

# Impact of Social Media Marketing and Brand Awareness on Purchase Intention in Coffee Shop Culinary in Surabaya

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## ABSTRACT

**Purpose:** To explain the Effect of Social Media Marketing and Brand Awareness on Purchase Intention

**Design/methodology/approach:** Analysis techniques using Partical Least Square (PLS) and assisted by SmartPLS 3.0 software.

**Findings:** Social Media Marketing and Brand Awareness have a positive and significant effect on the Purchase Intention of Coffee Shop Culinary in Surabaya so it is recommended to increase Social Media Marketing can be done to create Coffee Shop Culinary social media to expand Coffee Shop Culinary promotion and establish relationships with customers or other companies. Meanwhile, to increase Brand Awareness, you can provide promotions and discounts on products purchased by consumers and promote with Influencer Marketing to attract consumers to Coffee Shop Culinary in Surabaya.

**Practical implications:** Improving Social Media Marketing can be done by creating Culinary Coffee Shop social media to expand Coffee Shop Culinary promotion and establish relationships with customers

**Paper type:** Research Paper.

**Keyword:** Social Media Marketing, Brand Awareness, Purchase Intention

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## I. INTRODUCTION

The culinary business is one of the businesses that continues to grow in Surabaya. The growth of culinary business in Surabaya is spread across several strategic locations. On the other hand, the existence of universities in Surabaya is also the cause and trigger for the emergence of many culinary business people. Currently, the culinary business is one of the choices of someone in opening a business because it has a great influence on the needs of the community itself. Many culinary businesses are emerging today, including *cafes* or restaurants. Restaurant or Cafe itself is the choice of various consumers to meet their needs and life satisfaction.

Today development has occurred in various dimensions of life, including many changes that occur in human habits. Many factors behind this change occur, including technological advances. This technological advancement certainly has an impact on lifestyle changes in the community which causes companies or industries to Innovate and gain community acceptance when launching products (Kuspriyono & Nurelasari, 2018). This is what causes a lot of competition between businesses that are so tight that companies or industries are competing to introduce their products or services through social media with a variety of interesting content. Modern lifestyles in today's society include gathering places, relaxing activities, or drinking coffee in cafes and coffee shops, and this is usually done by individuals or groups. One of the *cafes* that are the choice of people in Surabaya is Warung Kopi X. Warung Kopi X has been operating since 2015 and is located at Jalan Dharmawangsa No. 29 Surabaya, located close to one of the state campuses in Surabaya which causes Warkop to be the choice of many young people to enjoy the various coffee menus available. This cafe has many variants of selected coffee menus from various

regions in Indonesia and other complementary foods that have quite affordable prices and have a place with a good and comfortable atmosphere to attract consumer buying interest.

In today's technological era, companies are required to carry out various strategies to maintain their business, one of which is utilizing the use of social media for marketing strategies. Marketing that uses social media or online media is called interactive marketing, where this marketing activity aims to build a brand image or product and create product or service sales activities.

Warkop X, a long-established coffee shop with many customers, uses web media (online) as a marketing medium. Social media itself is a very widely used device by the general public and its functionality is easily accessible from mobile phones. Access points such as the Internet make it easy for people to get up-to-date information about the products and services they need (Oktaviani & Rustandi, 2018). The use of social media, especially the internet in the marketing strategy of a business, is a positive thing because people or consumers can easily access and obtain information about the business. Social media marketing should also be creative and interesting to increase brand awareness (Upadana & Pramudana, 2020). This is very effective when introducing a corporate brand to buyers on a large scale, and it becomes a large-scale introduction of the brand to the consumer, allowing the brand to be established at the highest level in the consumer's mind and used as a reference for the brand when making a purchase.

