

DAFTAR PUSTAKA

- Adrika, J., Frinaldi, A., & Dela, Y. R. (2023). Kebijakan Jaminan Sosial Untuk Tenaga Kerja Sektor Informal Di Kabupaten Sijunjung. *Jurnal Ilmiah Mahasiswa Pendidikan Sejarah*, 8(2), 761–768.
- Ahiabor, D. K., Kosiba, J. P. B., Gli, D. D., Tweneboah-Koduah, E. Y., & Hinson, R. E. (2023). Satellite fans engagement with social networking sites influence on sport team brand equity: A UGT perspective. *Digital Business*, 3(2), 100064. <https://doi.org/10.1016/j.digbus.2023.100064>
- Ahmad, A. (2020). Media Sosial dan Tantangan Masa Depan Generasi Milenial. *Avant Garde*, 08(02), 134–148.
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Araújo, J., Pereira, I. V., & Santos, J. D. (2023). The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction. *Administrative Sciences*, 13(5). <https://doi.org/10.3390/admsci13050118>
- Arikunto. (2019). *Prosedur Penelitian*. Rineka Cipta.
- Arikunto, S. (2020). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Aschbrenner, Naslund, J. A., Bondre, A., Torous, J., & A., K. (2020). Social Media and Mental Health: Benefits, Risks, and Opportunities for Research and Practice. *Journal of Technology in Behavioral Science*, 5, 245–257.
- Cambrá-Fierro, J. J., Fuentes-Blasco, M., Huerta-Álvarez, R., & Olavarria, A. (2021). Customer-based brand equity and customer engagement in experiential services: insights from an emerging economy. *Service Business*, 15(3), 467–491. <https://doi.org/10.1007/s11628-021-00448-7>
- Camilleri, M. A., & Falzon, L. (2021). Understanding motivations to use online streaming services: integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT). *Spanish Journal of Marketing - ESIC*, 25(2), 217–238. <https://doi.org/10.1108/SJME-04-2020-0074>
- Chen, Xi, 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). <https://doi.org/10.1177/21582440211052256>
- Chen, Xiang, & Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, 20(5), 1065–1077. <https://doi.org/10.1002/cb.1915>
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Ting, H. (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), 118–131. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Colicev, A. (2023). How can non-fungible tokens bring value to brands. *International Journal of Research in Marketing*, 40(1), 30–37. <https://doi.org/10.1016/j.ijresmar.2022.07.003>
- Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60(February), 102501. <https://doi.org/10.1016/j.jretconser.2021.102501>

- Fakhriyyah, D. A., & Nirawati, L. (2024). Sosialisasi Mengenai Program BPJS Ketenagakerjaan Dengan Tujuan Meningkatkan Kesadaran Diri di kalangan Mahasiswa Kota Surabaya. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(2), 2547–2562. <https://doi.org/10.47467/alkharaj.v6i6.1542>
- Ferreira, P., Faria, S., & Gabriel, C. (2022). The influence of brand experience on brand equity: the mediating role of brand love in a retail fashion brand. *Management and Marketing*, 17(1), 1–14. <https://doi.org/10.2478/mmcks-2022-0001>
- Ghozali, I. (2016). *Dasar Dasar Statistik dan Implikasi SMART PLS*. Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2017). *Partial Least Square: Konsep, Metode, dan Aplikasi menggunakan program WarpPLS 5.0*. Badan Penerbit Universitas Diponegoro.
- Hafez, M. (2022). Unpacking the influence of social media marketing activities on brand equity in the banking sector in Bangladesh: A moderated mediation analysis of brand experience and perceived uniqueness. *International Journal of Information Management Data Insights*, 2(2), 100140. <https://doi.org/10.1016/j.ijime.2022.100140>
- Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetio, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961–972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Haudi, Santamoko, R., Rachman, A., Surono, Y., Mappedeceng, R., Musnaini, & Wijoyo, H. (2022). The effects of social media marketing, store environment, sales promotion and perceived value on consumer purchase decisions in small market. *International Journal of Data and Network Science*, 6(1), 67–72. <https://doi.org/10.5267/J.IJDNS.2021.10.003>
- Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How does brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99(June), 103050. <https://doi.org/10.1016/j.ijhm.2021.103050>
- Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism. *Sustainability (Switzerland)*, 13(4), 1–16. <https://doi.org/10.3390/su13042277>
- Jamil, K., Dunaan, 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>
- Jeon, H. M., & Yoo, S. R. (2021). The relationship between brand experience and consumer-based brand equity in grocerants. *Service Business*, 15(2), 369–389. <https://doi.org/10.1007/s11628-021-00439-8>
- Julianawati, R., Simamora, R. Y., Kurnia, P. R., & Sitio, R. P. (2023). *A Marketing Communication Strategy for Informal Workers BPJS Ketenagakerjaan 2022–2024*. Atlantis Press International BV. <https://doi.org/10.2991/978-94-6463-076-3>
- Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2021). Perceived social media marketing activities and consumer-based brand equity: Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53–72. <https://doi.org/10.1108/APJML-07-2019-0453>
- Kontan. (2023). *Pekerja Informal Masih Mendominasi Tenaga Kerja Indonesia*.

