

Social Media Marketing and Brand Equity That Affect Consumer Buying Interest of Geoff Max Products in Bandung

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Abstract

Geoff Max is one of a famous local shoes brand in Indonesia. There are doing penetrated overseas with the enactment of online transactions, because for Geoff Max it is not enough just to have a brand, design and label but the output of the shoe product itself must also have quality and product quality that is maintained and prioritized. creative innovation with unique characteristics so that the Geoff Max brand can survive and have permanent and loyal consumers from time to time. As one of the most popular local shoe products in the city of Bandung. the strong brand that was raised by Geoff Max by appointing a celebrity as his endorser, this did not create a desire or interest to buy among consumers who had never purchased the product, but these consumers knew and even received recommendations from the closest people about this Geoff Max products. For processing and analyzing data in this study, using SPSS 20 as software to process data. The data obtained is by using a random sampling technique, then an analysis of the data obtained with qualitative data is carried out. Quantitative analysis

includes: Multiple regression analysis, hypothesis testing through t test, and simultaneous hypothesis testing. Based on the data obtained, the two independent variables (Social Media Marketing and Brand Equity) have an influence on the dependent variable (Consumer Buying Interest).

Keywords: Social Media Marketing, Brand Equity, Consumer Buying Interest

RESEARCH BACKGROUND

Geoff Max was originally founded by Yusuf Ramdhani and Fauzan Efwanda in 2012, wanting to present a different shoe brand by establishing the old school concept as the hallmark of Geoff Max products. The old school concept adopted by this duo of friends is a product design theme related to the fashion style of the past era in America, about one or two generations around 1950 – 1990. And until now, it is widely loved by young people in Indonesia, especially Bandung, because of its inspiration. comes from the founder of Geoff Max as a lover of music genre Punk Rock and Skateboarding.

In the course of showing their existence, Geoff Max products since their inception in 2012 have collaborated and partnered with various other clothing companies in several regions in Indonesia such as, MRDZ STORE (Banjar baru), DETROIT STORE (Batang), QUEEN BEER STORE (Bekasi), VICIOUS ROCK SHOP (Bogor), HIZTORY STORE (Denpasar Bali), and others [1-6].

In addition, Geoff Max also supports well-known international and Indonesian bands such as Bobby Kool and JRX from SID, Seringai, Sansan PWG, RTF, Paul Wilson CNCC, Danny Worsnop from Asking Alexandria, and several other bands who always use Geoff's products in their performances. Max. So that Geoff Max's products are always associated with indie punk musicians as a positive branding, besides that Geoff Max also pursues a strategy in marketing by continuing to endorse independent bands with character. But now Geoff Max, who has 7 years of experience in the shoe world, needs a touch of technology and solid management in carrying local products that are not inferior in quality to brand products from outside, making home industry products evolve into manufactured products.

Figure 1. Geoff Max Products



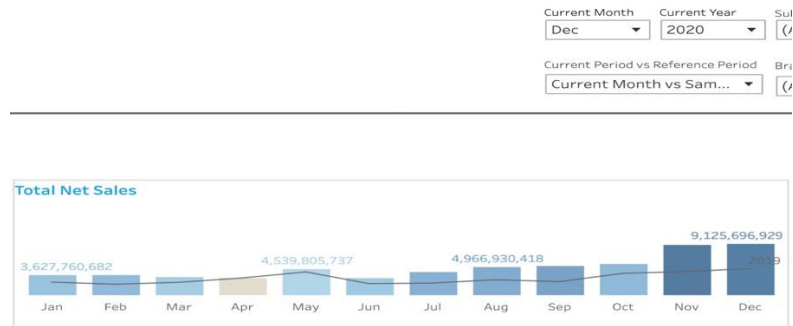
This was done by Geoff Max after his market penetrated overseas with the enactment of online transactions, because for Geoff Max it is not enough just to have a brand, design and label but the output of the shoe product itself must also have quality and product quality that is maintained and prioritized. creative innovation with unique characteristics so that the Geoff Max brand can survive and have permanent and loyal consumers from time to time.

