

DAFTAR PUSTAKA

- Aaker, D. (2009). *Manajemen Ekuitas Merek*. Spektrum.
- Ain, F. S. Q. (2020). *Pengaruh Gaya Kepemimpinan, Motivasi, dan Remunerasi Terhadap Kinerja Pegawai Sektor Publik (Studi Kasus Kinerja Pegawai Sektor Publik di Kantor Wilayah Direktorat Jenderal Pajak Jawa Timur II)*. Universitas Islam Indonesia.
- Alalawan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(65–77). <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Alamsyah, A., Bastikarana, R. S., Ramadhanti, A. R., & Widiyanesti, S. (2020). Recognizing Personality from Social Media Linguistic Cues: A Case Study of Brand Ambassador Personality. *2020 8th International Conference on Information and Communication Technology, ICoICT 2020, March*, 32–35. <https://doi.org/10.1109/ICoICT49345.2020.9166221>
- Amin, M., Nasution, A. P., Sambodo, I. M., Hasibuan, M. I., & Ritonga, W. A. (2021). Analisis Pengaruh Pemasaran Media Sosial Terhadap Minat Beli Produk Online dengan Manajemen Hubungan Pelanggan dan Ekuitas Merek sebagai Variabel Mediasi. *Jurnal Ekonomi, Bisnis, Dan Manajemen*, 8(1). <https://doi.org/https://doi.org/10.36987/ecobi.v8i1.2443>
- Angelia, D. (2022). *5 Merek Teh Pilihan Masyarakat Indonesia 2022*. Good Stats. <https://goodstats.id/article/5-merek-teh-pilihan-masyarakat-indonesia-2022-z3Z7M>
- Anugerah, T. E., & Krishna, K. (2021). Pengaruh Aktivitas Pemasaran Melalui Media Sosial Instagram Terhadap Brand Equity dan Respon Konsumen pada Industri Fintech. *E-Proceeding of Management*, 8(6).
- Asyik, M. N., Hubeis, M., & Muhandri, T. (2019). Prospek Pengembangan Minuman Teh Dalam Kemasan Merek Teh Asyik Berbasis Atribut Produk. *Manajemen IKM*, 14(2). <https://journal.ipb.ac.id/index.php/jurnalmpi/>
- Bistara, S. R., & Sholahuddin, M. (2023). Pengaruh Iklan Media Sosial Terhadap Purchase Intention. *Pajak Dan Bisnis*, 4(1), 79–92. <https://jurnal.stpi-pajak.ac.id/index.php/JPB/article/view/80>
- Chakraborty, U. (2019). *The impact of source credible online reviews on purchase intention The mediating roles of brand equity dimensions*. 2017. <https://doi.org/10.1108/JRIM-06-2018-0080>
- Chakti, A. G. (2019). *The Book of Digital Marketing* (1st ed.). Celebes Media Perkasa.
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers

