



EFFECT INSTAGRAM ON PURCHASE INTENTION BY BRAND AWARENESS DURING PANDEMIC

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Abstract

The purpose of this study was to determine the role of brand awareness that mediates the effect of social media Instagram on purchase intention. This research is quantitative in nature using the SEM (Structural Equation Model) method to test the effect of these three variables. The research respondents were 111 people who were followers of the Coffee Toffee Cafe Bandung Instagram account. Data was collected by distributing questionnaires via google form using convenience sampling technique. The results of this study indicate that brand awareness mediates the effect of social media Instagram on purchase intention significantly and positively at Cafe Coffee Toffee Bandung. Based on the results of this study, it is recommended that the Bandung Coffee Toffee Cafe continues to maintain and improve social media Instagram because it can increase brand awareness and purchase intention from its consumers.

Keywords: social media; instagram; brand awareness; purchase intention

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INTRODUCTION

In doing tasks and obligations that must be completed outside of school, campus or office, students and workers tend to choose a comfortable place to be more motivated in getting ideas, and can discuss in completing the task. Especially since 2019 up to present, the world is being shaken by a disease outbreak, namely Covid-19, thus people's activities are strictly limited to reduce the spread of the Covid-19 virus. This greatly affects the decline in the country's economy (Nugroho, 2020). One of business areas that has been affected are businesses such as cafes and restaurants due to the Large-Scale Social Restrictions (LSSR) that were imposed that for a particular range of time dine-in was not allowed, after that the government implemented the Enforcement of Community Activity Restrictions (ECAR). Referring to this regulation, cafe consumers are allowed to dine in but the capacity is limited, which is only 60 minutes dine in with a capacity of 50% and the operating hours of the cafe are up to 21.00 Jakarta time (Fadhila, 2021). Therefore in maintaining the business that has been started, one effective solution is to switch to using technology for marketing with the aim of inviting consumers to visit the cafe.

Digital technology has contributed to running a business such as for marketing purpose. Digital marketing can facilitate business producers to convey information related to products or services offered to consumers. One form of digital marketing is marketing activities at social media which is believed to be able to influence consumers' purchase intentions (Laksamana, 2018). Social media marketing is a mechanism by which businesses use social media platforms to increase company sales either directly or indirectly (Kotler, 2017). From several studies, it was found that social media can remind consumers related to the company's new activities, concepts or products as well as other news about the company (Umair Manzoor et al., 2020). Social media is also frequently used by companies to advertise a product or service (Tamarasari, et al., 2021). Social media is considered as the most effective form of marketing to connect consumers and companies and build good relationships with them (Semuel & Setiawan, 2018).

In the GlobalWebIndex (GWI) 2021 survey, it is said that each generation has the most popular social media. Instagram is the favorite application of Generation Z (16-23 years old) because 24% of respondents stated that they like that social media. Instagram is a fast, beautiful and fun way to share photos with friends and family, therefore Instagram can be an option for doing marketing (Suwarsih et al., 2021).

Based on the results of research conducted by (Umair Manzoor et al., 2020) found that social media can inform consumers related to the company's new activities, concepts, or products as well as other news about the company. Social media is getting more and more forms and developments, so users can have more than one account on various platforms. It was stated in the results of research conducted by (Tamarasari et al., 2021) that social media is also often used by companies to advertise a product or service. Social media is considered one of the most effective forms of marketing to connect consumers and companies and build good relationships between them (Semuel & Setiawan, 2018). In this modern era, most companies have advertised their products or services on social media platforms such as Facebook, microblog website, Twitter, and youtube. In research conducted by (Mukherjee, 2020), it is stated that social media can also used as a marketing communication tool by using the discussion feature in the comments column, this kind of thing can increase a positive image and can trigger consumer passion for a brand. Brand awareness is how easily consumers remember a brand and this is can be the strength of the brand (Kotler & Keller, 2016). In previous research, it was found that Facebook fan page has a positive effect on consumer brand awareness, word of mouth activity, and consumer purchase intentions, this is supported by research conducted by (Hutter et al., 2013).

