

THE IMPACT OF INNOVATION, BRAND IMAGE, AND SOCIAL MEDIA MARKETING ON MENANTEA PURCHASE INTENTION

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ABSTRACT

The rapid advancement of technologies and information has required companies to be more careful and thorough in the business competition especially in the food and beverage industry. As the industry is getting more competitive, companies should focus more on innovation, brand image and social media marketing to attract more customers buying their products. Few studies have explored the factors that influence consumer's intention to buy products from small-medium enterprise in Indonesia. Small-medium enterprise should consider the factors such as brand image and social media marketing that may influence consumer's purchase intention. This study attempts to establish a framework of factors affecting consumer's intention on buying products of food and beverage from small-medium enterprise in Indonesia called Menantea. Several independent variables in this research are innovation, brand image and social media marketing. And the dependent variable is purchase intention. This research focuses on investigating the impact of innovation, brand image and social media marketing on consumer's purchase intention on Menantea. This research was conducted on Menantea customers in Indonesia. The sampling method used non-probability sampling with a sampling size of 124 samples. The data was collected by the means of questionnaire. This type of research is quantitative and uses the SPSS 25. The results showed that brand image has a significant positive impact on consumer's purchase intention on Menantea, social media marketing has a significant positive impact on consumer's purchase intention on Menantea and innovation has no significant positive impact on consumer's purchase intention on Menantea.

Keywords: *innovation; brand image; social media marketing; purchase intention*

1. INTRODUCTION

The rapid advancement of technologies and information has required companies to be more careful and thorough in the business competition. In order to be competitive in the industry, company has to pay attention to one of the important elements in the business, namely marketing. Globalization era has guided the economic systems into a market mechanism which in the end demands the marketers to improve quality dan grab the market share in the industry. In doing marketing activities, company should understand the needs and wants of customers to win the customer hearts and minds.

Marketing is activities and efforts to communicate products or services to from sellers to the customers, where these activities are directed to meet the needs and desires of customers in certain ways called exchange. The needs and wants of individuals and groups can be obtained through product or services values that is created, offered, and exchanged by the sellers [12].

Despite word-of-mouth marketing is a powerful tool for marketing strategy, social media marketing is considerably powerful as well in reaching broad range of target market. Social media is a digital platform that can be used to market the products, because almost everyone has social media account and this allows products to be well-known from social connections.

This is one of the ways that company can apply to market their products attractively as possible, which in the end attract customers to buy the products [17].

According to the research by We Are Social from 2015 to January 2022, the number of active social media users in Indonesia has reached 191 million, which is around 61.8% of Indonesian population [13]. The number has increased by 12.35% compared to 2021, which was around 170 million users. The trend shows that the number of social media users keeps increasing every year. Moreover, Indonesia is on the top 10 in number of hours spent on social media with total estimation of 3 hours and 14 minutes, this indicates that social media can be used as an effective marketing media for promoting products [21].

One of the top social media applications in Indonesia in terms of average time per users is Instagram. According to the research by We Are Social, average time per users for Instagram is 17 hours per month similar to Facebook, which makes Instagram in the top three position [21]. Therefore, Instagram can be the effective option to market the products to the customers because many people spend more hours on the application.

According to Informa Markets, Food and Beverage (F&B) industry was a dominant industry in Indonesia in 2021, the income from the F&B Industry estimated around \$2.884 Million in 2021. Moreover, according to the Minister of Industry data, during the COVID-19 pandemic, the industry could able to record an increase revenue by 2.59% in the 2nd quarter of 2021 and gave contribution to the national gross domestic product by 6.66% in 2021 [11].

The performance of F&B Industry until the 3rd quarter of 2021 shows a positive result with 2.97% year-on-year growth, followed by the growing number of small and medium businesses in Indonesia with estimation of 65.47 million businesses, which is around 99% of total businesses in Indonesia [11].

Purchase intention shows customers plan to buy certain products and also considered as the basis of purchasing decisions [4]. Several factors that influence purchase intention such as product innovations, brand image and social media marketing.

