

The Role of Social Media Marketing on Brand Awareness, Brand Image and Brand Trust on Atma Jaya Makassar University

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ABSTRACT

As time progresses, market competition becomes increasingly intense. It's not just business market competition, but also competition in the education sector that is getting tougher. Makassar City has as many as 22 universities spread across the region, all competing to attract students. One of the universities facing this competition is Atma Jaya Makassar University. Atma Jaya Makassar University recognizes that social media has become an inseparable part of society's life and has started to implement social media marketing. Despite this, the intense competition has led Atma Jaya Makassar University to optimize the application of social media marketing and assess its impact on brand awareness, brand image, and brand trust. The results found in this study indicate that trendiness is the variable with the highest value in social media marketing, and that social media marketing influences brand awareness, brand image, and brand trust.

Keywords: consumer loyalty, store atmosphere, price, and promotion

1. INTRODUCTION

As time progresses, market competition becomes increasingly intense. It's not just business market competition, but also competition in the education sector that is getting tougher. Indonesia itself is the country with the second-largest number of universities in the world, after China, with a total of 3,277 universities (Zulfikar, 2024). The large number of universities in Indonesia means that these universities need to establish a perspective in the minds of consumers to attract them and enhance their competitiveness. One way to build this perspective is by developing their branding or brand (Sanny et al., 2020), with some of the key elements being brand awareness, brand image, and brand trust.

Brand awareness is an asset that influences the perception, preference, and even behavior of consumers themselves (Aakre, 2015 and Bernato et al., 2020). The presence of brand awareness indicates that consumers are aware of the brand name, which increases the likelihood of consumers choosing that brand. Brand image is a collection of what consumers believe about a brand (Savitri et al., 2022). Brand image forms a physical structure within the consumer that can become a key element in marketing (Sanny et al., 2020) and adds value in the eyes of consumers (Kazmi and Mehmood, 2020). Brand trust is the trust that consumers have in a brand. Brand trust is particularly important for consumers when they are faced with situations where they need to choose similar products that carry high risks (Sanny et al., 2020).

In the present day, social media is growing rapidly worldwide, including in Indonesia. As of January 2023, the number of social media users in Indonesia reached 167 million people, or 60.4%

of the total population of 256.4 million (Riyanto, 2023), with the majority of users aged 18-34, making up 54.1% (Panggabean, 2024). The motivation for individuals to use social media generally includes seeking and sharing information, entertainment, relaxation, and social interaction, while for businesses, social media is typically used as a tool or platform for marketing communication (Arfia and Sasono, 2023). This indicates that using social media as a marketing tool is an effective strategy in building branding in the eyes of consumers. The use of social media as a tool for commercial promotion of processes or events to attract the interest of potential consumers is called social media marketing (Jamil et al., 2022).

Makassar City has 22 universities spread across the region (referensi.data.kemdikbud.go.id), all of which are competing to attract students. One of the universities facing this competition is Atma Jaya Makassar University. Atma Jaya Makassar University itself realizes that social media has become an integral part of people's lives and has begun to implement social media marketing. However, the intense competition has made it necessary for Atma Jaya Makassar University to optimize the application of social media marketing and assess its impact on brand awareness, brand image, and brand trust.

2. THEORETICAL BASIS

2.1. Social Media Marketing (SMM)

Social media facilitates content sharing, collaboration and interaction (Jamil et al., 2022). Social media marketing is the use of social media as a tool for commercial promotion of processes or events to attract the interest of potential consumers (Jamil et al., 2022). According to Seo and Park (2018), social media marketing is something that allows companies to communicate with their consumers easily and quickly. Chen and Lin (2019) explain social media marketing as a way of using the internet to directly collaborate, share information, and talk about ideas or goals for something we care about. Variables in social media marketing are divided into entertainment, interaction, trendiness, customization, and WOM (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, and Singh, 2016; Vidyanata, 2022; and Jamil et al., 2022).

2.2. Brand Awareness

Brand awareness is how consumers can identify a brand (Bernarto, Berlianto, Meilani, Masman and Suryawan, 2020). Brand awareness is an asset that influences consumers' perceptions, preferences and even behavior (Aaker, 2015 and Bernato, et al., 2020).

