

## The Effect of Brand Activation on Brand Awareness (Survey of Visitors to Teras Komuji Coffee Shop Bandung)

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### Abstract

*This study aimed to determine how the effect of brand activation on brand awareness at Teras Komuji. In this study, the independent variable (X) is brand activation, consisting of several sub-dimensions: identity, employee, product and service, and communication. The dependent variable (Y) is brand awareness. The type of research used is descriptive and verification with an explanatory survey method and a cross-sectional study approach. The data in the study used primary data from a sample of 220 respondents, namely customers who had visited and had activities at Teras Komuji. The data analysis technique used was multiple regression using the assistance of a statistical calculation program. The results showed that, together and separately, the brand activation variables significantly affected brand awareness at the Teras Komuji.*

**Keywords:** brand activation, brand awareness, coffee shop

### INTRODUCTION

Marketing activities in the *new normal* era of Covid-19 today require all resources to adapt to new circumstances and find solutions to problems that have an impact. It is widely recognized that the Covid-19 virus (COVID-19) is urgent for the whole world. WHO (World Health Organization) declared this as PHEIC (Public Health Emergency of International Concern) in late January 2020. (Kumar 2020). Indonesia is one of the countries massively exposed to Covid-19. Active cases of the Covid-19 virus in Indonesia have reached 4,254,443 thousand people (November 4, 2021). That number puts Indonesia in the fourteenth position with the highest number of active cases of Covid-19 in the world. The following is Table 1, explaining the countries with the largest number of Covid-19 distribution cases in the world.

**Table 1.** Countries With The Largest Number Of Covid-19 Spread Cases (November 4, 2021)

Country	Number of Cases
America	4.759 million cases
India	3.453 million cases
Brazil	2.201 million cases
English	9.93 thousand cases
Russia	9.43 thousand cases
Turkey	8.62 thousand cases
France	7.21 thousand cases
Iran	6.08 thousand cases
German	5.49 thousand cases
Argentina	5.31 thousand cases
Spain	5.10 thousand cases
Colombia	5.05 thousand cases
Italy	4.94 thousand cases
Indonesia	4.25 thousand cases
Mexico	3.86 thousand cases

Source: <https://covid19.who.int/>

With the situation and a significant decrease in visitors every year, Teras Komuji experienced a significant revenue decrease as well. The decline in revenue of Teras Komuji can be seen in Table 2, which describes the financial statements of Teras Komuji:



**Table 2.** Komuji Terrace Cumulative Visitor Visits

Year	Total
2018	Rp. 7,050,000
2019	Rp.7,670,000
2020	Rp.4,350,400

Source: Komuji Terrace

The occurrence of a significant decline in income has inspired Teras Komuji to create a marketing strategy in the current pandemic situation. One of the activities that need to be done is awareness-raising activities. (HAQ, 2016) because, according to Witrie, the higher the level of awareness of a brand in the minds of consumers, the more likely the brand is.

Brand awareness is one of the essential requirements in the marketing communication process before the processes in other marketing strategies are carried out. With *awareness*, marketing communication strategies will be easier to carry out. As a visitor who will buy a product, awareness of the brand of that product must be built. The tendency of buyers to choose products with a certain brand will only come when they are aware of the chosen brand so that, ultimately, it will create a buying and selling transaction. (Macdonald & Sharp, 2003). Based on the explanation of the importance of understanding *brand awareness*, there is an overview of the impact that will occur due to poor or low *brand awareness*, such as a decrease in purchase interest, selling power, and no *revisit intention*. Especially in the pandemic era, *revisiting intention* and *purchase decisions* are important for the sustainability of an industry, and both of these can be built through *brand awareness*. (Campbell et al., 2014; Putri, 2021). The problem of low *brand awareness* in *food and beverage* has been proven by several studies and surveys conducted by many researchers in the tourism industry.