- contribute to consumers' purchase intention. *Journal Of Fashion Marketing And Management: An International Journal*, 24(3), 361–380.
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Delidra, Z. (2016). *Pengaruh Kesadaran Merek dan Asosiasi Merek Terhadap Ekuitas Merek Minuman Kemasan Teh Gelas pada Mahasiswa Universitas Negeri Padang* [Universitas Negeri Padang]. <http://repository.unp.ac.id/42590/>
- Destiana, F. (2022). *Pengaruh Sosial Media Marketing Terhadap Ekuitas Merek dengan Online Experiential sebagai Variabel Mediasi (Studi pada Konsumen Toko Busana Cordy Bandar Lampung)* [Universitas Islam Negeri Raden Intan Lampung]. <http://repository.radenintan.ac.id/21672/>
- Erlinih, N., & Malau, R. M. U. (2019). Pengaruh Media Sosial Instagram Terhadap Brand Equity Nasi Goreng Rempah Mafia (Studi Kuantitatif pada Followers instagram @nasgormafia). *E-Proceeding of Management*, 6(2).
- Fawzi, M. G. H. (2022). STRATEGI PEMASARAN Konsep, Teori dan Implementasi. In *Pascal Books*. <http://repository.ibs.ac.id/id/eprint/4973>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Hamidun, Alvin, M., & Brillyanes., S. (2018). Pengaruh Electronic Word Of Mouth Terhadap Purchase Intention Melalui Brand Image (Studi Pada Followers Akun Instagram @Ouvalresearch). *Jurnal Administrasi Bisnis (JAB)*, 61(2), 61–68.
- Hatammimi, J., & Sharif, O. O. (2014). Selection the way to start business based on social media features. *ISTMET 2014 - 1st International Symposium on Technology Management and Emerging Technologies, Proceedings, May 2014*, 371–376. <https://doi.org/10.1109/ISTMET.2014.6936537>
- Hidayah, R. T., & Akmal, M. F. D. (2023). The Influence of Social Media Marketing Activities on The Purchase Intention of Samsung Z Flip Smartphones. *Jurnal Ilmiah Manajemen, Ekonomi, Dan Akuntansi*, 7(2), 1136–1152. <https://doi.org/https://doi.org/10.31955/mea.v7i2.3096>
- Hotsuite. (2021). Digital 2021 We are social. *Global Digital Insights*, 103.
- Kemp, S. (2019). *Digital 2019: Indonesia*. Datareportal. <https://datareportal.com/reports/digital-2019-indonesia>
- Kinanti, S. P., & Putri, B. P. S. (2017). Pengaruh Media Sosial Instagram

- @Zapcoid Terhadap Brand Equity Zap Clinic. *Jurnal Komunikasi*, 9(1), 53–64. <https://doi.org/https://doi.org/10.24912/jk.v9i1.164>
- Koay, K. Y. (2021). *Perceived social media marketing activities and consumer-based brand equity*. 33(1), 53–72. <https://doi.org/10.1108/APJML-07-2019-0453>
- Kusuma, B. A., & Putri, B. P. S. P. (2019). Pengaruh Social Media Marketing terhadap Brand Equity. *Jimupb*, 7(1), 18.
- Lamkadem, S. A., & Ouiddad, S. (2021). Towards creating an effective customer brand engagement through social media marketing: A model proposal. *International Journal of Business and Management Invention (IJBMI)*, 10(4), 28–36.
- Liu, C., Zhang, Y., & Zhang, J. (2020). *The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans ' purchase intention*. 6, 783–801. <https://doi.org/10.1108/JPBM-11-2018-2106>
- Majeed, M., Owusu-Ansah, M., & Ashmond, A.-A. (2021). The Influence of Social Media on Purchase Intention: The Mediating Role of Brand Equity. *Cogent Business and Management*, 8(1). <https://doi.org/https://doi.org/10.1080/23311975.2021.1944008>
- Masa'deh, R., AL-Haddad, S., Abed, D. Al, Khalil, H., AlMomani, L., & Khirfan, T. (2021). The Impact of Social Media Activities on Brand Equity. *Information*, 12(477). <https://doi.org/https://doi.org/10.3390/info12110477>
- Musfar, T. F. (2020). *Manajemen Pemasaran*. CV. Media Sains Indonesia.
- Nashrulloh, F. A., & Jumhur, H. M. (2021). Pengaruh Media Sosial Instagram Terhadap Brand Equity Tokopedia di Pulau Jawa. *E-Proceeding of Management*, 8(5). <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/15994>
- Ningrum, K. K., & Roostika, R. (2021). The influence of social media marketing activities on consumer engagement and brand knowledge in the culinary business in Indonesia. *International Journal of Research in Business and Social Science*, 10(5), 34–45.
- Novitasari, F. D. (2021). *Pengaruh Kualitas Produk, Citra Merek, dan Kepuasan Konsumen Terhadap Minat Beli Ulang Teh Pucuk Harum di Desa Kebonagung Kecamatan Sukodono Kabupaten Lumajang* [Sekolah Tinggi Ilmu Ekonomi Widya Gama Lumajang]. <http://repository.itbwigalumajang.ac.id/id/eprint/1228>
- Pandiangan, K., Masiyono, & Atmogo, Y. D. (2021). Faktor-faktor yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Peceived Quality,

