



The Increasing of Brand Awareness Toward Social Media Instagram; A Customer Market Survey of Cafe in Indonesia

Joseph M J Renwarin

Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia

Email : joseph.renwarin1@gmail.com

Abstract

The objective of this research is to know the effect of social media marketing through Instagram on brand awareness of Café Eat Happens. The research used quantitative approach with survey method. The sample in this research took 114 respondents who know Café Eat Happens through Instagram and visited Café Eat Happens at least once time. The measurements used were questionnaires distributed through Google Form and manuals. Data were analyzed with SPSS 20.0. The result of t test shows that variable value of information access had no effect on brand awareness. Variable accessibility have no effect on brand awareness. Variable of interactive capabilities had effect on brand awareness. Variable sharing of content have significant effects on brand awareness.

Keywords: Values of Information Access, Interactive Capabilities, Sharing of Content, Accessibility, Social Media Marketing, Social Media

Introduction

The development of digital is referred to as "good" by people worldwide. Humans, the internet, and gadgets are examples of sahabat that cannot be explained. Numerous activities can be carried out via an internet connection. It's true that internet usage in Indonesia is constantly growing. This is explained on the website www.emarketer.com (emarketer, 2018), which is a research and data collection organization about the digital world in America. According to data, Indonesia is the sixth most internet-using country, possibly surpassing both the other ASEAN countries. The internet also makes it easier to access content according to user needs. Based on the actions of the Indonesian populace, they are increasingly using social media. According to a survey conducted by Asosiasi Penyelenggara Jasa Internet Indonesia, social media is the most often used content type, with a percentage of 97.4% or 129.2 million users (Asosiasi Jasa Penyelenggara Internet, 2016).

Social media is an internet-based application group that develops web 2.0 ideology and technology that allows users to share their information and opinions (Kaplan, A.M., & Haenlein, M, 2010). Additional insights from social media as online information derived from diverse sources that are interpreted, interpreted, used, and utilized by consumers with the aim of educating them about various products, brands, services, personalities, and concerns (Mangold, W.G., & Faulds, D.J, 2009). Social media is not only used as an interaction tool but also as an effective marketing tool. The benefits of using social media include obtaining information, improving one's profile, lowering one's expenses, helping others who are struggling, boosting one's company's reputation, attracting new customers, and receiving money from a group (Ryan, Damian & Jones, Calvin, 2009). Not only that, but social media also helps increase brand exposure among consumers at little cost.

This is a result of coffee shops or non-traditional establishments using social media to conduct business. Social media pemasaran refers to pemasaran using online communities, social media journals, and pemasaran blogs (Neti, Sisira, 2011). According to other research, social media

marketing is one of the strategies used by businesspeople to become a part of a network of people using the internet or online (As'ad, H. Abu-Rumman & Alhadid, Anas Y, 2014). However, business owners must determine the best social media usage strategy based on the intended market. Among the forms of social media included in the book *Social Media Metrics* are message boards and forums, review and opinion websites, social networks, blogging, microblogging, bookmarking, and media sharing (Sterne, J, 2010). The target market for the coffee business is young people aged 15 to 35. www.emarketer.com conducts a survey on social media types. The survey's findings indicate that Instagram accounts for 87.5% of Facebook's user base, followed by Twitter, Path, Google +, LinkedIn, Snapchat, and other social networking platforms. Instagram really attracts the attention of the public. As an example, the photo-sharing app that was first released in 2010 has more than 50% of its users who are young people. This data was derived from CNN Indonesia's analysis of Instagram facts, which revealed that the majority of Instagram users are between the ages of 18 and 24. Subsequently, there were two groups of users, namely those aged 25–34 and those aged 34–44 (cnnindonesia.com, 2018). Instagram is a social media platform that is native to mobile devices that is derived from a seluler (Sterne, J., 2010). Instagram uses a single function, which is mobile photo sharing or photo blotting (Prihandini, Fadiah, 2015).