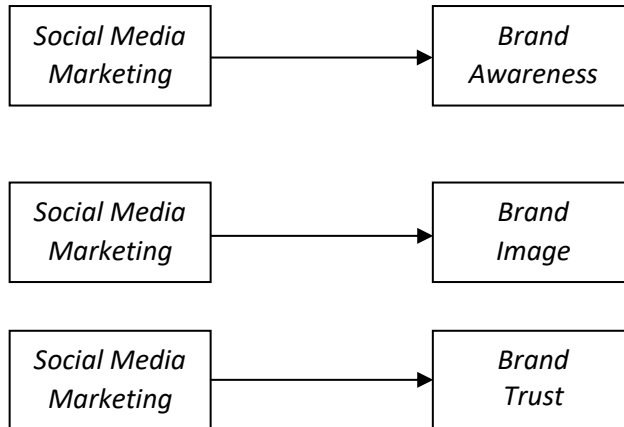
2.3. Brand Image

Brand image is a collection of what consumers believe about a brand (Savitri, Hurriyati, Wibowo and Hendrayati, 2022). Consumers will tend to choose products that are already known and have the right brand image, this is because consumers believe that the product is able to meet their needs, which will generate consumer buying interest (Yohana et al., 2020). Kazmi and Mehmood (2020) explain that a positive brand image will add value in the eyes of consumers and vice versa, where this will have an impact on consumer interest in buying products.

2.4. Brand Trust

Brand trust is the trust that consumers have in a brand. Brand trust is explained as a form of consumer willingness to rely on the ability of a brand to work well as stated by the brand (Ebrahim, 2019).

2.5. Research Hypothesis



Picture 3
Hypothesis Framework

- H₁ : Store atmosphere influences consumer loyalty.
- H₂ : Price influences consumer loyalty.
- H₃ : Promotion influences consumer loyalty
- H₄ : Store atmosphere, price dan promotion have a simultaneous influence on consumer loyalty

3. RESEARCH METHODS

3.1. Research Design and Methods

This research method is explanatory study research and is a type of quantitative research. In this research, data was collected using primary data where data collection was carried out through distributing questionnaires. A questionnaire is a collection of several questions that are prepared and prepared beforehand so that respondents can provide answers and these answers are stored which are generally close to the alternatives explained (Sekaran and Bougie, 2016) and the questionnaire measurement scale used is a Likert scale. This research uses validity tests and reliability tests to measure whether the instrument used is valid and reliable, classic assumption regression test which are normality test, heteroscedasticity test and autocorrelation test to measure if the model is good or not, and uses the F test and t test to carry out hypothesis testing.

3.2. Population and Sample

The population according to Sekaran and Bougie (2016) is the whole group, person, activity or something to be studied where based on this explanation are those who have visited the café and the sample is part of the population. In conducting the sampling required in the study, the researcher used the research formula from Nasution (2019) which can be seen below.

$$= \left(\frac{\left(\frac{Z_{\alpha}}{2} \right) \cdot \sigma}{e} \right)^2$$

where:

N = number of samples

$\frac{Za}{2}$ = the value of the normal distribution table with a significance level of 95% = 1,96

σ = standard deviation which is equal to 25%

e = error is the error limit which is equal to 5%

Based on the formula above, it was found that the number of samples in this study was:

$$N = \left(\frac{1,96 \cdot 0,25}{0,05} \right)^2$$

N = 96.04 or 100 respondents

This research uses non-probability sampling techniques, namely snowball sampling and purposive sampling. In this study, data was collected using primary data where data was collected through the distribution of questionnaires. The questionnaire is a collection of several questions that have been prepared and prepared beforehand so that respondents can provide answers and the answers are stored which are generally close to the alternatives described (Sekaran and Bougie, 2016), and the questionnaire measurement scale used is the Likert scale.

3.3. Validity and Reliability Analysis

The validity test is used to measure whether an item is appropriate or not, where according to Priyastama (2020), the minimum value limit for measuring whether an item is appropriate or not is if the corrected item total correlation has a minimum value of 0.3. The reliability test according to Sekaran and Bougie (2016) is a test that indicates stability and consistency where the instrument measures a concept and helps assess the 'goodness' of a measure. According to Priyastama (2020), in determining whether an instrument is reliable or not, the minimum Cronbach alpha value is 0.7, where 0.7 is acceptable and 0.8 is good.