It can be concluded that social media is very important in marketing. Social media in previous studies focused on using Facebook, Youtube and Micro blogs. In accordance with technological developments, there are other social media, such as social media which is increasingly being used for marketing, namely Instagram.

One of the goals of marketing through social media is to make a product known and liked by customers (Tamarasari et al., 2021). Panjaitan (2019) stated that a product who was known or remembered by consumers is an important factor in brand awareness. Brand awareness is the ability of potential buyers to identify and remember the brand of a product (Pandjaitan, 2019). Brand awareness can also change consumer feelings from uncertainty to the belief that the brand is unique (Aaker, 1991). Brand awareness is a factor that directly affects purchase intention. If the product brand has a good image, this will increase the customer's intention to buy the item (Tih & Lee, 2013). If a product or brand has a strong brand awareness in the minds of consumers, it can be something that affects purchase intentions (Semuel & Setiawan, 2018). Based on the results of this study, it can be concluded that brand awareness is one of the factors that can increase the purchase intention of consumers.

The ultimate goal of marketing is to encourage purchase intentions from consumers. Purchase intention is defined as the possibility that consumers will buy a product or service in the near future or in the future (Ajzen & Fishbein, 1980). Purchase intention describe as an attitude variable to measure the involvement of customers towards a brand in the future (Lilima, 2020). Measuring purchase intention is by assuming future customer behavior based on their attitude (Kim & Ko, 2012). Increased willingness to buy a product means that customers have the possibility to buy but do not have to buy right away. On the other hand, if customers have low purchase intentions, they have a low probability of buying a product (Örs & Alawadhi, 2020). So, purchase intention can determine the strength and willingness of consumers to buy a product (Kim, Lee, & Baek, 2020).

The subject of this research is Instagram users who follow Coffee Toffee Cafe Bandung's account. Coffee Toffee Cafe Bandung is a cafe that provides various facilities and comfortable environment so their customer can enjoy the products they provide, quiet yet comfortable place, to work or do other activities. However, during the Covid-19 Pandemic, the government took a policy for all businesses should not sell or serve offline except for businesses that sell secondary ingredients which resulted a decrease in revenue from Coffee Toffee Cafe Bandung. This happens because the main product of Coffee Toffee Cafe Bandung is a facility that can be enjoyed if you dine in (Perdana, 2020). After a certain period of time, the government issued a policy of Enforcement of Community Activity Restrictions (PPKM) where businesses were allowed to sell offline on condition that they will comply with health protocols and reduce customer capacity by 50% in the area and the time allowed for dine-in is 60 minutes only (Kementerian Keuangan Republik Indonesia, 2020).

Before PPKM, The Coffee Toffee Cafe Bandung used billboards, brochures, and Word Of Mouth actively for marketing. Since the implementation of several policies during the Covid-19 period, the Coffee Toffee Cafe in Bandung has experienced a drop in sales of 95% and those who visit directly are still far below 50% of the room capacity provided. This has prompted the Coffee Toffee Cafe Bandung to switch to using social media for marketing, which is using Instagram. After trying to switch to Instagram, the results have a significant impact on sales with an increase of 70%, but for consumers who dine in it is still far below 50% of the capacity provided on weekdays while the thing that is instilled in consumers is having a beautiful and comfortable place (Apriliyanti, 2021). Based on this phenomenon, researchers want to know the effect of Instagram on brand awareness, there is an influence of Instagram on purchase intention mediated by brand awareness.

METHOD

This type of research uses quantitative research with causal research (cause and effect). The sampling technique used in this study is non-probability sampling, which is an Instagram follower from the Coffee Toffee Cafe Bandung who previously had to dine in at Coffee Toffee Bandung, based on these things this study uses a convenience sampling technique. The questionnaire was made into google form which was distributed using social media, by sending direct messages to followers of the Bandung Coffee Toffee Instagram account, Instagram stories, private conversations on WhatsApp, WhatsApp groups and Line application. After distributing the questionnaires, 111 returned. Primary data used in this study were observation, questionnaires and interviews. The data obtained from the Bandung Coffee Toffee Cafe Instagram account were used to complete the research data.

