

# THE ROLE OF INSTAGRAM-FACEBOOK IN CUSTOMER ENGAGEMENT AND BUILDING BRAND AWARENESS

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## ABSTRACT

As the number of social media users in Indonesia increase, it has become a necessity for everyone to exchange information and go shopping online. This makes brands change the way they interact with their customers and develop strategies and tactics to overcome competitive competition to maintain their customers. This research aims to examine the effect of social media marketing, especially Instagram and Facebook activities on customer engagement, and brand awareness. In addition, it has been aimed to analyze the effect of customer engagement on brand awareness in this research. The population of the research consists of people who actively use social media such as Facebook and Instagram. This study uses a sampling method by collecting questionnaire data through google form with a total sample of 101 respondents. The analytical instruments that are used in the hypothesis are validity tests, and reliability tests using SmartPLS software. The obtained data have been analyzed and as a result of the analysis, social media marketing activities have been found as effective factors on customer engagement and brand awareness, besides, it has been determined that the most obvious effect seen on customer engagement. In addition, it has been found that customer engagement has a significant effect on brand awareness. The results of this study show that Social Media, especially Instagram and Facebook have a positive influence on Customer Engagement and Brand Awareness. Also, Customer Engagement strengthens the effect of social media on Brand Awareness. A brand needs to have a greater plan in the use of social media for brand marketing strategies with innovation in social media. And this study can add practical information for marketing and managers about the use of social media in marketing strategies and this study can be used as a new measurement step for improving operation aspects in social media for brands.

**Keywords:** *Social Media Marketing Activities, Customer Engagement, Brand Awareness*

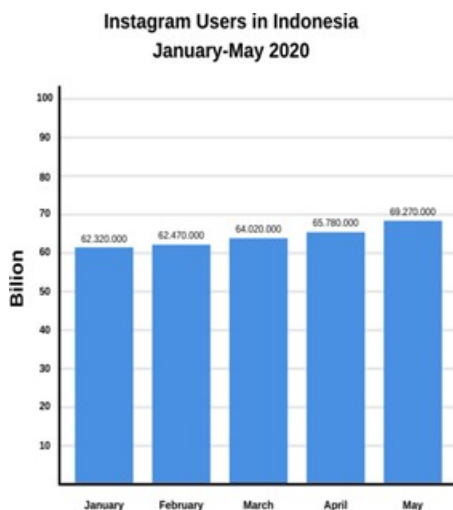
## 1. INTRODUCTION

In this day, technology is becoming more sophisticated. It can be seen from the industrial revolution 4.0. The Industrial Revolution 4.0 is an era of changing the old system into a new technology-based system in the form of IoT (Internet of Things). This causes various influences on human lifestyle, both mindset, and behavior. One of the technological developments that affect the human mindset is gadgets. Gadgets are no stranger to people's ears because gadgets have become an important need for almost all circles of society, from children to the elderly. This is because community activities or activities become more effective and efficient. Moreover, during the Covid-

19 pandemic as it is today, all activities are carried out online, from teaching and learning activities to work activities. This is done to minimize the spread of the Covid-19 virus.

Since the presence of the Covid-19 pandemic, almost all activities have been carried out from home, one example of which is shopping activities, some data mentions that online shopping activities have increased during this pandemic. Sellers take advantage of various platforms to promote their sales so that their business can continue to run even though it is done online. We can call this online promotion as digital marketing. Digital marketing is a marketing technique that is carried out by promoting goods or services using digital

technology such as social media. With digital marketing, the way companies use communication technology has changed [1]. Some of the platforms that are widely used are Instagram and Facebook.



**Figure 1.** Instagram Users in Indonesia January–May2020 (Source: <https://napoleoncat.com/>)

Based on the data in Figure 1, Instagram users are always increasing every month. This affects the level of customer interest in shopping online or other activities on the Instagram platform. There are so many benefits that are felt by sellers and customers from the use of digital marketing, one of which is adding customer knowledge and awareness of various existing brands and services.

## 2. THEORETICAL BACKGROUND

In an increasingly advanced era, a lot of research has been done on Customer Engagement. In this journal, an analysis is conducted to develop a deep understanding of Customer Engagement in the marketing literature. The concept of engagement is studied in several fields, namely sociology, psychology, and organizational behavior [2]. Customer involvement with a brand is the state of the customer related to the brand, motivation, and context described by the level of certain affective, cognitive, and behavioral activities [3]. Customer engagement has been found to influence customer engagement and brand awareness.

### 2.1 Social Media

Social media is a media platform that focuses on user existence that facilitates social media users in interacting and sharing. Therefore, social media can be seen as an online tool that strengthens relationships between users and as a social bond [4]. Social media marketing is a form of marketing

strategy used to build awareness, memory, recognition, action, and loyalty to a brand, product directly or indirectly through social networks [5]. In this 4.0 era, many buying and selling activities are carried out online and this is where social media plays a vital role so that a product can sell to connect sellers and buyers [6]. The development of the internet is always progressing, so the various technologies and features available to users are always changing. This makes social media more hypernoms than a specific reference to various uses or designs. Corporate social media activities in communication, providing information, support for daily life, promotion and sales, and social response and activity in his study on the importance of corporate social media activities, compared to consumers and companies [5].

