

DAFTAR PUSTAKA

- Aaker, D. A. 1997. *Manajemen Ekuitas Merek: Memanfaatkan Nilai dari Suatu Merek*. Mitra Utama.
- Abel, J. P., & Buff, C. L. 2016. Social Media and the Fear of Missing Out: Scale Development and Assessment. *Journal of Business & Economic Research*.
- Anggraeni, E. K. 2021. *Fear Of Missing Out (FOMO), Ketakutan Kehilangan Momen*. Direktorat Jenderal Kekayaan Negara (DJKN). <https://www.djkn.kemenkeu.go.id/artikel/baca/13931/Fear-Of-Missing-Out-FOMOKetakutan-Kehilangan-Momen.html>
- Arora, N., Dreze, X., Ghose, A., Hess, J. D., Iyengar, R., Jing, B., Joshi, Y., Kumar, V., Lurie, N., Neslin, S., Sajeesh, S., Su, M., Syam, N., Thomas, J., & Zhang, Z. J. 2008. Putting One-to-One Marketing to Work: Personalization, Customization and Choice. *Marketing Letters*, 19, 305–321.
- Azkiya, R. 2024. *Pengaruh Customer Relationship Management, Company Reputation dan Service Quality terhadap Customer Loyalty dengan Customer Satisfaction sebagai Variabel Intervening (Studi pada Pelanggan Ricco Printing Kebumen)*. Universitas Putra Bangsa.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. 2011. Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271.
- Buttle, F., & Maklan, S. 2019. *Customer Relationship Management: Concept and Technologies Fourth Edition*. United States: Routledge.
- Cahyaningrum, A. O. 2022. Pengaruh Promosi Price dan Non Price Pada Loyalitas Konsumen Generasi Milenial. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 5(3), 393–404.
- Calder, B. J., Malthouse, E. C., & Schaedel, U. 2009. An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, 23(4), 321–331. <https://doi.org/10.1016/j.intmar.2009.07.002>
- Carolina, M., & Mahestu, G. 2020. Prilaku Komunikasi Remaja dengan Kecenderungan FoMo. *Jurnal Riset Komunikasi*, 11, 69–92.

- Chaudhuri, A., & Holbrook, M. B. 2001. The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65, 81–93.
- Chellappa, R. K., & Sin, R. G. 2005. Personalization versus Privacy: An Empirical Examination of the Online Consumer's Dilemma. In *Information Technology and Management* (Vol. 6).
- Chin, W. W. 1998. The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*, 295–336.
- Christy, C. C. 2022. FoMo di media sosial dan e-WoM: pertimbangan berbelanja daring pada marketplace. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 6(1), 331–357.
- Dharmayanti, D., & Suseno, K. N. 2020. ANALISIS PENGARUH BRAND COMMUNITY TERHADAP CUSTOMER LOYALTY DENGAN CUSTOMER ENGAGEMENT DAN CUSTOMER VALUE SEBAGAI VARIABEL INTERVENING PADA PENGGUNA TOYOTA CALYA DI KOMUNITAS CALYASIGRA SURABAYA. *Jurnal Strategi Pemasaran*, 7(2), 1–12.
- Dick, A. S., & Basu, K. 1994. Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- Fauzan, A. A. N. A. 2022. Hubungan Antara Fear of Missing Out (FOMO) dengan Kecenderungan Nomophobia di SMA Negeri 1 Purwodadi. Universitas Islam Sultan Ageng.
- Gunawan, A. I., Amalia, F., Senalasari, W., & Gaffar, V. 2021. Pengukuran Aktivitas Pemasaran pada Media Sosial Instagram. *Jurnal Administrasi Bisnis*, 10(2), 133–142.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2017. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE.
- Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. 2015. The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68–76.
- Husnadi, T. C., Marianti, T., & Ramadhan, T. 2022. Determination of shareholders' welfare with financing quality as a moderating variable. *APTISI Transactions on Management*, 6(2), 191–208.

