

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND CUSTOMER  
ENGAGEMENT ON ELS COFFEE'S BRAND AWARENESS AS A  
PIONEER OF LAMPUNG'S LEADING COFFEE**

**Undergraduate Thesis Defense**

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**ABSTRAK**

**PENGARUH SOCIAL MEDIA MARKETING DAN CUSTOMER  
ENGAGEMENT TERHADAP BRAND AWARENESS ELS COFFEE SEBAGAI  
PELOPOR KOPI UNGGULAN LAMPUNG  
(STUDI PADA ELS COFFEE LAMPUNG)**

Oleh

**SONA SONIA RAFIKA**

*Pemasaran melalui digital* sekarang banyak sekali digunakan oleh pelaku bisnis dikarenakan era yang serba digital sekarang membuat semua orang lebih banyak menggunakan barang elektronik. Pemasaran yang dilakukan secara digital mempermudah pelaku bisnis untuk melakukan promosi dan dapat menjangkau konsumen dengan luas. Jangkauan yang luas juga dapat membuat suatu brand atau bisnis itu sendiri lebih mudah di kenali oleh banyak orang. Penelitian ini bertujuan untuk mengTest pengaruh variable *Social Media Marketing* dan *Customer Engagement* terhadap *Brand Awareness*. Penelitian ini dilakukan secara kuantitatif pada 108 responden. Penelitian dilakukan pada seluruh masyarakat Lampung yang mengetahui tentang Els Coffee di Instagram dan pernah melakukan pembelian produk Els Coffee. Metode yang dilakukan adalah IMB SPSS tahun 2022. Result statistik setelah pengTestan hipotesis menunjukkan bahwa hipotesis satu, dua, dan tiga terbukti kebenarannya, dan dapat disimpulkan bahwa *Social Media Marketing* berpengaruh positif dan signifikan pada *Brand Awareness*, dan *Customer Engagement* berpengaruh positif terhadap *Brand Awareness*.

Kata kunci: *social media marketing, customer engagement, brand awareness*

## **ABSTRACT**

# **THE INFLUENCE OF SOCIAL MEDIA MARKETING AND CUSTOMER ENGAGEMENT ON BRAND AWARENESS OF ELS COFFEE AS A PIONEER OF LAMPUNG'S SUPERIOR COFFEE (STUDY ON ELS COFFEE LAMPUNG)**

**By**

**SONA SONIA RAFIKA**

Marketing through digital is now widely used by business people because the current digital era makes everyone use more electronic goods. Marketing done digitally makes it easier for businesses to do promotions and can reach consumers widely. Broad reach can also make a brand or business itself easier to recognize by many people. This study aims to examine the effect of *Social Media Marketing* and *Customer Engagement* variables on *Brand Awareness*. This research was conducted quantitatively on 108 respondents. The research was conducted on all Lampung people who know about Els Coffee on Instagram and have purchased Els Coffee products. The method used is IMB SPSS in 2022. Statistical results after hypothesis testing show that the results indicate that hypotheses one, two, and three are proven correct, and it can be concluded that *Social Media Marketing* has a positive and significant effect on *Brand Awareness*, and *Customer Engagement* has a positive effect on *Brand Awareness*.

**Keywords:** *social media marketing, customer engagement, brand awareness*

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND CUSTOMER  
ENGAGEMENT ON ELS COFFEE'S BRAND AWARENESS AS A  
PIONEER OF LAMPUNG'S LEADING COFFEE**

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**Undergraduate Thesis Proposal  
As One of the Requirements to Earn a Bachelor of Management Degree  
(Bachelor of Management)**

**On  
Management Department  
Faculty of Economics and Business**



**MAJOR OF MANAGEMENT  
FACULTY OF ECONOMIC AND BUSINESS  
UNIVERSITY OF LAMPUNG  
2024**

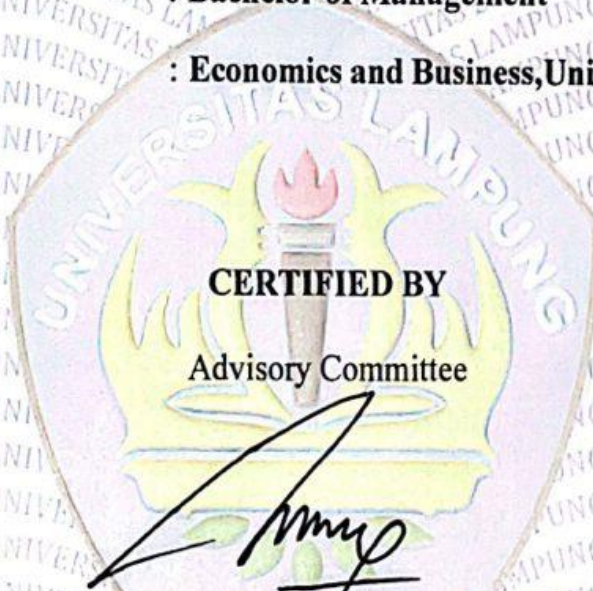
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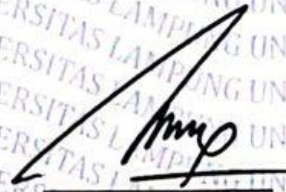
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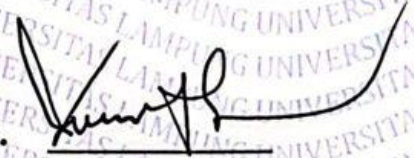
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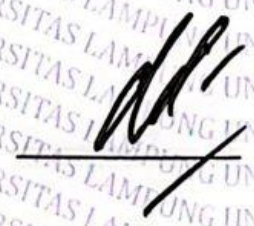
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Hereby declare that this research is the own work of the author, not a duplication or work of others except in parts that have been referred to and mentioned in the bibliography. If in the future it is proven that there are deviations in this work, the full responsibility lies with the researcher.

Thus I make this statement so that it can be understood

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## **BIOGRAPHY**

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## **MOTTO**

“When the world pushes you to your knees, you're in the perfect position to pray”

**(Ali Ibn Abu-Talib A.S)**

“Success is walking from failure to failure with no loss of enthusiasm.”

**(Winston Churchill)**

“The only difference between success and failure is the ability to take action”

**(Alexander Graham Bell)**

## **DEDICATION**

Praise be to the presence of Allah SWT for His grace and guidance, the author was able to finish this thesis well. Shalawat and greetings are always poured out to the Great Prophet Muhammad SAW.

I dedicate this thesis to:

To my parents, Mrs. Nilawati and Mr. Rafik Khan

To my parents. The best gift from God, Mami and Papi who I love very much. Thank you for the supports, never-ending prayers, motivation, love, and endless struggles and sacrifices for me until today. The wish is that this can make Mami and Papi proud of me and be a good first step for the future.

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Thank you to my sister Kak Nana who always cheering me up, accompany, and support the writer while working on the thesis so that the researcher can remain the spirit for working on the thesis

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Finally, the author realizes that this thesis is still far from perfection, but the author hopes that this thesis can be useful and helpful for all of us. Hopefully all the help, support, guidance and prayers given to the author will be answered by Allah SWT. Aamiin.