In doing marketing strategy, using social media marketing is one of the effective and efficient ways of marketing products, where interactive activities are being undertaken between customers and companies. Eventually, selling products and giving revenues to the brand [4]. In addition to business competitiveness, product innovation is also important for every company to do. Innovation is a creation that never exists before, which consists of ideas that are developed and applied which becomes useful [17]. In the tight and competitive era, company has to be more creative and innovative in creating products and launching products that are loved by customers, which at the end provides additional value to the customers and win the customer hearts.

Another important factor is brand image. Brand image is defined as a company's identity that is required to build differences between one brand with another. Company should build a great brand image to win the customers heart [8]. This will have impact on consumers purchase intention. Nowadays consumers purchase intention might be affected by the times development in which making consumers more difficult in considering which products that they will purchase. According to the research by [8], there is a strong correlation between brand image and consumers purchase intention. Moreover, [17] also states that if a brand image is improved then there will be a significant increase in consumers purchase intention.

When Jerome started launching Menantea, he used unique and creative ways to attract customers and make them more enthusiasts and curious. He also used some comedy ways to promote the brand [14]. This is one of the unique ways for a company to promote their brands and products. Menantea is a tea brand that is created and produced from various fruits [1]. Menantea has many outlets in several big cities in Indonesia and has been well known by everyone. Menantea has a great innovation, brand image and marketing strategy which in the end facilitates their success. Several innovations by Menantea are to mix tea with several fruits which provides unique taste and freshness. Moreover, Menantea has several unique names for its products such as MatemaTeka, Integral and Mantappu. These names are taken from the education that Jerome takes in Japan [1].

Menantea has a good brand image with its uniqueness which makes customers interest to buy their products. They also have interesting and aesthetic Instagram posts. In addition, Jerome is also an influencer with more than six million followers which at the end has the capacity to promote their products.

2. RESEARCH METHOD

Innovation is an acquisition of a new product development. This innovation is required in order to prevent consumers saturation on old product. Several upgrade and development are needed to replace old products with new products which is more up to date, which may attract customers and impact consumers purchase intention [17]. [5] mentions that a new idea is called creativity and the implementation is called innovation. [5] also mentions that innovation is a simple idea, thing, technique, and way that is learned by an individual or society.

There are several purposes on product innovation such as improve quality, customer needs fulfilment, product or services changes, creating unique quality and durability and toughness [10] & [5].

Innovation may positively impact on product improvements, product quality, product durability, perceived quality and also the fulfilment of customer needs as a product keep improving and keep updating the features. This makes a new product is better, stronger, and also more durable compares to the old product. Product innovation may impact consumers purchase intention in which may lead them to product purchasing [17] & [5].

The proposed model relating to social media marketing can be used to examine purchase intention. Hence the following hypothesis is proposed:

H1: Innovation has significant positive impact on consumer purchase intention on Menantea

A brand is an attribute or icon in the form of a name, sign, term, image, symbol, design, or a combination of all that is given to define and label a product or service and to differentiate it from other competitors [8]. A brand should have something that is memorable on customer's mind. Brand image is a combination of a response to a brand that is interrelated and exist on consumer's mind [7]. A brand image can affect the product position on consumer's mind. Companies continue to build its product image so that it is different compares to other products / services. The image of a product must be able to communicate the exclusive function of the product, because the product image is representative of the product itself.

Brand image also cannot be created in a short period of time just by doing some promotions, it takes a good strategy and implementation so that the brand image can develop.

A good brand image may have positive impact on consumer purchase intention as the more positive perception a brand has, the more interest consumers have and the more intention they must buy the product. Therefore, company should consider brand image as important elements in affecting purchase intention [8] and [7].

