

## DAFTAR PUSTAKA

- Aditya., (2014). *Handbook for newmom panduan lengkap merawat bayi baru lahir*. Yogyakarta: Stiletto Book.
- Afzal., Hasan., Muhammad Aslam Khan., Kashif ur Rehman., Imran Ali., & Sobia Wajahat. (2009). Consumer's trust in the brand: Can it be built through brand reputation, brand competence and brand predictability. *International Business Research*, 3(1), 43–51. doi: 10.5539/ibr.v3n1p43.
- Ahmad. (2015). *Aplikasi perilaku konsumen* (Edisi 4). Jakarta: Lentera Ilmu Cendekia.
- Allan, Ricki., Andreas Raharso. (2008). The impact of switching costs on customer loyalty: a study among customers of mobile telephony. *Jurnal Of Applied Finance and Acoounting* 1(1), 39–59. doi:<https://doi.org/10.21512/jafa.v1i1.115>.
- Amat. (2021). Pertumbuhan, perkembangan dan kematangan individu. *Society*, 12(1), 65-72. <https://doi.org/10.20414/society.v12i1.2751>.
- Ari., Suroso., & Suwanti. (2013). Frekuensi kunjungan solus per aqua (SPA) bayi kaitannya dengan kenaikan berat badan bayi. *Jurnal Terpadu Ilmu Kesehatan*, 2(2), 65–72.
- Arikunto. (2006). *Prosedur penelitian suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- Arnold. (2018). Customer trust in social media is declining: Here's how brands Should change their strategies. *Forbes*, <https://www.forbes.com/sites/andrewarnold/2018/07/29/consumer-trust-in-social-media-is-decliningheres-how-brands-should-change-their-strategies>.
- Azwar. (2007). *Metode penelitian*. Yogyakarta: Pustaka pelajar.
- Azwar. (2015). *Penyusunan skala psikologi* (Edisi 2). Yogyakarta: Pustaka pelajar.
- Azwar. (2017). *Metode penelitian psikologi*. (Edisi 2). Yogyakarta: Pustaka Pelajar.
- Behravan, N., & M. S. Rahman. (2012). Customer relationship management constructs under social networks towards customers' retention. *Australian Journal of Basic and Applied Sciences* 6(7), 271–282.
- Bergs. (2016). *Beginer tips build trust on sosial media to engage more customers*. <https://timestudios.co.uk/beginner-tips-build-trust-on-social-media-to-engage-more-customers/>

- Brodie., Roderick J., Linda D. Hollebeck., Biljana Jurić., & Ana Ilić. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252–271. doi: 10.1177/1094670511411703.
- Brodie., Roderick J., Ana Ilic, Biljana Juric, & Linda Hollebeck. (2013). Consumer engagement in a virtual brand community: an exploratory analysis. *Journal of Business Research*, 66(1), 105–114. doi: 10.1016/j.jbusres.2011.07.029.
- Chahal, Hardeep., & Anu Rani. (2017). How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, 7(17), 312–335. <https://doi.org/10.1108/JRIM-10-2016-0104>.
- Chaijukul, Yutthana. (2011). Book Review: Transforming performance measurement. *International Journal of Behavioral Science* 6(1):98–109. <https://doi.org/10.14456/ijbs.2011.7>.
- Damayant., & Melly. (2021). *Adaptasi kebiasaan baru dalam kebidanan di era pandemi covid-19*. Malang: CV Penulis Cerdas Indonesia.
- Delgado., Ballester., Elena., & José Luis Munuera-Alemán. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11), 1238–1258. doi: 10.1108/eum000000006475.
- Delgado., Maria Jesus Yague Guillen., Jose Luis Munuera Aleman., & Ballester. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1), 7–11. doi: 10.1177/147078530304500103.
- Dessart, Laurence., Cleopatra Veloutsou., & Anna Morgan-Thomas. (2015). Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28–42. doi: 10.1108/JPBM-06-2014-0635.
- Dharmayanti., Diah., & Alessandro Kevin Juventino. (2020). Analisis pengaruh content marketing terhadap customer loyalty dengan customer engagement dan brand trust sebagai variabel intervening pada e-commerce zalora indonesia di surabaya. *Jurnal Strategi Pemasaran*, 7(2), 1-12.
- Dick, Alan S., & Kunal Basu. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113. doi: 10.1177/0092070394222001.
- Edelman. (2018). Edelman trust barometer special report: Brand and social media. <https://www.edelman.com/research/trust-barometer-brands-social-media>.