Bandar Lampung, February 21<sup>th</sup> 2024

Sona Sonia Rafika

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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

The food and beverage industry is a very promising sector. Food and beverage companies are one of the business sectors that are believed to continue to experience growth. Along with the increasing population of Indonesia every year, it is certain that the need for food and beverages will continue to increase. Consuming fast food has become one of the tendencies of the Indonesian people, so many entrepreneurs are competing to create or set up a business in the food and beverage sector because this sector is considered to have very good prospects and can be a long-term investment because they think this sector will continue to develop well. The present and the future. This industry is also one of the industries that can help the Indonesian economy.

Coffee is one of the drinks that the people of Indonesia always consume. Since first Indonesian people have loved coffee and always regularly consume this drink. Over time, coffee has become a trend that is quite popular in all circles. In the past, coffee was only consumed by parents, but now coffee has begun to be consumed by all groups, from teenagers to the elderly. The rise of cafes or coffee shops in Indonesia believes that the trend of drinking coffee has been very popular in recent years. Coffee has become a lifestyle among young people because it can be enjoyed while chatting, discussing, doing assignments, enjoying live music, and others. Based on the data centre and agricultural information system of the Ministry of Agriculture, coffee consumption in Indonesia from 2016 to 2021 is predicted to grow rapidly with an average of 8.22%/year. As a result, the coffee supply in 2021 also greatly increased to reach 795 thousand tons with a consumption of 370 tons, resulting in a surplus of 425 thousand tons (Direktorat Jendral

Perkebunan, 2022). According to Dinda & Fitriani (2022), coffee consumption in Indonesia has increased dramatically over the past decade. The latest data shows that the level of coffee consumption has increased by 44% in a 10-year period of coffee starting from 2008 to 2019. The level of coffee consumption continues to increase with the development of the era that has made coffee popular and used as a lifestyle in various circles.

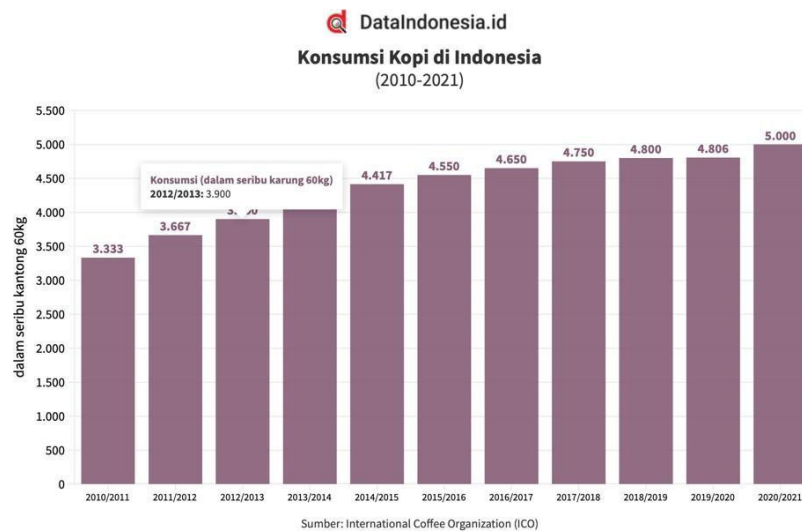


Image 1.1 (Graph of the level of coffee consumption that continues to grow every year from 2010 to 2021) Indonesia is one of the countries with the largest coffee consumption in the world.

\*source: Mahmudan (2021)

In this study, we can see the relationship between social media marketing and brand awareness, which has a fairly strong link. Brand awareness itself is the ability of consumers to recognize a brand, product, and service. If a company or brand has strong brand awareness, consumers or potential consumers can immediately recognize the brand just by looking at the colour, shape, and others. One of the keys to a company's success is to have strong brand awareness in order to compete in this highly competitive industry. Consumers tend to choose products or services that many people have recognized because they are considered more convincing and reliable. Strong brand awareness will be very influential in the sales of a company, and consumers can connect emotionally with the brand. Companies need a good marketing strategy to build strong brand awareness, one of which is digital

marketing. Companies must be able to determine what social media will be used, and promotion techniques will be used, and so on. Social media marketing plays an important role in building brand awareness. By providing creative and innovative content, brands will be more easily recognized by consumers and potential consumers. One way to build brand awareness is to do promotions on Instagram, as described above. By regularly providing advertisements or other content on Instagram, brands will be recognized more quickly because by using advertisements on social media, the message to be conveyed will be disseminated quickly about the products of a company.

Social media can be defined as marketing or promotional activities of a brand or brand product or service carried out through digital media. This marketing goal is to reach as many customers as possible in an efficient, relevant, and efficient way. If traditional marketing uses print media as a means, social media marketing uses online media. Social media greatly helped many companies to promote their products. Corporate social media activities in communication, provisioning information, support for daily life, promotion and sales. El Kedra & Sener (2020) defines digital content marketing as a managerial process that involves determining the needs and expectations of customers and meeting those needs and expectations by giving them information about the business, its goods and services that will ultimately result in change (El Kedra & Sener, 2020). Citation of the business. Social media can be characterized as a platform for interpersonal engagement, communication, and connection. At every stage of a customer's relationship with a company, it is a broad category and online platform that enables collaboration between the company and its existing and potential customers (El Kedra & Sener, 2020).

In addition to the relationship between social media marketing and brand awareness, this study will also discuss the relationship between customer engagement and brand awareness. Brand awareness is the ability of a person or buyer to remember a brand. If the brand wants consumers to make repeat



purchases, the brand must stick in the minds of consumers or buyers. The brand must enter the consumer's memory through information processing. Consumer engagement will be a factor that can support good information processing. With continued increasing involvement, consumers will have the motivation to pay attention or understand information about them and will remember it well. A good memory will make consumers not forget the brand and, of course, make repeat purchases if he is satisfied and happy with the brand. According to Zaichkowsky (1985), *engagement* can be defined as the level of the personal relationship felt by the individual to influence decision-making regarding basic values, goals, and understanding of the product (Zaichkowsky, 1985).

Els Coffee is one of the cafes or restaurants in Lampung that has a good marketing strategy. Of course, Els's strategy is supported by several factors. In this study, I will explain several factors that support Els's potential to be able to develop well and compete in this industry. One of the potentials that support the development of Els Coffee is the existence of social media marketing, which has been widely used lately. The concept and application of digital marketing is something that is done to boost sales of a brand or business. As time goes by and the world's rapid development in technology makes business more varied. A new trend in business is to use digital as a tool to promote one's brand or business. Social media is a tool that is also part of digital marketing. Digital marketing itself is an activity to promote or market a product or service using the internet or what we often call social media. Digital marketing is considered to be able to more quickly convey messages to potential consumers (Redjeki & Affandi, 2021). Currently, technology and the internet are very well received by all people from all walks of life. The use of technology and the internet is very broad and unlimited, so social media is one of the main choices by companies to be used as a means to promote their products. Many companies compete with each other to create good content to attract potential consumers, one of which is Els Coffee. Els has very interesting and varied content. Starting from Instagram, TikTok, Facebook, and other social media. Els Coffee has content that attracts

consumers. Their Instagram is neatly organized and very organized. Els Coffee is one of the companies that use Instagram actively, and they use Instagram as one of their main social media. Food menu, the drinks and the design of their place can be seen very beautifully in Els Coffee's Instagram feed. Els Coffee also keeps abreast of current trends on social media, such as making TikTok videos. We can see information about Els Coffee on their Instagram, such as information about promotions, events, new menus, and others.

