

MARKETING COMMUNICATION TO ENHANCE BRAND IMAGE AT HOTEL FAIRFIELD BY MARRIOTT BALI LEGIAN

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Abstract: *This study aimed to explore how marketing communications are implemented at the Fairfield by Marriott Bali Legian Hotel and to analyze how these efforts influence the hotel's brand image. The research used a quantitative method through simple linear regression analysis, supported by a qualitative approach involving structured interviews. The findings show that the hotel has implemented its marketing communications strategy very effectively. In particular, the use of Instagram has generated strong engagement from followers on the official account, @fairfieldbalilegian. This is further supported by an increase in the account's performance metrics, as measured using the website phlanx.com. Data analysis reveals that marketing communication plays a significant role in enhancing the hotel's brand image. The simple regression analysis produced a constant value of 13.420 and a regression coefficient of 0.777, indicating that for every one-unit increase in marketing communication efforts, the brand image improves by 0.777 units. Furthermore, the coefficient of determination (R^2) was found to be 0.794. This means that 79.4% of the hotel's brand image is influenced by marketing communication activities, while the remaining 20.6% is affected by other factors.*

Keyword: *Marketing Communication, Brand Image, Instagram, Hotel, Implementation.*

Abstrak: Studi ini bertujuan untuk mengeksplorasi bagaimana komunikasi pemasaran diterapkan di Fairfield by Marriott Bali Legian Hotel dan menganalisis bagaimana upaya-upaya ini mempengaruhi citra merek hotel tersebut. Penelitian ini menggunakan metode kuantitatif melalui analisis regresi linier sederhana, didukung oleh pendekatan kualitatif yang melibatkan wawancara terstruktur. Temuan menunjukkan bahwa hotel telah menerapkan strategi komunikasi pemasaran mereka dengan sangat efektif. Secara khusus, penggunaan Instagram telah menghasilkan keterlibatan yang kuat dari para pengikut di akun resmi, @fairfieldbalilegian. Ini didukung oleh peningkatan dalam metrik kinerja akun, yang diukur menggunakan situs web phlanx.com. Analisis data mengungkapkan bahwa komunikasi pemasaran memainkan peran penting dalam meningkatkan citra merek hotel. Analisis regresi sederhana menghasilkan nilai konstan sebesar 13.420 dan koefisien regresi sebesar 0.777, yang menunjukkan bahwa untuk setiap peningkatan satu unit dalam upaya komunikasi pemasaran, citra merek meningkat sebesar 0.777 unit. Selain itu, ditemukan bahwa koefisien determinasi (R^2) adalah 0,794. Ini berarti bahwa 79,4% citra merek hotel dipengaruhi oleh kegiatan komunikasi pemasaran, sementara 20,6% sisanya dipengaruhi oleh faktor-faktor lain.

Kata kunci: Komunikasi Pemasaran, Citra Merek, Instagram, Hotel, Implementasi.

INTRODUCTION

Marketing communication plays a crucial role in achieving goal of improving a brand's image. In fact, the success of any marketing activity largely

depends on how well the communication is carried out. Brand image itself is shaped by the experiences, thoughts, and impressions that guests have, which in turn can boost their loyalty and satisfaction, creating a lasting perception

of the brand. Today, marketing through social media has become increasingly important, with Instagram being one of the most popular platforms worldwide for this purpose. By sharing engaging and interactive content on Instagram, hotels can help guests better understand and connect with the brand image they want to build and strengthen (Catur, 2022). Fairfield by Marriott Bali Legian places a strong emphasis on Instagram as a primary channel for promotion and information. While the hotel uses several social media platforms, the marketing team is particularly active on Instagram, seeing it as the best platform to share content and collaborate with various media partners, thus enhancing the reach and effectiveness of their campaigns. The number of Instagram followers is considered a valuable asset because it not only reflects the hotel's popularity but also builds trust among potential guests, positively impacting brand image and even boosting sales (Sri Ngudi et al., 2019).

However, the hotel's use of Instagram has not been fully optimized. This is evident from the relatively low number of followers compared to nearby competitors, as well as the average engagement rate, which is currently around 0.61% according to Phlanx.com significantly lower than the ideal rate of 4.8%. This gap shows that there is still much room for improvement in how Instagram is used to engage with the audience. By leveraging online platforms more effectively and collaborating with various media, the hotel could attract more guests and enhance its brand presence.