- Ekasari., & Arum. (2018). Hubungan frekuensi kunjungan baby spa dengan kenaikan berat badan bayi. *Jurnal Kesehatan Ibu dan Akademi Kebidanan An-nur*. 3(1), 16–22.
- Eliasa., Eva Imania. (2011). Pentingnya kelekatan orang tua dalam internal working model untuk pembentukan karakter anak. *Developmental Psychology*, 33(5), 1–18.
- Ferrinadewi., & Djati. (2004). Pentingnya karyawan dalam pembentukan kepercayaan konsumen terhadap perusahaan jasa: Suatu kajian proposisi. *Jurnal Manajemen Dan Kewirausahaan*, 6(2), 114–122.
- Ferrinadewi., & Erna. (2008). *Merek dan psikologi konsumen*. Jakarta: Graha ilmu.
- Gani., Irwan., & Siti Amalia. (2014). *Alat analisis data*. Yogyakarta: Andi.
- Gede. (2008). Pengaruh trust in a brand terhadap brand loyalty pada konsumen air minum aqua di kota denpasar. *Journal Management*, 13(2), 184–202.
- Gobe. (2005). *Emotional branding : Paradigma baru untuk menghubungkan merek dengan pelanggan*. Jakarta: Erlangga.
- Grizane., & Jurgelane. (2016). Social media impact on business evaluation. *Procedia computer science*, 104 (December 2016), 190–196. doi: 10.1016/j.procs.2017.01.103.
- Ha., & Hong, Y. (2016). The evolution of brand personality: An application of online travel agencies. *Journal of Services Marketing*, 30(5), 529–540. doi: 10.1108/JSM-05-2015-0188.
- Habibi, Alireza., Sahar Golkari Hagh., Mehdi Hooshmand Bahabadi., & Sharareh Shahidi Hamedani. (2014). Brand personality moderating effect on relationship between website quality and online trust : Malaysian online environment context. *Asian Social Science* 10(11), 210–224. doi: 10.5539/ass.v10n11p210.
- Hamer. (2020). How to build trust and engagement by being social. <https://customerthink.com/how-to-build-trust-and-engagement-by-being-social/>
- Hastuti., Witri., Niken Hayu Geby Bestari, & Dwi Kustriyanti. (2020). Pijat bayi meningkatkan perkembangan motorik kasar pada masa pandemi covid-19. *NURSCOPE: Jurnal Penelitian Dan Pemikiran Ilmiah Keperawatan*, 6(2), 96–100. doi: 10.30659/nurscope.6.2.96-100.

- Hollebeek., Linda, D., Mark, S., Glynn., & Brodie. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. doi: 10.1016/j.intmar.2013.12.002.
- Irene., Christina., & Edwin Japarianto. (2015). Analisa pengaruh customer experience terhadap customer loyalty dengan customer engagement dan customer trust sebagai variabel intervening di the body shop. *Jurnal Manajemen Pemasaran Petra* 1(1):1–10.
- Jayatmi., Irma., & Jesy Fatimah. (2020). Pertumbuhan optimal dengan pijat dan spa bayi. *Jurnal Pengabdian Masyarakat Indonesia Maju*. 01(02), 4–11. <https://doi.org/10.33221/jpmim.v1i02.663>
- Kemenkes RI. (2014). Pemantauan pertumbuhan, perkembangan, dan gangguan tumbuh kembang anak. *Berita Negara Republik Indonesia Tahun 2014 Nomor 1524*, 365.
- Kumar., & Anita Pansari. (2015). Competitive advantage through engagement. *Journal of Marketing Research*, 0–51. doi: <https://doi.org/10.1509/jmr.15.0044>.
- Kurniasari., Ni Putu Elga., I. Ketut Alit Adianta., & Ni Wayan Manik Parwati. (2019). Faktor-faktor yang mempengaruhi sikap ibu melakukan baby spa pada bayi. *Jurnal Ilmiah Kebidanan: The Journal of Midwifery*, 7(1), 9–21. doi: <https://doi.org/10.33992/jik.v7i1.916>.
- Kustini., & Nuruni Ika. (2011). Experiential marketing, emotional, branding, and brand trust and their effect on loyalty on honda motorcycl roduct. *Journal of Economics, Business, and Accountancy Ventura* 14(1), 19–28. doi: 10.14414/jebav.v14i1.12.
- Lau, Geok theng., & Sook Han Lee. (1999). Customer trust in a brand and the link to brand loyalty. *Journal Of Market Focused Management*, 4(4), 341-370. doi: <http://doi.org/10.1023/A:1009886520142>.
- Ma'ruf., Jasman J., Osman Mohamad., & T. Ramayah. (2005). Intention to purchase via the internet: A comparison of two theoretical models. *Asian Academy of Management Journal*, 10(1),79–95.
- Musta'in., Weri Veranita., Setianingsih., & Danisa Putri Aydi. (2021). Analisis faktor yang mempengaruhi frekuensi kunjungan ke baby spa. *Jurnal Keperawatan*, 13(1), 213–226.
- Newberry. (2018). 23 Benefits of social media for business. <https://blog.hootsuite.com/social-media-for-business/>

