ANALYZE BRAND EQUITY AND COMPETITIVE ADVANTAGE ON MARKETING PERFORMANCE

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ARTICLE INFO

ABSTRACT

The purpose of this study is to analyze brand equity and competitive advantage on marketing performance. The method used in this research is descriptive method and associative method with a quantitative approach. The type of sampling technique used in this study is using a non-probability sampling approach. The data analysis technique used is multiple linear regression analysis, including the coefficient of determination test, multiple correlation coefficient, and partial test (T test). The results of the study, using the coefficient of determination test seen from the value (Adjusted R^2) of 0.619, this means that the influence of brand equity and competitive advantage on marketing performance is 61.9%, the remaining 38.1% is influenced by other factors not explained in this study. . From the results of the correlation coefficient test, it can be seen that the R value of 0.787 indicates a strong relationship between brand equity and competitive advantage on marketing performance.

Keywords: Brand Equity; Competitive advantage; Marketing Performance

1. Introduction

The development of communication has increased rapidly from time to time both in terms of quality and quantity. Initially, communication was still traditional by relying on lighthouse smoke or doves (Sisrazeni, 2017). When scientists discover technologies that make it easier for humans, such as the printing press and the telegraph, the communication model has changed even more rapidly. Especially with the telephone, radio, television and the internet, it is easier for people to network with each other.

Alternative communication in modern society today causes human demands for information needs to be higher. This also gave birth to significant advances in technology and the economy. Improvements in technology, information, and communication have resulted in the world no longer recognizing boundaries, space and time (Aprianto, 2021). One can easily access information from various parts of the world. Only with a set of computers or cell phones that have internet connectivity, information can be obtained very quickly (Ramanda, 2015)

In Indonesia itself, according to a survey by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2019-2020 was recorded at around 196.7 million out of a total population of 266,911,900. This number is up from 171 million in 2019 with a penetration of 73.7 percent or an increase of about 8.9 percent or around 25.5 million users (Katadata, 2020). Judging from the progress of the economy and business, the role of the internet is very large. Not a few entrepreneurs use internet services to introduce products, sell products and even make transactions with their consumers. There are so many facilities on the internet that can be used to promote a product, including through websites or social media.

Currently, technology giants such as Facebook and YouTube are starting to develop their platforms like digital media, at the same time there is a new practice of using media known as homeless media or media without a home. This term refers to a handful of media that create and develop their business on each of the giant social media platforms such as Facebook, YouTube, Twitter and even Instagram (Remotivi, 2017). From a business perspective, this concept is attractive because it cuts operating costs significantly. There is no need for a website, so there is no need for costs for domain maintenance, hosting, servers and developers. Meanwhile, in business terms, the role of Google

Analytics (GA) can be slowly abandoned because the available platform provides complete services to attract and map readers. Currently, one of the most widely used homeless media is Instagram.

Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram's own. With interesting features such as Instagram Post, Instagram Story, IGTV, Instagram Shop, Instagram Guide, explore, like, comment, share, save and other easy networking, the charm of Instagram is able to stick in the hearts of its users. Based on data from Hootsuite in 2020, the number of monthly active users on Instagram in Indonesia reached 63 million users with the percentage of Instagram users being female by 50.8% and male by 49.2% (Hootsuite, 2020). Seeing this data, many entrepreneurs from various regions in Indonesia have taken this momentum to create and develop their own homeless media to share information about their region. Apart from being used as a medium for sharing information, Instagram is also currently used as a means to carry out marketing or promotional activities.

The large number of active Instagram users in Indonesia according to Hootsuite data (2020) is not in line with the data contained in App Annie written by Lidwina (2021), namely the Indonesian people spend more time accessing social media on the WhatsApp application, by averaged 25.9 hours per month by each user in 2019, then increased to 30.8 hours per month last year. A similar trend also occurs on Facebook and Instagram, which are 17 hours per month each. Then, each user uses Twitter for 8.1 hours per month from the previous 7.6 hours per month. Even so, TikTok had the most time improvement. People who generally only use social media for 3.2 hours per month in 2019 jumped to 13.8 hours per month in 2020.