Els Coffee deserves to be recognized as a leader in the coffee industry in Lampung for offering a unique experience and flavor compared to its competitors. As quoted from [Elscoffee.com](http://Elscoffee.com), Els Coffee has pioneered the promotion of distinctive Lampung coffee both nationally and internationally. The promotional activities began with the owner, who is the largest coffee exporter in Lampung, and has now shipped authentic Indonesian coffee products to various countries such as Malaysia, Singapore, and others around the world ([Dream.co.id](http://Dream.co.id), 2015).

In terms of cafes, Els Coffee is currently the coffee cafe with the most comprehensive coffee products in Lampung. According to [Elscoffee.com](http://Elscoffee.com), Els Coffee now offers 15 types of coffee from various regions in Indonesia, such as Lampung, Aceh, Toraja, Bali, Flores, and others, processed into dozens of menu options at Els Coffee. In terms of branches, Els Coffee currently has more than 12 branches in the Lampung region, Jakarta, and even in Malaysia. Some of El's Coffee branches are located at Superstore Chandra Tanjung Karang, Mal Boemi Kedaton, City Hub, UBL Postgraduate, and the main branch in Telukbetung (Kupang), which also serves as the coffee roasting factory. In addition to Lampung, El's Coffee has expanded its presence beyond the region to places like Palembang, Jakarta, Padang, and internationally in Malaysia (Sunaryo, 2016).

The COVID-19 pandemic that has been going on since the beginning of 2020 has caused many problems. Various economic sectors have significantly affected Indonesia and even the whole world. The Indonesian

government has implemented many policies to reduce the positive cases of COVID-19, such as PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat) to lockdown. This increasing number of cases harms health and the world financial crisis, especially for Indonesia. More than 200 countries have been infected with this virus, and only a few countries have survived and continue to grow their economies, such as China, Vietnam, and Taiwan.

So many industries and business sectors have fallen due to the impact of this virus, food and beverage is one of the sector that is affected by this virus. Perhaps of the many business sectors that have been negatively affected by this virus, the food and beverage sector is the least affected because food and drinks are always consumed every day. However, there are still several restaurants, cafes, coffee shops, etc., which are also affected by this devastating impact. With the implementation of the lockdown, PPKM, and several other policies, income in this sector has also decreased drastically. Restrictions that make restaurants can only accept 25% of visitors make many restaurants unable to continue their business. The operational costs that must be incurred are not in accordance with their income results during this pandemic.

In order to face the COVID-19 pandemic, Several restaurants had to improve their marketing strategy to cover all the losses they experienced. During this pandemic, they are increasing their marketing through social media. It can be called digital marketing (Giantari et al., 2022). Social media has a positive impact on helping market our products or services. People now tend to use social media compared to newspapers or others. Social media is a type of media platform that places a strong emphasis on user interaction and sharing. Social media marketing is a type of marketing approach that uses social networks to directly or indirectly increase brand or product awareness, memory, recognition, action, and loyalty. As the internet continues to advance, so do the many technologies and functions that are available to consumers. Therefore, if we use social media, we should always utilize the most recent version of the features. Social media is used by all ages, from

children, teenagers, and adults to the elderly. Besides being cheaper, social media is also more effective and efficient. Restaurants do marketing through social media by distributing several advertisements and uploading news about their cafe. They also announced various current promos at their restaurant through social media. The most frequently used marketing strategy right now is a digital marketing strategy. Restaurants consider the digital marketing strategy the most effective strategy used during the current pandemic. Before COVID-19, restaurants had used this strategy as one of their most used strategies. The engagement restaurant gets through social media marketing is quite large. Many customers come to a restaurant because they see advertisements on social media. Els Coffee is one of the restaurants that use social media marketing as one of their strategies.

Els coffee is a business brand that is engaged in food and beverages and focuses on its coffee products. Els Coffee presents local coffee products typical of Lampung. Els is considered to have fast development and can grow very well because it always presents excellent product quality. Therefore, Els is able to serve their food and drinks consistently in all their branch outlets in Lampung and outside Lampung. Els Coffee was founded in 2013 and had its first outlet named Els Coffee House. Not only selling coffee, but Els Coffee House also sells various kinds of coffee beans from Aceh, Toraja, Kintamani, Mandailing, Flores, and other coffee beans from various regions in Indonesia. This coffee shop was founded by Elkana Riswan and already had seven branches with a period of fewer than ten years. The initial idea of establishing Els Coffee began when Founder Els himself saw a huge opportunity with Lampung coffee. Lampung coffee is widely exported abroad so that after being produced, it is sold back to Indonesia, and the price becomes expensive. This makes the founder of Els want to make Lampung coffee better known to people with his own brand. Els Coffee produces its own coffee, starting from frying and grinding.

Els Coffee is the only coffee shop in Lampung that provides coffee beans from various cities in Indonesia starting from Aceh, Toraja, Kintamani,

Mandailing, Flores, and other coffee regions. Members of Els Coffee have the opportunity for all buyers to see and choose directly the coffee beans they want and will be processed directly by Els Coffee. Buyers can also buy small amounts of coffee beans so that we can try a variety of coffee beans from each region.

In this study, I will discuss one of the largest Els Coffee outlets, namely Els Coffee Roastery, which is located on Jalan Lintas Sumatra Soekarno Hatta (Bypass) Sukarame, Bandar Lampung. The thing that makes this I interesting is that the place is very instagramable, so it attracts a lot of attention from teenagers and other people to come and take pictures in the corners of this I. We can see a very large Els coffee roasting machine in this café which makes the atmosphere in this café even thicker with the typical culture of Lampung, namely coffee. Els Coffee Roastery wants to provide a special experience for their visitors that cannot be found in other cafes, especially in Lampung. The main menus of Els Coffee Roastery and other Els Coffee are Mochatella, Magnuccino, Hot Café Latte, and many other coffee menus that are popular with visitors.

Lampung has quite a number of coffee shops selling coffee such as Els Coffee. Lampung is known to have good coffee/coffee beans. Lampung residents themselves make coffee their daily drink so that so many businessmen are interested in opening coffee shops in Lampung. One of the competitors that Els Coffee Has is Kiyu, Kiyu Lampung is a typical Lampung location I that also sells various kinds of coffee and food.

Table 1. Followers Comparison Based on Instagram

No	Instagram Account	Followers Comparison
1	@elscoffee	4.519
2	@cafekiyo	8.109
3	@nujucoffee	29.800

Source : Data Followers from each company instagram

Café Kiyo and Nuju Coffee became Els Coffee competitors because in addition to having almost the same type of food and drink, Café Kiyo and Nuju Coffee also has more followers on Instagram than Els Coffee followers.