With a brand name that has been around for 7 years, the products offered by Geoff Max have entered the fashionable children's and youth market. No less interesting, the color variation with a strong design from GMX which is characterized by the strength of the sole made of light weight. Neat stitches with high artistic nuances and the comfort of the wearer's feet are still pampered with an international style that makes foreign brand shoe addicts think. Because with high prices, foreign brands are being hunted but the products are in low KW conditions (low quality) and even considered counterfeit/imitation goods.

It turns out that Geoff Max is not only in the shoe field, as a local clothing brand, he also presents fashion articles such as jackets, shirts and shirts as well as original flannels. In addition, backpack and waisbag products are also present to perfect the daily appearance for millennials, both children, teenagers and adults.

During the pandemic all businesses in various fields experienced a decline in sales, as well as Geoff Max products, but after the regional restrictions began to be relaxed, Geoff Max began to experience an increase in sales both online and offline. the following is the total sales in the last one year :

Figure 2.Total Net Sales Geoff Max Products on 2020 (during pandemic)



Source: Geoff Max Management, 2021

Figure 3. Geoff Max Celebrity Endorser



The large number of followers of Geoff Max's account on social media, as well as the incessant promotions carried out by Geoff Max's management, but still the results are not optimal with the efforts made while promoting. brand equity owned by Geoff Max is no longer in doubt. As one of the most popular local shoe products in the city of Bandung. the strong brand that was raised by Geoff Max by appointing a celebrity as his endorser, this did not create a desire or interest to buy among consumers who had never purchased the product, but these consumers knew and even received recommendations from the closest people about this Geoff Max products.

LITERATURE REVIEW

Social Media Marketing

Social media is used to build a community of users of your product or service. The goal is to build relationships and maintain the loyalty of your customers. The advantage of social media is that we can build two-way communication. So you can hear what the thoughts and aspirations of your consumers are," according to him, there are three types of activities that can be carried out, namely:

1. Social Media Maintenance
2. Social Media Endorsement
3. Social Media Activator

In addition, [7] state that social media is a means for consumers to share text, images, audio, and video information between each other, with companies or vice versa. Social media allows marketers to listen to the public's voice, make appearances on the Web and can amplify other communication activities.

"Social media are a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa. Social media allow marketers to establish a public voice and presence on the Web and reinforce other communication activities."

According to [7], there are three main platforms in social media, including: (1) online communities and forums, (2) bloggers and (3) social networks (Facebook, Twitter, Instagram and YouTube).

Online Communities and Forums (Komunitas online dan Forum)

Komunitas online dan forum datang dalam segala bentuk dan ukuran. Banyak yang dibuat oleh para konsumen atau kelompok konsumen tanpa kepentingan komersial atau afiliasi perusahaan. Selain itu, ada juga yang disponsori oleh perusahaan yang anggotanya berkomunikasi satu sama lain dengan perusahaan melalui postingan, instant messaging, dan chatting diskusi tentang minat khusus yang berkaitan dengan produk dan merek perusahaan. Komunitas-komunitas online dan forum dapat menjadi Sumber daya berharga bagi perusahaan dan menyediakan berbagai fungsi dengan baik dalam mengumpulkan dan menyampaikan informasi[8].

Blogs (Blog)

Blog, merupakan situs yang secara teratur diperbarui seperti jurnal online atau buku harian. Blog telah menjadi sarana penting dalam *Social Media Marketing* yang terjadi. Ada jutaan di antara mereka dan sangat bervariasi, beberapa blog dibuat untuk hal pribadi seperti untuk bercerita tentang teman-teman dekat maupun keluarga. Selain itu, ada juga yang dirancang untuk mempengaruhi khalayak luas. Salah satu daya tarik yang jelas dari blog adalah menyatukan orang berdasarkan ketertarikan yang sama.

