

DAFTAR PUSTAKA

- Arifin, Anwar. (2014). *Politik Pencitraan Pencitraan Politik*. Yogyakarta: Graha Ilmu.
- Arikunto, Suharsimi, (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: PT Rineka Cipta.
- Azwar, S. (2018). *Metode Penelitian Psikologi Edisi III*. Yogyakarta: Pustaka Pelajar.
- Firmanzah. (2012). *Marketing Politik:Antara Pemahaman dan Realitas*. Edisi ketiga. Jakarta : Yayasan Obor Indonesia.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*, Edisi Sembilan. Semarang : Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. Tomas. M. Hult, Ringle, C. M., dan Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) second edition*. USA: Sage.
- Hair, J. F., Hult, G. Tomas. M. Hult, Ringle, C. M., dan Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) second edition*. USA: Sage.
- Hair, J. F., Black, W. C., Babin, B. J., dan Anderson, R. E. (2013). *Multivariate Data Analysis*. Pearson new international 7th edition: Pearson Education Limited.
- Hamid, R. Solling dan Anwar, Suhardi M. (2019). *SEM berbasis varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.28 dalam Riset Bisnis*. Jakarta Pusat : Inkubator Penulis Indonesia
- Hardani et al., (2020). *Metode Penelitian Kualitatif dan Kuantitatif*. Yogyakarta: Pustaka Ilmu.
- Hawkins, Del I., dan Motherbaugh, David L. (2010). *Consumer Behavior: Building Marketing Strategy*. 11th Edition, New York : McGraw-Hill Irwin.
- Kotler, P dan Keller, K. L. (2016). *Marketing Management*, 15th Edition. Boston : Pearson Education.
- Kotler, P dan Gary Amstrong. (2018). *Principles of Marketing 17th edition*. Harlow: Pearson Education.
- Mujani, S., R. W. Liddle, dan K. Ambardi. (2018). *Voting Behavior in Indonesia since Democratization: Critical Democrats*. United States of America: Cambridge University Press.

- Nasrullah, Rulli. (2016). *Media Sosial Perspektif Komunikasi, Budaya dan Siosioteknologi*. Bandung : Simbiosia Rekatama.
- Nursal, Adman. (2004). *Political Marketing: Strategi Memenangkan Pemilu*. Jakarta : Gramedia.
- Newman, Bruce I. et al. (2015). *Political Marketing*. New York : Routledge.
- Rahadi, Dedi Rianto. (2023). *Pengantar Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Tasikmalaya : Lentera Ilmu Madani.
- Schiffman, L.G., dan Kanuk, L.L. (2010). *Consumer Behaviour (10th ed)*. New Jersey : Pearson Prentice Hall.
- Sekaran, Uma dan Roger Bougie. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian, Edisi 6, Buku 1, Cetakan Kedua*. Jakarta Selatan : Salemba Empat.
- Siyoto, S., dan Sodik, M. A. (2015). *Metodologi Penelitian*. Sleman: Literasi Media Publishing.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfabeta.
- Sujarweni, V. Wiratna. (2019). *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta : Pustaka Baru Press.
- Suyatno, Agus dan Devita Putri Anjarsari. (2023). *Manajemen Komunikasi Politik dan Marketing Politik*. Yogyakarta : PUSTAKABARUPRESS.
- Wardhana, Aditya et al. (2020). *Consumer Behaviour: Essence, Position & Strategy*. Bandung : CV. Media Sains Indonesia.
- Wasesa, Silih Agung. (2013). *Political Branding dan Public Relations*. Jakarta : Gramedia Pustaka Utama

Artikel Jurnal

- Abbasi, Amir Zaib et al. (2022). Investigating the impact of social media images' value, consumer engagement, and involvement on eWOM of a tourism destination: A transmittal mediation approach, *Elsevier Journal*.
- Aslan, Avsar et al. (2021). The Effect of Social Media on Voter Behavior: The Sample of Kayseri Province. *Revista Argentina de Clinice Psicologica. No. 1, 828-840*.