Therefore, it's important to carefully review current communication efforts and identify what needs to be improved to build a stronger brand image. This analysis suggests that Fairfield by Marriott Bali Legian should focus more on the communication channels that have the greatest potential to impact brand perception. The insights gained can serve as a valuable guide for the Sales and

Marketing team to reach a wider audience and strengthen the hotel's brand image.

One challenge in this study was collecting objective data about how consumers perceive the brand image, as these perceptions are deeply influenced by personal experiences and satisfaction levels. Measuring the effectiveness of marketing communications in the hospitality industry is especially difficult because many external factors affect customer decisions (Henderson & Bowley, 2010). To overcome this, a more personalized and targeted digital marketing approach is recommended. Using social media, digital platforms, and direct customer interactions can help build stronger connections and improve brand image. Engaging consumers through various communication channels allows for closer relationships and a more meaningful brand experience (Armstrong & Kotler, 2017). In summary, marketing communication is essential for the long-term success of a company in building its brand image. Effective communication creates a professional impression and shapes how the target market views the brand. When done right, it supports and enhances the brand image, making it critical to prioritize good marketing communication strategies (Hendrasto, 2022).

This background motivates the current study, titled "Implementation of Marketing Communication to Improve Brand Image at the Fairfield by Marriott Bali Legian Hotel." The study brings a fresh perspective by focusing on digital marketing and direct customer experiences as key ways to improve brand image. Strong branding isn't just about being recognized; it's also about how the brand emotionally connects with consumers and the experiences it offers them. This research proposes a comprehensive model for marketing communication that combines both digital and traditional methods, aiming to create a consistent and powerful brand image in the highly competitive hospitality market (Kapferer, 2008).

METHODOLOGY

This study uses a mixed method approach, combining both qualitative and quantitative data to get a full picture of how marketing communications impact the brand image of the Fairfield by Marriott Bali Legian Hotel. For the qualitative part, in-depth interviews were conducted with key people, including the hotel's Marketing Communications Coordinator, along with a review of documents about the hotel's history, organizational structure, and marketing activities. Meanwhile, the quantitative data came from questionnaires given to 99 Instagram followers of the hotel's account, @fairfieldbalilegian, who were chosen through simple random sampling.

Study draws from both primary and secondary data sources. Primary data were obtained directly from respondents through interviews and questionnaires, while secondary data came from hotel documents, Instagram insights, and other relevant materials. Several data collection techniques were employed, including direct observation of the hotel's marketing communication activities, questionnaires for quantitative insights, in-depth interviews for qualitative perspectives, documentation reviews, and literature studies to support the research framework.

For data analysis, descriptive statistics were used to outline respondent characteristics and key research variables. Instrument testing was conducted to confirm the validity and reliability of the questionnaires. Classical assumption tests ensured that the data met the criteria for regression analysis. Additionally, simple correlation and regression analyses were performed to measure the strength and impact of marketing communications on brand image. Hypothesis testing was used to determine the statistical significance of the relationships between variables, and a determination coefficient test assessed the extent to which marketing communications influence brand image. Through these methods, the

study aims to present a well-rounded and in-depth understanding of how marketing communications contribute to shaping the brand image of the Fairfield by Marriott Bali Legian Hotel.

RESULTS AND DISCUSSIONS

This study focuses on two main points related to the research problem. It presents the results of questionnaires distributed to 99 respondents, supported by structured interviews, to explore how marketing communications are implemented to improve the brand image of the Fairfield by Marriott Bali Legian Hotel. The processed questionnaire data forms the basis for discussing the impact of marketing communications on the hotel's brand image.

Marketing communication through Instagram has been executed very well at the Fairfield by Marriott Bali Legian Hotel. This is supported by interviews with the hotel's marketing team, which highlighted several key strategies used to boost the brand image via Instagram:

Content Planning: The hotel creates a monthly content planner to raise brand awareness. This planning helps develop fresh ideas each month and analyze what kind of content appeals most to their social media followers.

Content Creation and Promotion: The hotel consistently produces engaging content that reflects the brand's identity. Each post on Instagram is designed to attract potential guests and encourage them to experience the services offered.

Collaborations with Media Partners: To increase Instagram engagement and followers, the hotel often partners with media outlets for giveaways, where winners can get free overnight stays by following and sharing posts. This strategy effectively boosts Instagram traffic and follower numbers.