The proposed model relating to social media marketing can be used to examine purchase intention. Hence the following hypothesis is proposed:

H2: Brand Image has significant positive impact on consumer purchase intention on Menantea

Social media is an internet-based application that is utilized as a communication media during the advancement of technology and information. Users can interact among others and create content and share it on social media at anytime and anywhere [2] and [3]. Several social media are available nowadays such as YouTube, Instagram, Facebook, Twitter and TikTok. [12] states that social media is a tool that provide users features that can share information in pictures, audios, and videos. This allows companies to market their products to the target consumers.

The use of social media as a marketing tool can be considered as one of the most efficient and effective ways of reaching wide range of target markets with its broad area of coverage. However, companies must understand the approach of social media strategy to get the expected output [2] and [6].

A good social media marketing strategy may have positive impact on consumer purchase intention as the more efficient and effective the marketing strategy reach the target market; the more interest consumers have and the more intention they must buy the product [15]. Therefore, company should consider social media marketing as important elements in affecting purchase intention.

The proposed model relating to social media marketing can be used to examine purchase intention. Hence the following hypothesis is proposed:

H3: Social Media Marketing has significant positive impact on consumer purchase intention on Menantea.

Purchase intention is defined as a segment of consumer behavior in terms of tendency and act of buying things. The simple definition is the intention of customer on certain brand with several considerations to be taken [2] and [4]. The intention to buy is the first step before customer deciding to buy a product and consume it. The intention to buy may come from the experience from buying competitor products that hasn't fulfil their needs, the utility of the product, and also the interest.

[16] states that purchase intention plays pivotal role in affecting purchase decision. As it becomes the last step before customers deciding to buy a product/service. Purchase intention may also be affected by several factors such as product innovation, brand image and social media marketing strategy. New product features may affect consumers intention to buy a product or service as it might help them ease their lives. Supported by the image of a brand also may affect consumers intention to buy certain brand as the more a brand is well-known

the more intention consumers have to buy the brand product. Moreover, social media marketing strategy may also affect consumer intention on buying certain brand as the more attractive and the more interesting a brand social media posting is, the more interest consumers on buying the product [18].

Few studies have explored the factors that influence consumer's intention to buy products from small-medium enterprise in Indonesia [5], [6], [7], [8], [10], [12], [15] and [17]. Small-medium enterprise should consider the factors such as brand image and social media marketing that may influence consumer's purchase intention.

This study attempts to establish a framework of factors affecting consumer's intention on buying products of food and beverage from small-medium enterprise in Indonesia called Menantea. Several independent variables in this research are innovation, brand image and social media marketing. And the dependent variable is purchase intention.

Based on literature review discussed above, therefore the theoretical framework is developed for this research:

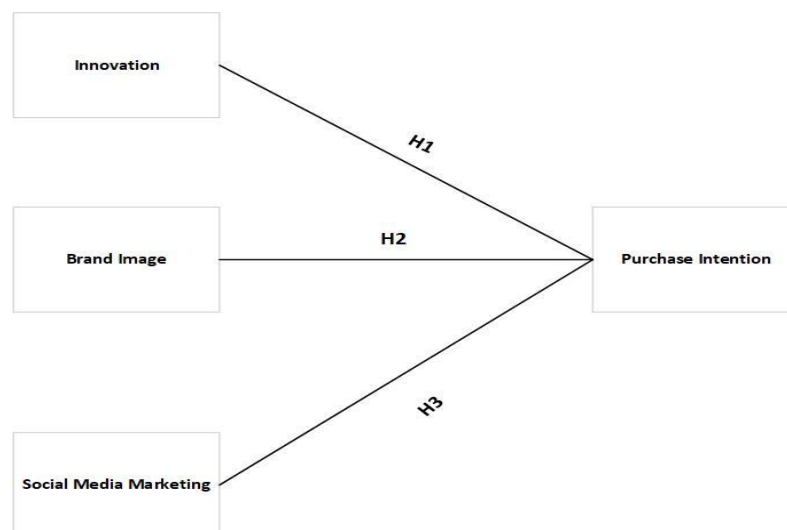


Figure 1. Theoretical Framework

This paper presents some continuation from several research by [17], [5] [8], [7] and [15].