One of these *digital* marketing techniques is social media marketing (*SMM*) is *promoting products and services using online media that is useful in the stage of introducing more specifically about the products and services offered*. *Social media marketing* utilizes an online-based communication process that includes blogs or *websites* used by companies to communicate with consumers, and is widely used as a medium for sales promotion, advertising, and other things related to promotional activities (Adhawiyah et al., 2019). This marketing activity is expected to improve and maintain a brand so that consumers can be more *aware* and always remember the brand of a company, which results in the emergence of consumer loyalty to the brand. In addition, companies must also be able to have the ability to approach buyers with the aim of collecting brand awareness so that buyers can recognize a product among other products (Upadana & Pramudana, 2020).

Many business people and companies believe that using social media marketing as a promotional tool offers operational benefits because promotions are less costly and more efficient. When consumers visit a company's website, they are more familiar with the products on offer, which increases the effectiveness of their product sales. The purpose of this marketing is to embed the brand in the consumer's mind so that when the consumer needs the product, a particular brand immediately comes to mind. *Social media marketing* is one of the factors in the formation of brand awareness in the decision-making process that will be carried out by consumers. *Brand awareness* means that consumers' ability to determine purchases to see and remember the return of a brand that is one of certain product parts (Adhawiyah et al., 2019). A high level of consumer awareness can influence the existence of the brand because consumers easily recognize and remember the brand. Currently, due to lack of marketing efforts, many consumers do not know the brand of the product (Upadana & Pramudana, 2020). Building consumer awareness to be able to recognize and remember a brand is a must done by business actors, in addition to products becoming more famous in order to make consumers repeat *customers*.

When *social media marketing strategies* succeed in forming brand *awareness*, consumers will give up their confidence in the brand when they use it. This confidence causes consumers to think about always remembering a brand and causes a tendency to consider and decide to choose a brand (brand) that they think can avoid risks that can harm consumers. A product that has high *brand awareness* is the first step that results in consumers will have a purchase intention or decision to buy the product. According to Upadana & Pramudana (2020), purchasing decisions are stages that determine buyers in making purchases of products or brands, and consuming them. Herdana (2015) also mentioned that every buying process made by consumers starts from brands they recognize and remember compared to brands they consider foreign.

Based on this analysis, brand awareness formation and purchase decisions are influenced by social media marketing. This is in consistent with the statement of Upadana & Pramudana (2020) shows that social media marketing plays a role in shaping brand awareness and driving purchasing decisions. Social media marketing activities should be accompanied by innovative and engaging activities so that consumers can make purchasing decisions with a high degree of confidence in your product (Upadana & Pramudana, 2020). The existence of this phenomenon has intrigued researchers to conduct research, the main focus of which is summarized in the title "The Influence of *Social Media Marketing* on Purchasing Decisions with *Brand Awareness* as an *Intervening Variable* in Coffee Shop Culinary in Surabaya.

The purpose of this study is to determine social media marketing and brand awareness in Surabaya Coffee Shop Culinary;

#### 1. Consumer Behavior

Solomon (2018) Consumer behavior is defined as the study of the processes that occur when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and

desires. In the consumer action stage, purchase intent is the evaluation stage after consumers receive information.

## 2. *Purchase Intention*

*Purchase Intention* is motivated by what one sees, accompanied by feelings of enjoyment of the product, and creates a compelling desire that the product is beneficial to oneself (Chintia Pramesti & Rahanatha, 2018). Consumer interests, interests, decisions, in choosing a product or service can be influenced by *social media marketing*, because consumers choose products that are familiar or familiar (Leviana, 2019)). This shows that *purchase intention* can be increased through *social media marketing* used by business owners in strengthening *brand awareness*, and explained by research by Hikmareta (2020); Sutariningsih & Widagda K (2021). Ferdinand (2006) in Hikmareta (2020) states that *purchase intention* or purchase interest can be measured using several metrics such as deal interest, referral interest, preferred interest, and exploratory interest.

## 3. *Marketing Communications*

According to Kotler & Keller (2016), marketing communications are means intended to directly and indirectly inform, persuade, and remind consumers about the products and brands that a business sells. Based on the above understanding, it can be understood that marketing communication is a relationship between one party or can be referred to as a communicator who conveys messages about products to other parties or communicants and the message is well received.