The analysis used in this research is descriptive analysis to analyze the data from the questionnaire. The variable measurement scale used is the Likert scale to measure attitudes and respondents' opinions about social phenomena. In addition, in research to analyze data using the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) technique which includes the outer model to evaluate Instagram Social Media variables, Purchase Intentions, and Brand Awareness (convergent validity, discriminant validity and reliability), inner model (discussion of evaluation using dependent variable path coefficient value for independent variables) and hypothesis testing.

RESULTS

The results of this study describe the results of distributing questionnaires that have been processed by researchers using the Smart PLS program, the results of these studies include the characteristics of the respondents, the outer model, the inner model, and the path coefficient. This study uses path analysis to see the involvement of the influence of the brand awareness variable as a mediating variable.

The analysis results of the respondents' characteristics based on the intensity of daily use of social media can be seen in Table 1 as follows:

Table 1. Respondents' Characteristics

Characteristics	Profile	Percentage
Gender	Female	57,0%
	Male	43,0%
Generation	Z (11-26 y.o)	50,0%
	Milenial atau Y (27-40 y.o)	34,0%
	X (41-56 y.o)	16,0%
Occupation	Students of Junior or Senior High School	7,0%
	College Students	41,0%
	Employees	37,0%
	Others	15,0%
Domicile	Bandung City	85,0%
	Outside Bandung City	15,0%
Income	< IDR 1.500.000	8,0%
	IDR 1.500.001- IDR2.500.000	3,0%
	IDR 2.500.001- IDR 3.500.000	11,0%
	>IDR 3.500.000	78,0%
Frequently used Social Media	WeChat	0,9%
	DingTalk	0,9%
	WhatsApps	1,8%
	Youtube	16,4%
	Twitter	11,8%
	TikTok	43,6%
	Instagram	90,0%
	Facebook	23,6%
Intensity of daily accessing social media	<30 Minutes	37,0%
	30-60 Minutes	37,0%
	>60%	26,0%
Visiting intensity	Never	8,0%
	1-3 Times	68,0%
	4-6 Times	11,0%
		13,0%

In Table 1, the respondents in this study are mostly female at 57%, with the generation mostly in generation Z or 11 to 26 years old at 50%, 41% of the respondent's occupation are college students who live in Bandung City are 85%, most of the respondents' monthly income is over IDR 3,500,000 at 78%. The social media that is frequently used by the respondents is Instagram at 90% of the 111 respondents with the intensity of daily using social media at 1-60 minutes. The intensity of visits to Cafe Coffee Toffee Bandung is 1 to 3 times by 68%. It can be concluded that the respondents in this study tend to be college students who use Instagram actively and tend to have visited the Bandung Coffee Toffee Cafe.

The value of convergent validity is tested using the value of the outer loading. An indicator meets convergent validity if the outer loading value is more than 0.7 and for discriminant validity it is seen from the cross loading value (Ghozali, 2012). Table 1 convergent validity is the result of processing data from calculations repeatedly so that the outer loading value of each variable has met the requirements, which is more than 0.7 and the cross loading value between variables must be higher than the other variables:

Table 2 Convergent Validity and Discriminant Validity

	Convergent Validity			Discriminant Validity		
	KM	NB	PMS	KM	NB	PMS
KM1	0,751			0,751	0,515	0,411
KM4	0,808			0,808	0,536	0,51
KM5	0,889			0,889	0,705	0,857
NB1		0,844		0,748	0,844	0,742
NB2		0,815		0,603	0,815	0,602
NB3		0,818		0,473	0,818	0,542
NB4		0,807		0,523	0,807	0,504
NB5		0,793		0,568	0,793	0,494
PMS1			1	0,769	0,722	1

It is known that each variable in this study has an outer loading value of > 0.7 so that all indicators can be declared feasible to be used in research and further analysis can be carried out. From the Instagram social media marketing variable as many as 13 indicators after iteration, there is only 1 indicator from the entertainment dimension. In the brand awareness variable, there are 5 indicators from 2 dimensions, after elimination, the remaining 3 indicators are the dimensions of brand recognition and brand recall. Furthermore, in the purchase intention variable there are 10 indicators from 4 dimensions but after eliminating the remaining 5 indicators from 3 dimensions, namely the dimensions of transactional intentions, preferential intentions, and referential intentions. Furthermore, it is seen from the cross-loading and AVE (Average Variance Extracted) to see which indicators can be declared valid or appropriate in this study.