Theoretical contribution of this research is to present some continuation from several research especially in the small-medium enterprise industry in Indonesia. The research object is also using a small-medium enterprise from Indonesia called Menantea.

This research is contributing more knowledge and insight on brand image, innovation, and social marketing in which can be the factors that affect purchase intention for consumers in Indonesia. This research purpose is to study consumer behavior in Indonesia.

The society contribution of this research is to help small-medium enterprise in Indonesia to identify factors affecting consumer purchase intention. Several factors such as Brand Image and Social Media Marketing play pivotal role in affecting consumer's purchase intention. Therefore, small-medium enterprise may consider these two factors in formulating their marketing strategies to win the customer hearts.

This research is quantitative research where the researcher uses number as the research approach. The research purpose is to examine the relationship between variables and taking conclusions on the impact of each variable. This research is a causal associative which is to find relationship or impact between two variables or more [9]. The research object is Menantea, which is a tea brand that is created and produced from various fruits [1]. The research subject is Menantea customers who have bought Menantea products.

The data collection for this research is using a questionnaire which uses a Likert Scale. Five scale indicators are used in the questionnaire with number 1: Strongly Disagree and number 5: Strongly Agree. The number of samples in this research is 124 samples.

The research sampling is non probability sampling, specifically purposive sampling. Non-probability sampling is a sampling method in which a population is selected subjectively [20].

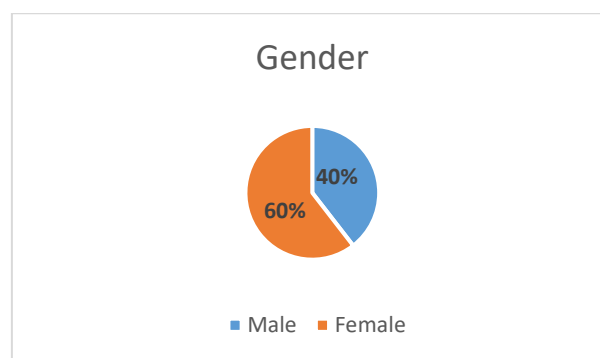


Figure 2. Gender Graph
Source: Data Processed by SPSS 25

Based on the graph above, 60% of the sample gender is female and 40% of the sample gender is male.

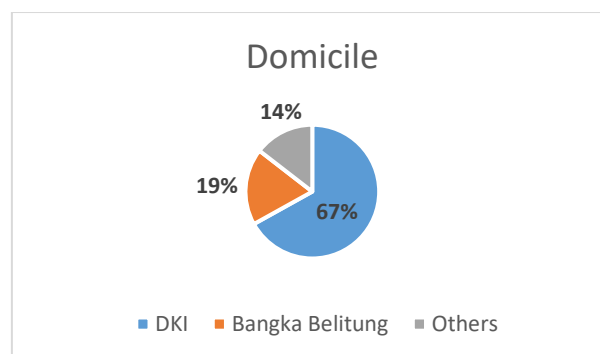


Figure 3. Gender Graph
Source: Data Processed by SPSS 25

Based on the graph above, 67% of the sample area of residence is DKI Jakarta, followed by Bangka Belitung 19%, and other areas 14%.

3. RESULTS AND DISCUSSION

To test the validity and reliability, this research is using 5 indicators for Innovation, Brand Image, and Purchase Intention. There are 5 indicators for Social Media Marketing. Each variable has a Pearson Correlation > 0.5 .