Social Networks (Jejaring Sosial)

Jaringan sosial telah menjadi kekuatan penting dalam pemasaran *business to-consumer dan business-to-business*. Yang paling utama yaitu termasuk Facebook yang memiliki pengguna terbesar di dunia, MySpace yang berkonsentrasi pada musik dan hiburan, *LinkedIn* yang menargetkan profesional *career-minded* yang pertama berfokus pada urusan bisnis, dan Twitter, yang memungkinkan penggunaanya untuk berhubungan melalui pesan 140 karakter atau "*tweets*". Jaringan yang berbeda menawarkan manfaat yang berbeda untuk perusahaan. Sebagai contoh, Twitter bisa menjadi sistem peringatan dini yang memungkinkan respon yang cepat, sedangkan Facebook memungkinkan interaksi lebih untuk melibatkan konsumen dengan cara yang lebih berarti.

Menurut [7] *Social media marketing* adalah Pemasaran sosial media adalah aktivitas online dan program-program yang dirancang untuk melibatkan pelanggan atau calon pelanggan secara langsung atau tidak langsung dengan meningkatkan kesadaran, meningkatkan citra, atau menimbulkan penjualan produk dan jasa Alat pemasaransosial media umumnya meliputi BBS, *micro blogging*, *blog*, SNS, gambar, video, dan sebagainya.

Menurut [7, 9] terdapat empat C dalam penggunaan *social media*, yaitu:

1. *Context*

"*How we frame our stories.*" Konteks merupakan sebuah tata bahasa, bentuk atau kerangka bagaimana kita menyampaikan pesan kepada khalayak dengan format tertentu.

2. *Communication*

"*The practice of sharing our sharing story as well as listening, responding, and growing.*" Komunikasi adalah proses penyampaian pesan oleh seseorang kepada orang lain untuk memberitahu, mengubah sikap, pendapat, atau perilaku, baik secara lisan (langsung) maupun tidak langsung (melalui media) agar sesuai dengan yang diinginkan pemberi pesan.

3. *Collaboration*

“Working together to make things better and more efficient and effective.” Kolaborasi merupakan suatu kegiatan dimana dua pihak atau lebih saling bekerja sama dengan memberikan pengetahuan, pengalaman, dan kemampuan masing-masing untuk mencapai tujuan bersama yang menghasilkan suatu akibat atau manfaat kepada pihak-pihak yang terlibat.

4. Connection

“The relationships we forge and maintain.” Koneksi merupakan hubungan yang terjalin dan terbina berkelanjutan antara pemberi dan penerima pesan.

Brand Equity

Brand equity is the added value given to products and services in the minds of consumers, feel and act in relation to brand, price, market share and profitability of a given brand for the company [7, 10]. The advantage of this scale is not only the small number of items but also the ability to measure the individual dimensions of brand equity. Thus, the measurement of brand equity will enable companies to evaluate their marketing programs. Also, if the brand equity is seen to suffer, further feedback can be obtained from consumers. This feedback will aid in: identifying product performance problems; identifying advertising/positioning problems; and providing feedback to the firm's employees on where improvements need to be made [11]. While, the dimensions according to Aaker's Brand Equity in [12] is composed of four dimensions, namely:

1. Brand Awareness, the ability of consumers to recognize or remember a brand and associate it with a specific product category.
2. Perceived Quality, perceived quality of the brand that describes the overall customer response to the quality and benefits offered by the brand.
3. Brand Association, the association of the brand with regard to everything that is associated in the memory of the customer to a brand.
4. Brand Loyalty, a strong commitment to subscribe or purchase a brand consistently repeated in the future

Consumer Buying Interest

Buying interest is also a consumer mental statement that reflects the plan to buy a product with a certain brand, knowledge about consumer buying intentions for the product needs to be known by marketers to describe consumer behavior in the future. Buying interest is formed from consumer attitudes towards a product, it comes from consumer confidence in product quality. [7], buying interest is a form of behavior from consumers who wish to buy or choose a product based on their experience, use and desire for a product. Meanwhile, [13, 14] buying interest is a component of consumer behavior in consuming attitudes, the tendency of respondents to act before deciding to purchase a product.

There is a buying interest dimension, namely the stages of producers in determining buying interest or determining consumer encouragement in making purchases of the products or services offered, we can see in the AIDA concept or model developed by [15], namely

1. Attention

Attracting attention is the first task of a promotion. Promotion must attract the interest of its target audience, whether readers, listeners, or viewers.

