THE INFLUENCE OF MARKETING COMMUNICATION AND SOCIAL MEDIA MARKETING ON INCREASING BRAND AWARENESS TO CREATE AN INTENTION TO BUY AT UNIVERSITY X IN SURABAYA

Vincentius Yasashi Alvin Santoso

Universitas Ciputra Surabaya

Official.RO@gmail.com

Abstract-**This study aims to examine the effect of marketing communication and social media marketing on increasing brand awareness to increase intention to buy at an University. This study uses quantitative methods using SmartPLS for data processing. The number of respondents in this study were 155 people who were selected by purposive sampling method. The requirements are prospective students who have registered and know marketing communication information at university X. The results show that in marketing communication, events and publicity do not have a significant effect on brand awareness while advertising, sales promotion, personal selling and direct marketing have a significant effect on brand awareness. Meanwhile, brand awareness has a significant effect on intention to buy.**

Keywords: *University, Marketing Communication, Brand Awareness, Intention to Buy*

1. Introduction

Educational institutions need to increase competitive advantage to survive and compete amid many competitors. This study used the object of one of the private universities in the city of Surabaya called University X in this study. Education institutions must compete with the right marketing strategies to be able to increase brand awareness and influence the intention to buy prospective students. This research was conducted pre-survey to 41 respondents and found the results that, only 1 respondent who answered University X was the first in the mind of respondents about private universities in Surabaya. This shows that the brand awareness of prospective students towards University X in Surabaya can be said to be lacking. This research was used to analyze and determine the influence of marketing communication and social media marketing on increasing brand awareness to create an intention to buy for prospective students towards University X in Surabaya.

2. Literature Review

2.1 Previous Research

Research by Bilgin (2018) found that social media marketing activities as an effective factor against brand image and brand loyalty. Brand awareness and brand image have a significant effect on brand loyalty. Brand awareness has a limited effect on brand image. Research by Maria et al., (2019) revealed that social media marketing and advertising effectiveness directly have a significant positive effect on brand awareness. The effectiveness of advertising and brand awareness directly have a significant positive effect on purchase intent.

Social media marketing and advertising effectiveness indirectly have a significant positive effect on buying intent through brand awareness. Research by Kharisma and Wijaya (2019) showed that marketing communication strategies have an effect on increasing brand awareness.

2.2 Theoretical Foundations

2.2.1 Advertising

Advertising is a presentation that can be an idea of goods or services by a sponsor known to the identification company, for example, such as advertising products or services on social media, print media, mass media, etc. (Novrian & Rizki, 2021).

2.2.2 Sales Promotion

Sales promotion is a marketing communication activity carried out to attract buyers, for example, such as buy one get one sales promos (Novrian and Rizki, 2021).

2.2.3 Event

Events or events are activities that contain company programs designed to improve company branding programs and create a good experience for consumers (Novrian and Rizki, 2021).

2.2.4 Publicity

Publicity is said to be an effort to communicate thoroughly from a company to influence perceptions, opinions, beliefs, and attitudes as a group towards the company (Kharisma and Wijaya, 2019).

2.2.5 Personal Sales

Personal selling is the marketing of products or services where sellers meet directly with buyers to explore prospects or purchase opportunities (Hermawan, 2012: 106; Kharisma and Wijaya, 2019).

2.2.6 Direct Marketing

Direct marketing is a free approach in using distribution channels or marketing communications that allows companies to have their own strategies in dealing with consumers (Hermawan, 2012: 183 in Haryani, 2019; Kharisma and Wijaya, 2019).

2.2.7 Social Media Marketing

Social media marketing is marketing carried out through social media which refers to platform applications, and online media that aims to promote, interact, collaborate and various other content (Erkan and Evans, 2016).

2.2.8 Brand Awareness

Brand awareness is awareness that describes the existence of a brand in the mind of consumers, which can be a determinant of consumers in determining a person's attitude, perception, or behavior (Durianto, 2004: 6; Anas, 2019).

