



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

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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. 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 of information access and accessibility have no effect to brand awareness. While the variable of interactive capabilities and sharing of content have significant effects to brand awareness.*

Keywords — *Brand Awareness, Instagram, Social Media Marketing, Social Media*

I. INTRODUCTION

The development of the digital world has been welcomed by the world's population. Humans, the internet and gadgets are like friends who cannot be separated. Many activities can be done with the help of the internet. Not surprisingly, internet users in Indonesia continue to increase. This was reported on the website www.emarketer.com [21], a research institute and data collection about the digital world in the United States. Data shows that Indonesia is the 6th country with the most internet users, even beating other developed countries and ASEAN countries.

The internet also makes it easy to access content according to the needs of its users. Judging from the behavior of the Indonesian people, they tend to access social media. A survey from the Indonesian Internet Service Providers Association proves that social media is the type of content most frequently accessed with a percentage of 97.4% or the equivalent of 129.2 million social media users [4].

Social media is an internet-based group application that builds the ideological and technological foundations of web 2.0. as well as allowing actions and exchange of user generated contents [6]. Another definition of social media is online information from various sources, which are created, initiated, circulated and used by consumers, with the aim of educating, and providing various information about products, brands, services, personalities, and issues [7].

Social media is not only used as a means of interaction but also as an appropriate promotional tool. The advantages of using social media include obtaining information, increasing profiles, reducing costs, influencing influencers, maintaining company branding, wide distribution, and group profits [13]. Not only that, social media also helps increase brand awareness to potential consumers at minimal costs.

Cafe entrepreneurs or hangout entrepreneurs realize this opportunity to do marketing through social media. Social media marketing is marketing using online communities, social networks, and marketing blogs [9]. Another opinion states that social media marketing is one of the marketing strategies carried out by business people to become part of a network with people via the internet or online [3]. Of course, business people must determine what social media use strategy is right in accordance with the intended target market. In the book *Social Media Matrics* divides social media into seven forms including: forums and message boards, reviews and opinion sites, social networks, blogging, microblogging, bookmarking, and media sharing [18]. The target market for the cafe



business is young people aged 15-35 years. www.emarketer.com conducted a survey on the types of social media that have many users among young people in Indonesia.

The survey results prove that Facebook is still superior with a percentage of 87.5% followed by Instagram in second place, followed by Twitter, Path, Google+, LinkedIn, Snapchat, and other social media. Instagram is enough to highlight the public's attention. This is because the photo sharing application, which was just launched in 2010, has more than 50% of users coming from young people. This data is supported by the discovery of Instagram facts from CNN Indonesia through various sources that the most Instagram users are indeed held by young people aged 18-24 years. Then the second largest user is 25-34 years and the last is 34-44 years old [22]. Instagram is a social media that is mobile native, which means it comes from mobile devices [18]. According to Paul in [10] said that Instagram uses one activity, namely mobile photo sharing, so that users can connect with each other with common interests.

From the convincing facts and theories that Instagram is the right social media to market cafes and hangouts. Instagram has also had a positive impact on the growth of the cafe business. Often people form a habit, namely "take photos first, update to social media then eat." With the help of the latest features from Instagram such as Instagram Stories, Instagram Live makes the dissemination of information faster so that it is easy to go viral among netizens. When a topic spreads rapidly in cyberspace, curiosity will arise. For example, a unique food menu that is posted on social media makes many people interested in seeing the photo so that the level of impressions (the number of people who see the posted photo) is very high. Most of the new cafes are taking the momentum to introduce their brand through Instagram. One of them is Café Eat Happens which is viral with the Hungry Jhon Bread menu, which is a 46 cm long hotdog bread that contains grilled beef and sausage, combined with eggs and cheese. Café Eat Happens is able to shock netizens with its unique menu. With the power of social media, Café Eat Happens is able to invite potential customers to taste the Hungry Jhon Bread menu. Seeing the potential power of Instagram in terms of branding and marketing, Café Eat Happens decided to only use Instagram. When the researcher interviewed directly with the Supervisor of Café Eat Happens Bekasi branch, Mr. Ari, he said that at the time of the establishment of Café Eat Happens in 2015, Instagram was booming among young people and at that time the prestige of Facebook was decreasing. In addition, the reason for using Instagram is because social media is easier to digest because only seeing photos of food and drinks uploaded can attract consumers to come to Café Eat Happens. From the experience of Café Eat Happens, social media plays an important role in building brand awareness. Brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category [12]. There are four stages of brand awareness, namely: (1) unaware of brand, (2) brand recognition, (3) brand recall, and (4) top of mind [14]. Previously, consumers were still in the basic stage, namely the unaware of the brand where consumers did not know Café Eat Happens but with many photos uploaded via Instagram such as photos of Hungry Jhon bread and Martabak Kekinian, as well as the assistance of hashtags as markers of a theme made potential consumers aware of the existence of Café Eat Happens. . If a cafe or hangout does not use social media, it is very unfortunate because it is through this media that the dissemination of information is very fast, and the relationship between cafe management and consumers is getting closer. Accessing social media is certainly easy because it is supported by an adequate smartphone. In terms of distribution of content such as images and videos, it is preferred and accepted by young people. From the results of pre-research interviews and also surveys in the field, researchers are interested in examining whether social media Instagram still influences brand awareness at Café Eat Happens. Looking at the background summary and also the problem formulation, the purpose of this study is to evaluate and analyze the effect of information access on brand awareness of Café Eat Happens. To evaluate and analyze the influence of interactive capabilities on the brand awareness of Café Eat Happens. To evaluate and analyze the effect of sharing of content on the brand awareness of Café Eat Happens. To evaluate and analyze the effect of accessibility on the brand awareness of Café Eat Happens

