

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.
- Arikunto. (2019). *Prosedur Penelitian*. Rineka Cipta.
- Arikunto, S. (2020). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Balamoorthy, & Chandra, B. (2023). The influence of intrinsic and extrinsic motivational factors on e-WOM behaviour: The role of psychological impact during the time of COVID-19 crisis. *Heliyon*, 9(2), e13270. <https://doi.org/10.1016/j.heliyon.2023.e13270>
- Ballester, E., Ruiz, C., & Rubio, N. (2021). Engaging consumers through firm-generated content on Instagram. *Spanish Journal of Marketing - ESIC*, 25(3), 355–373. <https://doi.org/10.1108/SJME-11-2020-0189>
- BPJS Ketenagakerjaan. (2022). BPJAMSOSTEK Luncurkan Gerakan Nasional ‘SERTAKAN’ Lewat Fitur Baru di JMO. [www.Bpjsketenagakerjaan.Go.Id](http://www.bpjsketenagakerjaan.go.id/berita/28224/BPJAMSOSTEK-Luncurkan-Gerakan-Nasional-‘SERTAKAN’-Lewat-Fitur-Baru-di-JMO). <https://www.bpjsketenagakerjaan.go.id/berita/28224/BPJAMSOSTEK-Luncurkan-Gerakan-Nasional-‘SERTAKAN’-Lewat-Fitur-Baru-di-JMO>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117(July 2018), 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Cheng, G., Cherian, J., Sial, M. S., Mentel, G., Wan, P., Susana, Á., & Saleem, U. (2021). The Relationship between CSR The Relationship between CSR Communication on Social Media, Purchase Intention, and E-WOM in the Banking Sector of an Emerging Economy. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(8), 1025–1041.
- Cheng, M., Liu, J., Qi, J., & Wan, F. (2021). Differential effects of firm generated content on consumer digital engagement and firm performance: An outside-in perspective. *Industrial Marketing Management*, 98(July), 41–58. <https://doi.org/10.1016/j.indmarman.2021.07.001>
- Cheng, Y., Wei, W., & Zhang, L. (2020). Seeing destinations through vlogs: implications for leveraging customer engagement behavior to increase travel intention. *International Journal of Contemporary Hospitality Management*, 32(10), 3227–3248. <https://doi.org/10.1108/IJCHM-04-2020-0319>
- De Canio, F., Fuentes-Blasco, M., & Martinelli, E. (2021). Engaging shoppers through mobile apps: the role of gamification. *International Journal of Retail and Distribution Management*, 49(7), 919–940. <https://doi.org/10.1108/IJRDM-09-2020-0360>
- 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>
- Demir, D., & Yıldız, S. Y. (2021). The mediating role of consumer engagement in the effect of social media marketing on electronic word-of-mouth intention. *Business & Management Studies: An International Journal*, 9(2), 649–661. <https://doi.org/10.15295/bmij.v9i2.1816>
- Dewaele, J. M., & Li, C. (2021). Teacher enthusiasm and students' social-behavioral learning engagement: The mediating role of student enjoyment and boredom in Chinese EFL classes. *Language Teaching Research*, 25(6), 922–945. <https://doi.org/10.1177/13621688211014538>
- Eigenraam, A. W., Eelen, J., & Verlegh, P. W. J. (2021). Let Me Entertain You? The Importance of Authenticity in Online Customer Engagement. *Journal of Interactive Marketing*, 54, 53–68. <https://doi.org/10.1016/j.intmar.2020.11.001>
- Fatma, M., Ruiz, A. P., Khan, I., & Rahman, Z. (2020). The effect of CSR engagement on eWOM

- on social media. *International Journal of Organizational Analysis*, 28(4), 941–956. <https://doi.org/10.1108/IJOA-10-2019-1895>
- 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 Diponogoro.
- Gruss, R., Kim, E., & Abrahams, A. (2020). Engaging Restaurant Customers on Facebook: The Power of Belongingness Appeals on Social Media. *Journal of Hospitality and Tourism Research*, 44(2), 201–228. <https://doi.org/10.1177/1096348019892071>
- Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage* (Second Edi). SAGE Publications, Inc.
