

DAFTAR PUSTAKA

- Abdullah, D., Jayaraman, K., & Kamal, S. B. M. (2016). A Conceptual Model of Interactive Hotel Website: The Role of Perceived Website Interactivity and Customer Perceived Value Toward Website Revisit Intention. *Procedia Economics and Finance*, 37(16), 170–175. [https://doi.org/10.1016/s2212-5671\(16\)30109-5](https://doi.org/10.1016/s2212-5671(16)30109-5)
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Bahtar, A. Z., & Muda, M. (2016). The Impact of User – Generated Content (UGC) on Product Reviews towards Online Purchasing – A Conceptual Framework. *Procedia Economics and Finance*, 37(16), 337–342. [https://doi.org/10.1016/s2212-5671\(16\)30134-4](https://doi.org/10.1016/s2212-5671(16)30134-4)
- Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68(5), 978–985. <https://doi.org/10.1016/j.jbusres.2014.09.035>
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand

- awareness in Online Social Networks. *Computers in Human Behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeck, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Brogi, S. (2014). Online Brand Communities: A Literature Review. *Procedia - Social and Behavioral Sciences*, 109, 385–389. <https://doi.org/10.1016/j.sbspro.2013.12.477>
- Budiati, I., Susianto, Y., Adi, W. P., Ayuni, S., Reagan, H. A., Larasaty, P., Setiyawati, N., Pratiwi, A. I., & Saputri, V. G. (2018). *Profil Generasi Milenial Indonesia*. 1–153. www.freepik.com
- Casaló, L. V., Flavián, C., & Guinalíu, M. (2010). Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions. *Tourism Management*, 31(6), 898–911. <https://doi.org/10.1016/j.tourman.2010.04.007>
- Chen, J., Teng, L., Yu, Y., & Yu, X. (2016). The effect of online information sources on purchase intentions between consumers with high and low susceptibility to informational influence. *Journal of Business Research*, 69(2), 467–475. <https://doi.org/10.1016/j.jbusres.2015.05.003>
- Cova, B., & Pace, S. (2006). Brand community of convenience products: New forms of customer empowerment - The case “my Nutella The Community.”

European Journal of Marketing, 40(9–10), 1087–1105.

<https://doi.org/10.1108/03090560610681023>

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>

Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600. <https://doi.org/10.1016/j.chb.2015.03.051>

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55.
<https://doi.org/10.1016/j.chb.2016.03.003>

Erkmen, E., & Hancer, M. (2015). Linking brand commitment and brand citizenship behaviors of airline employees: “The role of trust.” *Journal of Air Transport Management*, 42, 47–54.

<https://doi.org/10.1016/j.jairtraman.2014.08.001>

Gretry, A., Horváth, C., Belei, N., & van Riel, A. C. R. (2017). “Don’t pretend to be my friend!” When an informal brand communication style backfires on social media. *Journal of Business Research*, 74, 77–89.

<https://doi.org/10.1016/j.jbusres.2017.01.012>

Gulzar, A., Anwar, A., Sohail, F. Bin, & Akram, S. N. (2011). Impact of brand

image, trust, and affect on consumer brand extension attitude: The mediating role of brand loyalty IMPACT OF BRAND IMAGE, TRUST AND AFFECT ON CONSUMER BRAND EXTENSION ATTITUDE: THE MEDIATING ROLE OF BRAND LOYALTY. *International Journal of Economics and Management Sciences*, 1(5), 73–79.

www.managementjournals.org

Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152–161.

<https://doi.org/10.1016/j.chb.2014.04.016>

Han, S. H., Nguyen, B., & Lee, T. J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust. *International Journal of Hospitality Management*, 50, 84–93.

<https://doi.org/10.1016/j.ijhm.2015.06.010>

Herawati, A. F., Widyastuti, D. A. R., Wulandari, T., & Handarkho, Y. D. (2013).

Faktor yang Mempengaruhi Keterbatasan Perempuan dalam Mengakses Teknologi Komunikasi dan Informasi. *Jurnal Penelitian Kesejahteraan Sosial*, 12(May 2017), 327–334.