II. METHOD



This type of research is a quantitative study with a survey method. The survey method is used to collect information in an organized manner and follows the scientific method and combines the information into a summary form [2]. The type of data used is quantitative data, namely data in the form of numbers and can be processed or analyzed using statistical calculation techniques [17]. The data is measured using a Likert scale which has five scores, namely strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The data source used is primary data, namely data obtained through or from the first party who owns the data source. Meanwhile, secondary data is data obtained through or from a second party who knows or owns data [1]. The primary data in this study were the results of distributing questionnaires and also pre-research interviews with Café Eat Happens supervisors. Secondary data obtained from the literature books, journals and mass media.

The number of samples taken was 114 respondents according to the number of respondents who filled out the questionnaire either through manual or Google Forms. With 114 respondents it is feasible to be tested in research according to the theory of Sekaran and Bougie that the number of samples is between 30 to 500 samples [16].

The data analysis techniques used in this study were validity and reliability tests in the pre test and also the main test, classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), hypothesis testing, coefficient of determination, and multiple linear regression tests.

III. RESULT AND DISCUSSION

The characteristics of respondents based on gender indicate that out of 114 respondents consist of 82 women and 32 men. This concludes that the consumers of Café Eat Happens are dominated by women at 72%, while men are only a small part, namely 28%. Characteristics of respondents based on age indicate that out of 114 respondents consisted of 13 people aged 13-15 years (11%); 14 people aged 16-19 years (12%); 77 people aged 20-25 years (67%); 9 people aged 26-35 years (8%); and 2 people aged > 35 years. This concludes that most Café Eat Happens consumers are from the age of 20-25 years. The characteristics of respondents based on occupation indicate that of the 114 respondents, 22 were students (19%); 64 people work as students (56%); 22 people work as employees (19%); 3 people work as entrepreneurs (3%); and 3 people work as housewives (3%). This concludes that the most consumers of Café Eat Happens are students. The characteristics of the monthly expenditure respondents indicated that out of 114 respondents consisted of 20 people who had expenditures of Rp. 100,000 - Rp. 500,000 (18%); 24 people who have expenses of Rp. 500,000 - Rp. 750,000 (21%); 37 people who had expenses of Rp. 1,000,000 - Rp. 2,000,000 (32%); and 33 people whose expenses are above Rp. 2,000,000 (29%). This concludes that most of the consumers of Café Eat Happens have a monthly expenditure of IDR 1,000,000 - IDR 2,000,000. Characteristics of respondents based on the time they visited the cafe showed that out of 114 respondents consisted of 18 people who came to Café Eat Happens on weekdays / working days (16%); 56 people who come to Café Eat Happens on weekends / holidays (49%); 35 people who come to Café Eat Happens on weekdays and weekends (35%); This concludes that consumers often come to Café Eat Happens during holidays (weekends).

The validity test has been carried out and the data used are valid and normal and feasible to continue. The normality test is carried out showing the cumulative distribution pattern shown by the histogram graph following the normal curve so that it is concluded that the data is normally distributed. The multicollinearity test shows the VIF value <10 or the tolerance value > 0.10, so the regression model used in this study is considered to have no multicollinearity problem between the independent variables. The test results show that the tolerance value is > 0.10 and also the VIF value can be concluded that all variables have a variance inflation factor (VIF) value <10 or a tolerance value > 0.10, which means that there is no multicollinearity or correlation between independent variables. information access has a VIF value of 1.234 > 0.10; interactive capabilities have a VIF value of 1.241 > 0.10; sharing of content has a VIF value of 2.175 > 0.10; and accessibility has a VIF value of 2.096 > 0.10. Heteroscedasticity test shows that the scatterplot graph spreads randomly above and below the 0 axis and the Y axis and also does not form a pattern. So it is concluded that there is no heteroscedasticity. Autocorrelation test using the Durbin-Watson test. Before analyzing the autocorrelation test, it is better to know the dL and dU values by looking at the Durbin-Watson table at $\alpha = 5\%$ and $k = 4$ (k value indicates the independent variable). In this study



there are 4 independent variables, namely information access, interactive capabilities, sharing of content. and accessibility), also $n = 114$ (n is the number of respondents), namely: $dL = 1.6227$ and $dU = 1.7677$

The results of the analysis:

The value of $dL = 1.6227$

$dU = 1.7677$

$DW = 1,898$

$4-dU = (4- 1.7677) = 2.2323$

$4-dL = (4- 1.6227) = 2.3773$

If DW is between dU and $4- dU$ or mathematical model: $dU < DW < 4-dU$ then there is no autocorrelation. The result of the analysis shows that $1.7677 < 1,898 < 2,2323$ can be concluded that this study does not occur autocorrelation.