Research on *brand awareness* has previously been conducted in several industrial fields, such as the pharmaceutical sector (Eslami, 2020; Panchal et al., 2012), the retail field (Phong et al., 2020), corporate CSR (Štreimikienė & Ahmed, 2021). *Brand awareness* research is also certainly carried out in the field of tourism, including the hotel industry (Hultman et al., 2021; Marchenay & Bian, 2020), the airline industry (Khamwon & Nantasuk, 2020; Widayati, 2020), and tourist destinations (Dedeoğlu et al., 2020; Ngan & Van Chinh, 2020). In Indonesia, research on *brand awareness* has also been carried out, especially in the tourism industry, such as tourist destinations. (Hakim & Sukmawati, 2020), Hospitality (Shafira Yurizkya, 2021) and the *food and beverage* sector (Saerang, 2020).

Building *brand awareness*, especially in the current pandemic, requires a planned promotional strategy to create awareness of a product or brand in the minds of visitors and, as much as possible, become *top of mind*. Brand promotion is needed in the form of bringing closer and building brand interactions with its users through attention-grabbing activities to give a deep impression of the product *image* in the minds of consumers (Pebrianti et al., 2020).

These activities are required to form a platform to create two-way communication between *brands* and consumers directly so as to create emotional closeness with visitors. In other words, categorized as *brand activation*. (Saeed et al., 2015) *Brand activation* is a form of brand promotion activity by interacting more closely with its users through various experiential activities of a brand that attract their attention. A strong emotional connection with consumers is needed to create a successful brand activation strategy. The stronger the relationship, the more successful the quality of the interaction will be. It can also make consumers buy the product more often (Saeed et al., 2015).

In addition, from the perspective of building *brand awareness*, *brand activation* has many opportunities to succeed because promotional strategies are created in attractive packaging in the pandemic era. That is when people are more receptive to persuasive messages brand owners convey. By experiencing first-hand the experience of using the product and education built in a fun way to increase public *awareness* of the brand. *Brand activation*, especially in the realm of *coffee shops*, can be done with various activities, both *online* and *offline*. *Online* is done through community activation through social media, while *offline* through brand activation. In both *online* and *offline* activities, the conditions for success are the same: successfully creating *brand awareness*, increasing consumer interest in trying products, and building *relationships* with visitors. (Prameswari, 2019; Putri, 2020) .

In response to the problems that exist in Teras Komuji, it is felt that there is a need for a strategy to increase *brand awareness* by assessing the influence of *brand activation* in the *coffee shop*, so it is

important to conduct a study on "**The Effect of Brand Activation on Brand Awareness**" (Survey of Teras Komuji Bandung coffee shop visitors). The research problem can be formulated as follows:

1. How is *brand awareness* at Teras Komuji in the *new normal* era?
2. How is *brand awareness* at Teras Komuji in the *new normal* era?
3. How does *brand activation* affect *brand awareness* at Teras Komuji Bandung?

## Literature Review

The World Health Organization (WHO) explains that Covid-19 *viruses* (Cov) are viruses that infect the respiratory system. This viral infection is called Covid-19. Covid-19 viruses cause the common cold to more severe illnesses such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). The Covid-19 virus is zoonotic, which is transmitted between animals and humans. According to the Indonesian Ministry of Health, Covid-19 cases in Wuhan began on December 30, 2019, when the Wuhan Municipal Health Committee issued an "*urgent notice on the treatment of pneumonia of unknown cause*" (Deb et al., 2022).

The spread of the Covid-19 virus is very fast, even across countries. To date, 213 countries have confirmed being affected by the Covid-19 virus. The spread of the Covid-19 virus, which has spread to various parts of the world, has impacted the Indonesian economy regarding trade, investment, and tourism (Hanoatubun, 2020).

Tourism support sectors such as restaurants, cafes, and coffee shops will also be affected by the Covid-19 virus. The lack of visitors decreases the business's income dramatically because most visitors. These conditions require *F&B* business actors to survive, and strategies are needed to deal with them to survive despite difficult conditions (Herdiana, 2020; Supriatna, 2020).

*Brand activation* can be a strategy to survive in this *new normal* era. Situations requiring visitors to be more selective in choosing a brand they will consume can be communicated innovatively and creatively so that visitors continue to be *aware of* the brand. (Dissanayake & Gunawardane, 2018; Prameswari, 2019).

*Brand activation* is a marketing relationship created between brands and visitors to make visitors understand the brand better and consider it a part of their lives. *Brand activation* is activating visitors by creatively combining all available communication sources (Saeed et al., 2015).