It can be seen in table 2 that the AVE value of social marketing media through Instagram is 1, for purchase intention it is 0.665 and for brand awareness is 0.669. After that, judging from the composite reliability value on the indicators to see indicators that are reliable and can be used

Each variable has composite reliability above the PLS standard limit, which is > 0.6 . After testing the data shows that all variables have a high level of reliability. The reliability test with composite reliability can be strengthened by testing Cronbach's Alpha. Variables that can be stated that the variable is reliable if it meets the Cronbach's Alpha value of > 0.7 (Eisingerich & Rubera, 2010). So it can be concluded that the three variables are valid and reliable.

This study describes the inner model in which there is a discussion of the evaluation using the dependent variable and the path coefficient value for the independent variable. Figure 3 shows the output of SmartPLS, as follows:

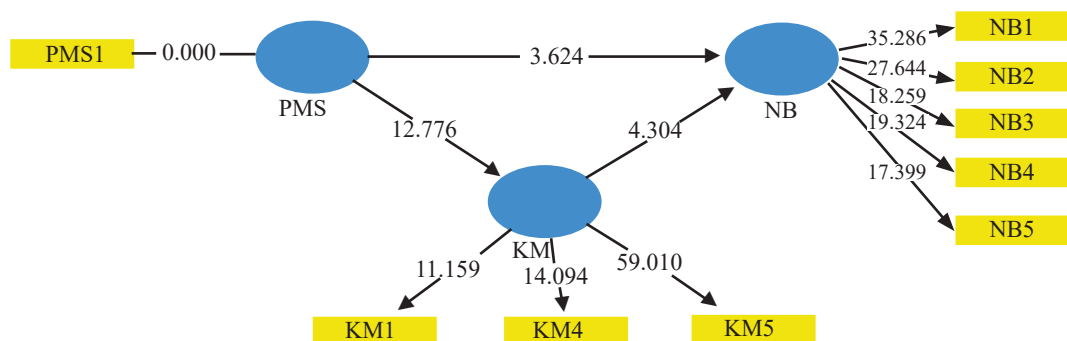


Figure 3 Inner model

Significance is assessed from the t-statistical value of each path shown in table 3 which is the result of the inner model that has been processed using the PLS system.

Table 3 t-statistic

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/ STDEV)	P Values
KM -> NB	0,428	0,447	0,091	4,682	0
PMS -> KM	0,769	0,768	0,060	12,861	0
PMS -> NB	0,393	0,379	0,101	3,882	0

Based on table 3, namely the results of the t-statistical test, the original sample (O) value is obtained, namely brand awareness of purchase intention of 0.428, Instagram Social Media to brand awareness of 0.769, and Instagram social media to purchase intention of 0.393. Furthermore, the T statistic value of brand awareness to purchase intention is 4.682, Instagram social media to brand awareness is 12.861 and Instagram social media to purchase intention is 3.882. The result of the t statistic value must be greater than the table value, the table value = 1.6578. All of the t-statistics values exceed the t-table value, so it can be concluded that brand awareness has a significant effect on purchase intention, Instagram social media on brand awareness has a significant and significant effect and Instagram social media on purchase intention has a significant effect.

There is a total value of indirect specific influence and the total value of the destination variable is revisit intention, namely the indirect effect of brand awareness as a mediating variable for Instagram social media on purchase intention of 32.9%. From the results obtained that brand awareness in this study is a partial mediation.