## 4. *Social Media Marketing*

Kotler & Keller (2016) define social media as the tools or methods that businesses and consumers use to share information with others in the form of text, images, video and audio, and vice versa. The influence of social media is very effective in influencing the intention of prospective buyers to make actual purchases of products, after consumers feel aroused, consumers will be encouraged to seek more information about the product (Firmansyah, 2018).

Research by Sutariningsih & Widagda K (2021) shows that marketing with attractive *social media* can increase purchase intent on a product and can increase brand awareness. Indicators of *Social Media Marketing variables* refer to the research of Aji et al. (2020); Kim & Ko (2012); Seo & Park (2018); Sutariningsih & Widagda K (2021) which is adjusted to current research, namely *Entertainment, Customization, Interaction, Word of Mouth, Trend*.

## 5. *Brand Awareness*

Brand Awareness according to Keller (2013), Brand awareness refers to the strength of brand nodes or traces in memory. This can be measured as a consumer's ability to discern a brand under different conditions. A brand is part of a specific product category. Kertajaya (2010) categorizes brand awareness into brand ignorance, brand awareness, brand recall, and overriding awareness. The Brand Awareness variable refers to the research of Aji et al. (2020); Seo & Park (2018) can be measured by several indicators, including brand knowledge, easy to remember, distinguishable.

## II. METHODS

This type of research uses quantitative approach techniques to determine the impact of social media marketing on purchase intent through brand awareness. This research was carried out in Surabaya City in the period June – July 2023. The population in this study is dynamic (changes in number) so that the population number is not known with certainty. The study used *nonprobability sampling* techniques because the population is unknown Sekaran & Bougie (2016). The sampling technique through *Purposive Sampling* is someone who has been a customer at a Coffee Shop Culinary in Surabaya. So, the number of respondents in this study was set at 100 respondents. According to Sugiyono (2019: 143) the feasible sample size in research is between 30 to 500 so that it is stated that the number of research samples already has a decent number. Data collection methods were conducted by distributing questionnaires or by online questionnaires. The measurement scale used in this study was the Likert scale ranging from 1 to 5. In this study, partial least squares (PLS) were used for data analysis. PLS is Structural Equation Model (SEM). This research will be conducted in three phases: measurement model (external model), structural model (internal model), and hypothesis testing.

*Table 1. Research Instrument Indicators*

No	Variabel	Indikator
1	<i>Social Media Marketing (X1) Kim &amp; Ko (2012), Seo &amp; Park (2018), Sutariningsih &amp; Widagda (2021), Aji et al.(2020)</i>	<i>Entertainment, Customization, Interaction, Word of Mouth, Trend.</i>
2	<i>Brand Awareness (X2) Seo &amp; Park (2018), Aji dkk.,(2020)</i>	<i>1) Brand knowledge, 2) Ease of recall, 3) Distinguishable</i>
3	<i>Purchase Intention (Y) Sutariningsih &amp; Widagda (2021), Priani et al (2019), Hikmareta &amp; Zuliestiana (2020). Ferdinand (2006) dalam Hikmareta (2020)</i>	<i>1) Transactional Interest, 2) Referential Interest, 3) preferential interests, 4) Exploratory Interest</i>

Primary data were obtained directly from study subjects, namely MSME actors in Surabaya, through questionnaires given. The collected data will be analyzed using SMEs techniques. SMEs analysis will be used to examine the relationship between *Social Media Marketing* and *Brand Awareness* variables on *Purchase Intention* of Surabaya Coffee Shop Culinary.