Active Communication via Direct Messages and Comments: The hotel's marketing team responds quickly and politely to messages and comments from

followers on Instagram. This active engagement helps build trust and satisfaction among current and potential guests, strengthening the brand image.

Database Marketing: The sales team uses existing hotel data to share promotions and information directly with past guests, encouraging repeat visits and increasing overall visitor numbers.

Sharing Experiences and Events: Instagram is used to showcase events and facilities at the hotel, which attracts potential customers by giving them a glimpse of what they can enjoy. This kind of marketing inspires interest and engagement with the brand.

According to data from phlanx.com, the hotel's Instagram performance doubled from 0.61% in September 2024 to 1.35% in March,

demonstrating the effectiveness of their social media marketing strategies. Regularly sharing photo and video content, along with responsive communication, has clearly enhanced their social media presence and strengthened their brand image.

Based on the interviews and findings, it is clear that the Fairfield by Marriott Bali Legian Hotel has successfully implemented marketing communications to improve its brand image.

Lastly, testing the research instruments was crucial to ensure that the data collected is both valid and reliable. Validity testing confirmed that the questionnaires used provided accurate and trustworthy data, meaning the research findings can be confidently supported.

Table 1 Validity Test Results

No	Variable	Question Items	Correlation Coefficient	Explanation
1	Marketing Communi- cations	X1	0,407**	Valid
		X2	0,427**	Valid
		X3	0,459**	Valid
		X4	0,346**	Valid
		X5	0,423**	Valid
		X6	0,260**	Valid
		X7	0,433**	Valid
		X8	0,298**	Valid
		X9	0,398**	Valid
		X10I	0,226**	Valid
		X11 I	0,362**	Valid
		X12 I	0,434**	Valid
		X13 I	0,360**	Valid
		X14 I	0,347**	Valid
		X15 I	0,334**	Valid
		X16 I	0,271**	Valid
		X17 I	0,561**	Valid
		X18 I	0,339**	Valid
2	Brand Image	Y1	0,325**	Valid
		Y2	0,465**	Valid
		Y3	0,423**	Valid
		Y4	0,427**	Valid
		Y5	0,555**	Valid
		Y6	0,526**	Valid
		Y7	0,482**	Valid
		Y8	0,422**	Valid
		Y9	0,386**	Valid
		Y10	0,451**	Valid

	Y11	0,491**	Valid
	Y12	0,286**	Valid
	Y13	0,425**	Valid
	Y14	0,547**	Valid
	Y15	0,437**	Valid
	Y16	0,343**	Valid

Source: Data processed 2025

Based on the observation results, the r-table value for the sample size of 99 is 0.1975. The validity test showed that all the X instruments (X1 to X18) have r-calculated values higher than the r-table value. Similarly, all the Y instruments (Y1 to Y16) also have r-calculated values greater than the r-table. This means that all the instruments used in this study are considered valid.

The reliability test measures how trustworthy or consistent the measuring instruments are. One common way to test reliability is by using Cronbach's Alpha coefficient (α). If the α value is above 0.60, it indicates high reliability, while a value below 0.60 suggests the instrument is not reliable. Below are the results of the reliability test using the Cronbach's Alpha method.

Table 2 Results of Reliability Test of Variable X

Reliability Statistics	
Cronbach's Alpha	N of Items
.635	18

Source: Data processed 2025

Table 3 Results of Reliability Test of Variable Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.717	16

Source: Data processed 2025

The reliability test results show that all variables, both X and Y, have a Cronbach's Alpha value above 0.6, which means the instruments used in this study are reliable. Specifically, Marketing Communication scored 0.635 and Brand Image scored 0.725, indicating that these tools are consistent and trustworthy. Simply put, the respondents gave steady

and dependable answers to the questions asked.

Before running the regression analysis, it's important to check some basic assumptions to make sure the model is valid. These checks confirm that the relationship between variables is linear, the residuals (errors) follow a normal distribution, and the residuals have constant variance. One important test is the normality test, which looks at whether the data is normally distributed. In this study, we used the Kolmogorov-Smirnov test for this purpose. If the probability value from this test is above 0.05, it means the data is normally distributed and ready for further analysis.