- Anwari, Alqoumi Anshar. (2014). Pengaruh Tingkat Identifikasi Partai dan Citra Kandidat Terhadap Perilaku Memilih dalam Pilgub Jateng 2013 (Studi Persepsi Masyarakat di Kelurahan Bringin, Semarang). *Journal of Politic and Government Studies*, Vol. 3 No. 2, pp. 1-15.
- Balo, Bidyut Kumer dan Niaz Mahmud Shawon. (2018). Use of social media in Election Marketing in Bangladesh: Its impact on Voting Behavior. *Business Review- A Journal of Business Administration Discipline*, Vol. 13 No. 1&2 hal 01-12.
- De Wulf, Kristof et al. (2001). Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration. *Journal of Marketing Sage Publications, Inc.*, Vol. 65 No. 4, pp 33-50.
- Dwyer, F. R., dan Oh, S. (1987). Output Sector Munificence Effects on the Internal Political Economy of Marketing Channels. *Journal of Marketing Research*, XXIV, 347–358.
- Dwyer, F. R., Schurr, P. H., dan Oh, S. (1987). Buyer-Seller Developing Relationships. *Journal of Marketing*, 51(2), 11–27.
- Destiana, Fitri. (2022). Pengaruh Social Media Marketing terhadap Ekuitas Merek dengan Online Experiential sebagai Variabel Mediasi (Studi pada Konsumen Toko Busana Cordy Bandar Lampung). *TARGET: Jurnal Manajemen Bisnis Vol 4 No. 2*.
- Farhan, Akhmad dan Nor Asiah Omar. (2021). Branding Strategies for Influencing Voter Citizenship Behavior in Indonesia: The Moderating Role of Psychological Contract Violation. *Journal of Political Marketing*, Vol. 22 Issues 2, pp 108-127 Taylor & Francis Online.
- Fouroozesh, Laila. (2022). An Investigations of The Impact of Social Media Marketing Activities on Consumers Purchase Intention: Examining The Role of Brand Equity, Relationship Equity, and Brand Trust in S-Commerce.
- Gul, Rana Faizan et al. (2021). Consumers' Assessment of the Brand Equity of Garment Brands. *Industria Textila Vo. 72 No. 6*.
- Guzman, Francisco, Audhesh K. Paswan, dan Eric Van Steenburg. (2015). Self-Referencing and Political Candidate Brands: A Cobgruency Perspective. *Journal of Political Marketing*, 14:175-199.
- Hultman, Magnus et al. (2019). Drivers and outcomes of political candidate image creation: The role of social media marketing. *Journal of Psychology & Marketing Wiley Research Article*.

- Jamil, Achmad dan Sri Hesti. (2019). New Political Party and Political Branding. *Advances in Social Science, Education and Humanities Research, volume 343*.
- Kao, Ta-Wei (Daniel) dan Winston T.Lin. (2015). The relationship between perceived e-service quality and brand equity: A simultaneous equations system approach. *Jurnal Computers in Human Behavior. Elsevier*
- Kurniawan Pebi dan Iwan Sidharta. (2016). ServQual on Brand Image and Relationship Equity. *International Review of Management and Marketing*.
- Lestari, Anggia Ayu. (2022). Pengaruh Citra Merek dan Loyalitas Merek Terhadap Ekuitas Merek pada Sabun Muka Citra di Kalangan Mahasiswa di Kota Sungai Penuh. *Jurnal Ekonomi Sakti*.
- Nurfitriani, N., Hamrun, dan Ahmad Taufik (2017). Pemasaran Politik Bupati Bima Terpilih Pada Pilkada Kabupaten Bima Tahun 2015. *JPPUMA: Jurnal Ilmu Pemerintahan Dan Sosial Politik Universitas Medan Area, 5(2), 71–78*.
- Omar, Nor Asiah et al. (2018). The Impact of Customer Value Co-Creation and Relationship Quality on Relationship Equity: Personality Traits as a Moderator. *Jurnal Penguruan No. 54, issue 21*.
- Panjaitan, Maringan et al. (2022). Golput dan Pemilu 2024. *Juspol, Jurnal Ilmu Sosial dan Politik, Vol 2 No. 2 Hal. 82-89*
- Pakaya, Salahudin dan Amin Dali. (2021). Demokrasi dan Sistem Kepartaian di Indonesia. *At-Tanwir Law Review, Vol 1 No. 1 hal 74-95*.
- Putra, Hemansyah et al. (2020). Social Image and Candidate's Image: A Case Study of Voting Behavior in the Gubernatorial Election in Indonesia's West Java in 2018. *Journal of Governance and Political Social UMA, Vol 8 No 1 hal 47-56*.
- Rahman, Rudi. (2023). The Influence of Primordialism and Social Media on Voter Behavior in Kampar District Elections for the 2017-2022 Period (Case Study in Tambang District). *Formosa Journal of Multidisciplinary Research (FJMR). Vol. 2, No. 1 hal 67-76*.
- Sitorus Tigor dan Ardy. (2013). Analisis Efek Mediasi Customer Equity atas Pengaruh Customer Relationship Marketing dan Customer Satisfaction Terhadap Brand Equity. *Jurnal Manajemen Atma Jaya*.
- Vo, Minh Duy dan Si Van Nguyen. (2022). Enhancing Store Brand Equity Through Relationship Quality in The Retailing Industry: Evidence From Vietnam. *Cogent Business and Management, Taylor and Francis*.

