## DAFTAR PUSTAKA

- 5WPR Insights. (2025). Digital marketing trends in insurance for 2025: Navigating a rapidly changing landscape.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271. https://doi.org/10.1177/1094670511411703
- Business Perspectives. (2025). The impact of digital marketing on the reputation of insurance companies: The role of service quality and brand trust.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2009). *Effective public relations* (11th ed.). Pearson.
- Ittiprasert, N. (2021). The application and efficiency of digital marketing strategies of life insurance market in Thailand. *The University of the Thai Chamber of Commerce*.
- JoinStratosphere. (2025). Digital marketing for insurance agencies: Key strategies for 2025.
- McKinsey & Company. (2020). Future of insurance: Unleashing growth through new business building. https://www.mckinsey.com/industries/financial-services/our-insights/future-of-insurance
- Noe, R. A. (2017). *Employee training and development* (7th ed.). McGraw-Hill Education.
- Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly*, 28(2), 116–123. https://doi.org/10.1007/s12109-012-9264-5

Smith, P. R. (2017). *Marketing communications: Integrating offline and online with social media* (6th ed.). Kogan Page.