- Imam, G., & Latan, H. 2015. *Partial Least Squares: Konsep, Teknik dan Aplikasi menggunakan SmartPLS 3.0*. Badan Penerbit Universitas Diponegoro.
- Kang, I., Son, J., & Koo, J. 2019. Evaluation of Culturally Symbolic Brand: The Role of “Fear of Missing Out” Phenomenon. *Journal of International Consumer Marketing*, 31(3).
- Kerlinger, F. N. 1973. *Foundation of Behavioral Research*. Holt, Rinehart.
- Kotler, P., Kartajaya, H., & Setiawan, I. 2017. *Marketing 4.0: Moving from Traditional to Digital*. John Wiley & Sons, Inc.
- Kurniawan, H. H. 2017. Pengaruh Perceived Quality terhadap Brand Loyalty melalui Mediasi Brand Image dan Brand Trust. *Jurnal Bisnis Dan Manajemen*, 4(2).
- Kurniawan, I. B., Sri, N., Kurniawati, E., & Junaedi, W. R. 2022. JUIMA : Jurnal Ilmu Manajemen Pengaruh Content Marketing, E-Mail Marketing Dan Mobile Marketing Terhadap Customer Engagement Pada Nadia Mart Dawas. *JUIMA: Jurnal Ilmu Manajemen*, 12(1), 133–149.
- Latan, H., & Ghozali, I. 2012. *Partial Least Squares: Konsep , Teknik dan Aplikasi Menggunakan Program SmartPLS 2.0 M3*. Badan Penerbit Universitas Diponegoro.
- Maulida, N., & Jaya, U. A. 2024. Pengaruh Personalisasi Dan Kecerdasan Buatan (Ai) Terhadaployalitas Pelanggan Dalam Industri 6.0 pada Platfrom E-Commerce di SukabumI. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 132(6), 132–141.
- Meidivia, R. R., Novieningtyas, A., & Naumovska, L. 2023. The Effectiveness of AI in Marketing “Spotify Wrapped”: How it Affects Indonesian Customer’s Engagement. *International Journal of Business and Technology Management*, 5, 260–269.
- Mudrikah, C. 2019. *Hubungan Antara Sindrom FOMO (Fear Of Missing Out) Dengan Kecenderungan Nomophobia Pada Remaja*. Universitas Islam Negeri Sunan Ampel.
- Muhamad, L. F., Ausat, A. M. A., & Azzaakiyyah, H. K. 2025. Eksplorasi Peran FOMO (Fear of Missing Out) sebagai Pemicu Utama dalam Dinamika Perilaku Konsumen terhadap Strategi Penawaran Flash Sale di Era Digital. *PESHUM: Jurnal Pendidikan, Sosial Dan Humaniora*, 4(2), 1981–1988.

- Mustikasari, A., Hurriyati, R., Dirgantari, P. D., Sultan, M. A., Susi, N., & Sugiana, S. 2025. Fear of Missing Out (FoMO) and Recommendation Algorithms: Analyzing their Impact on Repurchase Intentions in Online Marketplaces. *IJACSA) International Journal of Advanced Computer Science and Applications*, 16(4), 101–108.
- Neha, & Walia, P. S. 2025. The Impact of Fear of Missing Out (FOMO) on Online Consumer Behaviour: A Theoretical Study of Social Media Users. *RESEARCH HUB International Multidisciplinary Research Journal*, 12(4), 08–16.
- Oliver, R. L. 1999. Whence Consumer Loyalty? *Journal of Marketing*, 63, 33.
- Osemeahon, O. S., & Agoyi, M. 2020. Linking FOMO and smartphone use to social media brand communities. *Sustainability (Switzerland)*, 12(6), 1–11.
- Przybylski, A. K., Murayama, K., Dehaan, C. R., & Gladwell, V. 2013. Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848.
- Purwanto, A., & Sudargini, Y. 2021. Partial Least Squares Structural Suation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review. *Journal of Industrial Engineering & Management Research*, 2(4), 114.
- Rifandi, M. 2020. “Pengaruh Citra Merek dan Kualitas Produk Terhadap Loyalitas Konsumen Pada PT. Mahakam Beta Farma Medan. Universitas Medan Area.
- Sari, H. K. 2009. Efektivitas Loyalty Program dalam Customer Relationship Management terhadap Kepuasan dan Loyalitas Pelanggan(Studi Kegiatan Divisi Retensi dalam Pelaksanaan Loyalty Program “Im3@School Community” pada PT Indosat Tbk. Kantor Cabang Malang). *Jurnal Ilmu Komunikasi*, 6(2), 177–206.
- Shad, R., Olukemi, A., & Egon, A. 2024. *The Impact of Personalization on Consumer Engagement and Loyalty The Impact of Personalization on Consumer Engagement and Loyalty*.
- Sholihin, M., & Ratmono, D. 2020. *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinear dalam Penelitian Sosial dan Bisnis* (1st ed.). ANDI.