Table 4 Normality Test Results

One-Sample i Kolmogorov-Smirnov Test i		
		Unstandardized i Residual
N		99
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.99440730
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.071
Test Statistic		.077
Asymp. Sig. (2-tailed)		.165 ^c
a. Test distribution i is Normal. i		
b. Calculated from i data. i		
c. Lilliefors Significance i Correction.		

Source: Data processed 2025

Based on the i results of the normality i test usingi One-Sample Kolmogorov-Smirnov Test, the significance value i is 0.165, which is greater than 0.05. This means that the residuals are normally distributed.

The linearity test measures the strength of the relationship between the independent and dependent variables. If the significance value from this test is

above 0.05, it indicates that there is a significant linear relationship between the two variables.

Table 5 Linearity Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Brand_Image * Marketing_ Communication	Between Groups	(Combined)	1576.816	19	82.990	20.780	.000
		Linearity	1502.513	1	1502.513	376.215	.000
		Deviation from Linearity	74.304	18	4.128	1.034	.434
	Within Groups		315.507	79	3.994		
	Total		1892.323	98			

Source: Data processed 2025

Based on the results of the linearity test, the significance value is 0.434, which is greater than 0.05. This means there is a clear linear relationship between the two variables, and the data can be considered linear. Specifically, the analysis shows a linear connection between Marketing Communication on Instagram and the improvement of Brand Image.

The heteroscedasticity test is used to check whether the residuals (errors) in

the regression model have consistent variance across different observations. If the residual variance varies widely, it indicates heteroscedasticity, which is not ideal. On the other hand, if the residual variance is stable and consistent, it's called homoscedasticity which is the preferred condition for a good regression model.

Table 6 Heteroscedasticity Test Results i

Coefficients ^a i						
Model		Unstandardized Coefficients i		Standardized Coefficients	t	Sig. i
		B	Std. Error	Beta i		
1	(Constant)	-1.856	2.048		-.906	.367
	Marketing Communication	.044	.027	.163	1.623	.108

a. Dependent Variable: ABS RES

Source: Data processed 2025

Based on the results of the heteroscedasticity test, the significance value is 0.108, which is greater than 0.05. This means the data does not show any signs of heteroscedasticity or irregular variance.

The correlation analysis in this study is used to examine the relationship between the independent and dependent

variables. Specifically, it measures how Marketing Communication on Instagram affects the Brand Image at the Fairfield by Marriott Bali Legian Hotel. To do this, the Pearson Product-Moment method is applied, which helps determine the strength and direction of the relationship between two interval variables, assuming both are normally distributed.

Table 7 Simple Correlation Analysis Test Results

Correlations			
		Komunikasi Pemasaran	Brand Image
Marketing_Communication	Pearson Correlation	1	.891**
	Sig. (2-tailed)		.000
	N	99	99
Brand_Image	Pearson Correlation	.891**	1
	Sig. (2-tailed)	.000	
	N	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed 2025

Based on the results of the Simple Correlation Analysis, the significance value is $0.000 < 0.05$. So it can be concluded that there is a significant relationship between Marketing Communication and Brand Image at the Fairfield by Marriott Bali Hotel. While the Pearson Correlation obtained is 0.891 and is included in the category of a very strong relationship, in the interval class between 0.80 - 1.00.

Simple regression analysis in this study aims to measure the relationship between two variables, namely marketing communication as an independent variable, and brand image as a dependent variable. With simple regression analysis, the value of the dependent variable can be seen based on the value of the independent variable. With this value, it can be seen whether the independent variable is an important factor that can influence the dependent variable.

Table 8 Results of Coefficients Test for Simple Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.420	3.065		4.378	.000
Marketing Communication	.777	.040	.891	19.336	.000

a. Dependent Variable: Brand Image

Source: Data processed 2025

$$Y = 13,420 (a) + 0,777 (X) + e$$

Model persamaan regresi tersebut bermakna :

1. Constant Value (a) = 13,420
2. Value of regression direction coefficient / $\beta (X) = 0,777$ (positive value)

The constant value of 13.420 means that if marketing communication remains unchanged, the brand image score is 13.420. Meanwhile, if marketing communication increases by one unit, the brand image is expected to increase by 0.777. This shows that marketing communication plays a key role in

improving the brand image at the Fairfield by Marriott Bali Legian Hotel. Therefore, the hotel should continue to optimize its social media marketing strategies, especially on Instagram, to achieve even better results in building its brand image.