### 2.2 Customer Engagement

Customer Engagement can be defined as a psychological condition that occurs through interaction. There are many interpretations of customer engagement, but many interpret it as a motivational basis of varying sizes. This includes the object, namely the brand, the subject, namely the customer, and the positive valence versus negative [7]. Customer engagement status refers to behavior that goes through a transaction and can be specifically defined as an embodiment of customer behavior towards a brand. [8] Thus, a brand is expected to be able to provide the best service or product for customers because the experience gained will build the tendency of customers to interact with the brand consistently. Customer Engagement is important because a well-established relationship between producers and consumers will bind buyers to buy and use our products or services continuously.

### 2.3 Brand Awareness (BA)

Brand Awareness is the ability of potential customers to recognize and recall a brand as part of a particular product. Brand Awareness requires a relationship from the customer's feeling of uncertainty that a certain brand has been known before so that customers believe that the product is the only brand in a particular group [9]. Therefore, brand awareness can minimize the time used to find the product you want to buy. Brand awareness will make customers choose a brand where they already have information about a brand [10].

### 3. METHODS

The method of this research will examine The Role of Instagram-Facebook in Customer Engagement and Building Brand Awareness. The nature of the research to be conducted is explanatory research with a quantitative approach, namely research that intends to explain the relationship between variables through hypothesis testing.

#### 3.1 Research Model

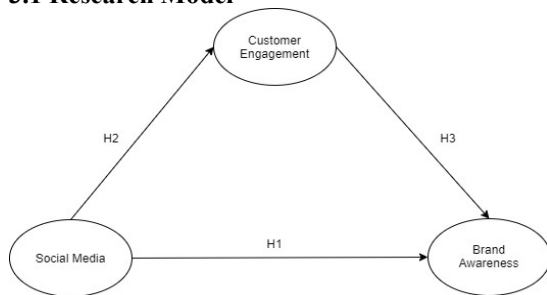


Figure 2. Research model

This research analyzes the role of social media in influencing customer engagement and brand awareness. This study uses a quantitative approach where this study aims to find the relationship between variables by testing hypotheses.

#### H1: Social Media has a positive effect on Brand Awareness

In this modern era, social media allows marketers to interact, collaborate, and share content with their customers [5], but it should be noted that the management of a brand's social media must also balance the customer's desire to find out more detailed information about the products being sold, for example, such as speed of the seller in responding to customers. Failure to respond with greater efficiency and effectiveness can destroy customer-company relationships and eventually cause these companies to lose market share from their competitors [11].

With the existence of social media, consumer needs are changing rapidly [12]. This consumer behavior encourages brands to adapt strategies to accommodate changing industry dynamics that arise from changes in consumer spending. One of them is where consumers expect a quick resolution, for example, consumers contact a brand on Instagram and hope for a quick response. To have a positive impact on Brand Awareness, a brand must be able to engage in the interactions that customers expect. Social Media Marketing has a

positive influence on Brand Awareness. When customer needs are met quickly, customer loyalty and satisfaction will increase.

#### H2: Social Media has a positive effect on Customer Engagement

Social media allows marketers to interact, collaborate, and share content with their customers [5]. This has prompted many business firms and government organizations to utilize social media for advertising and marketing, as they now see that effective social media marketing activities are especially important in building value, relationships, customer population, and brand equity [13]. Brands that actively engage with customers through social media can capture attention and affection.

A brand requires the ability to identify and address customer needs quickly [14] so that when customers perceive a brand to be able to meet customer needs quickly, customers are more likely to show an elevated level of customer engagement. In line with other studies which reveal that Customer Engagement has a positive impact on Social Interactivity on social media [13].

#### H3: Customer Engagement has a positive effect on Brand Awareness

Efforts to increase Based Brand Equity are to maximize Brand Awareness of a product. Customer engagement through social media has been shown to have a positive impact on brand evaluation, and hence, leads to the creation of brand equity [15]. Based Brand Equity. When customers perceive a brand as agile, they are more likely to display an elevated level of customer engagement. Consistent with previous research, a higher level of customer involvement will lead to an increase in Customer- Based Brand Equity [16].

#### 3.2 Research Sample

This study uses the convenient sampling method because the population in this study is not possible for researchers to calculate the population because there is no definite data regarding Facebook and Instagram users who like to shop online or users who have businesses. Therefore, the researcher uses convenient sampling and is also accompanied by considerations of who the respondents will be in the sample. By using the sampling method, which is a non-probability sampling, the sampling is carried out voluntarily without any sample calculation technique, but the researchers determined to get at least 100 respondents. This determination is determined based on the type of non-probability sampling, namely quota sampling. [17]

This study uses an online survey via Google Form. The contents of the distributed questionnaire consisted of 25 questions from each indicator. The measurement scale used in this study uses a Likert measurement scale.

