

DAFTAR PUSTAKA

- [1] L. Y. Siregar and M. I. P. Nasution, “Perkembangan Teknologi Informasi Terhadap Peningkatan Bisnis *Online*,” *Jurnal Ilmiah Manajemen dan Bisnis*, vol. 2, no. 1, 2020, doi: 10.30606/hjimb.
- [2] M. B. H. Laya, “Pengaruh Media Bursa Kerja *Online* DISNAKERTRANS Provinsi Banten Terhadap Pemenuhan Kebutuhan Informasi Lowongan Kerja Di Kalangan Mahasiswa Tingkat Akhir Jurusan Ilmu Komunikasi UNTIRTA,” 2016.
- [3] D. M. Ramdhan, S. Hadi Wijoyo, and N. H. Wardani, “Evaluasi Usability Aplikasi Mobile Karir.com Menggunakan Metode Heuristic Evaluation,” *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, vol. 3, no. 6, pp. 5852–5861, 2019, [Online]. Available: <http://j-ptiik.ub.ac.id>
- [4] N. I. Andina, A. F. Poerana, and R. Kusumaningrum, “Konstruksi Identitas Pengguna Media Sosial LinkedIn,” *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, vol. 9, no. 8, 2022, doi: 10.31604/jips.v9i8.2022.2775-2787.
- [5] D. Bohnert and W. H. Ross, “The Influence of Social Networking Web Sites on the Evaluation of Job Candidates,” *Cyberpsychol Behav Soc Netw*, vol. 13, no. 3, 2010.
- [6] F. S. Chandra, “Kepuasan Pengguna Jejaring Sosial LinkedIn sebagai Jejaring Sosial yang Berorientasi pada Dunia Bisnis dan Profesional di Indonesia,” *Jurnal E-Komunikasi*, vol. 2, no. 2, 2017.
- [7] M. Sansan and N. Anwar, “Membangun Keunggulan Kompetisi PT Feedloop Global Teknologi melalui Branding dengan Pemanfaatan *Platform* LinkedIn,” *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, vol. 01, no. 06, 2022, [Online]. Available: <https://journal.uii.ac.id/selma/index>
- [8] C. M. Annur, “Berapa Mayoritas Usia Pengguna LinkedIn di Indonesia?,” Databoks. Accessed: Jul. 09, 2023. [Online]. Available:

<https://databoks.katadata.co.id/datapublish/2022/02/04/berapa-mayoritas-usia-pengguna-linkedin-di-indonesia>

- [9] V. Monica and R. B. Rosari, “Penggunaan Media sosial Pada Mahasiswa Universitas Kristen Petra Surabaya,” *Scriptura*, vol. 9, no. 2, pp. 71–81, Apr. 2019, doi: 10.9744/scriptura.9.2.71-81.
- [10] “Social media users in Indonesia,” NapoleonCat.com. Accessed: Jun. 13, 2023. [Online]. Available: <https://napoleoncat.com/stats/social-media-users-in-indonesia/2023/>
- [11] M. Lalmas, H. O’Brien, and E. Yom-Tov, *Measuring User Engagement*, vol. 1. Morgan & Claypool Publishers, 2015.
- [12] H. L. O’Brien, P. Cairns, and M. Hall, “A practical approach to measuring user engagement with the refined *User Engagement Scale* (UES) and new UES short form,” *International Journal of Human Computer Studies*, vol. 112, Apr. 2018, doi: 10.1016/j.ijhcs.2018.01.004.
- [13] A. B. Shazkya, R. I. Rokhmawati, and A. Rachmadi, “Analisis Pengalaman Pengguna Dengan Menggunakan Mixed-Methods Approach Studi Pada Website Coppamagz,” *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, vol. 2, no. 9, pp. 3000–3005, 2018, [Online]. Available: <http://j-ptiik.ub.ac.id>
- [14] H. L. O’Brien and E. G. Toms, “The Development and Evaluation of a Survey to Measure User Engagement,” *Journal of the American Society for Information Science and Technology*, vol. 61, no. 1, Jan. 2010, doi: 10.1002/asi.21229.
- [15] H. O’Brien and P. Cairns, “An empirical evaluation of the *User Engagement Scale* (UES) in *online* news environments,” *Inf Process Manag*, vol. 51, no. 4, pp. 413–427, 2015, doi: 10.1016/j.ipm.2015.03.003.
- [16] M. Noorman Masrek, M. H. Razali, I. Ramli, and T. Andromeda, “User Engagement and Satisfaction: The Case of Web Digital Library,” 2018. [Online]. Available: <http://stattrek.com/statistics/random-number-generator.aspx>