**A. Outer Model Testing**

The model specification phase deals with internal and external model settings. External models, also called measurement models, are used to assess the relationship between indicator variables and corresponding components (Hair et al., 2014). Here are some tests on the Outer Model, namely:

**1. Convergent Validity**

An indicator is considered to be convergently valid if its loading factor value is greater than 0.50. The indicator total load factor values are:

*Tabel 2 Validity Test (Convergent Validity)*

Variable	Item	original sample	P-Values	Information
<i>Social Media Marketing (X1)</i>	<i>X1.1</i>	<i>0,795</i>	<i>0,000</i>	<i>Valid</i>
	<i>X1.2</i>	<i>0,641</i>		
	<i>X1.3</i>	<i>0,778</i>		
	<i>X1.4</i>	<i>0,717</i>		
<i>Brand Awareness</i>	<i>X2.1</i>	<i>0,830</i>		

<i>Variable</i>	<i>Item</i>	<i>original sample</i>	<i>P-Values</i>	<i>Information</i>
<i>(X2)</i>	<i>X2.2</i>	<i>0,888</i>		
	<i>X2.3</i>	<i>0,858</i>		
	<i>Y1</i>	<i>0,822</i>		
<i>Purchase Intention</i>	<i>Y2</i>	<i>0,849</i>		
	<i>(Y)</i>	<i>Y3</i>	<i>0,798</i>	
	<i>Y4</i>	<i>0,628</i>		

Source: Researcher's Processed Data (2023)

Based on the convergence validity test shown in Table 2 above, we find that all indicators have a convergence validity score of 0.5 or higher. Allow all indicators to be used effectively.

**2. Discriminant Validity**

If the value of the crossload index for a variable is greater than the value of the other variable, the index is declared to have discriminant validity.

*Tabel 3 Cross Loadings*

<i>Item</i>	<i>Social Media Marketing (X1)</i>	<i>Brand Awareness (X2)</i>	<i>Purchase Intention (Y)</i>
<i>X1.1</i>	<i>0.795</i>	<i>0.662</i>	<i>0.535</i>
<i>X1.2</i>	<i>0.641</i>	<i>0.566</i>	<i>0.305</i>
<i>X1.3</i>	<i>0.778</i>	<i>0.575</i>	<i>0.421</i>
<i>X1.4</i>	<i>0.717</i>	<i>0.511</i>	<i>0.443</i>
<i>X2.1</i>	<i>0.735</i>	<i>0.830</i>	<i>0.511</i>
<i>X2.2</i>	<i>0.666</i>	<i>0.888</i>	<i>0.551</i>
<i>X2.3</i>	<i>0.627</i>	<i>0.858</i>	<i>0.515</i>
<i>Y1</i>	<i>0.467</i>	<i>0.412</i>	<i>0.822</i>
<i>Y2</i>	<i>0.586</i>	<i>0.651</i>	<i>0.849</i>
<i>Y3</i>	<i>0.444</i>	<i>0.436</i>	<i>0.798</i>
<i>Y4</i>	<i>0.285</i>	<i>0.325</i>	<i>0.628</i>

Source: Processed Data Researchers (2023)

From the crossload values in Table 3 above, we can see that each index of the research variables has the largest crossload value of the constructed variables compared to the crossload values of the other variables. Therefore, it can be said that the measures used in this study have good discriminant validity when each variable is compiled.

### 3. Avarage Variance Extracted

AVE values greater than 0.5 are considered satisfactory. The AVE test results are shown in Table 4:

*Tabel 4 AVE*

<i>Variable</i>	<i>AVE</i>
<i>Social Media Marketing (X1)</i>	<i>0,501</i>
<i>Brand Awareness (X2)</i>	<i>0,639</i>
<i>Purchase Intention (Y)</i>	<i>0,532</i>

Source: Researcher's Processed Data (2023)

The AVE value results for the indicator block measuring the configuration can be expressed in good discriminant validity values because the AVE value is  $> 0.5$ . All configuration variables are then declared to have good discriminant validity.