- Werthi, Komang Tri dan Ketut Queena Freedlina. (2020). Analisis Value Equity, Relationship Equity, dan Brand Equity Strategi Pemasaran Objek Wisata Danau Buyan di Provinsi Bali Berbasis Social Media Marketing. *Jurnal Bisnis Darmajaya, Vol 6 No. 1*.
- Widagdo, Suwignyo. (2016). Peran Ketokohan, Ikatan Emosional dan Program Kerja Dalam Mempengaruhi Perilaku Memilih (Pendekatan Pemasaran Politik dalam Pemilihan Calon Kepala Desa). *Jurnal Dinamika Global: Rebranding Keunggulan Kompetitif Berbasis Kearifan Lokal, Prosiding Seminar Nasional*.
- Winfrey, Kelly L. (2020). "I'm F---ing Moving to Iowa:" Gender and Candidate Image in the 2020 Iowa Caucus. *Journal American Behavioral Scientist, 1-6*. SAGE. DOI: 10.1177/0002764220981121
- Yadav, Mayank dan Zillur Rahman. (2017). The Influence of Social Media Marketing Activities on Customer Loyalty: A study of e-commerce industry. *Benchmarking: An International Journal Vol 25 Issue 9*. Emerald.
- Yusran, Irnita Islamiah dan Sapar. (2022). Pengaruh Media Social dan Perilaku Pemilih dalam Memprediksi Partisipasi Pemilih pada Pemilu 2024. *Jurnal Darma Agung, vol 30 no. 2*.
- Zelia, Zeyna dan Moch Sabur. (2023). Pengaruh Social Media Marketing Activities Terhadap Customer Loyalty. *Jurnal Ekonomi Trisakti Vol. 3, No. 2*.

Artikel Surat Kabar

- Badan Pusat Statistik. (2023). Statistik Telekomunikasi Indonesia 2021. Diakses pada [Badan Pusat Statistik \(bps.go.id\)](https://bps.go.id).
- CNBC Indonesia. (2024). Simak, Capaian Menhan Prabowo di 2023 & Rencana Program di Tahun 2024. Jakarta. Diakses pada [Simak, Capaian Menhan Prabowo di 2023 & Rencana Program di Tahun 2024 \(cnbcindonesia.com\)](https://cnbcindonesia.com).
- Hidayat, Y. (2021). Dominasi Media Sosial dan Proyeksi Pemilu 2024. Kompas. [Dominasi Media Sosial dan Proyeksi Pemilu 2024 - Kompas.id](https://kompas.com)
- Kusnadi. (2023). KPU Padang Siapkan 2.681 TPS, 8 TPS Khusus. InfoPublik: Padang. [InfoPublik - KPU Padang Siapkan 2.681 TPS, 8 TPS Khusus](https://infopublik.com)
- Komisi Pemilihan Umum (KPU). (2019). [KPU](https:// KPU.go.id).
- Nurawan, Muhammad Rizky dan Rendi Mahendar. (2023). Profil dan Prestasi Ganjar Pranowo selama jadi Gubernur Jawa Tengah. *Bisnis.com: Jakarta*.

[Profil dan Prestasi Ganjar Pranowo selama Jadi Gubernur Jawa Tengah \(bisnis.com\).](#)

Teniwut, Meilani. (2023). Prestasi Anies Baswedan Selama Menjabat Gubernur DKI Jakarta. MediaIndonesia: Jakarta. [Prestasi Anies Baswedan Selama Menjabat Gubernur DKI Jakarta \(mediaindonesia.com\).](#)

Keltner, Brian. (2022). Use Social Media to Build Relationship Equity. LinkedIn. [\(5\) Use Social Media to Build Relationship Equity | LinkedIn.](#)