Marketers use *brand activation* and *event marketing* to build relationships with consumers, increase brand equity, and strengthen ties with the trade. In other words, the *event's success* highly depends on the fit between the brand and the target market (Chen et al., 2020). *Brand activation* has many opportunities to succeed because *events* are organized to create a relaxed and happy mood. In addition, *brand activation* is the answer to the modern promotion concept because it can increase *brand awareness* and lift a brand's image. This strategy effectively builds a brand because *brand activation* is a form of promotion that brings the brand closer and builds interaction with its users. (Saeed et al., 2015) Coffee shops in this era utilize *brand activation* to attract consumers by organizing *events* in the *new normal* era to create *awareness* from visitors to the *coffee shop*. (Boentoro & Paramita, 2020) According to (Dissanayake & Gunawardane, 2018), four aspects can be a solution for a brand to help direct and innovate its company. The four aspects are:

### 1. Identity

A *brand* must have a strong identity. A strong identity affects the relationship between the *brand* and visitors. A strong identity involves functional benefits, emotional benefits, and self-excoriation to produce an image of a *brand* in the minds of visitors.

### 2. Human Resources (*employees*)

Human resources or employees can be a potential factor in activating a brand. Visitor loyalty can be formed from the services provided by employees. In addition to being required to work well according to their respective duties, employees can become *brand ambassadors* for the company's *brand*. The company communicates the aspects that build the brand to its employees to form behavior following the brand's mission in employees' minds.

### 3. Product & Service

An important part of marketing is products and services. Products from the production process are goods, while services will be services to visitors. These two things can influence visitor decisions because products and services are offered to meet visitor needs.

#### 4. Communication

In implementing *brand activation*, communication plays an important role in supporting the previously described: products and services, human resources/employees, and brand identity. Brand activation will not run perfectly without good communication, and the message will not be conveyed as it should. *Brand activation* contains *take-to-action* communication messages or communication messages that are *call-to-action* messages.

Based on the description of the theory, the indicators are applied as dimensions in this study which can be seen in the *brand activation* research paradigm on *brand awareness* as follows:

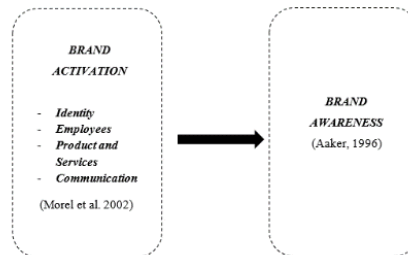


Figure 1. Research Paradigm

(Goos & Meintrup, 2016), in the book *Statistics with JMP: Hypothesis Test, ANOVA, and Regression*, state that a hypothesis is a statement that a population or process is true or false. For this reason, it is necessary to hypothesize through relevant research. According to (McLeod, 2018), a hypothesis is a precise and testable statement of what researchers predict will be the study's outcome. According to (Sekaran & Bougie, 2016), a hypothesis predicts a statement that researchers can test and predicts expectations found in empirical data.

Based on the description of the definition of the hypothesis above, in compiling the hypothesis, the author is supported by the following premises: 1) In a journal entitled "The Effect of Advertising, Brand Activation, and Sales Promotion on Brand Awareness of "Zee" Milk," researchers show that *brand activation* variables have a significant positive effect on *brand awareness* (Nurvita & Budiarti, 2019), 2) In a journal entitled "Brand Activation Strategy to Increase Brand Awareness," researchers show that *brand activation* variables have a significant positive effect on *brand awareness* (Prameswari, 2019), 3) In a journal entitled "Designing Excelso Jemursari Brand Activation during the Covid-19 Pandemic", researchers show that *brand activation* variables have a significant positive effect on *brand awareness* (Fransisca et al., 2020).

Based on the *premises* above, the hypothesis described by the researcher is that there is a relationship between variable (x) and variable (y), namely, "there is an effect of *brand activation* on *brand awareness*."

## METHODS

This research uses a quantitative approach. There are 10 indicators of *brand activation* and 6 indicators of *brand awareness* developed. The sample obtained was 220 respondents, using *probability sampling* and *nonprobability sampling* (Sugiyono, 2017). The data comes from data sources, primary and secondary techniques, and data collection with *offline* and *online* questionnaires. Distribution was done *offline* by distributing questionnaires to visitors to the Teras Komuji Bandung coffee shop during the *new normal* period and *online distribution* via *Google form*, which distributed questionnaires to visitors who had visited the Teras Komuji Bandung coffee shop to determine to sample. Respondents in this study were visitors to Teras Komuji during the new normal period.