Table 1. Respondent Profile

Category	Item	Frequency	Percentage (%)
Gender	Female	59	58.4
	Male	42	41.6
Age	17 - 22 years old	64	63.4
	23 - 28 years old	36	35.6
	> 28 years old	1	1
Domicile	JABODETABEK	69	68.3
	Outside JABODETABEK	32	31.7
Job	Student	82	81.2
	Entrepreneur	6	5.9
	Employee	8	7.9
	Other	5	5

Table 2. Descriptive Respondent Criteria

Criteria	Frequency	Percentage (%)
How long do you use social media per day?		
- 4 hours	34	33.7
- 7 hours	41	40.6
- > 7 hours	26	25.7
What types of products/brands are you most interested in?		
- Smartphone	7	6.9
- Fashion	28	27.7
- Cosmetic	10	9.9
- Technology	30	29.7
- Other	26	25.7

Data collection was carried out for 1 month, which managed to collect 101 respondents. Respondents consist of 58.4% are women and 41.6% are men. Most of the respondents have jobs as students, which is about 82 respondents from 101 respondents collected.

### 3.3 Data Collection Methods

This study will look at the effect of the independent variable on the dependent variable. This can be a reference for the success or success of a goal for the benefit of digital marketing. In our current study, we used literature studies and questionnaires to collect sample data for review:

#### 1. Literature Review

Methods Literature study is the first technique that we do. This technique is done by reviewing articles, journals, or other sources that are relevant to our research. This technique aims to help us find credible sources because they contain reliable research or reports. We have implemented this and described it in chapter 2, namely on a theoretical basis.

#### 2. Questionnaires

The questionnaire is a method that is mostly used by researchers. This method is a method that provides some research questions to respondents so that we can collect reliable data. We will collect this questionnaire with 3 types of questionnaires, namely optional (multiple choice), priority scale, and filling. Later, we will observe the data to achieve the objectives of this research.

## 4. RESULTS

This study uses questionnaires for the data collection method. In this section will discover the results of each question.

How long do you use social media per day?

101 responses

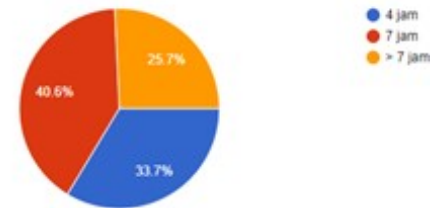


Figure 3. Questionnaires Result (Intensity Social media Use)

Based on the results of the questionnaire data that we have obtained, 40.6% of their 101 respondents use social media for 7 hours per day. In

addition, 33.7% of their 101 respondents use social media for 4 hours per day. And 25.7% of 101 respondents answered that the length of daily use of social media is more than 7 hours. From these data, it can be concluded that social media is one of the important activities because it is seen from the length of time using social media every day. This is also due to the increasingly sophisticated era so all information can be obtained through social media.

What types of products or brands are you most interested in?

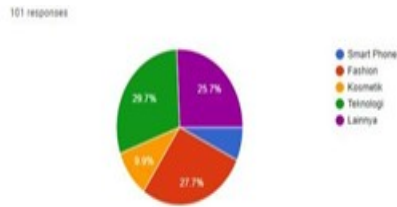


Figure 4. Questionnaires Result (Type of Product)

Based on the results of the data we have obtained, 29.7% of 101 respondents answered they have an interest in technology products, 27.7% of 101 respondents answered they have an interest in fashion products, 9.9% of 101 respondents answered they are interested in cosmetic products, as many as 9.9% of 101 respondents answered they are interested in cosmetic products. 7% of them are interested in smartphone products, and 25.7% of the 101 respondents answered that they are interested in other products. It can be concluded that respondents have diverse interests in the available products.

**I always interact with the features on Instagram and Facebook social media every day**

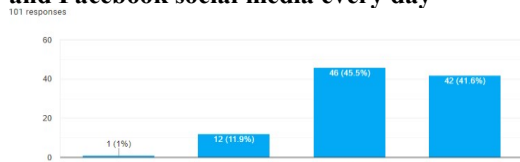


Figure 5. Questionnaires Result (Interactivity features on Instagram & Facebook)

Based on the results of the data presented in the form of a bar chart above, 1 of their 101 respondents said they disagreed, 12 of 101 respondents said they did not agree, 40 of 101 respondents said they quite agree, and 42 of 101 respondents said they strongly agree. From these data, it can be concluded that most respondents agree that they always interact with features on

social media, especially Facebook and Instagram every day. The frequent interactions that are carried out have a positive impact on several products or brands that promote through social media.

**Instagram is my favorite social media**

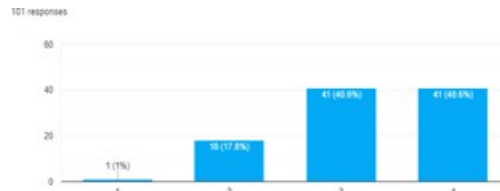


Figure 6. Questionnaires Result (Favorite Social Media)

Based on the results of the data presented in the form of a bar chart above, 1 out of 101 respondents stated that they disagreed, 18 of 101 respondents stated that they did not agree, 41 of 101 respondents stated that they quite agree, and 41 of 101 respondents stated that they strongly agree. From these data, it can be concluded that most respondents agree that Instagram is their favorite social media.