### 4. Composite Reliability

A variable is considered to have composite reliability if its composite reliability score is greater than 0.70. Here are the composite reliability scores for each variable used in this study:

*Table 5 Composite Reliability*

<i>Variable</i>	<i>Composite Reliability</i>
<i>Social Media Marketing (X1)</i>	<i>0,824</i>
<i>Brand Awareness (X2)</i>	<i>0,894</i>
<i>Purchase Intention (Y)</i>	<i>0,859</i>

Source: Researcher's Processed Data (2023)

Based on the data presented in Table 5 above, we find a combined reliability score of  $> 0.70$  for all survey variables. Therefore, all variables are sufficient to measure latent variables/configurations and can be used for further analysis, as each variable has achieved combined reliability.

### 5. Cronbach Alpha

If a variable has a Cronbach's alpha value  $> 0.6$ , the variable can be declared reliable or satisfy Cronbach's alpha. The Cronbach alpha value for each variable is:

*Table 6 Cronbach Alpha*

<i>Variable</i>	<i>Cronbach Alpha</i>
<i>Social Media Marketing (X1)</i>	<i>0,719</i>

Brand Awareness (X2) 0,822

Purchase Intention (Y) 0,785

Source: Researcher's Processed Data (2023)

From the test results in the table above, we can see that the Cronbach alpha values for each study variable are > 0.60. Each study variable then modified Cronbach's alpha value.

**B. Inner Model Test**

In this study, we used Partial Least Squares (PLS) analysis with the SmartPLS program to test our research hypotheses. Here is an image of the proposed PLS model.

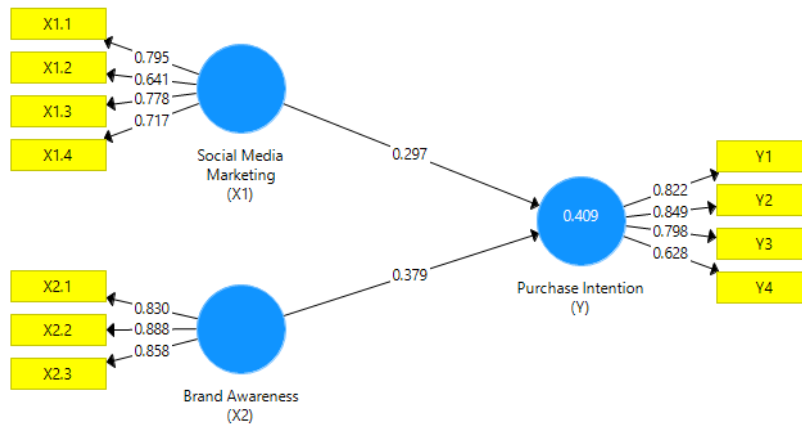


Figure 1 PLS Model Measurement

Source: Researcher's Processed Data (2023)

The intrinsic weight value results in Figure 1 above show that the purchase intent (Y) variable is influenced by the social media marketing (X1) and brand awareness (X2) variables in the structural equation below:

$$Y = 0,297 X1 + 0,379 X2$$

**C. Hypothesis Testing**

To answer the research question formulation, the following table presents seven t-statistics:

Table 7 Test Hypothesis

Variable Relationships	Original Sample	T Statistics	P Values	Information
Social Media Marketing (X1) -> Purchase Intention (Y)	0,297	2,046	0,041	Significant
Brand Awareness (X2) -> Purchase Intention (Y)	0,379	2,616	0,009	Significant

Source: Researcher's Processed Data (2023)

Based on the results of hypothesis testing shown in the table above states that:

1. Social Media Marketing (X1) has a significant positive effect on Purchase Intention (Y). This is evidenced by a statistical T value of 2.046 (greater than 1.96) and a P value of 0.041 (less than 0.050). In addition, the Original Sample value of positive 0.297 indicates the direction of a positive relationship.

2. *Brand Awareness* (X2) berpengaruh signifikan positif terhadap *Purchase Intention* (Y). This is evidenced by a statistical T value of 2.616 (greater than 1.96) and a P value of 0.009 (less than 0.050). Moreover, the value for the original sample is positive (0.379), indicating a positive association.