The table above explains the comparison of Instagram followers owned by Els Coffee and its two competitors, Cafe Kiyo and Nuju Coffee, which are located in Bandar Lampung. As we can see above, Els Coffee has the fewest Followers compared to its two competitors. This is the main problem of research because Els Coffee stands early between Cafe Kiyo and Nuju Coffee, Els Coffee also has the most powerful brand image because Els has been standing for quite a while and not a few people know the existence of Els Coffee. Nuju Coffee has the most followers among Els Coffee and Cafe Kiyo although Nuju Coffee is the new Coffee Shop in 2020.

Els Coffee has very strong brand awareness. Not a few people in Lampung are familiar with this coffee brand. Els Coffee already has many branches in Bandar Lampung and also outside Lampung. Lots of Lampung people choose to enjoy coffee at this café compared to other cafes because Els Coffee is considered to have excellent taste and quality. With creative and innovative coffee variants, Els Coffee is now recognized in every circle, from young people to the elderly.

In addition to social media marketing, customer engagement is also very influential in the development of a company. Customer engagement is a communication relationship between consumers and the company or brand. Customer engagement is also a customer bond between the customer and the consumer. The experience consumers get when they are in a I or buy products and services can also be called customer engagement. This relationship is very Important because if the consumer chooses a good relationship with the producer, this can be beneficial for the producer. According to Devi et al. (2022), customer engagement status is defined as a representation of how customers behave toward a brand and refers to conduct that occurs throughout a transaction. Consumers who feel comfortable will continue to return and make repeat purchases regularly. Therefore,

establishing a good relationship with consumers is very important. We also have to be able to give a good first impression to every new customer. The relationship between customer engagement and brand awareness can also be said to be positive. If consumers feel comfortable with a brand or company, they will continue to remember the brand and will make repeat purchases. Convenience is important for consumers because consumers will feel happy and continue to bond with the brand (Devi et al., 2022).

According to Devi et al. (2022), Numerous disciplines, including sociology, psychology, and organizational behavior, have investigated the idea of engagement. Customer involvement with a brand refers to the customer's relationship to the brand, their motivations, and the environment as indicated by the intensity of specific emotive, cognitive, and behavioral activities. It has been discovered that brand awareness and customer engagement are related (Devi et al., 2022).

## **1.2 Problem Formulation**

Based on the background description that I explained above regarding ElsCoffee, then I am interested in researching:

1. How does the influence of Els Coffee's Social Media Marketing on their company's Brand Awareness?
2. How does Els Coffee's customer engagement influence the company's Brand Awareness?
3. How does Els Coffee's Social Media Marketing and Customer Engagement influence the company's Brand Awareness?

## **1.3 Objectives**

Based on the description of the background and the formulation of the problem described above, I have a research objective to find out

1. Social Media Marketing Influence the company's Brand Awareness.
2. Customer Engagement's influence on Els Coffee's Brand Awareness.

## **1.4 Research Uses**

### **1.4.1 Theoretical Use**

The author conducted this research to practice the theory learned in the marketing management field so that it can be developed and used for more useful things in the future. In addition, I hope that this research that has been done can be used as a reference for other students with topics regarding customer engagement and social media marketing and their relation to brand awareness of a company.

### **1.4.2 Practical Use**

For Company (Els Coffee)

1. The research results are expected to be useful as an evaluation material for Els Coffee to continue to grow and develop for the better in the future.
2. It is hoped that it will be useful for readers to learn about the relationship between customer engagement and social media marketing with brand awareness. The researcher also hopes this research can be used as a relevant reference for future researchers.

Researcher

1. I hope that the next researcher can understand and be able to take the information they want in my research, I also hope that this research will be useful for the next researcher.
2. In addition, the researcher also hopes that this research can motivate other researchers to be better at doing their research by making this research a reference, source of information and research reference material so that it can be further developed in other materials.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Literature Review**

This research was conducted based on the results of previous research studies that had been researched and included the results in my research. To write this research, researchers take some information or theory contained in previous research and look at the positive and negative results in previous research. In addition to seeking information from previous research, researchers also seek references from several international and national journals to find information related to this theory. Below is a collection of research collections that researchers used to help carry out this research.

#### **2.2 Social Media Marketing**

##### **2.2.1 Definition of Social Media Marketing**

One of the most widely used marketing strategies today is digital marketing. Digital marketing is a marketing activity for a product or service using social media or the internet. The purpose of digital marketing is the same as any other marketing strategy, namely to attract a large number of potential buyers. The internet or technology is now used by all people widely so that many businessmen use this strategy because it is considered more effective and fast (Daud et al., 2022). The number of businessmen who use this strategy makes many entrepreneurs compete to create content that is as attractive as possible to attract buyers quickly. One of the examples is by using social media and any platform such as promotion through Instagram ads, Facebook ads, Google ads, television ads, mobile marketing and others.

Social media is an online environment where people with similar interests gather to share their thoughts, comments and ideas (Weber, 2007 in Bilgin, 2018). According to Gunelius (2011) in Mileva & Fauzi (2018) social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory and action for brands, businesses, products, people or other entities and is carried out using tools from the social web such as blogging, microblogging, social networking, social bookmarking and content sharing.

Research indicators that can be used are:

### **Recommendation**

- The result of previous research state that most of their respondents agree that they always interact with features on social media, especially Facebook and Instagram every day. It means that many people use social media features everyday (Devi et al., 2022). Therefore, the first indicator is “I always interact with Instagram social media features every day”.
- In previous conducted by Devi et al. (2022), a lot of people who is actively use social media agree that Instagram is their favourite social media nowadays. The second indicator used in this research is “Instagram is my favourite social media”.
- The previous research that is also conducted by Devi et al. (2022) state that, their respondents agree that advertisement displayed on social media have a considerable influence on their interest in buying product that is displayed in the ads. The third indicator of this research is “Ads displayed on Instagram social media regarding Els Coffee promotions really influence me”.
- The result of previous research state that social media especially Instagram influence product advertisement. It can be conclude that the high use of social media can affect the development of a product (Devi et al., 2022). The next indicator of this research is “I think Instagram influences the advertising of Els Coffee products”.

- In previous research that is also conducted by Devi et al. (2022), state that mostly people agree that they were happy to see ads from their favourite brand on social media. It can be conclude that advertisement displayed on social media are quite effective. The next indicator of this research is “I like seeing ads from my favourite brand, Els Coffee”.
- The previous research from Devi et al. (2022), they think that products promoted through social media are quite helpful in increasing sales. The last indicator that is use in this research about social media is “Els Coffee products promoted through the Instagram platform make me interested in buying Els Coffee products”.

### **2.2.2 Types of Social Media Marketing**

Social media marketing has many types that we can use to help marketing our products or services such as,

#### **1. Social Networking**

The first type of social media is social networking. Social networks help users connect with each other in various ways. Social networks allow users to communicate with each other, exchange information, images, audio, and also video. Examples of social networks are Facebook, Instagram, LinkedIn, Twitter, TikTok, and Telegram.