**Facebook is my favorite social media**

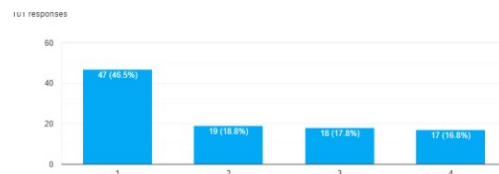


Figure 7. Questionnaires Result (FB)

Based on the results of the data presented in the form of a bar chart above, as many as 47 of 101 respondents said that they did not agree, 19 of 101 respondents said they did not agree, 18 of 101 respondents said they quite agree, and 17 of 101 respondents said they strongly agree that Facebook is their favorite social media. From these data, it can be concluded that most respondents do not agree that Facebook is the social media they like the most.

**Ads displayed on social media Instagram or Facebook have an enormous influence on me**

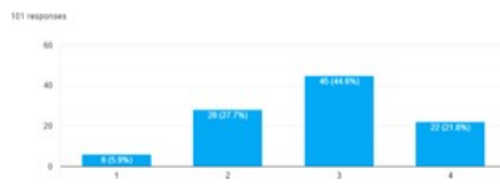


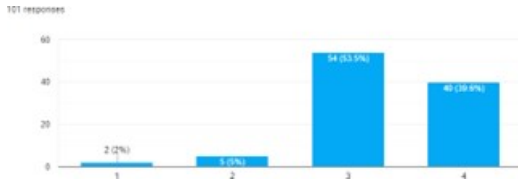
Figure 8. Questionnaires Result (Instagram/FB)

Based on the results of the data presented in the form of a bar chart above, as many as 6 of 101 respondents stated they did not agree, as many as



28 of 101 respondents said they did not agree, 45 of 101 respondents said they quite agree, and 22 of 101 respondents said they strongly agree with advertisements displayed on Instagram or Facebook social media have a considerable influence on my interest in a brand or product that is displayed in the ad.

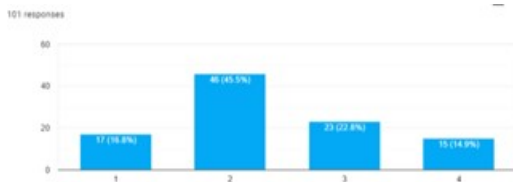
**I think Instagram or Facebook affect a product advertisement**



**Figure 9.** Questionnaires Result (Product Advertisement)

Based on the results of the data presented in the form of a bar chart above, 2 out of 101 respondents stated that they do not agree with the statement. Furthermore, 5 of their 101 respondents stated that they did not agree, 54 of 101 respondents said they quite agreed, and 40 of 101 respondents said they strongly agreed with the statement that they think Instagram or Facebook influences product advertising. Most respondents agreed, so it can be concluded that the high use of social media Instagram or Facebook can affect the development of a product. One of them is in the field of product promotion.

**I like the Facebook Shops page on the Instagram app**

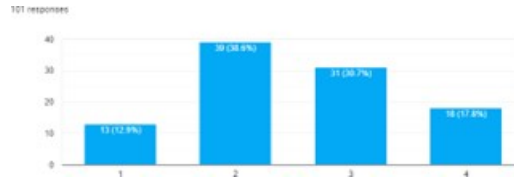


**Figure 10.** Questionnaires Result (Facebook Shops)

Based on the results of the data presented in the form of a bar chart above, 17 of 101 respondents said they disagreed, 46 of 101 respondents said they did not agree, 23 of 101 respondents quite agreed and 15 of 101 respondents said they strongly agreed with the statement which states that they like Facebook ads within the Instagram app. From the results of the data above, it can be concluded that most respondents do not agree with this because Facebook users today are dominated by parents so

sometimes the ads displayed are noted are note not by current trends.

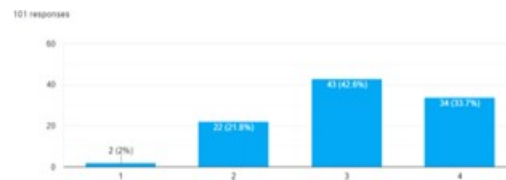
**I often interact with the sticker link feature**



**Figure 11.** Questionnaires Result (Sticker Link)

Based on the results of the data presented in the form of a bar chart above, 13 out of 101 respondents stated that they did not agree with the statement. In addition, 39 out of 101 respondents disagreed, 31 out of 101 respondents said they quite agree, and 18 out of 101 respondents stated they strongly agree that they often interact with the sticker link feature. From the results of the data, it is concluded that there are still many respondents who have not tried the feature, this can be caused because the respondents do not understand how to use the feature or do not understand the function of the feature.

**I think the link sticker feature on Instagram is quite useful**



**Figure 12.** Questionnaires Result (Usefulness)

Based on the results of the data presented in the form of a bar chart above, as many as 2 out of 101 respondents stated that they did not agree with the statement saying that the link sticker feature on Instagram was quite useful. Not only that, 22 out of 101 respondents stated that they did not agree with the statement. However, 43 out of 101 respondents said they quite agree and 34 out of 101 respondents said they strongly agree. From the results of these data, we can conclude that this feature is quite helpful, seen from the number of respondents who agree with the statement. Judging from its function, the sticker link on Instagram is quite helpful because users only need to press the sticker and, then it will be connected to the product or brand that they want to see.