**D. R Square Testing**

When evaluating a model with PLS, start by considering the R-squared of each dependent latent variable. Changes in R-squared values can be used to assess the impact of a particular independent latent variable on whether the dependent latent variable has a significant effect. For endogenous latent variables in structural models, an R2 score of 0.75 indicates a "strong" model, an R2 score of 0.50 indicates a "moderate" model, and an R2 score of 0.25 indicates a "weak" model (Ghozali, 2016). PLS output explained below:

*Table 8 R-Square Value*

	<i>R Square</i>
<i>Purchase Intention (Y)</i>	<i>0,409</i>

Source: Researcher's Processed Data (2023)

Based on the above R-squared value test results, it can be interpreted as follows. The variables 'Social media marketing' (X1) and 'Brand awareness' (X2) influence the variable 'Purchase intent' (Y) in the structural model. The R2 value is 0.409, indicating that the model is "weak" and can generate 40.9% purchase intention.

**III. RESULTS AND DISCUSSION**

**1. The Influence of Social Media Marketing on the Purchase Intention of Coffee Shop Culinary Customers in Surabaya**

As a result, we found that social media marketing has a significant impact on purchase intent. This is also evidenced by the t-statistic of 2.046, which is greater than 1.96, and can be interpreted as social media marketing as a possible factor influencing purchase intent. Based on the direction of the relationship, social media marketing is positively correlated with purchase intent with the original sample value of 0.297, which is positive, so the relationship of these variables is unidirectional, implying that if the social media marketing of Coffee Shop Culinary Surabaya improves, the purchase intent of the customers of Coffee Shop Culinary Surabaya may increase. The findings are consistent with Asnan's (2018) study, which stated that social media marketing has a significant positive impact on purchase intent. A study by Azzahra et al. (2021) corroborate the findings, noting that there is a significant impact on purchase intention among social media marketing variables. However, the results of this study are inconsistent with those of Ellitan et al. (2020) they proved that social media marketing had no significant impact on purchase intent.

**2. The Influence of Brand Awareness on the Purchase Intention of Coffee Shop Culinary Customers in Surabaya**

As a result, we found that brand awareness has a significant impact on purchase intent. This is also evidenced by the t-statistic of 2.616, which is greater than 1.96, and can be interpreted as brand awareness as a possible factor influencing purchase intent. Based on the direction of the relationship, there is a positive relationship between brand awareness and purchase intent, and the original sample value is positive 0.379, so the relationship between these variables is one-way. This means that increasing the brand awareness of Coffee Shop Culinary Surabaya may increase the purchase intention of customers of Coffee Shop Culinary Surabaya. The findings of this study are consistent with those of Azzahra et al. (2021) stated that there is a significant impact on purchase intention among the brand awareness variables. A 2017 study by Eliasari and Putu found that brand awareness has a significant positive impact on purchase intent. However, the results of this study are inconsistent with the study of Chandra & Keni (2019), which proves that brand awareness does not significantly influence purchase intent.

Companies that have competence in the fields of marketing, manufacturing and innovation can make its as a souch to achieve competitive advantage (Daengs et al., 2022:1419).

The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question (GS & Soemantri, 2020:5).

Time management skills can facilitate the implementation of the work and plans outlined (Rina Dewi, et al. 2020:14)



#### IV. CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that *Social Media Marketing* and *Brand Awareness* have a significant positive effect on the *Purchase Intention* of Coffee Shop Culinary Customers in Surabaya. Suggestions to improve *Social Media Marketing* can be made to create Culinary Coffee Shop social media to expand Coffee Shop Culinary promotions and establish relationships with customers or other companies. Meanwhile, to increase *Brand Awareness*, you can provide promotions and discounts on products purchased by consumers and promote with *Influencer Marketing* to attract consumers to Coffee Shop Culinary in Surabaya.

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