- dan Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, 2(4).
<https://doi.org/https://doi.org/10.31933/jimt.v2i4>
- Potura, Mersid, & Softic, S. (2019). Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics*, 12(23), 17–43.
- Prasetio, A., Rahman, D. A., Sary, F. P., Pasaribu, R. D., & Sutjipto, M. R. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Prasetyo, A. (2018). Budaya Minum Teh di Indonesia. *Jurnal Ilmiah Kebudayaan*, 2(1), 1–10.
- Putra, E. Y., & Jessy. (2022). Pengaruh Media Sosial Terhadap Keputusan Penggunaan Telemedicine Di Kalangan Warga Batam. *Konferensi Bisnis, Ilmu Sosial Dan Teknologi*. <https://journal.uib.ac.id/index.php/conescintech>
- Putri, K. A. A. A. D., & Rastini, N. M. (2022). Peran Kepuasan Konsumen Memediasi Pengaruh Kualitas Produk Terhadap Loyalitas Pelanggan (Studi Pada Konsumen Teh Gelas Di Kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, 11(10), 1771. <https://doi.org/10.24843/ejmunud.2022.v11.i10.p02>
- Ramadhani, H. S., Jumhur, H. M., & Dharmoputra, S. (2019). Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Brand Awareness, Brand Image, dan Brand Loyalty (Studi Kasus : Followers pada Instagram Lazada.co.id). *E-Proceeding of Managemen*, 6(2), 2311.
- Ratana, M. (2018). Pengaruh Social Media Marketing terhadap Ekuitas Merek (Program Crowdsourcing Foto Periode 18 Juli 2016 – 2 April 2017 di Instagram). *Retrieved from Researchgate*, 22(1), 13–28.
- Razak, M. (2016). *Perilaku Konsumen* (1st ed.). Alauddin University Press.
- Redi, P. (2019). Komunikasi Pemasaran: Pemasaran sebagai Gejala Komunikasi dan Komunikasi sebagai Strategi Pemasaran. In *Prenada Media Group*. www.prenadamedia.com
- Rizaty, M. A. (2023). *Produksi Teh di Indonesia Turun Menjadi 136.800 Ton pada 2022*. DataIndonesia.Id. <https://dataindonesia.id/sektor-riil/detail/produksi-teh-di-indonesia-turun-menjadi-136800-ton-pada-2022>
- Salsabila, H., & Hasbi, I. (2022). Pengaruh Brand Equity terhadap Minat Beli pada Produk Kosmetik Pixy di Kota Bandung. *Mirai Manajemen*, 7(1), 203–213.
- Sari, D. P., & Wijaya, A. (2019). Analisis Perilaku Konsumen dalam Memilih

Teh di Pasar Tradisional. *Jurnal Manajemen Pemasaran*, 13(1), 1–10.

Sari, M. B., & Soebiantoro, U. (2022). Pengaruh Kualitas Produk, Persepsi Harga Dan Citra Merek Terhadap Keputusan Pembelian Produk Teh Gelas Di Kota Surabaya. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(2), 851–858. <https://doi.org/10.37676/ekombis.v10i2.2663>

Sari, R. (2018). Inovasi Teh Gelas: Studi Kasus pada Teh Gelas ABC. *Jurnal Manajemen Pemasaran*, 12(1), 1–10.