#### **2. Media Sharing Network**

Media sharing networks are a type of social media that allows users to share things that share visuals such as photos and also multimedia videos. Social media whose content focuses on video is Youtube. Other examples of media sharing networks are Instagram, TikTok, and Snapchat.

#### **3. Review Networks**

Review networks are a type of social media that provides a forum for users to review or review various types of goods and services that they have used. Review networks can help promote something and also determine which products to buy or services to hire.

### **2.2.3 Social Media Marketing Strategy in the Pandemic Era**

According to kemenkeu.go.id, after the COVID-19 outbreak entered Indonesia and spread throughout the world, many entrepreneurs experienced difficulties due to restrictions that made their businesses experience a drastic decline. Restrictions that occur make consumer behavior to shop online increased. Social media marketing strategies are most widely used by business people at a time like today. As entrepreneurs, we must find ways to keep our business running and being discovered by buyers. Social media marketing is a way that can be used so that buyers can see our products or services when they are looking for a product or service on the internet through their social media. Many buyers search through Instagram, Facebook and other social media platforms. Many business people use this strategy to survive in these difficult times.

### **2.2.4 Social Media Marketing Els Coffee**

There are several types of social media elements that Els Coffee uses to help their promotion in digital form. One of them is by creating interesting content. Interesting content is the cornerstone of the strategy in conducting social media marketing, the content created must represent the personality of a business so that it can be trusted by target consumers. Els Coffee has various types of content every day that we can see every day on their social media. Social networking allows people to meet more people who share the same interests. A wide network can build relationships that can lead to more business. Honest and careful communication must be observed when social networking. Interaction, social media has become a source of the latest and most up-to-date information for customers, as information is simultaneously shared in real time on social media. Unlike traditional mass communication channels, social media facilitates interaction, content sharing, and business collaboration with customers.

Els Coffee has several social media that we can follow, such as Instagram. Els Coffee manages its Instagram very well. Photos, captions, and more are arranged very neatly. Their feeds look so organized that they attract a lot of followers. Els Coffee has three different Instagram accounts for each branch. The three accounts have different names such as @elscoffee, @elscoffee.house, and @elscoffeeeroastery. The accounts are managed with their respective branches and have quite different themes. For the @elscoffee account, it looks simpler and posts a lot about the benefits of coffee, photos of packaging and explanations about the coffee itself. The @elscoffeeeroastery account has very up-to-date and trendy feeds. In this account, many photos of food and drinks are posted clearly so that the menu at Els Coffee Roastery looks more delicious and beautiful. The last account, @elscoffee.house, has almost the same theme as @elscoffeeeroastery. This account posts many photos of their food and drinks beautifully and, of course, contemporary. This account has the most followers reaching 15 thousand followers. The three Els Coffee Instagram accounts are designed and used very well and to the maximum extent possible to attract consumers and potential consumers.

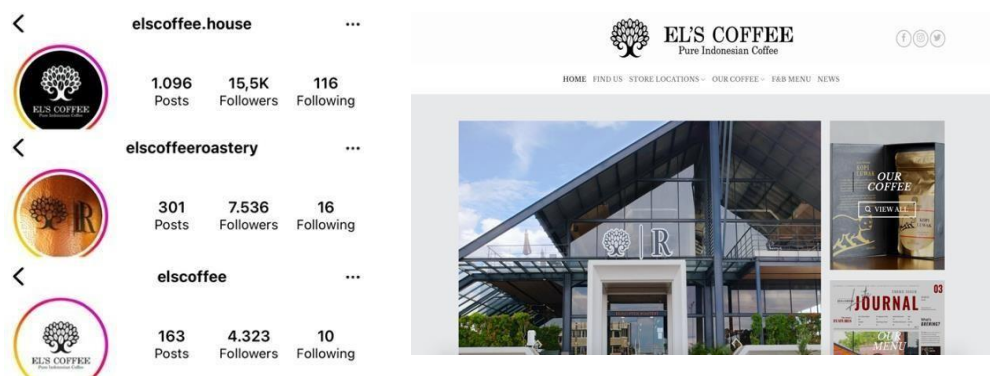


Image 2.1 ( Comparison followers of three Els Coffee account and Els Website )

Source : Instagram and Els Coffee Official Website

The third social media marketing that Els Coffee uses is review networks. In today's social media era, many companies conduct reviews by their consumers through social media. Many consumers will review products

from companies or places they visit. Good or bad reviews must be accepted by a company. Els Coffee is a company that is very welcome to all reviews made by their consumers on their respective social media. Consumers will review through photos or videos and will upload their opinions on their social media. Things like this are very often done by social media users today. Review can be done through social media such as Instagram, TikTok, and etc. Els Coffee have accounts on social media, so they can see all the reviews from their customers. Apart from consumers, reviews can also be done by Els Coffee itself as a form of their promotion which they show through videos or photos. As we know, TikTok is now one of the most used social media by all circles because it is very interesting and can be entertainment for everyone. Els Coffee has a TikTok account called elscoffee.id. They make videos to show the beauty and deliciousness of the food and drinks in their restaurant. Els Coffee also often follows the challenges that are trendy on TikTok to be able to keep up with developments among young people.

## **2.3 Customer Engagement**

### **2.3.1 Definition of Customer Engagement**

According to glints.com, customer engagement is a communication relationship that occurs between external and internal owners or can be called consumers and producers. Customer engagement is customer engagement, such as establishing relationships through interactions, experiences, and so on. Customer engagement relationships can also be established offline through social media such as Instagram, Facebook, Twitter, and other social media. This communication can be established through chat or when we comment on existing posts. Customer engagement is one of the important things in building a company. If we establish good relationships with consumers, these consumers will continue to choose our products or services on a scale. Having loyal customers is the pride of every company because if we have loyal customers, it is a sign that we have

succeeded in establishing good relationships and can make consumers comfortable buying our products or services. Therefore, every company or brand must be able to understand and implement a good system in order to have strong customer engagement. With regard to digital marketing described above, one way to build customer engagement in any business is to attract customers through social media. Our social media accounts must look beautiful in order to attract consumers. According to [marketingcraft.getcraft.com](http://marketingcraft.getcraft.com), Businesses can also create hashtags so consumers can remember their business easily. Becoming a good relationship through social media can be done in many ways, one of which is by reposting or sharing consumer posts that provide good feedback to our business. That way, consumers will feel happy and appreciated by the brand he posts.

According to Sashi (2012), customer engagement is a concept with the motivation to increase the time and attention of consumers or prospective customers in various ways, one of which is by continuing to carry out continuous interactions between consumers and companies that involve emotional, psychological, and physical both parties (Sashi, 2012). Another definition of customer engagement, according to Marketing Science Institute (2010), customer engagement is manifest consumer behavior towards a company brand outside of purchasing activities, which is created from the motivation of individual consumers such as word of mouth, interactions among consumers, writing information about products on the internet (Desai et al., 2012). A website, and write a review and recommendation. According to Van Doorn & Verhoef (2008), customer engagement is behavior that is able to go beyond transactions and may also be defined as a manifestation of customer behavior that has a brand or focus on the company, where companies can motivate their customers to make purchases online. Repeated as a result of brand interest in a company (Van Doorn & Verhoef, 2008).