## RESULTS AND DISCUSSION

According to the results recapitulation of visitors' responses to *brand activation* at Teras Komuji Bandung, *communication* is a variable with the biggest assessment of 26.85%. Teras Komuji Bandung has a good level of information delivery about ongoing activities. It is due to the ability of *word of mouth* from the Komuji community itself so that information about ongoing activities spreads rapidly. While *employees* are the variable that gets the smallest assessment among others, which is 19.74%, this

is observed because of the small number of employees owned by Teras Komuji Bandung, so it takes more time in the process of serving visitors.

The recapitulation of the results of visitors' responses to *brand awareness* at Teras Komuji Bandung has a total of 5088, where the highest question *item* is the level of ability of Teras Komuji Bandung to continue to be embedded in the minds of visitors with a total score of 906 and a percentage of 17.80%. The lowest question indicator is the level of ability of Teras Komuji Bandung as a brand that is always the first choice, with a score of 803 and a percentage of 15.78%. It is due to the large variety of *coffee shops* in Bandung, giving visitors various choices when visiting a *coffee shop*.

**Table 3.** Correlation Test Results and Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 <sub>a</sub>	.547	.539	3.29246

The correlation test results and the coefficient of determination show that the correlation value (R) of the relationship between *brand activation* and *brand awareness* at Teras Komuji Bandung is 0.740. The amount of correlation between *brand activation* and *brand awareness* is in a strong category. While the coefficient of determination (*Adjusted R Square*) of 0.547 shows that each dimension of *brand activation* (X) contributes 54.7% to the *brand awareness* variable. Meanwhile, the remaining 45.3% contributes to other factors not examined in this study.

**Table 4.** F Test Results

ANOVA <sub>a</sub>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	2819.864	4	704.966	65.032
	Residual	2330.663	215	10.840	
	Total	5150.527	219		

It is shown in Table 5 that the significance value is 0.000, which is smaller than 0.05. Based on the F test decision-making that if the Sig. Value < 0.05, then the independent variable (X) has a significant effect on the dependent variable (Y), and if the Sig. Value > 0.05, then the variable (X) has no significant effect on the dependent variable (Y). Therefore, a set of independent variables of *brand activation* (X) consisting of *identity*, *employee*, *product and service*, and *communication* have a stimulant effect on the dependent variable *brand awareness* (Y).

**Table 5.** T-test results

Coefficients <sub>a</sub>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3.870	1.835		2.109
	<i>Identity</i>	.682	.145	.280	4.713
	<i>Employee</i>	.804	.237	.185	3.389
	<i>Product and Service</i>	.337	.182	.136	1.848
	<i>Communication</i>	.729	.174	.301	4.180

The T-test results show the partial influence between the dimensions of *brand activation* on *brand awareness* through  $t_{\text{tabel}}$  knowledge at the degree of freedom (df) and  $\alpha = 5\%$  using a two-part test to be 5%. It can be explained by comparing the significance level or  $t_{\text{count}}$  with  $t_{\text{tabel}}$ . It can be explained as follows.

1. There is a significant effect between the *identity* dimension on *brand awareness* because the significance value is  $0.000 < 0.05$  and the  $t_{\text{count}}$  is  $4.713 > t_{\text{table}} 1.971059$ . Therefore,  $H_0$  is rejected, and  $H_1$  is accepted.

2. There is a significant effect between the *Employee* dimension on *brand awareness* because the significance value is  $0.001 < 0.05$  and the  $t_{\text{count}}$  is  $3.389 > t_{\text{table}} 1.971059$ . Therefore,  $H_0$  is rejected, and  $H_1$  is accepted.
3. There is no significant effect between the *Product and Service* dimensions on *brand awareness* because the significance value is  $0.066 > 0.05$  and  $t_{\text{count}} 1.848 < t_{\text{table}} 1.971059$ . Therefore,  $H_0$  is accepted, and  $H_1$  is rejected.
4. There is a significant effect between the *Communication* dimension on *brand awareness* because the significance value is  $0.000 < 0.05$  and  $t_{\text{count}} 4.180 > t_{\text{table}} 1.971059$ . Therefore,  $H_0$  is rejected, and  $H_1$  is accepted.