Table 4 R Square

	R-Square
Y (NB)	0,596
Z (KM)	0,592

From Table 4, it can be seen that the R square value for the purchase intention variable is 0.596 and for the brand awareness variable is 0.592. This shows that Instagram social media affects the purchase intention and brand awareness variables in the medium category. The goodness of fit value obtained from the Q-square value has the same meaning as the determinant coefficient, which states that the higher Q-square the better the data will be.

Referring to the calculation results, the value of Q-square is 0.8351, therefore it can be concluded that the diversity of research data used in this study is 83.5% and the remaining 16.5% is explained by other variables that are not used in this study. It can be stated from this value that this research model is a model that has goodness of fit.

DISCUSSION

Referring to the results of the study, it can be stated that the first hypothesis is accepted. The results of the factor analysis on social media, especially Instagram used in this study, have an effect on purchase intention even though it has the lowest value compared to the other hypotheses at 39%. Social media marketing in this study has one dimension that affects purchase intention, namely the entertainment dimension. According to (Kim & Ko, 2012) that the marketing impact of social media on consumer purchase intentions, the the most important dimensions are entertainment and interaction factors.

It can be seen from Table 1 that respondents tend to be college students in generation Z who use social media not only Instagram but other applications, namely Tik Tok. Coffee Toffee Cafe can use Tik tok as a marketing tool in addition to Instagram to increase consumer purchase intention. Content is one of the things that attracts consumers to visit the Instagram account of Coffee Toffee Bandung, therefore it is better for content on Instagram to have a theme and have a schedule for uploading it. Referring to Table 1, the Coffee Toffee Cafe Bandung can use the mutivation quites theme when uploading photos or videos therefore every uploading caption contains motivational words.

Based on previous research, there is a positive influence of social media marketing on purchase intention at J.CO Donuts & Coffee in Semarang City and based on the results of the study it can be seen that respondents' perceptions of the social media marketing variable are good. According to respondents, the J.CO Donuts and Coffee social network account in Semarang City is worth following because it has good posting quality and interesting uploaded photos (Kurniasari & Budiatmo, 2018).

Based on table 5 that the influence of social media, especially Instagram on brand awareness, has the greatest influence on the value of the other variables used in this study, which is 76.9% and it can be stated that the second hypothesis is accepted. Based on the results of the analysis of research data on the second hypothesis proposed in this study, the data can show that the involvement of Instagram, which is currently controlled by the Coffee Toffee Cafe Bandung, directly affects the brand awareness of consumers and potential consumers regarding the Bandung Coffee Toffee Cafe. The factors that influence brand awareness come from the social media indicators used in this study with the entertainment dimension.

Brand awareness that is instilled directly or indirectly is important so that an effective marketing strategy is needed by considering the very competitive situation. For this reason, the right strategy needs to be applied to build relationships with consumers towards brand awareness and have experience with Instagram Cafe Coffee Toffee Bandung especially during this COVID-19 situation.

According to the results of previous studies that marketing to advertising has an influence on brand awareness in terms of brand strengthening, namely easy to remember, easy to recognize and easy to accept (Prayudi, 2022). The results of this study are in line with previous research showing that engagement with Facebook fan-page has a positive effect on consumer brand awareness, word of mouth activity, and purchase intention (Hutter et al., 2013).

Based on the results of research data analysis, the third hypothesis is accepted with an effect of 42.8%, so that the third hypothesis proposed in this study proves that the brand awareness built by Coffee Toffee Cafe Bandung has a positive influence on purchase intention although the value is not very high. The Instagram content of Coffee Toffee Cafe Bandung can help to convey information to stimulate the cafe's brand awareness and therefore will encourage the purchase intention of consumers and potential consumers who are followers of the Instagram account of Coffee Toffee Cafe Bandung. In addition, brand recognition is an important step in building brand awareness (Arisandi, 2017). Especially during Covid-19, recalling brand awareness that is instilled in consumers will encourage consumers to dine.

During the COVID-19 pandemic, the Coffee Toffee Cafe Bandung used one of the micro endorsements to increase sales. In addition, the use of endorsers could increase brand awareness of consumers and potential consumers which is led to increased consumer purchase intentions.