Saribu, H. D. (2019). Pengaruh Brand Equity Terhadap Purchase Intention. *Jurnal Mantik Penusa*, 3(1), 21–26. www.Liputan6.com,

Satria, M., & Junaidi, A. (2022). Pengaruh Advertising Awareness di Media Sosial terhadap Brand Equity Traveloka. *Kiwari*, 1(3), 536–543. <https://doi.org/10.24912/ki.v1i3.15844>

Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th ed.). Pearson Education Limited. https://www.amazon.com/Research-Methods-for-Business-Students/dp/1292208783/ref=sr_1_2?dchild=1&qid=1614706531&refinements=p_27%3AAdrian+Thornhill+%2F+Philip+Lewis+%2F+Mark+N.+K.+Saunders&s=books&sr=1-2&text=Adrian+Thornhill+%2F+Philip+Lewis+%2F+Mark+N.+K

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). John Wiley & Sons L.td. https://doi.org/10.1007/978-94-007-0753-5_102084

Sugiyono. (2021). *Metode penelitian kuantitatif kualitatif dan R dan D* (2nd ed.). Alfabeta.

Suryanto, T. L. M., Puteri, H. A., & Pratama, A. (2019). Eksplorasi Teori Gratifikasi untuk Layanan Jejaring Sosial: Studi Kasus Sikap Pengguna terhadap Instagram di Indonesia. *Indonesian Journal of Information Systems*, 1(2), 108–118. <https://doi.org/10.24002/ijis.v1i2.1922>

Suyanto, B., & Dwi Narwoko, J. (2004). *Sosiologi : Teks Pengantar & Terapan* (2nd ed.). Kencana.

Syarif, I. N., & Fitri, A. N. (2022). Pengaruh Sosial Media Terhadap Brand Equity BCA. *Jurnal Ilmu Dakwah*. https://www.researchgate.net/publication/366120943_Pengaruh_Sosial_Media_Terdapat_Brand_Equity_BCA?enrichId=rgreq-4ae5a7d8879fe51083c3b3c2868f132c-XXX&enrichSource=Y292ZXJQYWdlOzM2NjEyMDk0MztBUzoxMTQzMTE4MTEwNTg5NTM5NEAxNjcwNTE2NzZM5MTkw&el=1_x_3&_esc=publ

Tantra, T., Rachmawati, I., & Pamungkas, A. P. (2023). Pengaruh Advertising

- Awareness Terhadap Brand Equity di Media Sosial Tiket.com: Brand Awareness dan Brand Image sebagai Variabel Intervening. *Journal of Information System, Applied, Management, Accounting and Research*, 6(1), 93–101. <https://doi.org/10.52362/jisamar.v6i1.675>
- Tores, R. (2020). Pengaruh Brand Equity Terhadap Loyalitas Pelanggan Membeli Teh Gelas di Kabupaten Musi Banyuasin. *Jurnal Ekonomika*, 11(1). <http://jurnal.borneo.ac.id/index.php/ekonomika/article/view/1244/876>
- Tresna, L., & Wijaya, J. C. (2015). *The Impact of Social Media Towards Brand Equity : An Empirical Study of Mall X*. 3(2), 37–48.
- Tumundo, F. I. (2021). *Analisis Information Sharing PT . PEGADAIAN (PERSERO) KANWIL MANADO*. 9(3), 1569–1578.
- Usbay, J. A., & Admi, R. (2022). Pengaruh Social Media (Instagram) Terhadap Purchase Intention Dengan Brand Equity Sebagai Variabel Mediasi. *Jurnal Kajian Ekonomi Dan Bisnis*, 15(1979–1607), 62–75. [http://repository.radenintan.ac.id/22090/%0Ahttp://repository.radenintan.ac.id/22090/1/SKRIPSI BAB 1 %26 BAB 5.pdf](http://repository.radenintan.ac.id/22090/%0Ahttp://repository.radenintan.ac.id/22090/1/SKRIPSI%20BAB%201%20BAB%205.pdf)
- Wei, L. H. (2023). *The impact of social media communication on consumer-based brand equity and purchasing intent in a pandemic*. <https://doi.org/10.1108/IMR-12-2021-0353>
- Zainurossalamia, S. (2020). *Manajemen Pemasaran Teori dan Praktik*.