- 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>
- Hernández-Ortega, B., San Martín, H., Herrero, Á., & Franco, J. L. (2020). What, how and when? Exploring the influence of firm-generated content on popularity in a tourism destination context. *Journal of Destination Marketing and Management*, 18(March). <https://doi.org/10.1016/j.jdmm.2020.100504>
- Huang, F., & Liu, S. (2024). If I Enjoy, I Continue: The Mediating Effects of Perceived Usefulness and Perceived Enjoyment in Continuance of Asynchronous Online English Learning. *Education Sciences*, 14(8). <https://doi.org/10.3390/educsci14080880>
- Huang, T. Y., Chen, W. K., Chen, C. W., & Silalahi, A. D. K. (2022). Understanding How Product Reviews on YouTube Affect Consumers' Purchase Behaviors in Indonesia: An Exploration Using the Stimulus-Organism-Response Paradigm. *Human Behavior and Emerging Technologies*, 2022. <https://doi.org/10.1155/2022/4976980>
- Hutabarat, C. M., & Kurniawati, ¶. (2023). SEIKO : Journal of Management & Business Pengaruh Konten Sajian Fast Food di Instagram Terhadap Keinginan Konsumen Mengunjungi Restoran Fast Food atau Membelinya Kembali. *SEIKO : Journal of Management & Business*, 6(1), 163–172. <https://doi.org/10.37531/sejaman.v6i1.3577>
- 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>
- Kaoud, M., El Dine, N. A. A., & ElBolok, M. (2023). The Psychological Impact of University Brand Equity Using Firm Generated EWOM on Students' Satisfaction: The Moderating Effect of Gender. *Journal for ReAttach Therapy and Developmental Diversities*, 6(7), 47–60.
- Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring Consumer Behavior in Virtual Reality Tourism Using an Extended Stimulus-Organism-Response Model. *Journal of Travel Research*, 59(1), 69–89. <https://doi.org/10.1177/0047287518818915>
- Kitsios, F., Mitsopoulou, E., Moustaka, E., & Kamariotou, M. (2022). User-Generated Content behavior and digital tourism services: A SEM-neural network model for information trust in social networking sites. *International Journal of Information Management Data Insights*, 2(1), 100056. <https://doi.org/10.1016/j.jjimei.2021.100056>
- Lacka, E., Boyd, D. E., Ibikunle, G., & Kannan, P. K. (2022). Measuring the Real-Time Stock Market Impact of Firm-Generated Content. *Journal of Marketing*, 86(5), 58–78. <https://doi.org/10.1177/00222429211042848>
- Lin, K., Du, W., Yang, S., Liu, C., & Na, S. (2023). The Effects of Social Media Communication

- and e-WOM on Brand Equity: The Moderating Roles of Product Involvement. *Sustainability (Switzerland)*, 15(8), 1–19. <https://doi.org/10.3390/su15086424>
- Ma, Z., & Gu, B. (2022). The influence of firm-Generated video on user-Generated video: Evidence from China. *International Journal of Engineering Business Management*, 14(382). <https://doi.org/10.1177/18479790221118628>
- Martini, E., Hurriyati, R., & Sultan, M. A. (2023). Investigating the role of rational and emotional content towards consumer engagement and EWOM intention: Uses and gratification perspectives. *International Journal of Innovative Research and Scientific Studies*, 6(4), 903–912. <https://doi.org/10.53894/ijirss.v6i4.2089>
- Mehrabian, A., & Russell, J. A. (1977). Evidence for a Three-Factor Theory of Emotions. *Journal of Research in Personality*, 11(3), 273–294.