2.2.9 Intention to Buy

Intention to buy is a condition or situation where the consumer has not taken an action that is used as a basis for predicting the action or behavior and interest is a behavior that arises in response to an object that shows the customer's desire to make a purchase (Kotler and Keller, 2012; dalan Akbar & Suwitho, 2019).
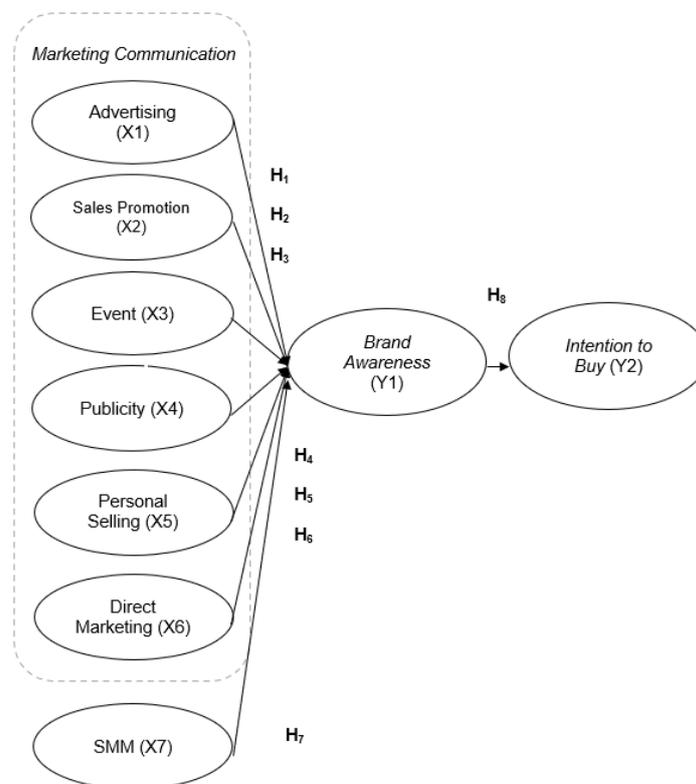
3. Research Framework

3.1 Analysis Models

Figure 3.1 Research Model
Source: data processed, 2021.

3.2 Hypothesis

H1: Advertising has a positive and significant effect on brand awareness at X University in Surabaya.

H2: Sales Promotion has a positive and significant effect on brand awareness at X University in Surabaya.

H3: The event had a positive and significant effect on brand awareness at X University in Surabaya.

H4: Publicity has a positive and significant effect on brand awareness at X University in Surabaya.

H5: Personal Sales have a positive and significant effect on brand awareness at X University in Surabaya.

H6: Direct Marketing has a positive and significant effect on brand awareness at X University in Surabaya.

H7: Social Media Marketing has a positive and significant effect on brand awareness at X University in Surabaya.

H8: Brand awareness has a positive and significant effect on the intention to buy at X University in Surabaya.

4. Research Methods

4.1 Types of Research, Samples, and Data Collection

This research is of quantitative type. Sample is purposive sampling through non-probability sample techniques with the following criteria:

1. Respondents are prospective students who have registered (have paid / have not).
2. Respondents know information related to University X in Surabaya.

The minimum sample is 5-10 times the number of indicators so that 5 times 31 (number of indicators) = 155 respondents. Data was collected through online questionnaires with the help of google form and measured using a Likert scale of 1-5.