Research indicator that can be used are :

### **Recommendation**

- The previous research that is conducted by Devi et al. (2022), state that they agree if people are happy when they know that their favorite brand releases a new product through their promotion. It is conclude that the promotion carried out is important and has a large effect on customer buying interest. Therefore, the first indicator of this research is “I feel excited when I know Els Coffee is releasing new products through their promotions”.
- In previous research conducted by Devi et al. (2022) state that, their respondents happy when their favorite brand makes updates to their products. It is conclude that frequent product updates make customers happy, so they often interact with the brand. The indicator used in this research is “I feel happy when Els Coffee makes updates to its products”.
- The research that is also conducted by Devi et al. (2022) state that most of the respondent happy if the company have a lot of interactions with their followers on social media. Interaction can build a connection between company and customers. The next indicator that is used is “I feel good when a company has a lot of interaction with its social media followers”.
- The next recommendation is also from Devi et al. (2022) they think that most of the customers agree that they are happy if they get a good services from the company. It is important to have a good service such as friendly admin to give satisfaction to its customers. The indicator of this variable is “When I shop online, I feel happy when I am served by a friendly and responsible admin”.
- The last recommendation of this variable is from Devi et al. (2022) state that, their respondents agree that they will feel happy if the products they bought matches the estimated delivery time and matches what they ordered. Every company needs to pay attention more to this kind of thing because accuracy is very important to give impression to every customer so they will happy, and the company will gain trust from its



customers. The last indicator of this variable is “I am happy if the items I buy match the estimated delivery time and match what I ordered”.

### **2.3.2 Customer Engagement Els Coffee**

Els Coffee has a pretty good customer engagement. The service they provide to consumers is outstanding. The friendly staff makes many consumers comfortable with Els Coffee. Els Coffee also attaches great importance to customer satisfaction because it is essential and is one of the keys to success in business. Customer satisfaction is the feeling of pleasure or disappointment from customers when buying a product or service from a brand or company. Customer satisfaction is the perception or impression felt on the company’s staff performance. If the staff does not work according to customer expectations, they will feel disappointed and unhappy. Business people must be able to meet the needs and expectations of consumers so that consumers feel comfortable and happy. The interaction between consumers and producers can also result in consumer satisfaction. From the interactions owned by consumers and producers, consumers can feel the existence of good or bad service from a business. So it can be concluded that customer satisfaction is a feeling or assessment of good or bad from consumers for the use or service of a product or service. Els Coffee does good customer engagement with consumers by approaching directly and indirectly. The service provided at Els Coffee is an example of a direct approach, while the response provided by the admin or staff from Els Coffee through social media is one example of an indirect approach.

Not a few consumers are satisfied with Els Coffee’s services. Their customer engagement can be said to be strong because they have many loyal consumers with their brand. Many returning customers enjoy coffee and food at Els Coffee because they feel happy and comfortable. We will get an amazing experience if we buy coffee in Els Coffee because of the atmosphere that we get at this I we will not get outside Els. They have big coffee machines in several branches like Els

Coffee House Teluk Betung and Els Coffee Roastery Bypass. Elkana, the owner of Els Coffee, wants consumers who visit Els Coffee to get a different experience and to educate consumers about coffee machines that they have never seen before. A comfortable and clean atmosphere will make us relax while enjoying typical coffee from Els Coffee. Els Coffee is also famous for its simple and safe presentation to take anywhere. Companies can make their customers loyal by knowing and understanding consumer needs. Many consumers are attached to Els Coffee and always choose Els Coffee as a place to go when they want to drink coffee or eat lunch and dinner with family and friends. Els Coffee has also become the choice of many potential consumers who want to discuss work problems with their co-workers.

## **2.4 Brand Awareness**

### **2.4.1 Definition of Brand Awareness**

Brand awareness is a term for a brand, the extent to which the public or consumers recognize the brand. If a brand or brand has strong brand awareness, then their brand will be well recognized (Foroudi, 2019). In addition to being recognized, if a brand's brand awareness is high, consumers will respond well every time they hear the brand is mentioned. On the other hand, if a brand's brand awareness is low, consumers will ignore it or will not respond if they hear the brand name. Brand awareness is very important for a brand because it will increase sales and make it popular. The majority of consumers will buy products that have been recognized. A brand can be said to be successful if many consumers recognize the brand. A business will do many ways to be easily recognized by their customers. There are many ways for our brand to be known by doing promotions such as social media, placing advertisements, promoting through influencers/meanings, and many more ways to build brand awareness. If a brand has a satisfactory product or service quality, consumers will influence the people around them so that indirectly the brand is building brand awareness. Brand awareness has many benefits,

such as building customer trust, getting more customers, and keeping customers loyal to our brand.

As explained above, brand awareness has a strong relationship with digital marketing. One way to increase brand awareness is to optimize the use of social media (Makrides et al., 2020). Social media plays an essential role in building a business, especially with the rapid development of technology in the current era. Promoting on social media such as Instagram, Facebook, and also through the website will build brand awareness of a brand easily. Social media makes it easier for business people to promote their products or services so social media is now a mainstay for business people. In addition to being very affordable, social media can also quickly spread our ads to every area we want. In addition to promotions, businesses can also create accounts that contain information, products or services provided, and the location of the place clearly. Make social media accounts as beautiful as possible so that they can attract many buyers or potential buyers.

Augustinah & Widayati (2019) Stated that buying and selling transactions can also be done on social media, and many shops or other businesses carry out transactions via direct message/dm. In addition to social media, as mentioned above, another way to build brand awareness is by promoting or collaborating with influencers, commonly referred to as endorsements. Working with influencers these days is one of the most effective ways to increase brand awareness. Many businesses promote their products or services with influencers who have a large social media following to reach more people and increase people's awareness of our products or services. We can't just choose influencers to work with, of course there are several factors that must be considered such as having the same niche, the content they provide must be in accordance with our business concept, and the target market we are aiming for must also be in accordance with the influencer's followers. For example, if our business is in the food and beverage industry, such as Els Coffee, we should endorse

influencers who also provide content in that field.

According to Durianto & Sugiarto (2017:54), Brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a certain product category. People are more likely to like or buy familiar brands because they feel safe with something they are familiar with. Most of them assume that a well-known brand has the possibility of reliability, stability in business, and quality that can be accounted for (Durianto, 2004). Another understanding of Brand awareness is according to Muzaki (2016), brand awareness is indicated by consumer acceptance of a brand that has an association or image of the product. Brand awareness includes a process ranging from feeling unfamiliar with the brand to believe that the brand is the only one in a certain product or service class (Rahmadani, 2017). The last definition of Brand awareness that will be discussed is, according to Kotler & Keller (2018:179), Brand awareness is the ability to identify (recognize or remember) a brand in a category with sufficient detail to make a purchase. Brand awareness is the ability of consumers to identify a brand in different conditions, and it can be done by brand recognition and recall of a particular brand (Kotler, 2009). Those are the three theories about Brand awareness, according to experts.