## CONCLUSIONS

Based on the results of research that has been conducted by distributing 220 questionnaires to visitors of Komuji Terrace and by calculating using multiple regression techniques to determine the effect of *brand activation* on *brand awareness* at Komuji Terrace, the following conclusions can be drawn:

1. Respondents' responses to *brand activation* consisting of *identity*, *employees*, *product*, *service*, and *communication* get a fairly high assessment, which means that visitors feel that Teras Komuji has become a good coffee shop, especially in implementing *brand activation*. The dimension that gets the highest percentage value is *communication*. *Communication* is crucial to determine whether an individual wants to visit Teras Komuji or choose another place. Building *communication* can produce more emotional bonds with visitors so that visitors continue to make Teras Komuji their first choice when they want to visit a *coffee shop*. The lowest value is in the *employee* dimension. The number of employees owned by Teras Komuji is arguably small, so in the procession of visitor services, it will take more time. Therefore the *employee* dimension gets the lowest percentage.
2. Respondents' responses regarding *brand awareness* have received a good assessment from respondents. The highest assessment was obtained from the question item on the level of Teras Komuji's ability to continue to be embedded in the minds of its visitors. It is because Teras Komuji has a unique side, namely the existence of discussion rooms, music as well as a variety of literacy readings so that it can be embedded in the minds of its visitors. Meanwhile, the lowest assessment is the level of Teras Komuji's ability as a brand that is always the first choice. Due to the large variety of coffee shops in Bandung, visitors have a variety of choices for visiting *coffee shops*.
3. Based on the results of stimulant and partial data processing regarding *brand activation*, there are 4 dimensions, namely *identity*, *employee*, *product and service*, and *communication*, that significantly influence *brand awareness*. It means that the value of brand activation received by visitors to Teras Komuji has an impact on brand awareness for its visitors.

## Recommendations

Based on the findings that have been generated from this research, the authors recommend several things regarding the implementation and influence of *brand activation* on *brand awareness* at Teras Komuji as follows:

1. *Brand activation* is one way the manager of Teras Komuji can increase the *brand awareness* of visitors. In the *brand activation* variable, the *employee* sub-variable gets the lowest score compared to other sub-variables, especially in the ability to communicate Komuji Terrace's products. It is due to the decline in promotions carried out by Komuji Terrace during the Covid-19 period and the lack of employees, so there is no special section to do the job. We recommend that Teras Komuji open more job vacancies, especially in this field, to increase the effectiveness of Teras Komuji in its services and promotional activities.
2. Based on the results of research on *brand activation* at Teras Komuji, the lowest *brand awareness* assessment is on the indicator of the level of ability of Teras Komuji as a brand that is always the first choice. It shows that several things must be improved by Teras Komuji, especially in applying the *mindset* of visitors always to choose Teras Komuji. The author can recommend carrying out activities that can be in direct contact with visitors so that visitors feel involved and bound by the activities that are taking place at the Komuji Terrace.

3. Based on the test results on the influence of *brand activation* on *brand awareness*, 3 dimensions significantly influence *identity*, *employee*, and *communication*. At the same time, one dimension has a less significant influence: *product and service*. Based on this, the *product and service* dimensions are recommended for improvement, especially in product diversity and better service improvement.
4. The results of this study indicate that *brand activation* consisting of *identity*, *employees*, and *communication* has a significant influence on *brand awareness*. In contrast, *product and service* have a less significant correlation. Therefore, the manager of Teras Komuji needs to note the positive relationship between the three dimensions and fix and improve the *product and service* dimensions to strengthen the competitive position of Teras Komuji in the tourism industry, especially the *food and beverage* industry. In addition, increasing *brand awareness* can be balanced with programs that can carry out direct activities with visitors to increase emotional relationships. The author realizes that this research still needs improvement. There are many shortcomings and limitations. Therefore, as a recommendation for further research, the researcher recommends conducting research using the latest dimensions and theories in different research methods so that the research in this discussion develops for the better and so that the findings of further research are expected to be input for other coffee shops in Indonesia.

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