Marketing performance is a commonly used factor to measure the impact of a company's strategy. Marketing performance is a measure of achievement obtained from the overall marketing process activities of a company or organization. In addition, marketing performance can also be viewed as a concept used to measure the extent to which market achievements have been achieved by a product produced by the company.

Marketing performance is used as a tool to measure the level of success of the overall performance carried out including the success of the implemented strategy, sales growth, and company profits.

According to Gao (in Solihin, 2020: 23) it was found that:

"Marketing performance is a multidimensional process that includes the three dimensions of effectiveness, efficiency and adaptability; effectiveness and efficiency and an organization's marketing activities are linked to market-related objectives, such as revenue, growth and market share."

Meanwhile, according to Rasyidi & Sudjatno (in Danial et al., 2020: 39) explains that:

"Marketing performance is the process of activities carried out by the company in marketing the products it produces to serve as a measure of the extent to which achievements have been achieved in marketing a product from the marketing activities carried out by the company."

Based on the description above, we can conclude that marketing performance is a concept to measure the market performance of a product. Every company has an interest in knowing the market achievements of its products, the success of marketing performance is reflected in the success of its business in the world of business competition. In addition, a measure of the success of marketing performance can also be seen from the level of success of new products which shows that the company's performance is getting better.

According to Rasyidi & Sudjatno (in Danial et al., 2020: 39) marketing performance can be expressed through three dimensions, namely:
1. Sales volume, which is a number of results from sales activities of a product produced by the company with a predetermined period of time.
2. The level of sales growth, namely the activity of selling products or services that have increased where the company continues to develop from the previous period.
3. Customer growth rate, namely a number of achievements obtained by a company where the number of customers has increased from the previous period which has a positive impact on a company in terms of increased profits.

For the marketing performance measurement scale according to Wirawan proposed by Ferdinand (in Danial et al., 2020: 39) using three dimensions including:
1. Sales Growth, where the company experienced an increase in product sales marked by the presence of consumers who made purchases in large quantities.
2. Customer Growth, which is an achievement related to the extent to which the company is able to increase the number of consumers by the way the company already knows and understands the average consumption level of consumers so that the number of sales can be further developed .
3. Product success, which is an achievement of the company which is shown from the performance achieved by the company well. Performance in a company can be said to be good if the success of the products produced by a company is also good.

According to Best (in Sucitro, 2013) states that there are four market-based marketing performance indicators as a measurement of marketing performance with reference to external conditions and the market where the company operates, namely:
1. Market Growth, which refers to market growth.
2. Competitive Pricing, which refers to product prices that are competitive with competitors
3. Product Quality (Relative Product Quality), which refers to product quality.

4. Customer Satisfaction (Customer Satisfaction), which refers to consumer satisfaction with the product.

Meanwhile, according to Halim (in Hajar & Sukaatmadja, 2016) states that marketing performance indicators can be measured by four indicators, namely:
1. Customer Satisfaction (Customer Satisfaction)
2. Customer Value Delivery
3. Effectiveness Marketing Program
4. New Product Success

The high competition is increasingly competitive, so companies must have sufficient ability to win the competition and expand the target market market. In this effort, companies must know what customers value and their knowledge or assessment on aspects of brand image and its relationship to increasing marketing performance (Mani, 2018). One of the factors that influence marketing performance is brand equity and competitive advantage.

Competitive advantage is the heart of a company's performance in a competitive market. Competitive advantage basically grows from the value or benefits that the company can create for its buyers (Pattipeilohy, 2018). Gaining a competitive advantage is a major challenge for companies operating in today's business environment. Before formulating its marketing strategy, the company must observe environmental factors and understand the goals, strengths, and weaknesses of its competitors to identify opportunities and threats that may occur (Karyono, 2018).

Competitive advantage is the ability to create products that have added value that can be used as a force to win the competition. Simply put, competitive advantage is the ability and advantages that a company has compared to other companies.