3.4. Classic Assumption Regression Test

For classic assumption regression test, this study uses multicollinearity test, heteroscedasticity test and autocorrelation test where according to Priyastama (2020):

- For normality test, using one sample kolmogorov-smirnov test, the value of asymp. sig needs to be > 0.05.
- For heteroscedasticity test, correlation between independent variable with unstandardized residual need to be > 0.05.
- For autocorrelation test, $DU < DW < 4-DU$

3.5. Hypothesis Test

The t test is used to test the influence of the independent variable on the dependent variable partially, where according to Priyastama (2020), if the significance value is less than or <0.05 then the independent variable has a partial influence on the dependent variable.

4. RESULT AND DISCUSSION

4.1. Result

Based on Priyastama (2020), the minimum limit to see whether an item in research is appropriate or not is the corrected item-total correlation which has a minimum value of 0.3. Based

on the results shown in Table 1, it can be seen that all corrected item-total correlation values have a value greater than 0.3 so it can be said that all items in this study are feasible.

Table 1 Validity Analysis Test Result

Variable/ Indicator	Questioning Variable	Corrected Item Total Correlation	Status
<i>Social Media Marketing</i> (X)	Entertainment 1	0.718	Valid
	Entertainment 2	0.665	Valid
	Interaction 1	0.449	Valid
	Interaction 2	0.680	Valid
	Interaction 3	0.636	Valid
	Trendiness 1	0.433	Valid
	Trendiness 2	0.691	Valid
	Customization 1	0.727	Valid
	Customization 2	0.715	Valid
	Word of Mouth 1	0.659	Valid
	Word of Mouth 2	0.668	Valid
Brand Awareness (Y1)	Brand Awareness 1	0.668	Valid
	Brand Awareness 2	0.699	Valid
	Brand Awareness 3	0.641	Valid
Brand Image (Y2)	Brand Image 1	0.536	Valid
	Brand Image 2	0.486	Valid
	Brand Image 3	0.542	Valid
Brand Trust (Y3)	Brand Trust 1	0.572	Valid
	Brand Trust 2	0.657	Valid
	Brand Trust 3	0.681	Valid
	Brand Trust 4	0.683	Valid

Source: SPSS Processing Result (2024)

Based on Priyastama (2020), in determining whether the instrument is reliable or not, the minimum limit for the Cronbach alpha value is 0.7. So as it can be seen in Table 2, all of the Cronbach alpha values are above 0.7, which indicates that all instruments are reliable.

Table 2 Reliability Analysis Test Result

Variable/ Indicator	Cronbach's Alpha	Status
<i>Social Media Marketing</i> (X1)	0.902	Reliable
Brand Awareness (Y1)	0.803	Reliable
Brand Image (Y2)	0.702	Reliable
Brand Trust (Y3)	0.821	Reliable

Source: SPSS Processing Result (2022)

Table 3 shows the results of normality test, it can be seen that the value of asymp. sig are greater than 0.05 or in other words, it shows that there is no correlation between independent variable or social media marketing towards dependent variable which are brand awareness, brand image and brand trust.

Table 3 Normality Test Result

Variable/ Indicator	Asymp. Sig	Unstandardized Residual
	(2-tailed)	
Brand Awareness (Y1)	0.200	0.075
Brand Image (Y2)	0.090	0.008
Brand Trust (Y3)	0.200	0.018

Source: SPSS Processing Result (2022)

Table 4 shows the results of heteroscedasticity test, where correlation between independent variable with unstandardized residual are all greater than 0.05.

Table 4 Heteroscedasticity Test

			Social Media Marketing	Unstandardized Residual
Brand Awareness (Y1)	Social Media Marketing	Correlation Coefficient	1.000	0.028
		Sig (2-tailed)	.	0.773
Brand Image (Y2)	Social Media Marketing	Correlation Coefficient	1.000	0.007
		Sig (2-tailed)	.	0.946
Brand Trust (Y3)	Social Media Marketing	Correlation Coefficient	1.000	0.37
		Sig (2-tailed)	.97	0.709
N			106	

Source: SPSS Processing Result (2022)

Based on Priyastama (2020), $DU < DW < 4-DU$ for the autocorrelation not happening in the model. Table 5 shows results of DW (Durbin Watson) for each dependent variable.