According to facts and theory, Instagram is a social media platform that is suitable for promoting coffee shops and non-traditional places. Instagram also contributes positively to the growth of the coffee business. "Photo dulu, update ke media sosial baru makan" is the kebiasaan that the general public most frequently exhibits. Instagram's latest features, such as Instagram Stories and Instagram Live, make information sharing faster and easier, making it more likely to go viral among internet users. As soon as a topik appears in the virtual world, a highly curious will appear. For example, a menu consisting of unique items that are shared on social media makes many people eager to view the photos, which raises the impressions (the number of people who view the posted photos) significantly. One of the biggest coffee shops recently gained momentum to promote their business on Instagram. The first one is Café Eat.

Literature Review

Social media is a tool for web-based lunak platforms and services that enable users to interact with others online and stay informed, communicate, and participate in social interactions (Ryan and Jones in Sasantie, 2015). These interactions include text, images, videos, and other media in a single or multiple combination. On the other hand, according to Mangold and Faulds in (Faiza, 2013: 23), social media is defined as online information derived from diverse sources that are created, communicated, consumed, and used by consumers with the intention of educating them about various products, brands, services, personalities, and issues. Social media as an internet-based group application that fosters the development of web 2.0 ideology and technology while enabling users to interact and exchange information (Kaplan and Haenlein, 2010).

Brand awareness is defined as a consumer's awareness of a brand's reputation. At this point, consumers will be aware of a brand and will not be able to see its quality. Brand awareness is the first step that must be taken before the final goal, which is to establish a positive relationship between customers and businesses (Terence A. Shimp (2004). Brand awareness merek refers to the ability of a brand to emerge in a consumer's mind when they are observing a certain product category and some of its complexities emerge.

According to the findings of a study titled "The Impact of Social Media Use on Brand Awareness," The results of Hijup.com in Bandung show that the variable of social media usage has an impact on brand awareness with t count (2,303) > t tabel (1,964) (Alvy Fauziah, 2016). In addition, according to the coefficient of determination, which is based on a percentage of 0.040% to 4.0%,

social media has a 4% contribution to brand awareness, and 96% of other factors are influenced by other variables. Rahmeddiyan Armas (2015) conducted research on the impact of social media on Twitter brand awareness for Indihome Triple Play and found t count as 6,630 > t tabel 1,964 with the level of $dengan$ tingkat signifikant 5% This suggests that social media marketing has an impact on brand awareness. Additionally, the study's r square of 0.238 indicates that social media marketing, as an independent variable, has an impact on brand awareness of 23.8% and 76.2%, respectively, while other variables have an impact on the other variables. Ivone Natalie conducts research on the impact of social media on business (case study: Kreavi.com at PT. Kibar Kreasi). The results of this study show that the Anova table has a significance level of 0.000000, meaning that $0.000000 \leq 0.05$ indicates that there is a significant difference between the values of H_0 and H_a . Additionally, the study found that the influence of social media on brand recognition is around 76.9% and 23.1%, respectively, as additional factors not included in this study. Michelle Jenice is the author of the study, "Analysis of the Effects of Social Media and E-Word of Mouth."

Research Methodology

This type of research is quantitative research using the survey method. The survey method is used to gather data in an organized manner, follow scientific methods, and combine data in a ringkasan format Asra, (Irawan & Purwoto, 2015). The type of data that is used is quantitative data, which is data that is angka and can be examined or analyzed using statistical analysis techniques (Siregar, Syofian. (2013). The likert scale used to analyze the data has five possible scores: very unsatisfied (1), very unsatisfied (2), netral (3), setuju (4), and very setuju (5). The sumber data used is data primer, or data obtained from or originating from the first organization with the data sources. The second type of data, on the other hand, is information that is obtained through or originates from two parties who are interested in or own data (Abdillah, Willy & Jogiyanto. (2015). The primary data in this study is the results of the interview with the supervisor of Café Eat Happens as well as the interviewees' experiences. Secondary data obtained from the results of book, journal, and mass media submissions.