The main objective of competitive advantage is to gain and expand the market share as much as possible and the company to get the maximum profit. On the other hand, competitive advantage can be a benchmark for assessing the feasibility and performance of a business.

According to Porter (in Arbawa & Wardoyo, 2018: 60) argues that: "Competitive advantage is the heart of marketing performance to face competition. Competitive advantage is defined as a strategy benefit from companies that collaborate to create competitive advantages that are more effective in their markets ."

Meanwhile, according to Kotler (in Haji et al., 2017: 88) argues that: "competitive advantage is an advantage over competitors that is obtained by delivering greater customer value, through lower prices or by providing more benefits that match the higher pricing."

Competitive advantage is a set of factors that distinguish a small company from its competitors and provide a unique position in the market so that it is superior to its competitors. Competitive advantage can also be interpreted as an advantage that creates value for customers and is difficult for competitors to imitate.

Competitive advantage can be said to stem from the many different activities a company undertakes in designing, producing, marketing, delivering, and supporting its products. Each of these activities can support a firm's relative cost position and create a basis for differentiation.

According to Sunyoto (in Danial et al., 2020: 22) argues that the dimensions of competitive advantage are divided into four, namely:
1. Price: The company's ability to take into account all needs by adjusting prices according to market share.
2. Quality: The company's ability to maintain the quality of the products provided to consumers, both in terms of design quality or product durability.
3. Reliable delivery: The company's ability to take into account all the needs for the delivery of goods so that all products sent to consumers according to the criteria and time that have been set without any obstacles.
4. Time to market: The company's ability to promote or introduce products to consumers first than competitors, so that consumers will remember more about the product that was created by the company. So that it will be difficult for competitors to imitate these products because consumers already know products that are truly original.

Meanwhile, according to Song & Perry (in Jayaningrum, 2017: 41) states that competitive advantage is divided into three, namely:
1. Product Uniqueness: Refers to the differentiator of the company's product itself such as from the taste, texture, packaging, concept and product diversification variations.
2. Product Quality: Refers to the quality of the company's own products, such as raw materials, cleanliness, durability, design and design.
3. Competitive Price: Refers to the price offered is the same as the competitor but the quality is better or the quality is the same as the competitor but the price is more affordable or the price offered is in accordance with the same industry.

In addition, a factor that affects marketing performance is brand equity (Kurniadin & Mukhsin, 2018). Brand equity is the added value given to products and services. The value in question is the way consumers think, feel and act towards a brand (Tawas & Pandensolang, 2020). Brands have a better value advantage than just physical attributes. Brands have an important role, because brands offer various benefits that can be obtained for customers and companies (Sudarso et al., 2019). Even a brand has something much more important than a name, logo, color, slogan, or symbol, so it needs to be managed properly by the company (Yusuf, 2018). The key in branding is to provide all the differences between one brand and another in a product. With this, consumers will be aware of any differences they have. Brands can also describe a product and service provided by the company. Brands can indicate a certain level of product quality so that satisfied buyers can easily choose the same product again.

Brand equity is an important concept in marketing which is the value and liability associ-

ated with a brand, name, or symbol of a product and influences consumer views so that it has an impact on increasing or decreasing product value (Sumarwan 2013).

Kotler and Armstong (in Nugroho et al., 2020: 32) mean that brand equity is a positive differentiator due to knowledge of the brand, as stated that: "Brand equity is a positive differentiating effect of consumer responses to goods and services as a result of knowledge consumers on behalf of the brand of the goods or services."

Aaker (in Kurniadin & Mukhsin, 2018: 85) argues that: "Brand equity (brand equity) is a set of brand assets and expenses associated with a brand, name, symbol that can increase or decrease the value provided by a product or service to consumers. company and/or to the company's customers."

According to Janghyeon, et al. (in Raharja & Aksari, 2019: 7056) stated that:

"Brand equity is a set of assets and liabilities associated with a brand, name, and symbol that add to or the value provided by a product or service to the company and/or customers. To combine perceived quality, brand awareness, brand association, and brand loyalty. in the process of evaluating the level of brand equity."