4.2 Operational Variables and Definitions

Table 4.1 Operational Definitions

Variable	Operational Definition of Variables	Indicators	Source
Advertising (X_1)	Advertising or advertising is a form of non-personal presentation and promotion of ideas, goods, or services carried out by certain companies.	1. Providing information (to firm) 2. To persuade 3. Remind (to remind)	Hermawan (2012, in Haryani, 2019)
Sales Promotion (X_2)	Sales promotion is a marketing activity that provides extra incentives designed to stimulate action or accelerate the implementation of an already planned action	1. Frequency of sales 2. Quality of promotion 3. Punctuality or suitability	Kotler (2012:220, in Margana, 2019)
Events (X_3)	Events are a form of promotion that is carried out and designed to attract attention so as to create an impression and experience for consumers.	1. Entertainment 2. Excitement (memorable) 3. Enterprise (dare to try)	Hongdiyanto and Homan (2020)
Publicity (X_4)	Publicity is a form of non-personal communication that seeks to influence the attitudes, feelings, and opinions of customers, non-customers, etc. through mass media in the form of news.	1. Announcing new products 2. Provide relevant information 3. Tells how additional information can be obtained.	Shimp (2003:254, in Yapilando, 2018)
Personal Sales (X_5)	Personal selling or personal selling is the marketing of a product or service where the seller meets directly with the buyer to explore prospects or purchase opportunities	1. Tangible (appearance of the seller) 2. Reliability (seller capability) 3. Responsiveness (seller responsiveness) 4. Quality perception	Vilamor and the Arguelles (2014, in Margana, 2019)
Direct Marketing (X_6)	Direct marketing is a direct relationship with individual consumers to achieve an immediate response and build customer relationships, which is usually done by going directly to consumers to offer products or services	1. Face to face selling 2. Telemarketing 3. Online marketing	Amstrong et al., (2014, in Suparwo and Tristyantie, 2020)
Social Media Marketing (X_7)	Social media marketing is marketing carried out through social media which refers to platform applications, and online media that aims to promote, interact, collaborate and various other content	1. Content Creation 2. Content Sharing 3. Connecting 4. Community Building	Gunelius (2011, in Mileva & Fauzi, 2018)
Brand awareness (Y_1)	Brand awareness is the ability of a brand that appears in the minds of consumers when they think about a particular product and how easily that product appears.	1. Spontaneous awareness 2. Top of mind knowledge 3. Supported awareness	Switala et al., (2018)
Intention to buy (Y_2)	Purchase intention is the stage where consumers form their choice among several brands incorporated in the device of choice.	1. Intend to buy or use 2. High willingness to be able to buy or use 3. It is likely to be able to buy or use 4. High intention to be able to buy or use	Admiral (2018)

			5. Plan to be able to buy or use the product or service compared to other brands or other brands	

Source: data processed, 2021.

The research analysis technique uses the SEM-PLS method which consists of outer model analysis and inner model with SmartPLS 3.0 software.

5. Results and Discussion

5.1 Analysis

5.1.1 Characteristics of Respondents

Respondents were dominated by women of 97 people aged 17-19 years. Respondents also as prospective students have registered and know information related to University X.

5.1.2 Descriptive Research Variables

The advertising variable has a mean of 3.32 thanks to the category of quite agreeable. The sales promotion variable has a mean of 3.44 categories in agreement. The event variable has a mean of 3.30 which is categorized as quite agree. The publicity variable has a mean of 3.26 which is categorized as quite agree. The personal sales variable has a mean of 3.38 which is categorized as quite agree. The direct marketing variable has a mean of 3.42 categories in agreement. The social media marketing variable has a mean of 3.38 which is categorized as quite agree. The brand awareness variable has a mean of 3.44 categories of agrees. The intention to buy variable has a mean of 3.41 in the category of agreeing.

5.1.3 Evaluation of Model Measurements

1. **Convergent Validity Test**

Table 5. 1 Convergent Validity Test Results

	X1	X2	X3	X4	X5	X6	X7	Y1	Y2
X1.1	0,807								
X1.2	0,827								
X1.3	0,746								
X2.1		0,871							
X2.2		0,754							
X2.3		0,781							
X3.1			0,799						
X3.2			0,825						
X3.3			0,755						
X4.1				0,789					
X4.2				0,818					
X4.3				0,790					
X5.1					0,693				
X5.2					0,810				
X5.3					0,756				
X5.4					0,677				
X6.1						0,741			
X6.2						0,869			
X6.3						0,816			
X7.1							0,798		
X7.2							0,783		

X7.3							0,663		
X7.4							0,762		
Y1.1								0,769	
Y1.2								0,816	
Y1.3								0,815	
Y2.1									0,723
Y2.2									0,678
Y2.3									0,735
Y2.4									0,690
Y2.5									0,724

Source: data processed, 2022.