**I love to see ads from my favorite brands**

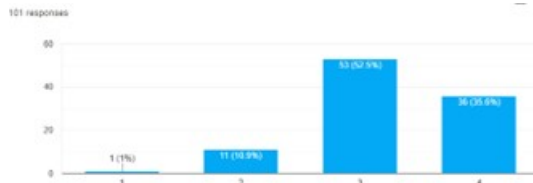


Figure 13. Questionnaires Result (Favorite Brands)

Based on the results of the data presented in the form of a bar chart above, 1 out of 101 respondents stated they disagreed, 11 out of 101 respondents said they did not agree, 53 out of 101 respondents said they quite agree, and 36 out of 101 respondents stated they strongly agree with the statement, which the statement stated that they were happy to see the ads on Instagram. It can be seen that the majority of respondents answered they agreed, so it can be concluded that the advertisements displayed on Instagram are quite effective.

**I have high buying interest when I see my favorite brand**

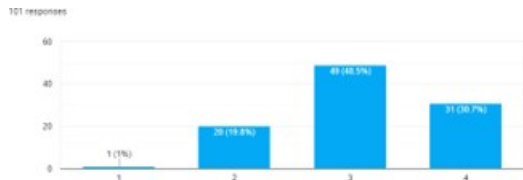


Figure 14. Questionnaires Result (Buying Interest)

Based on the results of the data presented in the form of a bar chart above, 1 out of 101 respondents stated they disagreed with the statement, 20 out of 101 respondents said they did not agree, 49 out of 101 respondents said they quite agree with the statement, and 31 out of 101 respondents stated they strongly agree with the statement that they have high purchasing power when they see their favorite brand. From this data, we can conclude that the brand has quite a positive effect on customer interest in buying an item.

**When I see something good in color, logo, Figure, and so on that describes the identity of my favorite brand, I immediately recognize and remember that brand.**

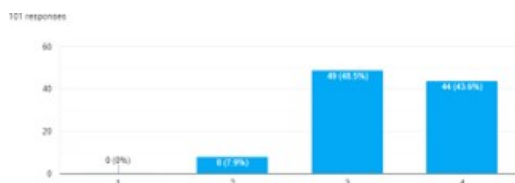


Figure 15. Questionnaires Result (Favorite Brand)

Based on the results of the data presented in the form of a bar chart above, none of the respondents

stated that they did not agree with the statement. However, 8 out of 101 respondents stated that they did not agree. It is different with 49 out of 101 respondents stating they quite agree with the statement, and 44 out of 101 respondents stating they strongly agree with the statement saying that they When respondents see something good in colors, logos, Figures, and so on that describe their favorite brand identity respondents, they immediately recognize and remember the brand. From this data, we can conclude that brand identity, starting from the outward appearance, brand slogans, and so on, is sufficient to have a positive effect on customer interaction with brands, especially in recognizing and remembering the characteristics of a brand.

**Products promoted through Instagram or Facebook platforms make me interested in buying these products.**

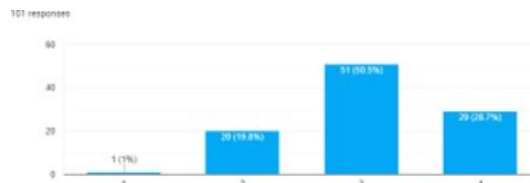
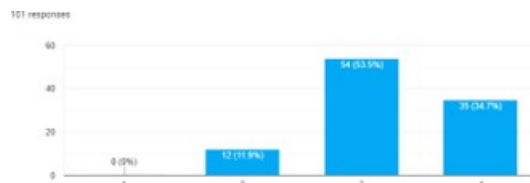


Figure 16. Questionnaires Result (Products Promoted)

Based on the results of the data presented in the form of a bar chart above, as many as 1 out of 101 respondents stated that they did not agree with the statement saying that

Products promoted through Instagram or Facebook platforms make respondents interested in buying these products. Not only that, 20 out of 101 respondents stated that they did not agree with the statement. However, 51 out of 101 respondents said they quite agree and 29 out of 101 respondents said they strongly agree. From the results of these data, we can conclude that the products promoted through Instagram or Facebook platforms are quite helpful in increasing sales, seen from the number of respondents who agree with this statement.

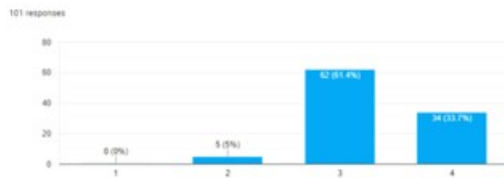
**I feel happy when I know my favorite brand is releasing a new product through their promotion**



**Figure 17. Questionnaires Result (Promotion)**

Based on the results of the data presented in the form of a bar chart above, none of the respondents stated that they did not agree with the statement. However, 12 out of 101 respondents stated that they did not agree. In contrast, 54 out of 101 respondents stated that they quite agree with the statement, and 35 out of 101 respondents stated they strongly agree with the statement saying that they feel happy when they know that their favorite brand releases a new product through promotions carried out by the product. From these data, we can conclude that seen from the number of respondents who agree with the statement, the promotion carried out is important and has a large enough effect on customer buying interest.