- Oliver, Richard L. (2010). *Satisfaction: A behavioral perspective on the consumer*. Economics, Finance, Business & Industry. New York: Routledge.
- Notoatmodjo., & Soekidjo. (2012). *Metodologi penelitian kesehatan*. Jakarta: Rineka Cipta.
- Palazón, Mariola., María Sicilia., & Manuela López. (2015). The influence of facebook friends on the intention to join brand pages. *Journal of Product and Brand Management* 24(6), 580–595. doi: 10.1108/JPBM-08-2014-0696.
- Parent., Michael., Kirk Plangger., & Anjali Bal. (2011). The new WTP: Willingness to participate. *Business Horizons*, 54(3), 219–229. doi: 10.1016/j.bushor.2011.01.003.
- Paul Patterson., Ting Yu., & Ko De Ruyter. (2006). Understanding customer engagement in services. *Advancing Theory, Maintaining Relevance, Proceedings of ANZMAC 2006 Conference, Brisbane*, 4–6.
- Puteri, Vita Tria Adi., Syarief Taufik, & Melyana Nurul. (2019). Pengaruh teknik baby spa terhadap perkembangan motorik dan kenaikan berat badan bayi. *Journal Mahakam Midwifery*, 2(5), 324–29. doi: <http://dx.doi.org/10.35963/midwifery.v4i1.123>.
- Rahmawati., Evi., & Sanaji. (2015). Pengaruh customer engagement terhadap kepuasan. *Jurnal Riset Ekonomi Dan Manajemen*, 15(2), 246–261. doi: 10.17970/jrem.15.150204.ID.
- Riorini., Sri Vandayuli., & Christina Catur Widayati. (2015). Relationship commitment dan customer engagement: Stimulus serta konsekwensi pada konsumen pengguna transportasi darat. *Mix: Jurnal Ilmiah Manajemen*, 5(3), 418–436.
- Saskia. (2017). Gambaran tingkat pengetahuan ibu tentang pijat bayi pada bayi usia 3-12 bulan. *Jurnal Manajemen Asuhan Kebidanan Pada Bayi Dengan Caput Succedaneum Di Rsud Syekh Yusuf Gowa Tahun*, 4, 1–10.
- Schultz, Don E., & James Jimmy Peltier. (2013). Social media's slippery slope: Challenges, opportunities and future research directions. *Journal of Research in Interactive Marketing*, 7(2), 86–99. doi: 10.1108/JRIM-12-2012-0054.
- Setiadi., Nugroho J. (2005). *Perilaku konsumen*. 50–54. Jakarta: Pernerda Media Grup.
- Smits., & Mogo. (2013). The impact of social media on business performance. *Proceedings of the 21st European Conference on Information Systems*, 125,

1-12.

So., Kevin Kam Fung., Ceridwyn King., Beverley, A., & Ying Wang. (2014). The role of customer engagement in building consumer loyalty to tourism brands. *Journal of Travel Research*, 55(1), 1–15. doi: 10.1177/0047287514541008.

Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif, dan kombinasi (mixed methodes)*. Indonesia: Alfabeta.

Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta.

Sukamdewi., Rostika Adi., & Unika Prihatsanti. (2018). Hubungan antara brand trust dengan customer engagement pada mahasiswi pengguna wardah kosmetik. *Empati*, 6(4), 131–136.

Sung, Yongjun, & Jooyoung Kim. (2010). Effects of brand personality on brand trust and brand affect. *Psychology and Marketing*, 27(7), 639–661. doi: 10.1002/mar.

Suryabrata. (2005). *Pengembangan alat ukur psikologis*. Yogyakarta: Andi.

Sutrisno, Hadi. (2004). *Metodologi research*. Yogyakarta: Andi.

Sutrisno, Hadi. (2015). *Statistik*. Yogyakarta: Pustaka pelajar.

Sutrisno, Hadi. (2016). *Metodologi riset* (Edisi 2). Yogyakarta: Pustaka pelajar.

Thalia Claudia Mawey., Altje L. Tumbel., Imelda W. J. Ogi. (2018). Pengaruh kepercayaan dan kualitas layanan terhadap kepuasan nasabah pt bank sulutgo. *Jurnal EMBA* 6(3), 1198–1207.

Vivek., Shiri D., Sharon E. Beatty., & Robert M. Morgan. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 127–145. doi: 10.2753/MTP1069-6679200201.

Wafiqah., & Junengsih. (2017). Kesiapan fisik dewasa awal sebagai calon ibu. 2- *Trik: Tunas-Tunas Riset Kesehatan*, 7(4), 296–307.

Wawan, & Dewi. (2011). *Teori dan pengukuran pengetahuan sikap dan perilaku manusia*. Yogyakarta: Nuha Medika.

Widodo., & Afriana dela Norma. (2013). Efektivitas baby spa terhadap lamanya tidur. *Fisioterapi*, 1–10.

Wilson., & Paul, N. (2000). Social capital, trust, and the agribusiness of economics. *Journal of Agricultural and Resource Economics*, 25(1), 1–13.

Wirtz, Jochen., Lerzan Aksoy., Allard van Riel., Jay Kandampully., Anouk Den Ambtman., Josée Bloemer., Csilla Horváth., B. Ramaseshan., Joris Van de Klundert., & Zeynep Gurhan Canli. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management*, 24(3), 223–44. doi: 10.1108/09564231311326978.

Yahya., & Nadjibah.( 2011). *Spa bayi dan anak*. Solo: Metagraf Subakti.

Yuhaa., & Fastami Limaa. (2021). Keberlanjutan usaha spa di alesya spa muslimah surabaya di tengah pandemi covid-19. *Jurnal Tata Rias*. 10, 140–146.