The research variable item has a value of more than 0.5 so it is concluded that all research indicators are declared valid.

2. **Discriminant Validity Test**

Table 5. 2 Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)	Information
Advertising (X_1)	0,631	Valid
Sales Promotion (X_2)	0,645	Valid
Events (X_3)	0,629	Valid
Publicity (X_4)	0,639	Valid
Personal Sales (X_5)	0,542	Valid
Direct Marketing (X_6)	0,657	Valid
Social Media Marketing (X_7)	0,568	Valid
Brand Awareness (Y_1)	0,641	Valid
Intention to Buy (Y_2)	0,505	Valid

Source: Data processed, 2022.

Average Variance Extracted (AVE) results all have a value of more than 0.5 so that all indicators can be declared valid.

Table 5. 3 Latent Value of Correlation Variable

	X1	X2	X3	X4	X5	X6	X7	Y1	Y2
X1	**0,793**								
X2	0,418	**0,801**							
X3	0,601	0,584	**0,710**						
X4	0,414	0,536	0,506	**0,810**					
X5	0,516	0,592	0,560	0,341	**0,736**				
X6	0,358	0,513	0,416	0,464	0,356	**0,794**			
X7	0,491	0,588	0,544	0,475	0,514	0,344	**0,803**		
Y1	0,477	0,420	0,485	0,409	0,413	0,306	0,420	**0,799**	
Y2	0,490	0,666	0,633	0,474	0,547	0,415	0,556	0,351	**0,754**

Source: data processed, 2022.

The AVE root of each variable ishigher than that of the other variables, so it is inferred that all indicators of each variable are appropriate for measuring the construct.

Table 5. 4 Cross Loading

	X1	X2	X3	X4	X5	X6	X7	Y1	Y2
X1.1	**0,807**	0,299	0,242	0,194	0,255	0,341	0,361	0,422	0,305
X1.2	**0,827**	0,304	0,349	0,326	0,345	0,400	0,304	0,426	0,348
X1.3	**0,746**	0,210	0,260	0,205	0,245	0,367	0,326	0,371	0,34
X2.1	0,301	**0,871**	0,474	0,367	0,444	0,430	0,475	0,540	0,439
X2.2	0,264	**0,754**	0,310	0,246	0,427	0,319	0,433	0,401	0,446

