono (2013) *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV. Alfabeta.
- Sugiyono (2018a) *Metode penelitian kuantitatif*. 1 ed. Jawa Barat: Alfabeta.
- Sugiyono (2018b) *Metode Penelitian Kuantitatif Kualitaitaif dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Sujarweni, V. W. (2015) *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.
- So, Kevin Kam Fung., et al. (2014). The role of customer engagement in building consumer loyalty to tourism brands. *Journal of traavel research* 55(1)
- Taufiqurohman, K. dan Fadilla, A. 2022. Pengaruh Persepsi Kemudahan Penggunaan dan *E-Trust* terhadap Keputusan Berdonasi Digital Generasi Z pada Aplikasi Kitabisa. *Dawatuna: Journal of Communication and Islamic*

*Broadcasting*, 2(3): 290-299. DOI  
<https://doi.org/10.47467/dawatuna.v2i3.2094>

Taufiqrohman, K., & Fadilla, A. (2022). Pengaruh Persepsi Kemudahan Penggunaan dan E-Trust terhadap Keputusan Berdonasi Digital Generasi Z pada Aplikasi Kitabisa. *Da'watuna: Journal of Communication and Islamic Broadcasting*, 2(3), 290-299.

Tuti, M., & Sulistia, V. (2022). The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on Brand Loyalty. *Jurnal Manajemen Bisnis*, 13(1), 1-15.

Westhuizen, V. der dan Liezl-Marié (2018) "Brand Loyalty: Exploring Self-Brand Connection and Brand Experience," *Journal of Product & Brand Management*, 27(2), hal. 172–184. doi: 10.1108/JPBM-07-2016-1281.

Widyajayanti, N.P. 2017. Peran *Self-Brand Connection* dalam Memediasi Pengaruh Kredibilitas Endorser terhadap Brand Equity pada Brand Guess. *E-Jurnal Manajemen Unud*, 6(6): 3342-3369.

Zulfian, D.M. 2020. Faktor-Faktor yang Memengaruhi Keputusan Berdonasi Secara Online melalui Platform Financial Technology Crowdfunding. [Skripsi]. Universitas Islam Indonesia Yogyakarta.