Research indicators that can be used are:

### **Recommendation**

- The previous research that is conducted by Devi et al. (2022) state that, they are agree if many people will have a high buying interest if they see their favourite brand. Because have a high trust from customers will increase your sales. Therefore, the first indicator is “I have a high buying interest when I see my favourite brands”.
- In previous research from Devi et al. (2022) state that attractive design on a brand’s logo is very important. From the research that they have been discussed it is conclude that design can attract customers. Humans are visual creatures when they see a logo that catches their attention, they tend to find out more about the logo. It will have a positive impact

on a company. The indicator of this recommendation is “When I see something nice in colour, logo, image, and so on that depicts the identity of my favourite brand, I immediately recognize and remember the brand”.

- According to Devi et al. (2022), Advertising influence customer to visit the company’s profile. It is important for a product to offer goods that have excellent quality so that customers like the goods they offer. The indicator used in this research is “When an ad from a brand I like is seen, I am immediately interested in visiting their profile”.
- The research that is also conducted by Devi et al. (2022) state that, having a great and beautify design of a logo can attract more customers. A lot of people use to remember such a logo easily rather that the name of the company itself. The next indicator in this variable according to this recommendation is “I think it's important when a brand has an attractive logo design”.
- Devi et al. (2022) state that attractive content design greatly influences customers to visit the profile of the brand or company. People like to enjoy a nice content because it will bind their interest in buying the product. The other indicator is “Attractive content design can bind customers' interest in a brand”.
- The las recommendation of this variable is also stated by Devi et al. (2022) they think that people are agree if a great packaging can attract customers. It is important to make a packaging of a product to be easy remember by a lot of people to attract their attention. The last indicator of this variable is “I easily remember the Els Coffee brand just by looking at the product packaging”.

#### **2.4.2 Brand Awareness Els Coffee**

Els Coffee’s brand awareness is also excellent. Not a few people recognize this coffee brand. Els Coffee is a local coffee brand from Lampung that is able to compete with coffee from outside Lampung. They have good quality coffee, so many people can quickly recognize it. Els

Coffee also often collaborates with other brands to enhance their brand and other local Lampung brands. According to Wulandari (2018) Els Coffee Lampung has strong brand awareness. The data they collected for the comparison of the strength of brand awareness owned by three coffee shops located in Lampung between Starbucks, Els Coffee and The Coffee gave the result that Els Coffee as a local coffee shop can follow Starbuck in influencing brand awareness in its customers.

Els Coffee's signature drink, Mochatella, is well-known to many people. This coffee drink combined with milk and Nutella is trendy because of its delicious taste, which makes this coffee loved by all consumers. Many people will immediately be drawn to Els Coffee if they see Mochatella or when they want to enjoy this one drink. Their simple and safe packaging also makes their brand awareness strong. Their packaging is very distinctive because it has high security and does not spill easily. Els Coffee also has a distinctive food, Els beef steak in the form of beef steak combined with butter rice and scrambled egg. This steak has many variants of chili sauce, such as sambal matah, spicy bbq, and others.

Els Coffee also has cup cups that have a strong brand awareness. Their cups are made of plastic but hard enough to be safely carried anywhere and won't spill. There are not many coffee shops in Lampung that use simple cups but look fancy like Els Coffee. The cup also has an elegant black design and can be drunk without using a straw.

## **2.5 Theoretical Basis**

According to the study of Sya'idah et al. (2019), this study uses two variables, namely digital marketing and brand awareness. After reading the whole study it was concluded that digital marketing had a positivist to strengthen the brand awareness of ayamjoper.id. They only used two variables while in this study researchers used three variables. In a study written by Pomalaa et al. (2018) entitled An analysis of brand awareness factors, brand exposure, customer engagement and electronic word-of-

mouth in marketing through social media on The Body Shop Indonesia, the results of this study show that Body Shop is a brand. The performance and exposure were quite high compared to less rated customer engagement and electrical word-of-mouth. This study examines the influence of the above four variables by marketing through social media or what is commonly referred to as digital marketing.

Satria & Hasmawaty (2021) explained how digital marketing and brand awareness affect the sales of US Telkomsel card products in Palembang branch. This study proved that digital marketing has a positive influence, which is to increase the sales of US Telkomsel cards at the branch. Digital marketing had a significant influence during this pandemic which greatly helped Telkomsel's sales of Palembang branch. With a digital marketing strategy, Telkomsel is eased to be able to promote their products more easily.

Vanitha & Subramanian (2020), conducted research on brand awareness and customer engagement which resulted in that brand awareness and customer engagement had a positive influence on building relationships with people (buyers). This study also discusses that buyers can easily engage with sellers as well as we use brand awareness and customer engagement as one of the business strategies. People will automatically engage and feel comfortable with our brand if we can pay attention and maintain the product consistently.

The study from Magdalena & Dharmanto (2020) prove that customer engagement has a positive influence on Nike brand awareness as an official sports apparel for the Indonesian National Team. Nike as a sponsor of the Indonesia National Team received very good feedback from the audience because Nike could create a good brand image for the Indonesian audience.

The sponsorship and customer engagement effect can also increase Nike's brand awareness as one of the sponsors of the Indonesia National

Team. Also the study from Labbad & Niketh (2018), Research titled the role of digital marketing in creating brand awareness and measuring customer at Intercontinental Hotel, Al-Jubail, Saudi Arabia, can help digital marketing use this hotel's brand awareness.. Digital marketing can help promote these hotels and increase their sales. Digital marketing has a very important role to play in improving the brand awareness of this hotel.

According to Mitiku (2021), It is concerning that both digital marketing and brand awareness has a positive effect to Awash Wine. Digital marketing has a significant positive effect on customer loyalty so is brand awareness also have a significant positive effect on customer awareness.

The following research was written by El Kedra & Sener (2020), which discusses the social media role and customer engagement for the influence of digital marketing on brand awareness, proves that digital marketing and customer engagement have a good relationship as well as a positive influence on brand awareness. The result of the relationship between the variables x and y is positive.

The study of Muchardie et al. (2016) made a study on the effect of social media marketing on customer engagement and its influence on brand loyalty. After reading this study, researchers concluded that social media has a positive influence on customer engagement.

## **2.6 Journal References**

Below are some of the journals used as references for researchers to conduct this research.