The results of this hypothesis test aim to test the truth of a statement statistically and draw conclusions whether to accept or reject the statement. This study uses the t test. The t test or called the partial test is used to determine the effect of whether the independent variable has a significant effect on the dependent variable [11]. Significant means that the effect that occurs can apply to the population (can be generalized). The test is carried out by comparing the t count with t critical with the table at $\alpha = 0.05$. The result of the t test shows that Information access affects the brand awareness of Café Eat Happens by 1.351 so that the hypothesis is rejected. Interactive Capabilities affect the brand awareness of Café Eat Happens by 4.522 so there is no rejection of the hypothesis. Sharing of Content affects the brand awareness of Café Eat Happens by 7,329 so that there is no rejection of the hypothesis. Accessibility affects their awareness of Café Eat Happens by 1,440, resulting in rejection of the hypothesis.

Analysis of determination in multiple linear regression is used to determine the percentage of the contribution of the influence of the independent variables simultaneously to the dependent variable [11]. This coefficient shows how much the percentage of variation in the independent variable is. In this analysis, to obtain the coefficient results seen from the R square value, in accordance with the opinion (Santoso in [11]) which suggests that regression with two independent variables uses R^2 as the coefficient of determination and if the regression is more than two independent variables use Adjusted R^2 as the coefficient. determination. The R Square obtained is 0.699 or 69.9%. This means that the effect of social media marketing on brand awareness is 69.9%. The remaining 30.1% is influenced by variables not examined in this study.

The results of multiple regression tests having multiple linear regression equation models are: $BA = 0.966 + 0.061IA + 0.172IC + 0.454SC + 0.085AC$. From the regression model, it is obtained a constant value (a) of 0.966; this means that if the value of information access (IA), interactive capabilities (IC), sharing of content (SC), and accessibility (AC) is 0 (zero), then the value of brand awareness (BA) is positive at 0.966. If the regression coefficient of information access (IA) increases by 1, then brand awareness (BA) will also increase by 0.061, assuming the variables IC , SC , and AC are in a constant state. Interactive capabilities regression coefficient has increased by 1, it will increase brand awareness by 0.172 assuming the IA , SC , and AC variables are fixed. The regression coefficient of sharing of content has increased by 1, it will increase brand awareness by 0.454, assuming the variables IA , SC , and AC are in a constant state. The accessibility regression coefficient increases by 1, it will increase brand awareness by 0.085, assuming the IA , IC , and SC variables are constant. From the results of hypothesis testing, it can be concluded that the information access variable has no effect on brand awareness of Café Eat Happens. Interactive capabilities variable influences the brand awareness of Café Eat Happens. The sharing of content variable has a significant effect on brand awareness of Café Eat Happens. The accessibility variable does not have a significant effect on the brand awareness of Café Eat Happens.

VI. CONCLUSIONS

From this study, the researcher has several managerial suggestions as follows, namely from the information access variable there are two indicators that improve the website so that it makes it easier for customers to find



information about Café Eat Happens and an explanation of the operating hours of Café Eat Happens via Instagram. Update information on the website such as information about new menus, new promo advertisements, Frequently Asked Questions (FAQ) which are frequently asked by consumers so that when consumers visit the website the information is needed immediately. Improve the website design to make it look attractive. Every now and then, the management of Café Eat Happens posts about the website address on Instagram so that consumers can find out about it. Eat Happens management always inserts feed posts regarding operating hours with an attractive design. Always provide information about changes in operating hours on Instagram so that consumers can see it. From the interactive capabilities variable, direct message helps communication easier with the management of Café Eat Happens and Instagram Live to make it easier for consumers to interact with Café Eat Happens, so that management selects employees to hold special social media activities, namely Instagram so that interactions with consumers are not hampered through direct messages. Schedule broadcasts via Instagram Live. From the sharing of content variable, you have to create a link that helps Café Eat Happens in spreading information), and also link the link in each photo description (caption) uploaded so that potential consumers can see directly by clicking the available link. From the variable of accessibility, it should be noted that many followers make it easier for me to find Café Eat Happens. Management can make a competition such as regraming photos uploaded by Eat Happens with the requirement to follow the @eathappens Instagram account and also have photos tagged with five other friends. So more and more people are aware of the @eathappens Instagram account.

Suggestions for further researchers are: to develop variables not examined in this study, increase the number of respondents to be researched so that the data will be more valid and data processing will be more accountable, change the sampling method, and change the object of research that also uses social media Instagram as a tool. marketing.

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