Ho, C. W. (2014). Consumer behavior on facebook does consumer participation bring positive consumer evaluation of the brand? *EuroMed Journal of Business*, 9(3), 252–267. <https://doi.org/10.1108/EMJB-12-2013-0057>

Huang, L., Zhang, J., & Liu, Y. (2017). Antecedents of student MOOC revisit

intention: Moderation effect of course difficulty. *International Journal of Information Management*, 37(2), 84–91.

<https://doi.org/10.1016/j.ijinfomgt.2016.12.002>

Ik, S., Jdcgtije, G. K., Ykppl, K. P., & Wwwgdfotidegmj, I. (n.d.). *Sdemditdu Nodlnfkdoor Gku Sdemditdu Dgod Jl Nod Hj Dkuvnode Oghiolgmhijk Wihc Dkhdesiod Edojnemd Sfgkkikx Yz [\] Oqohd ^ O.*

Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109.

<https://doi.org/10.1016/j.tele.2017.01.004>

Jung, N. Y., Kim, S., & Kim, S. (2014). Influence of consumer attitude toward online brand community on revisit intention and brand trust. *Journal of Retailing and Consumer Services*, 21(4), 581–589.

<https://doi.org/10.1016/j.jretconser.2014.04.002>

Kang, J., Tang, L., & Fiore, A. M. (2014). Enhancing consumer-brand relationships on restaurant Facebook fan pages: Maximizing consumer benefits and increasing active participation. *International Journal of Hospitality Management*, 36, 145–155.

<https://doi.org/10.1016/j.ijhm.2013.08.015>

Kim, M. J., Lee, C. K., & Bonn, M. (2016). The effect of social capital and altruism on seniors' revisit intention to social network sites for tourism-related purposes. *Tourism Management*, 53, 96–107.

<https://doi.org/10.1016/j.tourman.2015.09.007>

Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755–1767.

<https://doi.org/10.1016/j.chb.2012.04.016>

Lee, D., Kim, H. S., & Kim, J. K. (2011). The impact of online brand community type on consumer's community engagement behaviors: Consumer-created vs. marketer-created online brand community in online social-networking web sites. *Cyberpsychology, Behavior, and Social Networking*, 14(1–2), 59–63. <https://doi.org/10.1089/cyber.2009.0397>

Liang, T. P., You, J. J., & Liu, C. C. (2010). A resource-based perspective on information technology and firm performance: A meta analysis. *Industrial Management and Data Systems*, 110(8), 1138–1158.

<https://doi.org/10.1108/02635571011077807>

Loi, L. T. I., So, A. S. I., Lo, I. S., & Fong, L. H. N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, 32(September), 115–123.

<https://doi.org/10.1016/j.jhtm.2017.06.002>

Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of

sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, 258–266. <https://doi.org/10.1016/j.chb.2014.02.007>

Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th Editio). Pearson/ Prentice Hall.

McCoy, S., Everard, A., Galletta, D. F., & Moody, G. D. (2017). Here we go again! The impact of website ad repetition on recall, intrusiveness, attitudes, and site revisit intentions. *Information and Management*, 54(1), 14–24. <https://doi.org/10.1016/j.im.2016.03.005>

Muñoz-Leiva, F., Climent-Climent, S., & Liébana-Cabanillas, F. (2017). Determinantes de la intención de uso de las aplicaciones de banca para móviles: una extensión del modelo TAM clásico. *Spanish Journal of Marketing - ESIC*, 21(1), 25–38. <https://doi.org/10.1016/j.sjme.2016.12.001>

Oliver, J. (2013). 濟無 No Title No Title. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699. <https://doi.org/10.1017/CBO9781107415324.004>

Popp, B., & Woratschek, H. (2017). Consumers' relationships with brands and brand communities – The multifaceted roles of identification and satisfaction. *Journal of Retailing and Consumer Services*, 35(November 2016), 46–56. <https://doi.org/10.1016/j.jretconser.2016.11.006>

Razmak, J., & Bélanger, C. (2018). Using the technology acceptance model to predict patient attitude toward personal health records in regional

communities. *Information Technology and People*, 31(2), 306–326.