2. Interest

Maintaining interest is not an easy task. Consumer attention should be increased so that the curiosity arises in more detail in consumers. For that they must be stimulated to want to read and follow the forms of promotion that are conveyed.

3. Desire

A form of promotion that attracts consumers' attention with beautiful words and illustrations will be wasted if the message does not succeed in moving people's desire to own and use it.

4. Deciding/Acting

Encouraging action is the last task of a promotion. Choosing the right words so that consumers move to respond as expected is a difficult job. One way that can be taken is to use words or commands in the message.

RESEARCH PARADIGM

The research paradigm in this study is as follows;

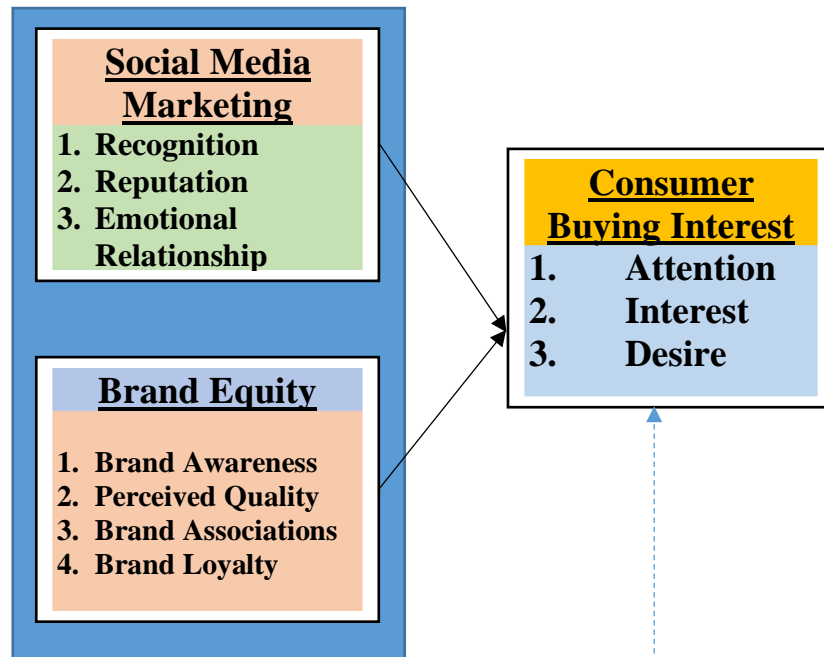


Figure 4. Research Paradigm

HYPOTHESIS

Ha1 : Social Media Promotion has a partial effect on the Consumer Buying Interest at Geoff Max Products

Ha2 : Brand Equity has a partial effect on the Consumer Buying Interest at Geoff Max Products

Ha3 : Social Media Promotion and Brand Equity have a simultaneous effect on the Consumer Buying Interest at Geoff Max Products

RESEARCH METHODOLOGY

The method used in this research is descriptive and verification method. The descriptive method aims to make a systematic, actual and accurate description of the facts, characteristics and influences between the phenomena studied. While the verification method is used to re-examine the results of previous studies with the aim of verifying the truth of the research results

Based on the explanation above, it can be concluded that the population is the entire object that has characteristics for the sample to be selected. The population in this study are consumers who have bought Geoff Max products in Bandung

In this study, the population is Geoff Max consumers who live in the city of Bandung.

According to [16] The sample is part of a number of characteristics possessed by the population used by the study.

In this study, consumers of Geoff Max Bandung are not sure about the population that has been determined, therefore this study uses the Bernoulli formula [16]

$$n \geq \frac{[Z_{\alpha/2}]^2 p \cdot q}{e^2}$$

Description :

n = Minimum Number of Samples

Z = Normal Distribution Table Value

α = Significant

Level

p = Proportion of the Number of Valid Questionnaires

q = Proportion of the Number of Invalid Questionnaires

e = Error Tolerance

In this study used a significant level (α) 5%, 95% confidence level or Z = 1.96. The error tolerance is set at 10%. Meanwhile, the proportion of valid or invalid questionnaires is still 0.5.