The sample size of 114 respondents is in line with the number of respondents that completed the questionnaire, whether manually or through Google Forms. With 114 respondents, the study was conducted in accordance with the theories of Sekaran and Bougie, which state that there are between 30 and 500 samples (Sekaran, Uma & Bougie, Roger, 2013). The data analysis techniques used in this study include assumptions about validity and reliability in the pre-test and main test, assumptions about klasik assumptions (normality, multilinerity, heteroskedastisity, and autocorrelation), hypotheses, koefisien determinant, and regression analysis of multiple lines.

Research Result

According to respondent characteristics based on kelamin type, out of 114 respondents, 82 are women and 32 are children. This indicates that the majority of Café Eat Happens' customers are women (72%), while the minority, or 28%, are men. Based on user data, the characteristics of the 114 respondents indicate that 13 of them are between the ages of 13 and 15 (11%), 14 are between the ages of 16 and 19 (12%), 77 are between the ages of 20 and 25 (67%), 9 are between the ages of 26 and 35 (8%), and 2 are older than 35. This indicates that the majority of Café Eat Happens' customers are between the ages of 20 and 25. The characteristics of the respondents based on their work indicate that out of 114 respondents, 22 were professionals (19%), 64 were students (56%), 22 were employees (19%), 3 were entrepreneurs (3%), and 3 were wife households (3%). This indicates that the majority of Café Eat Happens' customers are students. According to the characteristics of the respondents, out of 114 respondents, 20 had a expenses between Rp 100.000 and Rp 500.000 (18%), 24 had a expenses between Rp 500.000 and Rp 750.000 (21%), 37 had a expenses between Rp 1.000.000 and Rp 2.000.000 (32%), and 33 had a expenses between Rp 2.000.000 (29%). This indicates that the largest customer base of Café Eat Happens has an annual income of between Rp 1.000.000 and Rp 2.000.000. The characteristics of the respondents based on the time spent at the café indicate that, out of 114 respondents, 18 work at Café Eat Happens during the week (16%), 56 work at Café Eat

Happens during the weekend (49%), and 35 work at Café Eat Happens during the week and the weekend (35%). It is implied here that customers frequently visit Café Eat Happens on weekends.

Validity test has been completed, and the data used is legitimate, normal, and easy to interpret. In order to conclude that the data is normally distributed, test normality is performed to compare the pola distribusi kumulatif that is determined by the histogram graphic to the normal kurva. When multivariate analysis reveals that the VIF is less than 10 or that the tolerance is more than 0,10, the regression model used in this study is found to have no problems with multivariate independence. The results of the test indicate that the tolerance value is greater than 0.10 and that the variance inflation factor (VIF) for each variable is less than 10 or greater than 0.10, indicating that there is no multilinearity or correlation between independent variables. The information access has a VIF of 1,234 > 0,10; interactive capabilities possess a VIF of 1,241 > 0,10; content sharing possesses a VIF of 2,175 > 0,10; and accessibility possesses a VIF of 2,096 > 0,10. According to Test Heteroskedastisity, the scatterplot graph shows the above sumbu 0 and sumbu Y in an accurate manner and does not represent any particular pola. Therefore, it can be said that heteroskedastisity does not occur. The Durbin-Watson test is used for test autocorrelation. Understanding dL and dU by examining the Durbin-Watson Table for $\alpha = 5\%$ and $k = 4$ (value k indicates the free variable) is a good idea before examining test autocorrelation.. There are four variables in this study (information access, interactive capabilities, content sharing, and accessibility), and $n = 114$ (n is the number of respondents), which means that $dL = 1,6227$ and $dU = 1,7677$.

Result analysis :

value	dL	= 1,6227
	dU	= 1,7677
	DW	= 1,898
	4-dU	= (4- 1,7677) = 2,2323
	4-dL	= (4- 1,6227) = 2.3773

If DW is between dU and 4-dU, or if the mathematical model is $dU < DW < 4-dU$, then there is no autocorrelation. The analysis results indicate that $1,7677 < 1,898 < 2,2323$ can be interpreted as indicating that autocorrelation did not occur in this study.