Hypothesis testing was done using the t-test, which compares the calculated t-value (t-count) with the critical value (t-table). If the t-count is greater than the t-table, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. On the other hand, if the t-count is smaller than the t-table, H_0 is accepted. In this study, simple regression analysis combined with the t-test at a 0.05

significance level was used to check how the independent variable affects the dependent variable.

Table 9 Hypothesis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.420	3.065		4.378	.000
	Marketing Communication	.777	.040	.891	19.336	.000

a. Dependent Variable: Brand Image

Source: Data processed 2025

1. Significance value $0,000 < 0,05$
2. T-count value $> t$ -table ($19,336 > 1,660$)

Based on the two decision-making above, it is concluded that: "Marketing Communication Has a Positive and Significant Influence on Brand Image", meaning that the higher the level of marketing communication carried out, the brand image will increase. Because the t-count value $> t$ -table ($19.336 > 1.660$) then H_0 is rejected and H_1 is accepted, then the results of the calculation have supported the H_1 hypothesis which states that "Marketing Communication

Has a Significant Positive Influence to Improve Brand Image at the Fairfield by Marriott Bali Legian Hotel"

The coefficient of determination is used as an indicator to measure how much the regression model can explain the dependent variable. In the context of this study, the coefficient of determination is used to assess how much influence Marketing Communication has on Brand Image, by performing relevant statistical calculations.

Table 10 Results of the Determinant Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891 ^a	.794	.792	2.005

a. Predictors: (Constant), Marketing Communication

Source: Data processed 2025

An R Square value of 0.794 means that marketing communication accounts for 79.4% of the improvement in the brand image, while the other 20.6% comes from different factors. This clearly shows that marketing communication has a very strong impact on enhancing the hotel's brand image.

The analysis clearly indicates that marketing communication has a significant and positive impact on the brand image at the Fairfield by Marriott Bali Legian Hotel. This strong influence is supported by effective communication

strategies, especially through Instagram. From direct observation, it's evident that the hotel's marketing efforts on Instagram have grown rapidly over the past few months, and this growth has positively affected the hotel's brand image. These findings also align with previous research by Pratama (2021), which showed that marketing communication can indeed build and enhance a company's brand image.

Since 2020, the Fairfield by Marriott Bali Legian Hotel has been active on Instagram, but their efforts

really intensified in 2024 when the hotel appointed a marketing coordinator as the Instagram admin for @fairfieldbalilegian. Along with the increase in Instagram followers, the brand image has improved, as seen from the growing monthly content reach and rising brand mentions. Interviews revealed that many representatives from companies and government agencies—such as startups, ministries, private companies, agencies, and universities—have shown interest in holding meetings at the hotel after engaging with its Instagram content.

Instagram content has proven to be an effective marketing tool, highlighting the hotel's strengths, unique qualities, and overall brand excellence. Through the posts, followers get a clear picture of the products and services offered, as well as the distinctive charm of the Fairfield by Marriott Bali Legian Hotel, which can be summed up as “beauty in simplicity.”

CONCLUSIONS

Based on the results and discussions of this study, it can be concluded that the Fairfield by Marriott Bali Legian Hotel's marketing communications have been carried out effectively by the hotel's marketing team. Overall, their marketing efforts fall into a good category when it comes to enhancing the hotel's brand image. Interviews revealed that the marketing

communications process from planning and content creation to promotion has been well managed. This success is also reflected in the hotel's Instagram performance, which, according to data from phlanx.com, has doubled in just a few months.

The simple regression analysis showed a constant value of 13.420 and a coefficient of 0.777 for marketing communications. This means that for every one-unit increase in marketing communication efforts, the brand image improves by 0.777 units. Additionally, the determination coefficient test indicated that marketing communication accounts for 79.4% of the improvement in the hotel's brand image, while the remaining 20.6% is influenced by other factors. The t-test results also confirmed the significance of marketing communication's positive impact, with a t-count of 19.336, which is much higher than the t-table value of 1.660. This means the effect of marketing communication on brand image is statistically significant.

In practical terms, effective marketing communication has directly contributed to an increase in Instagram followers for @fairfieldbalilegian, greater content reach, more brand mentions, and growing interest from companies and government agencies looking to hold meetings at the hotel after seeing its promotional content.

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