By entering the equation above, the minimum number of samples obtained is:

$$n \geq \frac{[1,96]^2 0,5 \cdot 0,5}{0,1^2}$$

$$n \geq \frac{0,9604}{0,01}$$

$$n \geq 96,04$$

Based on the calculations obtained above, the number of samples studied was 96.04 respondents, rounded up to 100 respondents.

RESULT AND DISCUSSION

Description Analysis

Recapitulation of Consumer Responses Regarding Social Media Marketing (X₁)

Based on the descriptive analysis recapitulation table explaining the average score of the Social Media Marketing variable is 75.7%. This indicates that the Social Media Marketing variable is in the good category. The highest statement of 81.6% lies in the indicator that respondents are very interested in seeing advertisements made by Geoff Max Products.

Recapitulation of Consumer Responses Regarding Brand Equity (X₂)

Based on the descriptive analysis recapitulation table explaining the total score for Brand Equity is 3,186 or 63.72%. This indicates that the Celebrit Endorser variable is in the fairly good category. Of the five dimensional indicators studied, the highest score percentage is 72.8%, namely in the first dimension, namely Trustworthiness (Trust) that respondents believe in celeb endorse Geoff Max, while the lowest score percentage is 57.8%, namely in the third dimension, namely Attractiveness (Physical Attractiveness), because they don't always have attractiveness, sometimes only ordinary artists have good physical attractiveness and achievements.

Recapitulation of Consumer Responses Regarding Consumer Buying Interest (Y)

Based on the descriptive analysis recapitulation table explaining the average score for consumer buying interest is 62.65%. This indicates that the buying interest variable is in the fairly good category. Of the four dimensional indicators studied, the highest score is 64.8% which is contained in the second dimension, namely the respondents' interest in Geoff Max shoe products, in the sense that consumers have not made Geoff Max the main choice in looking for shoe products.

Verificative Analysis

Multiple Regression Test

Multiple linear regression analysis was used to determine the effect of the independent variables on the dependent variable, while the results of the multiple linear regression test were as follows:

Table 1

Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
constant	.119	2.623		.045	.964
X1	.234	.062	.269	3.792	.000
X2	.494	.056	.624	8.804	.000

Source: Output SPSS Result, 2021

Based on table above, we can get the structural multiple regression test result :

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = a + b_1 \text{ Social Media Marketing} + b_2 \text{ Brand Equity}$$

$$Y = 0,119 + 0,234X_1 + 0,494X_2$$

The regression equation can be explained as follows:

a. The value of constant a in the regression line is 0.119, meaning that if Social Media Marketing (X₁) and Brand Equity (X₂) the value is 0. Then Buying Interest (Y) is worth 0.119.

b. The regression coefficient for variable A(X_1) is 0.234. This means that for every additional 1 point of Social Media Marketing, it is predicted to increase by 0.234 times or 23.4% Interest in Buying Geoff Max Products.

c. The regression coefficient for the Brand Equity variable (X_2) is 0.494. This means that for every additional 1 point of Brand Equity (X_2), it is predicted to increase by 0.494 times or 49.4% Interest in Geoff Max products.

d. From the table above, it can be concluded that Social Media Marketing and Brand Equity have a significant effect on Buying Interest because the significance value is <0.05, namely (0.000).

According to [16] to determine how much the independent variable can explain the dependent variable, it is necessary to know the value of the coefficient of determination (Adjusted R-Square). The results of the Adjusted R2 determination test are as follows:

Table 2

Coefficient Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,736a	,541	,532	3,509

Source: Output SPSS Result, 2021

The magnitude of the results of data processing the influence of Social Media Marketing and Brand Equity on Buying Interest which can be seen in table 5.9, it is found that the coefficient (R) is 0.736 in the category of strong correlation because it is in the range of 0.600 - 0.799, which is a strong correlation. [17]The coefficient of determination or R Square is 0.541 so that the results of R Square are multiplied by 100 and the result is that the influence of Social Media Marketing and Brand Equity on Geoff Max Bandung's Buying Interest has a percentage of 54.1% and the remaining 45.9% comes from factors other variables such as Customer Relationship, Store Atmosphere, sales promotion and other variables not examined by the author.

