



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Bowden, J. (2009). Journal of Hospitality Marketing & Management. *Customer Engagement: A Framework for Assessing Customer-Brand Relationship: The Case of The Restaurant Industry*, 17.
- Kabani, S. (2013). *The Zen of Social Media Marketing*. Texas: Benbella Books, Inc.
- Kotler et al. (2015). *Priciples of Marketing*. Australia: Pearson.
- Kotler, P., & Pfoertsch, W. (2006). *B2B Brand Management*. Berlin: Springer.
- Kurtz, B. &. (2014). *Contemporary Marketing*. Mason: South-Western.
- Laudon, K. C., & Traver, C. G. (2011). *E Commerce*. Pearson Education.
- Linoff, G. S., & Berry, M. A. (2011). *Data Mining Techniques*. Indianapolis: Wiley Publishing, Inc.
- Sashi, C. (2012). Customer Engagement. *Customer engagement, buyer-seller relationships, and social media*, 6.
- Thorson , E., & Moore, J. (1996). *Integrated Communication*. Mahwah: Lawrence Erlbaum Associates.