- Mladenović, D., Todua, N., & Pavlović-Höck, N. (2023). Understanding individual psychological and behavioral responses during COVID-19: Application of stimulus-organism-response model. *Telematics and Informatics*, 79(March). <https://doi.org/10.1016/j.tele.2023.101966>
- Muniweera, C. D. W., Balawardhana, K. P. I. A., Rajapaksha, M. S. N., Chamara, M. A. D. S., & Jayasuriya, N. A. (2020). The Importance of Factors Influencing on e-WOM Engagement towards Consumer Purchase Intention in Clothing Retailers, Sri Lanka. *International Journal of Academic Research in Business and Social Sciences*, 10(5). <https://doi.org/10.6007/ijarbss/v10-i5/7204>
- 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://jurnalfkip.samawa-university.ac.id/karya_jpm/index
- Riley, J. (2020). Sustaining customer engagement through social media brand communities. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 30(4), 344–357. <https://doi.org/10.1080/21639159.2020.1766990>
- Rouibah, K., Al-Qirim, N., Hwang, Y., & Pouri, S. G. (2021). The determinants of ewom in social commerce: The role of perceived value, perceived enjoyment, trust, risks, and satisfaction. *Journal of Global Information Management*, 29(3), 75–102. <https://doi.org/10.4018/JGIM.2021050104>
- Salma Irelli, R., & Chaerudin, R. (2020). Brand-Generated Content (BGC) and Consumer-Generated Advertising (CGA) on Instagram: The Influence of Perceptions on Purchase Intention. *KnE Social Sciences*, 2020, 882–902. <https://doi.org/10.18502/kss.v4i6.6649>
- Santos-Vijande, M. L., Gómez-Rico, M., Molina-Collado, A., & Davison, R. M. (2022). Building user engagement to mhealth apps from a learning perspective: Relationships among functional, emotional and social drivers of user value. *Journal of Retailing and Consumer Services*, 66(January). <https://doi.org/10.1016/j.jretconser.2022.102956>
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif Pengembangan Hipotesis dan Pengujiannya Menggunakan Smart PLS*. Andi.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2020). Handbook of Market Research. In *Handbook of Market Research* (Issue September). <https://doi.org/10.1007/978-3-319-05542-8>
- Sawaftah, D., Aljarah, A., & Lahuerta-Otero, E. (2021). Power brand defense up, my friend! stimulating brand defense through digital content marketing. *Sustainability (Switzerland)*, 13(18). <https://doi.org/10.3390/su131810266>
- Seyyedamiri, N., & Tajrobehkar, L. (2021). Social content marketing, social media and product development process effectiveness in high-tech companies. *International Journal of Emerging Markets*, 16(1), 75–91. <https://doi.org/10.1108/IJOEM-06-2018-0323>
- Shafiq, M. A., Ziaullah, M., Abbas, Q., & Ali, M. A. (2023). Going Green on social media: Exploring the Effect of Firm-Generated Content on Brand Trust and Purchase Decision in

- Pakistan with a Focus on Environmental Concern. *International Journal of Social Science & Entrepreneurship*, 3(3), 187–207. <https://doi.org/10.58661/ijsse.v3i3.194>
- Siripipattanakul, S., Siripipatthanakul, S., Limna, P., & Auttawechasakoon, P. (2022). The Relationship Between Website Quality, University Image, e-WOM and Intention to Follow the University Website. *Psychology and Education*, 59(2), 529–544. www.psychologyandeducation.net
- Sohaib, M., Safeer, A. A., & Majeed, A. (2022). Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context. *Frontiers in Psychology*, 13(August), 1–16. <https://doi.org/10.3389/fpsyg.2022.941058>
- Su, C. Y., & Chiu, C. H. (2021). Perceived Enjoyment and Attractiveness Influence Taiwanese Elementary School Students' Intention to Use Interactive Video Learning. *International Journal of Human-Computer Interaction*, 37(6), 574–583. <https://doi.org/10.1080/10447318.2020.1841423>
- 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.
- Wang, L. (2022). Student Intrinsic Motivation for Online Creative Idea Generation: Mediating Effects of Student Online Learning Engagement and Moderating Effects of Teacher Emotional Support. *Frontiers in Psychology*, 13(July), 1–8. <https://doi.org/10.3389/fpsyg.2022.954216>
- Wondwossen Fantaye, A., & Konkle, A. T. M. (2020). Social media representation of female genital cutting: A YouTube analysis. *Women's Health*, 16, 1–12. <https://doi.org/10.1177/1745506520949732>
- Xu, Y., Du, J., Shahzad, F., & Li, X. (2021). Untying the Influence of Green Brand Authenticity on Electronic Word-of-Mouth Intention: A Moderation–Mediation Model. *Frontiers in Psychology*, 12(September). <https://doi.org/10.3389/fpsyg.2021.724452>
- Yu, C., Chan, T., & Zolkepli, I. (2023). Bridging social media content and re-purchasing behavior: The mediation role of interactivity and e-WO. *International Journal of Data and Network Science*, 7, 251–264. <http://m.growingscience.com/beta/ijds/5785-bridging-social-media-content-and-re-purchasing-behavior-the-mediation-role-of-interactivity-and-e-wo.html>