X2.3	0,264	**0,781**	0,381	0,386	0,371	0,386	0,432	0,463	0,435
X3.1	0,215	0,338	**0,799**	0,404	0,441	0,401	0,301	0,347	0,443
X3.2	0,311	0,415	**0,825**	0,364	0,416	0,240	0,414	0,364	0,483
X3.3	0,340	0,427	**0,755**	0,369	0,367	0,358	0,471	0,272	0,517
X4.1	0,309	0,319	0,408	**0,789**	0,338	0,247	0,287	0,352	0,345
X4.2	0,279	0,354	0,360	**0,818**	0,303	0,413	0,302	0,359	0,457
X4.3	0,124	0,333	0,374	**0,790**	0,354	0,317	0,246	0,286	0,355
X5.1	0,171	0,279	0,366	0,318	**0,693**	0,165	0,322	0,401	0,28
X5.2	0,329	0,489	0,423	0,314	**0,810**	0,339	0,417	0,486	0,436
X5.3	0,281	0,437	0,282	0,250	**0,756**	0,323	0,467	0,456	0,417
X5.4	0,255	0,280	0,461	0,344	**0,677**	0,150	0,399	0,394	0,518
X6.1	0,282	0,230	0,316	0,356	0,237	**0,741**	0,331	0,397	0,347
X6.2	0,433	0,486	0,385	0,340	0,326	**0,869**	0,402	0,508	0,494
X6.3	0,405	0,417	0,295	0,298	0,255	**0,816**	0,421	0,382	0,369
X7.1	0,291	0,457	0,326	0,231	0,426	0,320	**0,798**	0,539	0,484
X7.2	0,269	0,442	0,385	0,297	0,443	0,349	**0,783**	0,569	0,507
X7.3	0,346	0,439	0,457	0,264	0,377	0,394	**0,663**	0,382	0,447
X7.4	0,372	0,345	0,340	0,270	0,401	0,389	**0,762**	0,491	0,470
Y1.1	0,372	0,524	0,282	0,354	0,427	0,393	0,515	**0,769**	0,393
Y1.2	0,454	0,449	0,373	0,288	0,439	0,560	0,520	**0,816**	0,496
Y1.3	0,404	0,445	0,344	0,368	0,553	0,335	0,564	**0,815**	0,508
Y2.1	0,341	0,365	0,390	0,291	0,367	0,338	0,401	0,393	**0,723**
Y2.2	0,261	0,353	0,454	0,316	0,490	0,344	0,437	0,311	**0,678**
Y2.3	0,276	0,409	0,454	0,391	0,376	0,419	0,456	0,448	**0,735**
Y2.4	0,316	0,391	0,436	0,339	0,403	0,352	0,458	0,431	**0,690**
Y2.5	0,283	0,406	0,409	0,372	0,383	0,341	0,491	0,462	**0,724**

Source: data processed, 2022.

The cross loading value of a construct has a greater value than other constructs so that it is concluded to be valid.

3. **Reliability Test**

Table 5. 5 Reliability Test

Variable	Composite Reliability	Cronbarch's Alpha	Information
Advertising (X_1)	0,706	0,836	Reliable
Sales Promotion (X_2)	0,725	0,845	Reliable
Events (X_3)	0,708	0,836	Reliable
Publicity (X_4)	0,719	0,841	Reliable
Personal Sales (X_5)	0,716	0,825	Reliable
Direct Marketing (X_6)	0,738	0,851	Reliable
Social Media Marketing (X_7)	0,747	0,839	Reliable
Brand Awareness (Y_1)	0,720	0,843	Reliable
Intention to Buy (Y_2)	0,756	0,836	Reliable

Source: data processed, 2022.

The value of composite reliability and Cronbach's alpha above 0.70 so it is concluded reliable.

5.1.4 Inner Model Evaluation

1. **Coefficient of Determination (R^2)**

Table 5.6 Coefficient of Determination (R^2)

Variable	R-Square
Brand Awareness	0,616
Intention to Buy	0,341

Source: Data processed, 2022.

It means that the independent variable has an influence on the dependent brand awareness variable of 61.6%. Variabel brand awareness has an influence on the intention to buy variable of 34.1%.

2. Path Coefficient

Table 5. 7 Path Coefficient

Variable Relationships	t-statistics Count	P Value	Information
X1 -> Y1	2,954	0,003	H_1 Accepted
X2 -> Y1	2,635	0,009	H_2 Accepted
X3 -> Y1	1,556	0,120	H_3 Declined
X4 -> Y1	1,262	0,207	H_4 Declined
X5 -> Y1	3,843	0,000	H_5 Accepted
X6 -> Y1	2,568	0,011	H_6 Accepted
X7 -> Y1	4,288	0,000	H_7 Accepted
Y1 -> Y2	10,421	0,000	H_8 Accepted

Source: Data processed, 2022.

The results show that only event variables on brand awareness and publicity on brand awareness have no significant effect while other variables have a significant effect.