- Sholihin, M., & Sutanto, D. 2013. *Analisis SEM-PLS dengan WarpPLS 3.0 untuk Hubungan Nonlinear dalam Penelitian Sosial dan Bisnis* (1st ed.). ANDI.
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. 2016. The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands. *Journal of Travel Research*, 55(1), 64–78.
- Sugeng, B. 2020. *Fundamental Metodologi Penelitian Kuantitatif (Eksplanatif)*. CV Budi Utama.
- Sugiyono. 2010. *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)* (Vol. 1). Alfabeta.
- Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. 2018. *Metode Penelitian Manajemen*. Alfabeta.
- Surjono, W. 2024. Strategi Manajemen Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Studi Kasus pada Perusahaan Start-up Teknologi di Indonesia. *Journal of Mandalika Literature*, 6(1), 18–29.
- Tam, K. Y., & Ho, S. Y. 2006. Understanding the impact of Web personalization on user information processing and decision outcomes. *MIS Quarterly: Management Information Systems*, 30(4), 865–890.
- Tresna, I. C., Usman, I., Siswono, T., & Rachmah, N. 2024. Fear of Missing Out (FOMO) in Consumer Behaviour: A Systematic Literature Review on Antecedents, Consequences, and Moderating Factors. *Journal of Information Systems Engineering and Management*, 2025(36s), 2468–4376.
- Triyasari, R., Db Tamami, N., Pangestu, D. L., & Artikel, I. 2022. FoMO: Loyalitas Konsumen Berdasarkan Brand Experience Produk Olahan Singkong Asli Madura. *Jurnal Agrikultura*, 33, 106–114.
- Ulfah, M. N. 2023. *Pengaruh Content Marketing dan Event Marketing terhadap Customer Engagement di Sentra Land Mall dengan Social Media Sebagai Variabel Mediasi*. Universitas Semarang.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. 2012. Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146.

- Wedel, M., & Kannan, P. K. 2016. Marketing analytics for data-rich environments. *Journal of Marketing*, 80(6), 97–121.
- Widarjono, A. 2020. *Analisis Multivariat Terapan Dengan Program SPSS, Amos, dan SMARTPLS* (2nd ed.). UPP STIM YKPN.
- Wiyono, G. 2022. *Merancang Penelitian Bisnis dengan Alat Analisis SPSS 25 & SmartPLS 3.2.8*. UPP STIM YKPN.
- Zhafira, T., Kinasih, D. D., & Hardilawati, W. L. 2023. Pengaruh Customer Engagement Dan Customer Experience Terhadap Loyalitas Pelanggan Pada Esl Express Cabang Soekarno Hatta Pekanbaru. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 2(1).
- Zidhan Nurul, M. H., Taslia Farah, N., Amiwantoro, S., Nikmah, F., Rusdi Hidayat, I. N., & Ikaningtyas, M. 2024. PT. Media Akademik Publisher Implementasi Strategi Pemasaran Digital Dalam Pengembangan Bisnis Di Era Digitalisasi. *JMA*, 2(4), 3031–5220.