Table 5 Durbin Watson Result

Variable/ Indicator	Durbin Watson
Brand Awareness (Y1)	1.871
Brand Image (Y2)	1.875
Brand Trust (Y3)	1.988

Source: SPSS Processing Result (2022)

DU for this study is 1.7024 which means the result of each dependent variables can be explain as bellow:

- Brand Awareness = $1.7024 < 1.871 < 2.2976$
- Brand Image = $1.7024 < 1.875 < 2.2976$

- Brand Trust = 1.7024 < 1.988 < 2.2976

Table 6 shows the results of the partial test or t-test of the variables studied, namely store atmosphere, price, and promotion of loyalty. Based on the standard of significance according to Priyastama (2020), the independent variable is said to influence the dependent variable if the significance value is less than or < 0.05 so that based on the data displayed, it can be seen that the value of independent variables for each dependent variables is below 0.05 or in other words, it shows that the independent variable has a significant effect on the dependent variables.

Table 6 t-Test Analysis Result

Dependent Variable	Independent Variable/ Indicator	Cronbach's alpha		Standard Coefficients	t	Sig
		B	Std Error			
Brand Awareness (Y1)	(Constant)	1.112	0.322		3.459	0.001
	Social Media Marketing (X)	0.742	0.089	0.631	8.300	0.000
Brand Image (Y2)	(Constant)	0.907	0.315		2.882	0.005
	Social Media Marketing (X)	0.761	0.088	0.649	8.696	0.000
Brand Trust (Y3)	(Constant)	0.571	0.322		1.776	0.079
	Social Media Marketing (X)	0.858	0.089	0.685	9.592	0.000

Source: SPSS Processing Result (2022)

The regression equations generated from table 6 are:

$$\text{Brand Awareness} = 1.112 + 0.742X$$

$$\text{Brand Image} = 0.907 + 0.761X$$

$$\text{Brand Trust} = 0.571 + 0.858X$$

The regression equation above shows that the social media marketing variables consisting of entertainment, interaction, trendiness, customization and word of mouth have a positive value on brand awareness with a value of 1.112 as a constant value; brand image with a value of 0.907 as a constant value and brand trust with a value of 0.571 as a constant value.

4.2. Discussion

Through the data obtained by researchers who have shown previously, it was found that the social media marketing variables consisting of entertainment, interaction, trendiness, customization and word of mouth have a positive value on brand awareness with a value of 1.112 as a constant value; brand image with a value of 0.907 as a constant value and brand trust with a value of 0.571 as a constant value. The results found also indicate that by increasing social media marketing, Atma Jaya Makassar University can improve the brand awareness, brand image and brand trust.

Based on the respondents' answers, the result of means value for each indicator in social media marketing are 3.5 for entertainment, 3.7 for interaction, 3.8 for trendiness, 3.5 for customization and 3.4 for word of mouth. This shows that respondents mostly showing neutral

feeling than positive or negative feelings towards social media marketing that Atma Jaya Makassar University implemented with the lowest value is from word of mouth and the highest one is in trendiness.

5. CONCLUSION

5.1 Conclusion

Based on the data and discussion that has been described previously, the researchers can draw several conclusions, namely as follows:

1. Social media marketing consisting of entertainment, interaction, trendiness, customization and word of mouth has an influence on brand awareness.
2. Social media marketing consisting of entertainment, interaction, trendiness, customization and word of mouth has an influence on brand image.
3. Social media marketing consisting of entertainment, interaction, trendiness, customization and word of mouth has an influence on brand trust.
4. The mean result from the study shows that respondents mostly showing neutral feeling than positive or negative feelings towards social media marketing that Atma Jaya Makassar University implemented with the lowest value is from word of mouth and the highest one is in trendiness.

5.2 Suggestions

Based on the data and conclusions, there are several suggestions that researchers can give, namely as follows:

1. Social media marketing should continue to be implemented and improved to increase brand awareness, brand image and brand trust.
2. In further research, researchers can add more variables to be studied.

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