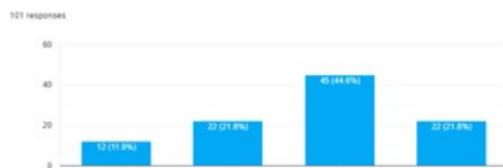
**I feel happy when my favorite brand makes an update on its product.**



**Figure 18. Questionnaires Result (Favorite Brand Update)**

Based on the results of the data presented in the form of a bar chart above, none of the respondents stated that they did not agree with the statement. In addition, 5 out of 101 respondents stated that they did not agree. In contrast, 62 out of 101 respondents stated they quite agree with the statement, and 34 out of 101 respondents stated they strongly agree with the statement saying that they feel happy when their favorite brand makes updates to their products. From this data, we can conclude that it can be seen from the number of respondents who agree with this statement. Frequent product updates make customers happy, so they often interact with the brand.

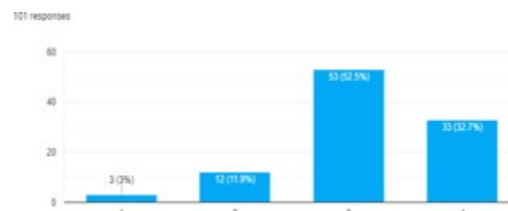
**If I see a favorite brand on Facebook and Instagram feeds, I need to hit the Like or Share button right away.**



**Figure 19. Questionnaires Result (Feeds)**

Based on the results of the data presented in the form of a bar chart above, as many as 12 out of 101 respondents stated they disagreed with the statement which said that when they see their favorite brand on Facebook and Instagram feeds, it is important for them to press the Like or Share button immediately. Not only that, 22 out of 101 respondents stated that they did not agree with the statement. However, 45 out of 101 respondents said they quite agree and 22 out of 101 respondents said they strongly agree. From the data results, it can be seen that the majority of respondents agree with the statement, so we can conclude that customers also promote their favorite brands by sharing them or pressing the like button. This already reflects that there has been interaction between customers and brands through Instagram or Facebook platforms.

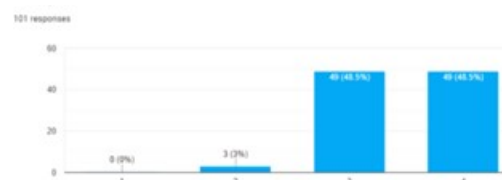
**When an ad from a brand I like is seen, I'm immediately attracted to visit their profile.**



**Figure 20. Questionnaires Result (ad Brand)**

Based on the results of the data presented in the form of a bar chart above, as many as 3 out of 101 respondents stated that they did not agree with the statement which said that when they saw their favorite brand, they were immediately attracted to visit the profile of the brand. Not only that, 12 out of 101 respondents stated that they did not agree with the statement. However, 53 out of 101 respondents said they quite agree and 33 out of 101 respondents said they strongly agree. From the results of these data, it can be seen that the majority of respondents agree with this statement, so we can conclude that advertising influences customers to visit the profile of the brand. In addition, it is important for a product to offer goods that have excellent quality so that customers like the goods they offer.

**I feel happy when a company has a lot of interaction with its social media followers.**

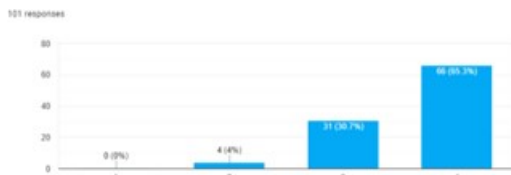




**Figure 21.** Questionnaires Result (Interaction)

Based on the results of the data presented in the form of a bar chart above, none of the respondents stated that they did not agree with the statement. In addition, 3 out of 101 respondents stated that they did not agree. In contrast, 49 out of 101 respondents stated they quite agree with the statement, and 49 out of 101 respondents stated they strongly agree with the statement that they feel happy when the company gets a lot of interaction from its followers on social media. From these data, we can conclude that seen from the number of respondents who agree with the statement, the respondents also support the company in its business progress.

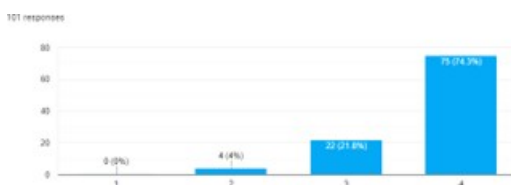
**When I shop online, I feel happy when I am served by a friendly and responsible admin.**



**Figure 22.** Questionnaires Result (Service Quality)

Based on the results of the data presented in the form of a bar chart above, none of the respondents stated that they did not agree with the statement. In addition, 4 out of 101 respondents stated that they did not agree. On the other hand, 31 of 101 respondents stated that they quite agree with the statement, and 66 of 101 respondents stated that they strongly agree with the statement that when shopping online they feel happy if they get friendly service from the admin. From this data, we can conclude from the number of respondents who agree with this statement, it is important for every company to have a friendly admin to add customer satisfaction in online shopping.