Brand equity is created by a product or service to provide value directly or indirectly. Brand equity is a positive differential effect, that is, if customers know the brand name, they will respond to the product or service. Based on this theory, if the company is able to create a strong brand, the product will be recognized by consumers and can increase company sales.

Another definition of brand equity according to Srivastava & Shocker (in Ummah, 2019: 20) is defined as:

"The set of associations and behaviors of brand customers, members of the brand's distribution channels and the parent company of the brand that enables the brand to achieve greater sales volume or margin than without the brand name and that results in a strong, sustainable and differential advantage."

Based on some of the researchers above, it can be concluded that brand equity is a collection of assets that have an inherent value from a product or service brand that can be reflected in the way consumers think about choosing the desired brand and in assessing whether the company's brand has an added value to the brand. the brand.

There are four main dimensions or elements in measuring brand equity according to Aaker (in Nugraha, 2014: 13)

1. Brand Awareness: The ability of customers to recognize and recall a brand and associate it with a particular product.
2. Brand Association (Brand Association): With regard to everything related to customer memory of a brand.
3. Perceived Quality: Describes the customer's overall response to the quality and advantages offered by the brand.

4. Brand Loyalty: A strong commitment to subscribe or repurchase a brand consistently in the future.

One of the well-known homeless media in Sukabumi is Infosmi Media or better known as @sukabumi_. Infosmi Media is a homeless media that focuses on Instagram which promotes information about Sukabumi City and Suka-bumi Regency. Infosmi Media was created by a Mojang Jajaka finalist in Sukabumi City named Muhammad Ridwan on November 27, 2014. Over time, public enthusiasm for Instagram, especially Infosmi Media, is getting higher.

Infosmi has experienced an increase in followers on Instagram from year to year, even in 2021, as of Thursday, January 28, Infosmi Media's Instagram followers have reached 121,876 followers. However, the high number of Instagram followers of Infosmi Media is not in line with the number of interactions contained in Infosmi Media's Instagram posts. The number of likes / likes is an average of about 390 likes / likes. This shows that the interaction of Infosmi Media's Instagram followers is only 3.19% out of 121,876 followers. Therefore, there is a problem in marketing performance faced by Infosmi Media, namely the incompatibility of the content created and published. This is caused by the lack of quality of advertising content created by Infosmi Media. The other causes are caused by the ad content that is created that does not have the characteristics and uniqueness of competitors.

Researchers use the competitive advantage variable because there are still many who use this variable for research. In Basuki & Widyanti's (2014) research entitled The Effect of Competitive Advantage Strategy and Market Orientation on Company Marketing Performance. A study on MSMEs in South Kalimantan states that there is a positive influence between Competitive Advantage on Marketing Performance. This is supported by research conducted by Arbawa & Wardoyo (2018) with the title Competitive Advantage Affects Marketing Performance (Study on Food and Beverage SMEs in Kendal Regency) shows that Competitive Advantage has a fairly positive influence on Marketing Performance.

Research conducted by Dedi Mulyadi (2012) entitled The Effect of Brand Equity on Marketing Performance at Islamic Hospital Karawang, states that there is a positive influence between Brand Equity on Marketing Performance. It is also supported by research conducted by Soewartini et al. (2017) entitled Brand Equity and Competitive Ad-vantage Based Market Strategy And Marketing Mix Strategy To Improve Marketing Performance In The Bottled Water Business mentions a positive but insignificant effect.

Seeing this phenomenon, researchers have conducted a study entitled "Analysis of the Effect of Brand Equity and Competitive Advantage on Marketing Performance (Survey on Instagram Followers of Infosmi Media Business Actors in Sukabumi City)".