<https://doi.org/10.1108/ITP-07-2016-0160>

Renny, Guritno, S., & Siringoringo, H. (2013). Perceived Usefulness, Ease of Use, and Attitude Towards Online Shopping Usefulness Towards Online Airlines Ticket Purchase. *Procedia - Social and Behavioral Sciences*, 81, 212–216. <https://doi.org/10.1016/j.sbspro.2013.06.415>

Saadé, R., & Bahli, B. (2005). The impact of cognitive absorption on perceived usefulness and perceived ease of use in on-line learning: An extension of the technology acceptance model. *Information and Management*, 42(2), 317–327. <https://doi.org/10.1016/j.im.2003.12.013>

Seetanah, B., Teeroovengadum, V., & Nunkoo, R. S. (2018). Destination Satisfaction and Revisit Intention of Tourists: Does the Quality of Airport Services Matter? *Journal of Hospitality and Tourism Research*, September. <https://doi.org/10.1177/1096348018798446>

Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46(November), 58–69. <https://doi.org/10.1016/j.jretconser.2017.11.001>

So, K. K. F., King, C., Hudson, S., & Meng, F. (2017). The missing link in building customer brand identification: The role of brand attractiveness. *Tourism Management*, 59, 640–651. <https://doi.org/10.1016/j.tourman.2016.09.013>

Sukandar, C. A. (2019). *Kenapa Milenial Harus Melek Teknologi?*

Republika.Co.Id. <https://republika.co.id/berita/pwhaed17000/kenapa-milenial-harus-melek-teknologi>

Surjaatmadja, S., & Saputra, J. (2020). The structural relationship of service quality, corporate image and technology usage on the customer value perception in banking institutions, Indonesia. *Talent Development and Excellence*, 12(1), 1056–1069.

Tjahyadi, & Arlan, R. (2010). Brand Trust dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, dan Karakteristik Hubungan Pelanggan-Merek. *Jurnal Manajemen*, 6(1), 65–78.

Zheng, X., Cheung, C. M. K., Lee, M. K. O., & Liang, L. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology and People*, 28(1), 90–106.
<https://doi.org/10.1108/ITP-08-2013-0144>

Zhu, D. H., Sun, H., & Chang, Y. P. (2016). Effect of social support on customer satisfaction and citizenship behavior in online brand communities: The moderating role of support source. *Journal of Retailing and Consumer Services*, 31, 287–293. <https://doi.org/10.1016/j.jretconser.2016.04.013>

Abdullah, D., Jayaraman, K., & Kamal, S. B. M. (2016). A Conceptual Model of Interactive Hotel Website: The Role of Perceived Website Interactivity and Customer Perceived Value Toward Website Revisit Intention. *Procedia Economics and Finance*, 37(16), 170–175. <https://doi.org/10.1016/s2212->

5671(16)30109-5

- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: Evidence from European car clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Bahtar, A. Z., & Muda, M. (2016). The Impact of User – Generated Content (UGC) on Product Reviews towards Online Purchasing – A Conceptual Framework. *Procedia Economics and Finance*, 37(16), 337–342. [https://doi.org/10.1016/s2212-5671\(16\)30134-4](https://doi.org/10.1016/s2212-5671(16)30134-4)
- Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68(5), 978–985. <https://doi.org/10.1016/j.jbusres.2014.09.035>
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in Online Social Networks. *Computers in Human Behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Brogi, S. (2014). Online Brand Communities: A Literature Review. *Procedia - Social and Behavioral Sciences*, 109, 385–389. <https://doi.org/10.1016/j.sbspro.2013.12.477>
- Budiati, I., Susianto, Y., Adi, W. P., Ayuni, S., Reagan, H. A., Larasaty, P., Setiyawati, N., Pratiwi, A. I., & Saputri, V. G. (2018). *Profil Generasi Milenial Indonesia*. 1–153. www.freepik.com
- Casaló, L. V., Flavián, C., & Guinalíu, M. (2010). Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions. *Tourism Management*, 31(6), 898–911. <https://doi.org/10.1016/j.tourman.2010.04.007>
- Chen, J., Teng, L., Yu, Y., & Yu, X. (2016). The effect of online information sources on purchase intentions between consumers with high and low susceptibility to informational influence. *Journal of Business Research*, 69(2), 467–475. <https://doi.org/10.1016/j.jbusres.2015.05.003>
- Cova, B., & Pace, S. (2006). Brand community of convenience products: New forms of customer empowerment - The case “my Nutella The Community.”