- Nasional.Kontan.Co.Id. <https://nasional.kontan.co.id/news/pekerja-informal-masih-mendominasi-tenaga-kerja-indonesia>
- Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>
- Majeed, M., Owusu-Ansah, M., & Ashmond, A. A. (2021). The influence of social media on purchase intention: The mediating role of brand equity. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1944008>
- Masa'deh, R., Al-Haddad, S., Abed, D. Al, Khalil, H., Almomani, L., & Khirfan, T. (2021). The impact of social media activities on brand equity. *Information (Switzerland)*, 12(11), 1–17. <https://doi.org/10.3390/info12110477>
- Menon, D. (2022). Purchase and continuation intentions of over-the-top (OTT) video streaming platform subscriptions: a uses and gratification theory perspective. *Smart Agricultural Technology*, 5(June 2021), 100006. <https://doi.org/10.1016/j.teler.2022.100006>
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. (2022). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *Theoretical and Applied Electronic Commerce Research*, 17(2), 89–103.
- Mukesh, A. (2019). Importance of User Generated Content as a part of Social Media Marketing that drives Customer's Brand Awareness and Purchase Intentions. *The International Journal of Analytical and Experimental Modal Analysis*, XI(VIII), 629–636.
- Pina, R., & Dias, A. (2021). The influence of brand experiences on consumer-based brand equity. *Journal of Brand Management*, 28(2), 99–115. <https://doi.org/10.1057/s41262-020-00215-5>
- Putri, M. K., & Wikartika, I. (2022). Pengaruh Pemasaran Digital Dan Celebrity Endorsement Di Media Sosial Instagram Terhadap Brand Awareness BPJS Ketenagakerjaan. *Jurnal Pengabdian Kepada Masyarakat*, 2(1), 137–142. https://jurnal.fkip.samawa-university.ac.id/karya_jpm/index
- Rather, R. A., & Hollebeek, L. D. (2021). Customers' service-related engagement, experience, and behavioral intent: Moderating role of age. *Journal of Retailing and Consumer Services*, 60(December 2019), 102453. <https://doi.org/10.1016/j.jretconser.2021.102453>
- Raza, S. A., Qazi, W., Umer, B., & Khan, K. A. (2020). Influence of social networking sites on life satisfaction among university students: a mediating role of social benefit and social overload. *Health Education*, 120(2), 141–164. <https://doi.org/10.1108/HE-07-2019-0034>
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif Pengembangan Hipotesis dan Pengujiannya Menggunakan Smart PLS*. Andi.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Tarigan, A. F., Mariatin, E., & Ananda, F. (2021). The influences of work-life balance on work engagement millennial employee at bpjs ketenagakerjaan. *International Research Journal of Advanced Engineering and Science*, 6(3), 207–209.
- Winit, W., & Kantabutra, S. (2022). Enhancing the Prospect of Corporate Sustainability via Brand Equity: A Stakeholder Model. *Sustainability (Switzerland)*, 14(9), 1–18. <https://doi.org/10.3390/su14094998>
- Zailskaite-Jakste, L., & Minelgaite, I. (2021). Consumer engagement behavior perspective in social media: Mediating role and impact on brand equity. *Journal of Eastern European and Central Asian Research*, 8(2), 160–170. <https://doi.org/10.15549/jeecar.v8i2.501>
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social

media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, 117(February 2019), 256–267.
<https://doi.org/10.1016/j.jbusres.2020.05.001>