**I'm happy if the item I bought matches the estimated delivery time and matches what I ordered**

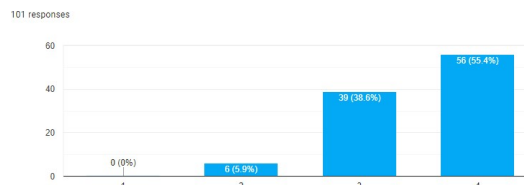


**Figure 23.** Questionnaires Result (Delivery Time)

Based on the results of the data presented in the form of a bar chart above, none of the respondents stated that they did not agree with the statement. In

addition, 4 out of 101 respondents stated that they did not agree. In contrast, 22 out of 101 respondents stated that they quite agree with the statement, and 75 out of 101 respondents stated they strongly agree with the statement that when shopping online they feel happy if the goods they buy are within the estimated delivery time and according to what is expected. they want. From this data, we can conclude from the number of respondents who agree with the statement, every company needs to pay attention to the wishes of its customers and the estimated time that has been given so that the goods arrive according to the customer's wishes and on time. So that customers will feel happy, and the company will gain the trust of its customers.

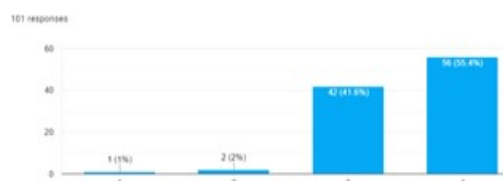
**I think it is important when a brand has an attractive logo design.**



**Figure 24.** Questionnaires Result (Attractiveness)

Based on the results of the data presented in the form of a bar chart above, none of the respondents stated that they did not agree with the statement. In addition, 6 out of 101 respondents stated that they did not agree. In contrast, 39 out of 101 respondents stated that they quite agree with the statement, and 56 out of 101 respondents stated they strongly agree with the statement which says that respondents think that an attractive design on a brand's logo is very important. From this data, we can conclude from the number of respondents who agree with this statement, because humans are visual creatures when they see a logo that catches their attention, they tend to find out more about the logo. This will have a positive impact on a company.

**Attractive content design can bind customers' interest in a brand.**



**Figure 25.** Questionnaires Result (Content Design)

Based on the results of the data presented in the form of a bar chart above, as many as 1 in 101

respondents stated that they did not agree with the statement saying that an attractive content design will bind customer interest in a brand. Not only that, 2 out of 101 respondents stated that they did not agree with the statement. However, 42 out of 101 respondents said they quite agree and 56 out of 101 respondents said they strongly agree. From the results of these data, it can be seen that the majority of respondents agree with this statement, so we can conclude that an attractive content design greatly influences customers to visit the profile of the brand.

**I immediately remember my favorite brand when I hear/see a product or service category.**

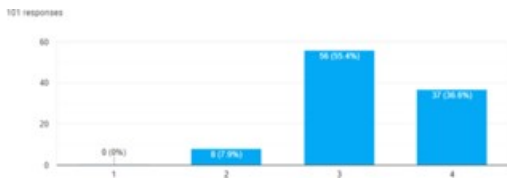


Figure 26. Questionnaires Result (Favorite Brand)

Based on the results of the data presented in the form of a bar chart above, none of the respondents stated that they did not agree with the statement. In addition, 8 out of 101 respondents stated that they did not agree. In contrast, 56 out of 101 respondents stated that they quite agree with the statement, and 37 out of 101 respondents stated they agree with the statement saying that it is easy for them to remember their favorite brand by hearing or seeing the products or services provided. From these data, we can conclude from the number of respondents who agree with the statement, so it can be concluded that it is important to make a product easy to remember by customers and also satisfying service so that customers can easily remember it.

**I easily remember my favorite brands just by looking at the product packaging**

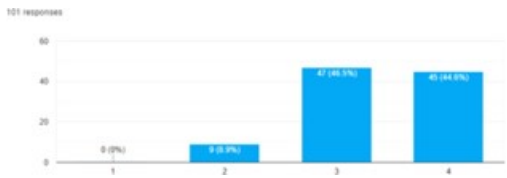


Figure 27. Questionnaires Result (Product Packaging)

Based on the results of the data presented in the form of a bar chart above, none of the respondents stated that they did not agree with the statement. In addition, 9 out of 101 respondents stated that they did not agree. In contrast, 47 out of 101 respondents stated that they quite agree with the statement, and

45 out of 101 respondents stated that they agree with the statement saying that they easily remember their favorite brands just by looking at the outer packaging of their products. From these data, we can conclude from the number of respondents who agree with the statement, so it can be concluded that it is important to make the packaging of a product easy to remember and attract the attention of customers.

This study uses Smart PLS as a tool to analyze the data.

**4.1 Validity and Reliability Test**

The following is a test of validity and reliability for the research model used in this study.

**4.1.1 Cronbach's Alpha**

The indicators in Cronbach's Alpha are taken based on inter-correlation variables where aim a is very sensitive to the number of variables in the construct. If the Cronbach's Alpha value is above 0.60 and 0.70, it is considered suitable in the study. [18]

Table 3. Cronbach's Alpha

	Cronbach's Alpha
Brand Awareness (BA)	0.649
Customer Engagement (CE)	0.829
Social Media (SM)	0.585

The value of Customer Engagement is above 0.7 which means that it is suitable for research. It can be seen that the value of Brand Awareness is above 0.6, but it is said to be unreliable, it is expected that a value above 0.7 only shows that the construct can explain more than half of 50% of the indicator variance. [19] While the value of social media is below 0.6 and 0.7.