European Journal of Marketing, 40(9–10), 1087–1105.
<https://doi.org/10.1108/03090560610681023>

- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600. <https://doi.org/10.1016/j.chb.2015.03.051>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Erkmen, E., & Hancer, M. (2015). Linking brand commitment and brand citizenship behaviors of airline employees: “The role of trust.” *Journal of Air Transport Management*, 42, 47–54. <https://doi.org/10.1016/j.jairtraman.2014.08.001>
- Gretry, A., Horváth, C., Belei, N., & van Riel, A. C. R. (2017). “Don't pretend to be my friend!” When an informal brand communication style backfires on social media. *Journal of Business Research*, 74, 77–89. <https://doi.org/10.1016/j.jbusres.2017.01.012>
- Gulzar, A., Anwar, A., Sohail, F. Bin, & Akram, S. N. (2011). Impact of brand image, trust, and affect on consumer brand extension attitude: The mediating role of brand loyalty. *INTERNATIONAL JOURNAL OF BUSINESS RESEARCH*. **IMPACT OF BRAND IMAGE, TRUST AND AFFECT ON CONSUMER BRAND EXTENSION ATTITUDE: THE MEDIATING ROLE OF BRAND LOYALTY.** *International Journal of Economics and Management Sciences*, 1(5), 73–79. www.managementjournals.org
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152–161. <https://doi.org/10.1016/j.chb.2014.04.016>
- Han, S. H., Nguyen, B., & Lee, T. J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust. *International Journal of Hospitality Management*, 50, 84–93. <https://doi.org/10.1016/j.ijhm.2015.06.010>
- Herawati, A. F., Widyastuti, D. A. R., Wulandari, T., & Handarkho, Y. D. (2013). Faktor yang Mempengaruhi Keterbatasan Perempuan dalam Mengakses Teknologi Komunikasi dan Informasi. *Jurnal Penelitian Kesejahteraan Sosial*, 12(May 2017), 327–334.

- Ho, C. W. (2014). Consumer behavior on facebook does consumer participation bring positive consumer evaluation of the brand? *EuroMed Journal of Business*, 9(3), 252–267. <https://doi.org/10.1108/EMJB-12-2013-0057>
- Huang, L., Zhang, J., & Liu, Y. (2017). Antecedents of student MOOC revisit intention: Moderation effect of course difficulty. *International Journal of Information Management*, 37(2), 84–91. <https://doi.org/10.1016/j.ijinfomgt.2016.12.002>
- Ik, S., Jdcgtije, G. K., Ykppl, K. P., & Wwvdfodtidegmj, I. (n.d.). *Sdemditdu Nodlnfkdoor Gku Sdemditdu Dgod Jl Nod Hj Dkuvnode Oghiolgmhijk Wihc Dkhdesiod Edojnemd Sfgkkikx Yz [\] Oqohd ^ O*.
- Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>
- Jung, N. Y., Kim, S., & Kim, S. (2014). Influence of consumer attitude toward online brand community on revisit intention and brand trust. *Journal of Retailing and Consumer Services*, 21(4), 581–589. <https://doi.org/10.1016/j.jretconser.2014.04.002>
- Kang, J., Tang, L., & Fiore, A. M. (2014). Enhancing consumer-brand relationships on restaurant Facebook fan pages: Maximizing consumer benefits and increasing active participation. *International Journal of Hospitality Management*, 36, 145–155. <https://doi.org/10.1016/j.ijhm.2013.08.015>
- Kim, M. J., Lee, C. K., & Bonn, M. (2016). The effect of social capital and altruism on seniors' revisit intention to social network sites for tourism-related purposes. *Tourism Management*, 53, 96–107. <https://doi.org/10.1016/j.tourman.2015.09.007>
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755–1767. <https://doi.org/10.1016/j.chb.2012.04.016>
- Lee, D., Kim, H. S., & Kim, J. K. (2011). The impact of online brand community type on consumer's community engagement behaviors: Consumer-created vs. marketer-created online brand community in online social-networking web sites. *Cyberpsychology, Behavior, and Social Networking*, 14(1–2), 59–63. <https://doi.org/10.1089/cyber.2009.0397>
- Liang, T. P., You, J. J., & Liu, C. C. (2010). A resource-based perspective on information technology and firm performance: A meta analysis. *Industrial Management and Data Systems*, 110(8), 1138–1158.