The purpose of this hypothesis test is to statistically analyze the truth of a particular statement and determine whether it is true or false. This study's findings using test t. Test t, also known as test parsial, is used to determine if independent variables have a significant impact on dependent variables [11]. Significant means that the effects of the events may be applied to the population (generalized). This study is carried out by comparing the count and critical t values with the table at $\alpha = 0.05$. The results of the study indicate that information availability has a negative impact on the number of employees at Café Eat Happens, which is 1,351, leading to hypotheses. Interactive features have a significant impact on Café Eat Happens's 4,522 patrons, preventing hypotheses from being tested. Sharing of Content has a negative impact on Café Eat Happens's user base of 7,329, hence hypotheses are not supported. Accessibility has an impact on the number of patrons at Café Eat Happens, which is 1,440, thus hypotheses are tested.

Determination analysis in a multiple regression line is used to understand the relative importance of independent variables to dependent variables (Priyatno, Dwi, 2008). This coefficient indicates a few significant independent variable persentase. In this analysis, the coefficient results are shown by the R square, that regression with two variables free uses R2 as the coefficient determinat, and if regression with more variables free uses Adjusted R2 as the koefisien determinant. The obtained R Square is 0.699, or almost 69.9%. This indicates that the impact of social media on brand awarness is approximately 69.9%. Generally, 30 % are affected by variables that are not examined in this study.

The results of the multiple regression analysis have the following equality regresi linier model: **BA = 0,966 + 0,061IA + 0,172IC + 0,454SC + 0,085AC**. This regression model yielded a constant value (a) of 0.966; that is, if the values of information access (IA), interactive capabilities (IC), sharing of content (SC), and accessibility (AC) are all equal to 0 (no), then the values of brand awarness (BA) are positive and equal to 0.966. If the regression coefficient of information access (IA) is around 1, then the brand awarness (BA) will also increase by approximately 0.061 with the assumptions of variables IC, SC, and AC in the data fixed.

Coefficient regression interactive capabilities Having increasing of 1 will increase the brand awareness of 0,172 with the assumptions of variables IA, SC, and AC in fixed. The coefficient regression sharing of content increasing 1 then will be increasing the brand awareness as 0,454 with It can be inferred from the results of the hypothesis test that the variable information access has no effect on the brand awareness Café Eat Happens. The coefficient of regression accessibility is approximately 1, which means that it will increase the brand awareness by 0.085% with respect to the assumptions of variables IA, SC, and AC in the fixed. The variable interactive features have an impact on the perception of Café Eat Happens. The content sharing variable has a significant impact on the ethos of Café Eat Happens. The accessibility variable has no discernible impact on the perception of Café Eat Happens.

According to this study, the researcher has some managerial implications, such as the following: from the information access variable, there are two indicators that are high on the website, making it easier for users to find information about Café Eat Happens and to understand the operational hours of the café through Instagram. The update of information that is included on websites, such as information about new menu items, new advertisements, and frequently asked questions (FAQ) that are frequently asked by customers so that when they visit the website for information that they need quickly, the design of the website is not too complicated. Every so often, Café Eat Happens' management posts information about the website on Instagram so that customers can understand it. The management of Eat Happens consistently posts feeds on operational jams with eye-catching designs. Always provide information about Instagram's operational changes so that users can observe them. According to the variable interactive capabilities, direct message facilitates communication more easily than Café Eat Happens management, and Instagram Live facilitates consumer interaction with Café Eat Happens. Therefore, management encourages employees to engage in specific social media activities, such as Instagram, so that interactions with customers are not hindered by direct message. Create a jadwal for the study using Instagram Live. Based on the content sharing variable, a link that assists Café Eat Happens in disseminating information must be created and also menautkan link disetiap deskripsi (caption) uploaded picture so that the consumer can view it without interruption by clicking on the provided link. From the accessibility variable, it is important to note that followers make it very easy for me to find Café Eat Happens. Management can create a perlombaan such as re-gramming photos taken by Eat Happens with the requirement that followers follow the account @eathappens on Instagram and that the photos be shared with a few other people. As a result, there are more and more people who follow @eathappens on Instagram.

The next steps for the researcher are to increase the number of respondents to the study so that the data will be more valid and the data analysis will be more able to be done, improve the method of collecting samples, and improve the research object, which also uses social media like Instagram as a marketing tools.

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