The results of this study are in line with previous research which shows that consumers who always think about, imagine and admire a particular brand are more likely to use the brand if they have a need and even recommend it to potential consumers to buy (Kadarusman et al., 2019). Furthermore, in line with previous research that brand awareness affects a consumer's decision making for a product, companies need to maintain brand awareness to keep their customers (Shahid et al., 2017).

The results of this study shows that the indirect effect of Instagram on purchase intention through brand awareness have a positive and significant effect of 32.9%, therefore the fourth hypothesis in this study can be stated as accepted. The Instagram factors owned by Coffee Toffee Cafe Bandung have an important role in influencing consumers and potential consumers, one of the targets of Coffee Toffee Cafe Bandung is college students, where college students usually choose Coffee Toffee Cafe Bandung as a place for discussion, doing assignments, or just for fun and relax through the brand awareness factor. The results of this study indicate a positive and significant effect of Instagram variables on purchase intention through brand awareness. The value of the brand awareness influence of Coffee Toffee Cafe Bandung through Instagram has been done well but the value shown is not high compared to other variables that can directly cause an increase in purchase intention.

Coffee Toffee Cafe Bandung, before actively using social media, especially Instagram, had instilled brand awareness that the cafe offered facilities and a comfortable place (to enjoy products by eating on the spot). Then, during the covid-19 pandemic, the Coffee Toffee Cafe Bandung uses social media, especially Instagram, actively for marketing with other objectives which is to maintain brand awareness that had been built and invite consumers to visit the Coffee Toffee Cafe Bandung again. Maintain and build brand awareness by actively using Instagram for marketing purpose, such as the content used has followed the latest trends. Photos and videos uploaded has followed the latest trends therefore they can influence followers of the Instagram account of Coffee Toffee Cafe Bandung to find out more information from the cafe and attract purchase intention. In addition, Cafe Coffee Toffee Bandung uses one of the micro endorsers to increase brand awareness from consumers and increase purchase intentions from consumers. It can be seen from Table 1 that the respondents in this study tend to be college students and generation Z whose age range of 11-26 years old, then in addition to using micro endorsements the Coffee Toffee Cafe Bandung can use food vloggers such as Magdalena, Nex Carlos or Ken and Grat whose target markets are match the characteristics of the respondents in this study. In line with previous research that consumers will be more interested in buying a product or service that they are recognized, using food vloggers can attract consumer brand awareness to increase purchase intention (Wayan et al., 2021).

In line with previous studies whose research results state that brand awareness mediates the influence of social media marketing on buying decisions, which means that purchasing decisions are highly dependent on the level of brand awareness and also the level of social media marketing (Upadana & Pramudana, 2020).

CONCLUSION

This research was conducted at Coffee Toffee Cafe Bandung which focuses on three variables, namely Social Media Marketing especially Instagram, Purchase Intention and Brand Awareness as mediating variables. For analysis in this study using the SEM (Structural Equation Model) method with Smart PLS that involves 111 respondents. Based on the results of the research conducted, it can be concluded that the respondents are active users of social media, especially Instagram, this can be seen from the data on the intensity of using social media for about 30 to 60 minutes a day.

Social media Instagram is one of the marketing used during the Covid-19 Pandemic because it is effective and efficient. Social media Instagram is considered effective because it can encourage purchase intentions from consumers, in addition to increasing purchase intentions, social media Instagram can increase brand awareness. Brand awareness is developed and built through social media Instagram, therefore the role of the administrator of the social media holder of the company is very important to maintain interaction and communication with consumers so that messages will be conveyed through the features provided by Instagram such as delivering promos and menus through games, question and answer (Q&A), re-upload (repost), the use of hashtags can be conveyed properly to consumers and potential consumers. In addition, because respondents tend to be college students in generation Z or 11 to 26 years old, Coffee Toffee Cafe Bandung can use food vloggers such as Magdalena, Nex Carlos, Ken and Grat to increase brand awareness and can use themes in creating content such as motivation quotes themes when uploading photos as well as videos.

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