5.2 Discussion

5.2.1 The Effect of Advertising on Brand Awareness

The results showed that advertising variables had a significant effect on brand awareness, so H_1 was accepted. Based on research, it is known that the persuade indicator in advertising is most agreed by respondents based on the highest mean value.

5.2.2 The Effect of Sales Promotion on Brand Awareness

The results showed that the sales promotion variable had a significant effect on brand awareness, so that H_2 was accepted. Quality indicators in promotions according to market needs are most approved by respondents based on the highest mean values.

5.2.3 The Effect of the Event on Brand Awareness

The results showed that the event variable did not have a significant effect on brand awareness, so H_3 was rejected. Events are selling with a conversion target on new registrants, so the indicators do not match the type of event conducted by University X.

5.2.4 The Effect of Publicity on Brand Awareness

The results showed that the publicity variable did not have a significant effect on brand awareness, so H_4 was rejected. University X is not mentioned too much even the readers do not know the name of the author of the column and do not expand the publication using social media.

5.2.5 The Effect of Personal Sales on Brand Awareness

The results showed that the variable of personal sales had a significant effect on brand awareness, so H_5 was accepted. Sales marketing responses in answering questions proved to be the most agreed upon by respondents based on the highest mean value.

5.2.6 The Effect of Direct Marketing on Brand Awareness

The results showed that the direct marketing variable had a significant effect on brand awareness, so H_6 was accepted. Sales marketing doing online marketing through social media proved to be the most approved by respondents based on the highest mean score.

5.2.7 The Influence of Social Media Marketing on Brand Awareness

The results showed that the social media marketing variable had a significant effect on brand awareness, so H_7 was accepted. Social media content created to attract prospective students proved to be the most approved by respondents based on the highest mean score.

5.2.8 The Effect of Brand Awareness on Intention to Buy

The results showed that the brand awareness variable had a significant effect on intention to buy, so H_8 was accepted. The prospective student's awareness in remembering the brand when reminded of others proved to be the most approved of respondents based on the highest mean score.

5.3 Managerial Implications

Table 5. 8 Managerial Implications

Variable	Managerial Implications Before Research	Managerial Implications After Research
Advertising (X_1)	Prior to research, University X in Surabaya placed offline advertisements through billboards, banners, purchased radio adlibs, radio talk shows, and placed advertisements in newspapers. While online advertising is done through Instagram and Facebook, it is known that the advertisements carried out by University X in Surabaya do not attract the attention of prospective students.	After the research, University X in Surabaya is expected to be able to do more interesting advertisements such as placing advertisements containing information on the benefits obtained by prospective students if they study or register at X University in Surabaya. As well as increasing the frequency of these ads. The advertisements are shown in strategic locations close to prospective student schools, not only many in the X University area in Surabaya, so that the advertisements are more targeted to increase brand awareness. This was done based on the results of the lowest mean value in a descriptive analysis of variables which showed that respondents did not agree with the statement that respondents felt that advertising carried out by University X in Surabaya did not attract the attention of prospective students.
Sales Promotion (X_2)	Promotions carried out by University X in Surabaya are usually held in the period long before registration so it is felt that the promotion is carried out at an inopportune time.	After the research, University X in Surabaya is expected to be able to promote not only focusing on the long time before the registration period, because it is possible that at that time prospective students are still not sure about choosing a University. This was done based on the results of the lowest mean value in a descriptive analysis of variables which showed that respondents did not agree with the statement that respondents felt that the promotion carried out by University X in Surabaya was carried out at an inappropriate time for prospective students.
Events (X_3)	Prior to the research, the Event held by University X was an event with the aim of	After the research, University X can hold events with a theme according to research