**4.1.2 Rho\_A**

Rho\_A is one of the "Quality Criteria" for reliability and validity. The rho\_A value is displayed because this value helps measure reliability which is a good indication of reliability. Rho\_A is expected to have a value of 0.70 or more to show a good indication. [20]

Table 4. Rho\_A

	rho_A
Brand Awareness (BA)	0.707
Customer Engagement (CE)	0.846

Social Media (SM)	0.597
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The value of Brand Awareness and Customer Engagement is above 0.70 which means that it is a good indication, while the value of social media is below 0.70.

#### 4.1.3 Composite Reliability

Composite Reliability is a tool used to measure how capable an indicator can measure its latent construct. If the Composite Reliability value is 0.70 and 0.90, it can be said to be suitable. [18]

Table 5. Composite Reliability

	Composite Reliability
Brand Awareness (BA)	0.804
Customer Engagement (CE)	0.885
Social Media (SM)	0.775

Values of Brand Awareness, Customer Engagement, and social media are above 0.70 and 0.90 which can be considered as having good reliability. [19]

#### 4.1.4 Average Variance Extracted

By using the Fornell-Larcker criteria, the output AVE value must be greater than 0.50. When the AVE value is > 0.50 it can be said that the results are as desired. [18]

Table 6. Average Variance Extracted

	AVE
Brand Awareness (BA)	0.581
Customer Engagement (CE)	0.660
Social Media (SM)	0.535

The AVE Brand Awareness, Customer Engagement, and Social Media values are above 0.50 which means that this construct can explain 50% or more of the item variance [19].

#### 4.1.5 Outer Loading

Table 7. Outer Loading

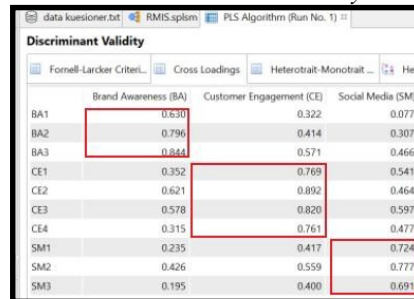


Outer loading is a table that contains a loading factor to show the magnitude of the correlation between indicators and latent variables (Dyah and Kulsum, 2018). After being tested, there is one red number in the Brand awareness variable, the red number indicates the data is not valid because it is below 0.7. In addition, there is red in the Social Media variable section. For the Customer Engagement variable, the data is valid because there is no red color and the data is above 0.7.

#### 4.1.1 DISCRIMINANT VALIDITY

Discriminant validity is used to ensure that each concept of each latent variable is different from other variables. The table below shows the results of the discriminant validity of the research model.

Table 8. Discriminant Validity

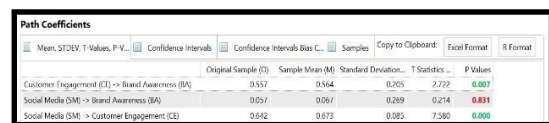


The results of the estimated cross loading in the table above show the loading value of each indicator item on the construct of the cross-loading value. With that, it can be concluded that all constructs or latent variables already have discriminant validity better than indicators in other blocks.

#### 4.2 HYPOTHESIS TESTING

##### 4.2.1 Path Coefficient

Table 9. Path Coefficient



The value of T Statistics is greater, with a value of 2.72. While the critical value of T table = the greatest limit/ the value of uncertainty is 0.05. So it

can be concluded of uncertainty. So, it can be concluded, social media affects Customer Engagement. However, it does not apply to hypothesis 1, where social media affects Customer Engagement because hypothesis 1 only has a T statistic of 0.21. Therefore, social media does not affect Customer Engagement.

## 5. CONCLUSION

From the results of this study resulted in several important things which are the answers to the problems discussed, namely Instagram and Facebook as Social Media have a significant positive influence on Customer Engagement (CE) and Brand Awareness (BA), and the involvement of Customer Engagement (CE) also has an effect significantly to increase Brand Awareness (BA).

In today's information age, social media has become an important part of everyday life as a communication channel where consumers reflect their consumption habits, preferences, opinions, experiences, and interactions with other users [21]. The broad communication area where consumers can interact with other users, offers significant opportunities for product and brand communication, savings in cost, time, and reach of a large mass of consumers. To this end, many businesses create their brand profiles on social media communication channels that are highly sought after by the public namely Instagram and Facebook. With social media, brands develop activities that engage consumers by sharing content such as online product information, discounts, advertisements, and promotions. This study was conducted to determine whether marketing activities on Instagram and Facebook social media are effective on Customer Engagement and build Brand Awareness of a brand.

The results of this study indicate that communicating with customers and sharing content about a brand in an attractive way can build and maintain successful Brand Awareness on social media. The results of the analysis show that social media marketing activities have a significant effect on Customer Engagement and Brand Awareness. In addition, the effects of Instagram and Facebook social media marketing activities on Customer Engagement mostly have a positive effect on Brand Awareness. In other words, social media marketing activities Instagram and Facebook are significant awareness tools when it comes to reminding consumers of a brand. In this case, it has been concluded that marketing activities carried out on Instagram and Facebook are considered as

activities that support increasing Customer Engagement and Brand Awareness

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