Table 1. Validity Test

Validity Test	r-table (a = 5%)	Pearson Correlation (r-count)
X1 Innovation		
X2 Brand Image		
X3 Social Media Marketing		
X4 Purchase Intention		
X1.1	0.195	0.741
X1.2	0.195	0.762
X1.3	0.195	0.842
X1.4	0.195	0.837
X1.5	0.195	0.856
X2.1	0.195	0.526
X2.2	0.195	0.800
X2.3	0.195	0.776
X2.4	0.195	0.784
X2.5	0.195	0.813
X3.1	0.195	0.773
X3.2	0.195	0.851
X3.3	0.195	0.848
X3.4	0.195	0.845
X3.5	0.195	0.831
X4.1	0.195	0.773
X4.2	0.195	0.851
X4.3	0.195	0.848
X4.4	0.195	0.845
X4.5	0.195	0.813

Source: Data Processed by SPSS 25

According to [2], valid research should have a Pearson Correlation score > 0.5 for each indicator in the research to be considered as valid research.

Each indicator in each variable has Pearson Correlation > 0.5 . Therefore, the research can be considered as valid research.

Table 2. Alpha Cronbach (Reliability Test)

Variable	Cronbach's Alpha	No of Items
Innovation	0.865	5
Brand Image	0.794	5
Social Media Marketing	0.900	5
Purchase Intention	0.924	5

Source: Data Processed by SPSS 25

[9] mentions that a statement will be considered as reliable if it has Alpha Cronbach score more than 0.6.

From the table above, all the variable has Alpha Cronbach score above 0.6, which means that the data measurement is reliable.

Table 3. Research Variable Measurement

Variables	Measurement
Brand Image 1	Menantea is a famous tea product
Brand Image 2	Menantea is a company that is able to launch tea products that are in demand by customers
Brand Image 3	Menantea performance is in accordance with its vision “modernised the way to enjoy fruit teas
Brand Image 4	Menantea always serve tea products to the consumers consistently in terms of taste.
Brand Image 5	Menantea products provide benefits to consumers in increasing healthy lifestyle during pandemic.
Innovation 1	Menantea product types are various
Innovation 2	Menantea has various flavors
Innovation 3	Quality improvement of Menantea products is always done
Innovation 4	Menantea product design is always improved
Innovation 5	Menantea product quality is suitable to my needs
Social Media Marketing 1	Menantea social media is fun
Social Media Marketing 2	The content in Menantea social media is interesting
Social Media Marketing 3	Information provided in Menantea social media is clear enough
Social Media Marketing 4	Menantea always interacts with its followers on social media
Social Media Marketing 5	The content in social media is always new
Purchase Intention 1	I intent to be Menantea consumers
Purchase Intention 2	I have high intention to be Menantea consumers
Purchase Intention 3	I prefer Menantea products than other brands
Purchase Intention 4	I will make Menantea products as one of my favorites
Purchase Intention 5	After knowing Menantea, I intent to buy it

Source: Data Processed by SPSS 25

Table 4. Normality Test

Variable	N	Mean	Standard Deviation
Innovation	111	21.86	2.915
Brand Image	111	21.28	2.930
Social Media Marketing	111	30.37	4.557
Purchase Intention	111	20.68	3.720

Source: Data Processed by SPSS 25

[19] mentions that research that has a One Sample Kolgorov-Smirnov score > 0.05 can be considered a normal distributed data.

Based on the table above, the score of Asymp. Sig. (2-tailed) for Innovation, Brand Image, Social Media Marketing and Purchase Intention is more than 0.05. This means that the data in the research is distributed normally.

Table 5. Multicollinearity Test

Variable	Tolerance	VIF
Innovation	0.379	2.637
Brand Image	0.365	2.742
Social Media Marketing	0.395	2.535

Source: Data Processed by SPSS 25

From the table above Innovation, Brand Image, and Social Media Marketing have tolerance level above 0.10 and VIF less than 10. This means that Innovation, Brand Image, and Social Media Marketing do not have multicollinearity.