	selling and converting new registrants.	indicators, namely making events with entertainment themes, memorable, with a unique event concept. This event can be a series of large events for prospective students such as competitions, bazaars, music concerts, and other things,
Publicity (X_4)	Before the research, publicity was carried out using printed mass media in the form of reader opinion columns and coverage of events that occurred at University X. However, this was not considered right on target for prospective students where they were more	After the research, the publicity that has been done can also be published on social media in the form of Instagram posts so that the publication material that has been made can also be conveyed properly to prospective students
Personal Sales (X_5)	Before the research, personal sales in addition to being carried out with a professional team can also be done by the marketing team who are students of X University in Surabaya who are electives or who apply to market X University in Surabaya where they go to school or in the city area where they live and not a special marketing team that receives full guidance or direction from the University. Thus, there is a statement that according to prospective sales marketing students of University X in Surabaya has poor quality	After the research, University X in Surabaya is expected to be able to better evaluate the knowledge of the marketing team and provide more training or direction in promoting or providing information related to University X in Surabaya. This was done based on the results of the lowest mean value in a descriptive analysis of variables which showed that respondents did not agree with the statement that respondents felt that the sales marketing of University X in Surabaya had a bad quality for prospective students.
Direct Marketing (X_6)	Before the research, sales marketing of X University in Surabaya did not do marketing by dealing directly.	After the research, University X in Surabaya is expected to focus more on improving marketing methods by doing marketing by dealing directly with schools or creating activities between the marketing team and prospective students. This was done based on the results of the lowest mean value in a descriptive analysis of variables which showed that respondents did not agree with the statement that respondents felt that sales marketing of University X in Surabaya lacked marketing by dealing directly with prospective students.
Social Media Marketing (X_7)	Before the research, it was known that University X in Surabaya did not actively build social networking through social media. This can be seen from the total number of Instagram posts carried out by University X, only 10% are aimed at building social networking, while the rest are aimed at entertaining and promoting.in addition, the indicator has the lowest mean value approved by respondents and	After the research, University X in Surabaya is expected to be able to build more active social networking through social media to provide promotional information such as being more active in conducting interactions with target markets on social media. This was done based on the results of the lowest mean value in a descriptive analysis of variables which showed that respondents did not agree with the statement that respondents felt that University X in Surabaya did not actively build social networking through social media to provide promotional information.
Brand Awareness	Before the research was known that the brand of University X in Surabaya was not among	After the research, University X in Surabaya is expected to be able to further build brand

(Y_1)	the first brands that appeared in the minds of prospective students	awareness through advertising, sales promotion, personal sales, direct marketing or social media marketing because it is proven to increase brand awareness of prospective students. This was done based on the results of the lowest mean value in a descriptive analysis of variables which showed that respondents did not agree with the statement that respondents felt that University X brand in Surabaya was not among the first brands that appeared in the minds of prospective students.

Source: data processed, 2020

6.   Conclusions and Suggestions

6.1   Conclusion

1.   Advertising has a significant effect on brand awareness at X University in Surabaya.

2.   Sales promotion has a significant effect on brand awareness at X University in Surabaya.

3.   The event did not have a significant effect on brand awareness at X University in Surabaya.

4.   Publicity does not have a significant effect on brand awareness at X University in Surabaya.

5.   Personal sales have a significant effect on brand awareness at X University in Surabaya.

6.   Direct marketing has a significant effect on brand awareness at X University in Surabaya.

7.   Social media marketing has a significant effect on brand awareness at X University in Surabaya.

8.   Brand awareness has a significant effect on the intention to buy at X University in Surabaya.

6.2   Suggestion

6.2.1   Practical Advice

Practical advice for University X in Surabaya is to publish with more targeted media on prospective students, create a memorable and unique entertainment event concept, increase advertising containing information on the benefits obtained by prospective students. Sales promotion doesn't just focus on well in the long days before the sign-up period. Personalized sales such as evaluating the knowledge of the marketing team and providing training. Direct marketing is like going to school or creating activities. Media social is more active in providing promotional information and interacting with the target market.

6.2.2   Advice for Future Researchers

More attention to the expansion of the scope of the population as well as the sample on the object of study. Add other variables such as word of mouth, consumer, and place. Re-mapping operational definitions on event indicators to find out product knowledge information on the market.

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