Partially Hypothesis Test

Table 3

Hypothesis Test Results Partially Variable Price and Product Quality on Repurchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
constant	.119	2.623		.045	.964
X1, Soc Media	.234	.062	.269	3.792	.000
X2- Brand Equity	.494	.056	.624	8.804	.000

Source: SPSS Output Results (2021)

Marketing and Brand Equity on Buying Interest shows significant influence. The following are the results of an explanation regarding the effect of the independent variables on the dependent:

The Influence of Social Media Marketing on Buying Interest

Social Media Marketing variable with t value of 3.792 > 1.98, it can be concluded that H₀ is rejected and H₁ accepted, which means that Social Media Marketing has a significant partial effect on Buying Interest.

The Influence of Brand Equity on Buying Interest

Brand Equity variable with t_{count} value of 8.804 > 1.98, it can be concluded that H₀ is rejected and H₁ is accepted, which means that Brand Equity has a partially significant effect on Consumer Buying Interest.

Simultaneous Hypothesis Test

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. If the model is significant then the model can be used for prediction/forecasting, otherwise if it is not/significant then the regression model cannot be used for forecasting. The level of confidence used is 0.05. This is done with the criteria if F_{count} > F_{table}, then the F test is acceptable.

Table 4

Hypothesis Test Results Simultaneously Variable Social Media Marketing and Brand Equity and Consumer Buying Interest

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1409,653	2	704,827	57,234	,000b
	Residual	1194,537	97	12,315		
	Total	2604,190	99			
a. Dependent Variable: Y_Consumer.Buying.Interest						
b. Predictors: (Constant), X2_Brand.Equity, X1_Social.Media.Marketing						

Source: SPSS Output Results (2021)

Based on the table above, it can be seen that the Fcount value is 57,234 with a probability of significance which shows a value of 0.000, it means a significance probability value <0.05. While the results obtained from Ftable are equal to 3.09 which means F_{count} > F_{table} (57.23 > 3.09). Then it can be stated that H₀ is rejected and H₁ is accepted, and it can be concluded that the variable

Social Media Marketing and Brand Equity simultaneously (together) affect Consumer Buying Interest.

CONCLUSIONS

Based on the results of research that has been done regarding Social Media Marketing and Brand Equity on Buying Interest at Geoff Max Products in Bandung City, it can be concluded that:

1. Social Media Marketing at Geoff Max Products Bandung is in the good category, which is 75.7%. Shows that the Social Media Marketing variable

is good in the eyes of consumers. This shows that the dimensions of Social Media Marketing messages conveyed by Geoff Max Products through social media are quite understandable. Brand Equity at Geoff Max Products Bandung is in the pretty good category, which is 3,186 or 63.72%. Indicates that the Brand Equity variable is quite good in the eyes of consumers. Buying Interest at Geoff Max Products Bandung is in the fairly good category, which is 2,506 or 62,65%. Shows that the buying interest variable is quite good in the eyes of consumers.

2. Based on the partial test of Social Media Marketing, the value of $t_{count} (3.792) > t_{table} (1.98)$. This means that Social Media Marketing has a partial significant effect on Buying Interest at Geoff Max Products Bandung.

3. Based on partial Brand Equity testing, the value of $t_{count} (8,804) > t_{table} (1.98)$. This means that Brand Equity has a partial significant effect on Buying Interest at Geoff Max Products Bandung.

4. Based on the simultaneous testing of Social Media Marketing and Brand Equity, $F_{count} > F_{table} (57,234 > 3.09)$. This means that Social Media Marketing and Brand Equity have a significant effect on Buying Interest at Geoff Max Products Bandung.

SUGGESTION

Suggestions that we can give to Geoff Max based on the results of the above data processing are:

1. Although marketing through social media has a very big role, it would be better if it is accompanied by consistent product innovation every month

2. Geoff Max products currently have very many competitors with diverse products, it is better if Geoff Max has its own characteristics or advantages that make consumers interested in buying their products continuously

3. The brand equity owned by Geoff Max is already very good, Geoff Max should maintain it by holding activities or choosing ambassadors aimed at influencers.

4.

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