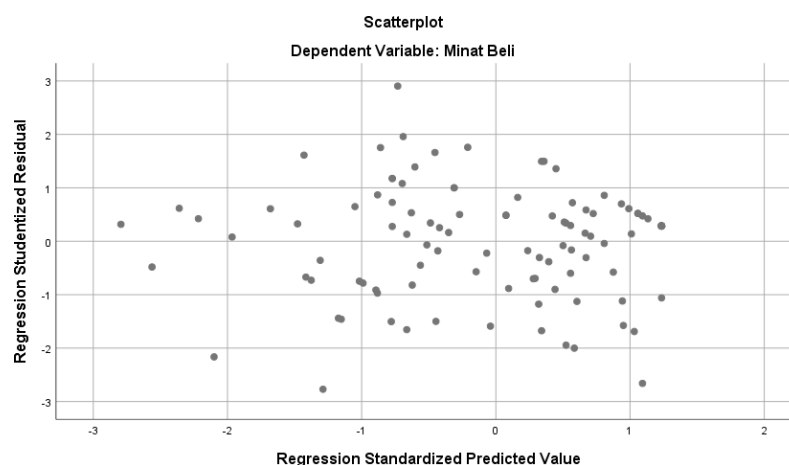


Figure 4. The Result of Heteroscedasticity Test

Source: Data Processed by SPSS 25

According to [2], an independent variable has a significant impact partially on dependent variable if the sig value is < 0.05 . If the value is > 0.05 then there is no significant impact.

From the table above Brand Image and Social Media Marketing have sig value < 0.05 which means that Brand Image and Social Media Marketing have partial significant positive impact on Purchase Intention. Innovation has sig value of > 0.05 . This means that Innovation has no significant positive impact on Purchase Intention.

Based on the result from this research, it shows that there is no significant impact of innovation on consumer purchase intention on Menantea Product. This means that variety of products and technology innovation of Menantea doesn't affect consumers intention to buy Menantea product.

Based on the result from this research, it shows that there is a significant positive impact of brand image on consumer purchase intention on Menantea product. The image of Menantea has helped them to affect consumers intention on buying their products. Brand image positively impacts consumer purchase intention on Menantea.

Form the graph above, the points are scattered and do not form a certain regular wave pattern, and it can be seen that the data is randomly scattered above or below the number 0 on the Y axis. Therefore, there is no heteroscedasticity in the research data.

Table 6. T-Test

Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
B		Std. Error		Beta	
1	(Constant)	-2.415	1.724	-1.40	.164
Innovation	.223	.120	.175	1.86	.065
Brand Image	.424	.122	.334	3.48	.001
Social Media Marketing	.303	.075	.371	4.02	.000

Source: Data Processed by SPSS 25

4. CONCLUSIONS AND SUGGESTIONS

Based on the research that has been done by the author to determine the impact of innovation, brand image and social media marketing on consumer purchase intention on Menantea products, it can be concluded several things as follows: Innovation has no significant impact on consumer purchase intention on Menantea product. This indicates that product innovation on technology usage and variety do not affect consumers purchase intention especially in the food and beverage industry; Brand Image has significant positive impact on consumer purchase intention on Menantea product. This indicates that brand image of Menantea provides positive impact on consumer purchase intention. The more memorable the brand is in consumer's mind the more interested consumers in buying the products; and social media marketing has significant positive impact on consumer purchase intention on Menantea product. Menantea social media marketing strategy with its uniqueness and creativity on Instagram post has helped affecting the consumers purchase intention. The more information provided on social media.

As the results of the research above, the researchers provide suggestions that are expected to be useful for both small-medium enterprise owner and other parties. The suggestions are as follows: For small-medium enterprise owners, they can focus more on branding strategy and social media marketing strategy in order to build more awareness on the brand and in the end affecting consumers purchase intention. Branding strategy and social media marketing are nowadays important factors that need to be considered carefully as it affects consumer purchase intention. On the other hand, innovation such as technology innovation and product innovation does not need to be considered highly as it does not really impact the consumers purchase intention especially in the food and beverage industry. However, it may be different if the industry is different and for further research, who discuss the same topics, it is considerable to add more factors such as brand awareness, brand equity, perceived quality, and many other factors on the research as there are many other factors that can affect consumers purchase intention.

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