<https://doi.org/10.1108/02635571011077807>

- Loi, L. T. I., So, A. S. I., Lo, I. S., & Fong, L. H. N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, 32(September), 115–123. <https://doi.org/10.1016/j.jhtm.2017.06.002>
- Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, 258–266. <https://doi.org/10.1016/j.chb.2014.02.007>
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th Editio). Pearson/ Prentice Hall.
- McCoy, S., Everard, A., Galletta, D. F., & Moody, G. D. (2017). Here we go again! The impact of website ad repetition on recall, intrusiveness, attitudes, and site revisit intentions. *Information and Management*, 54(1), 14–24. <https://doi.org/10.1016/j.im.2016.03.005>
- Muñoz-Leiva, F., Climent-Climent, S., & Liébana-Cabanillas, F. (2017). Determinantes de la intención de uso de las aplicaciones de banca para móviles: una extensión del modelo TAM clásico. *Spanish Journal of Marketing - ESIC*, 21(1), 25–38. <https://doi.org/10.1016/j.sjme.2016.12.001>
- Oliver, J. (2013). 濟無No Title No Title. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699. <https://doi.org/10.1017/CBO9781107415324.004>
- Popp, B., & Woratschek, H. (2017). Consumers' relationships with brands and brand communities – The multifaceted roles of identification and satisfaction. *Journal of Retailing and Consumer Services*, 35(November 2016), 46–56. <https://doi.org/10.1016/j.jretconser.2016.11.006>
- Razmak, J., & Bélanger, C. (2018). Using the technology acceptance model to predict patient attitude toward personal health records in regional communities. *Information Technology and People*, 31(2), 306–326. <https://doi.org/10.1108/ITP-07-2016-0160>
- Renny, Guritno, S., & Siringoringo, H. (2013). Perceived Usefulness, Ease of Use, and Attitude Towards Online Shopping Usefulness Towards Online Airlines Ticket Purchase. *Procedia - Social and Behavioral Sciences*, 81, 212–216. <https://doi.org/10.1016/j.sbspro.2013.06.415>
- Saadé, R., & Bahli, B. (2005). The impact of cognitive absorption on perceived usefulness and perceived ease of use in on-line learning: An extension of the technology acceptance model. *Information and Management*, 42(2), 317–327. <https://doi.org/10.1016/j.im.2003.12.013>

- Seetanah, B., Teeroovengadum, V., & Nunkoo, R. S. (2018). Destination Satisfaction and Revisit Intention of Tourists: Does the Quality of Airport Services Matter? *Journal of Hospitality and Tourism Research*, September. <https://doi.org/10.1177/1096348018798446>
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46(November), 58–69. <https://doi.org/10.1016/j.jretconser.2017.11.001>
- So, K. K. F., King, C., Hudson, S., & Meng, F. (2017). The missing link in building customer brand identification: The role of brand attractiveness. *Tourism Management*, 59, 640–651. <https://doi.org/10.1016/j.tourman.2016.09.013>
- Sukandar, C. A. (2019). *Kenapa Milenial Harus Melek Teknologi?* Replika.Co.Id. <https://republika.co.id/berita/pwhaed17000/kenapa-milenial-harus-melek-teknologi>
- Surjaatmadja, S., & Saputra, J. (2020). The structural relationship of service quality, corporate image and technology usage on the customer value perception in banking institutions, Indonesia. *Talent Development and Excellence*, 12(1), 1056–1069.
- Tjahyadi, & Arlan, R. (2010). Brand Trust dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, dan Karakteristik Hubungan Pelanggan-Merek. *Jurnal Manajemen*, 6(1), 65–78.
- Zheng, X., Cheung, C. M. K., Lee, M. K. O., & Liang, L. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology and People*, 28(1), 90–106. <https://doi.org/10.1108/ITP-08-2013-0144>
- Zhu, D. H., Sun, H., & Chang, Y. P. (2016). Effect of social support on customer satisfaction and citizenship behavior in online brand communities: The moderating role of support source. *Journal of Retailing and Consumer Services*, 31, 287–293. <https://doi.org/10.1016/j.jretconser.2016.04.013>