2. Research Methods

This study examines the effect of Brand Equity and Competitive Advantage on Marketing Performance. According to Sugiyono (in Mardika, 2017: 64) the independent variable (independent) "is a variable that affects or is the cause of the change or the emergence of the dependent variable (bound)" while according to Uma Sekaran & Roger Bougie (in Ameliyani, 2019: 35) defines as follows:

Variables that affect the dependent variable, either positively or negatively. That is, if there is an independent variable, the dependent variable is also present and with each unit increase in the independent variable, there is also an increase or decrease in the dependent variable. This research was conducted at the Infosmi Media company which is engaged in advertising in Sukabu-mi City. The unit of analysis in this study is Instagram followers of Infosmi Media business people or businesses in Sukabumi City.

In this study, the population used by the researcher is Instagram followers of Infosmi Media with 121,876 current followers, and the sample of this study was set at 200 respondents, which was obtained based on the number of indicators used in the study multiplied by 10 (20 indicators x 10 = 200). Data collection techniques are the steps used by the author in collecting data. The data used are primary data and secondary data, as follows: 1) Observation, 2) Questionnaire (Questionnaire), 3) Interview. The data analysis method used is statistical analysis method using IBM SPSS Statistics 26 software. The data analysis technique used is multiple linear regression analysis technique, including the coefficient of determination test, multiple correlation coefficient, and partial test (T test).

3. Discussion Result

Multiple Linear Regression Analysis Results

Multiple linear regression analysis is used by researchers, to examine the effect of several variables that are correlated with other variables to be tested. From the results of this multiple linear regression can be seen in Table 1:

Table 1. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.447	.624		11.939	.000
	Brand Equity	.137	.025	.438	5.420	.000
	Competitive Advantage	.453	.096	.382	4.719	.000

a. Dependent Variable: Marketing Performance
Sumber : Data Primer (Kuesioner), 2021

From the results of multiple linear regression, it can be obtained the equation:

$$Y = 7{,}447 + 0{,}137\ X_1 + 0{,}453\ X_2$$

The interpretation of the calculation results are as follows:

1. If the Brand Equity variable increases with the assumption that the Competitive Advantage variable remains, the Marketing Performance variable will also increase.

2. If the Competitive Advantage variable increases with the assumption that the Brand Equity variable remains, the Marketing Performance variable will also increase.

3. If the Brand Equity and Competitive Advantage variables increase, the Marketing Performance variable will also increase.

Coefficient of Determination (R^2)

Table 2. Coefficient of Determination Results
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787[a]	.619	.615	1.86191

a. Predictors: (Constant), Competitive Advantage, Brand Equity
b. Dependent Variable: Marketing Performance
Source: Primary Data (Questionnaire), 2021

The results of Table 2 show that the adjusted R^2 value is 0.719; then this shows that 61.9% of the marketing performance variables can be explained by the two independent variables, namely brand equity and competitive advantage. Meanwhile 38.1% came from factors not examined in the study.

Multiple Correlation Coefficient

Table 3. Multiple Correlation Coefficient Results
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787[a]	.619	.615	1.86191

a. Predictors: (Constant), Competitive Advantage, Brand Equity
b. Dependent Variable: Marketing Performance

The results of Table 3 show that the results obtained by the R number of 0.787 are in the 0.70 - 0.90 category. This shows that there is a high relationship between brand equity and competitive advantage with marketing performance.

Simultaneous Significance Test (F Test)

Table 4. F Test Results

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1107.614	2	553.807	159.750	.000ᵇ
	Residual	682.941	197	3.467		
	Total	1790.555	199			

a. Dependent Variable: Marketing Performance
b. Predictors: (Constant), Competitive Advantage, Brand Equity

The results of Table 4 show that the results of the F test that have been carried out can be obtained by sig. 0.000 < 0.05; Fcount 159.750> FTable 19.49. This means that brand equity and competitive advantage simultaneously (simultaneously) affect marketing performance. It can be assumed that marketing performance will increase if brand equity and competitive advantage go well.