- [17] Q. Xu, "Validating and Developing the *User Engagement Scale* in Web-based Visual Information Searching," *The International Journal Of Technology, Knowledge, and Society*, vol. 16, no. 3, 2020, doi: 10.18848/1832-3669/CGP.
- [18] M. Holdener, A. Gut, and A. Angerer, "Applicability of the *User Engagement Scale* to Mobile Health:A Survey-Based Quantitative Study," *JMIR Mhealth Uhealth*, vol. 8, no. 1, 2020, doi: 10.2196/13244.
- [19] A. A. Safitri, "Pengaruh Karakteristik Pesan pada Media Sosial dalam Membentuk User Engagement(Studi Analisis Isi pada Akun Instagram Netflix Indonesia)," *Jurnal Lensa Mutiara Komunikasi*, vol. 5, no. 2, Dec. 2021, doi: 10.51544/jlmk.v5i2.2434.
- [20] K. Suryavanshi, P. Gahlot, S. B. Thapa, A. Gandhi, and R. Raman, "Gamification on OTT *Platforms*: A Behavioural Study for User Engagement," (*IJACSA*) *International Journal of Advanced Computer Science and Applications*, vol. 13, no. 9, p. 2022, 2022, [Online]. Available: www.ijacsa.thesai.org
- [21] S. Shen, H.-Y. W. Chen, T. J. Covey, E. Mercado, and A. Bisantz, "Examination Of User Engagement And Subjective States In An *Online* Tetris Game," in *Proceedings of the 2022 HFES 66th International Annual Meeting*, 2022. doi: 10.1177/1071181322661176.
- [22] M. A. Pratama, Hasmawati, and A. Romadhony, "Analysis of University Social Media User Engagement by Topic," *Jurnal Teknik Informatika dan Sistem Informasi*, vol. 9, no. 4, 2022, Accessed: Jun. 10, 2023. [Online]. Available: <https://jurnal.mdp.ac.id/index.php/jatisi/article/view/2701/1036>
- [23] R. Agustini, "Analisis Pengaruh Rekrutmen dan Pelatihan Kerja Dalam Meningkatkan Kompetensi Karyawan di PT. Bersih Harum Sehat Produsen Homecare Brand Nucleon di Indonesia," *Jurnal Akuntansi, Manajemen dan Ekonomi Digital*, vol. 2, no. 3, p. 2022, 2022.
- [24] E. Winarsih, K. E. P. Setiawan, D. R. Rizaldy, D. C. Kasimbara, and Fuaduzzakiawan, "Penggunaan Aplikasi LinkedIn Untuk Melamar Pekerjaan

- Bagi Siswa SMK PGRI 6 Ngawi,” *Jurnal Pengabdian Kepada Masyarakat*), vol. 6, no. 1, 2022, [Online]. Available: <http://ejournal.ikipgribojonegoro.ac.id/index.php/J-ABDIPAMAS>
- [25] L. Darmayanti, P. C. Barus, and Kartini, “Penelitian Tentang LinkedIn,” *Jurnal Edukasi Nonformal*, vol. 3, no. 2, 2020.
- [26] J. Gummerus, V. Liljander, E. Weman, and M. Pihlström, “Customer engagement in a Facebook brand community,” *Management Research Review*, vol. 35, no. 9, Aug. 2012, doi: 10.1108/01409171211256578.
- [27] S. K. Dewi and A. Sudaryanto, “Validitas dan Reliabilitas Kuisisioner Pengetahuan, Sikap dan Perilaku Pencegahan Demam Berdarah,” *Prosiding Seminar Nasional Keperawatan Universitas Muhammadiyah Surakarta*, 2020.
- [28] W. T. Fendya and S. C. Wibawa, “Pengembangan Sistem Kuesioner Daring Dengan Metode Weight Product Untuk Mengetahui Kepuasan Pendidikan Komputer Pada LPK CYBER COMPUTER,” *Jurnal IT-EDU*, vol. 3, no. 1, 2018.
- [29] K. J. Atmaja and I. N. S. W. Wijaya, “Pengembangan Sistem Evaluasi Kinerja Dosen (E-Kuesioner) STMIK STIKOM Indonesia,” *Jurnal Sains dan Teknologi*, vol. 8, no. 1, 2019.
- [30] Sugiyono, *Metode Penelitian Bisnis*, Pertama. Alfabeta, 2005.
- [31] D. Firmansyah and Dede, “Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review,” *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, vol. 1, no. 2, 2022, doi: 10.55927.
- [32] S. Anggraini, M. H. Irfani, and S. Rahayu, “Analisis Penerimaan Sistem Informasi Akademik Dengan Menggunakan UTAUT 2 (Studi Kasus: Akademi Keperawatan Pembina Palembang),” *Jurnal Sistem Informasi*, vol. 6, no. 1, 2020.
- [33] V. W. Sujarweni and L. R. Utami, *The Master Book of SPSS*, Pertama. Start Up, 2019.