Partial Significance Test (T Test)

Table 5. T Test Results

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.447	.624		11.939	.000
	Brand Equity	.137	.025	.438	5.420	.000
	Competitive Advantage	.453	.096	.382	4.719	.000

a. Dependent Variable: Marketing Performance

The results of Table 5 show that the results of the T test that have been carried out on the brand equity variable produce a value with sig. 0.000 < 0.05; Tcount 5,240 > TTable 1,971956544. This means that brand equity partially has a positive and significant effect on marketing performance. This can be seen from the influence of the Brand Associations indicator where the innovation of advertising content made by Infosmi Media is very good. Infosmi Media's content innovations are quite varied. The advertising content of a product is packaged in such a way as to become an advertising promotional video that attracts public interest to find out more about the advertised product. Sometimes, in making the content, Infosmi Media makes a video advertisement with a story concept that indirectly attracts the attention of the people who see it, so that the opportunity to increase the sales of the advertised product can increase in some way. These results are in line with research conducted by Mulyadi (2012) entitled The Effect of Brand Equity on Marketing Performance at Islamic Hospital Karawang, showing the results that brand equity has an effect on marketing performance.

Furthermore, the competitive advantage variable produces a value with sig. 0.000 < 0.05; Tcount 4.719> TTable 1.971956544. This means that competitive advantage partially has a positive and significant effect on marketing performance. This can be seen from the influence of the advertising price indicator on Infosmi Media, which is not much different from other media, but has good content quality and reach. Talking about price in the competitive activity of selling a product, it will be very relative, because the product maker adjusts the market. In this context, Infosmi Media does have a price that is not much different from other media. The price offered by Infosmi Media itself is indeed a little higher when compared to its competitors, but from the high price offered, there is a comparable quality of content and reach of advertised content. These results are in line with research conducted by Arbawa (2018), entitled Competitive Advantage Affects Marketing Performance (Study on Food and Beverage SMEs in Kendal Regency), explaining that competitive advantage has a positive influence on Marketing Performance.

5. Conclusions & Suggestions

Based on the results of the T test, brand equity has a positive and significant effect on marketing performance, and competitive advantage partially has a positive and significant effect on marketing performance. And simultaneously on the variable brand equity and competitive advantage together (simultaneously) have a positive and significant effect on marketing performance. Furthermore, the results of the coefficient of determination test seen from the value (Adjusted R2) of 0.619, this means that the influence of brand equity and competitive advantage on marketing performance is 61.9%, the remaining 38.1% is influenced by other factors not explained in this study. From the results of the correlation coefficient test, it can be seen that the R value of 0.787 indicates a strong relationship between brand equity and

competitive advantage on marketing performance.

This research is expected to help from various aspects of usability, both theoretically and practically, as follows:

1. **Theoretical Suggestions**
   a. This research is expected to add insight and also increase knowledge about brand equity, competitive advantage and other factors that affect marketing performance such as market orientation, learning orientation, price, product quality, and so on.
   b. This research is expected to broaden insights that can help in the field of education, especially for strategic management science so that in the end it can make this research a reference in development in the business sector.
   c. The results of this study are expected to be useful as a reference for conducting further research and strengthening theories regarding brand equity, competitive advantage and other factors that affect marketing performance.
2. **Practical Advice**
   a. We recommend that Infosmi Media pay more attention to language style. In determining the style of language used by a social media account, it is necessary to pay attention to the main message and character that you want to build, then who is the company's main target audience? As much as possible, content distribution determines the main target audience that is quite specific, for example starting from the area of residence, age, educational/occupational background, SES (Social Economic Status), so that advertising content more specifically can be well received.
   b. There needs to be innovation or improvement in terms of content quality, interesting content will further increase conversions and traffic on Infosmi Media's social media engagement, so that the quality of advertisements can increase.
   c. We recommend that Infosmi Media improve the characteristics and uniqueness of advertising content from competitors. This characteristic lies in the concept of the content, whether in the form of images or videos. In image content, for example, there are color compositions or fonts that have been used for a long time, and this becomes an indirect identity attached to Infosmi Media. Then on video content, there are game shooting and editing techniques as well as story concepts that are included in the content to attract the attention of the viewing public.

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