Table 2. Main References of the Research Table

No	Year	Journal Source	The Author	Title	Research Result	Similarities	Differences
1	2020	International Research Journal of Marketing & Economics ISSN (2349-0314) Impact Factor: 5.671 Vol. 7, Issue 11	El Kedra & Sener (2020)	The mediating role of social media and customer engagement in the impact of digital content marketing on brand awareness	The result of this research, its proven that digital marketing and customer engagement have a significant relation with brand awareness. The effect is positive.	This journal have 3 same variables with mine, they discuss about digital marketing, customer engagement and brand awareness.	The differences in the object. We have different object to be discussed.
2	2022	Journal of theoretic al and applied information technology, Vol. 100, No. 15	Devi et al. (2022)	The Role of Instagram - Facebook in Customer Engagement and Building Brand Awareness	It is conclude that social media which is Instagram and Facebook has a positive effect on customer engagement and brand awareness.	This journal have 3 similar variables with mine which is social media, customer engagement and brand awareness.	This research specifically discuss about social media while my research discuss a whole digital marketing.
3	2021	Jurnal nasional manajemen pemasaran dan SDM	Satria & Hasmawaty (2021)	Pengaruh Digital Marketing dan Brand Awareness Terhadap Penjualan Produk Kartu AS Telkomsel Cabang Palembang	This research proves that digital marketing significantly influences their sales, especially with the current pandemic situation.	This research has the same two variables as mine: Digital Marketing and Brand Awareness	They do not explain about Customer Engagement in their research.

Table 2. Main References of the Research Table (Continuation)

4	2020	Research Scholar, HOD & Research Supervisor, Department of Commerce, Vistas, Pallavaram, Chennai	Vanitha & Subramanian (2020)	A Study on Brand Awareness and Customer Engagement	It is conclude that customer engagement and brand awareness has a positive effect in building the relationship with the people, and people will automatically engaged with the brand	This research has 2 same variables like mine. Brand Awareness and Customer Engagement	They don't really explain about Digital Marketing in their research, they only focus on 2 variables
5	2020	Journal of Research in Business, Economics, and Education. Volume 2 issue 3	Magdalena & Dharmanto (2020)	The Effect of Sponsorship and Customer Engagement Program in Improving Brand Awareness (Case Study of Nike as The Official Sport Apparel of The Indonesian National Team)	Based on the research that has been done, it is conclude that customer engagement has a positive effect on Nike brand awareness as the official sport apparel for the Indonesian National Team.	This research discuss about customer engagement and brand awareness, same as mine	They didn't discuss about digital marketing as the variable of this research. Beside, the discuss about sponsorship

Table 2. Main References of the Research Table (Continuation)

6	2018	International Journal of Research in Economics and Social Sciences (IJRESS) Vol. 8 issue 5	Labbad & Niketh (2018)	The Role Of Digital Marketing In Creating Brand Awareness And Measuring Customer Satisfaction at Intercontinental Hotel, Al- Jubail, Saudi Arabia	The result of this research is that, digital marketing has a positive effect in creating brand awareness. It is discuss in this research that social media have an important role in promoting their hotel	This research discuss two variables, digital marketing and brand awareness	They didn't discuss about customer engagement in this research. So it become the differences between mine and their research topic
7	2021	ST. Mary's University, School of graduate students department of marketing management	Mitiku (2021)	The Impact of Digital Marketing on Brand Awareness and Brand Loyalty: The Case of Awash Wine S.C.	It is conclude that both digital marketing and brand awareness has a positive effect to Awash Wine. Brand Awareness have a significant positive effect on Customer Awareness while Digital Marketing have a positive effect on Customer Loyalty	This research have 2 variables that is also discuss in mine which is digital marketing and brand awareness	We have one different variable, mine is customer engagement while this Research discuss about brand loyalty

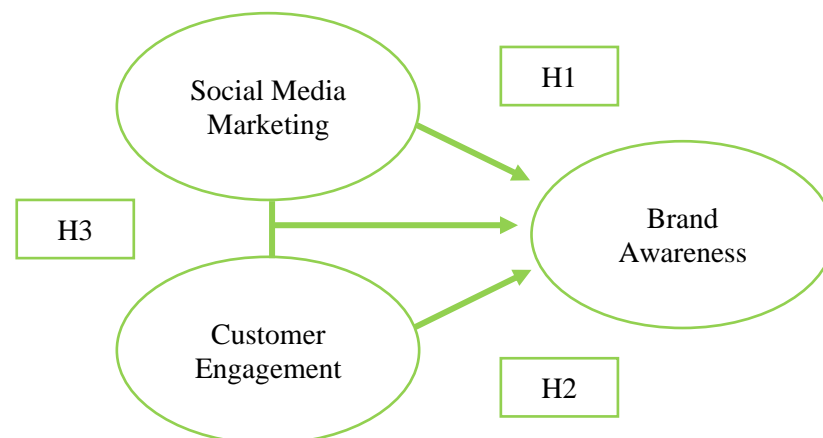
Table 2. Main References of the Research Table (Continuation)

8	2019	Advances in social science, education and humanities research, volume 383 2nd international conference on social science (ICSS 2019)	Sya'idah et al. (2019)	The Implementation of Digital Marketing Towards Brand Awareness	Based on the research, Digital Marketing can strengthen brand awareness of Ayam joper.id company	This research has similarities in 2 variables, namely Digital Marketing and Brand Awareness	In this study, they did not use three variables. At the same time, my research uses three variables. The variable they don't have is Custom Engagement
9	2016	Binus Business Review, 7 (1), May 2016, 83-87	Muchardie et al. (2016)	Effect Of Social Media Marketing On Customer Engagement And Its Impact On Brand Loyalty In Caring Colours Cosmetics, Martha Tilaar	It is conclude that social media marketing has a strong and significant influence on customer engagement	This research discuss about social media marketing and also customer engagement	They don't discuss about brand awareness in this research
10	2018	Jurnal pengembangan Teknologi informasi dan ilmu komputer, Vol. 2, No. 10, Oktober 2018, hlm. 4082-4091	Pomalaa et al. (2018)	Analisis Faktor Brand Awareness, Brand Exposure, Customer Engagement, dan Electronic Word-of-Mouth Dalam Pemasaran Melalui Media Sosial Pada The Body Shop Indonesia	The results of this study prove that The Body Shop's brand awareness and exposure are quite high compared to Customer Engagement and Electronic Word-of-Mouth, which results can be said to Be lacking	This study has the same Two variables as my research: Brand Awareness and Customer Engagement .	This study uses more than three variables. My research does not explain Brand Exposure and Electronic Word-of-Mouth

## 2.7 Theoretical Framework

Theoretical framework is an overview or plan in which the explanation of all the things used in research is based on the results of the research. A theoretical framework usually contains the relationship between a variable and another variable, usually the cause of both or more of the two variables. The theoretical framework is a support for researchers while conducting research. The relationship between two or more variables in the research activity is so that the researcher has an obligation to define all variables and formulate a relationship between them. This research framework is applied from the framework by Devi et al (2022), on their research on The Role of Instagram-Facebook in Customer Engagement and Building Brand Awareness.

Figure 1. Research Model



Source: Devi et al (2022), The Role of Instagram-Facebook in Customer Engagement and Building Brand Awareness.

Independent

Variables (X):

X1 : Social Media Marketing

X2 : Customer Engagement

Dependent Variable (Y)

Y : Brand Awareness

## **2.8 Research Hypothesis**

### **2.8.1 The Effect of Social Media Marketing on Brand Awareness**

In the research of Devi et al. (2022), It is concerning that social media which is Instagram and Facebook has a positive effect on brand awareness. When customer needs are met quickly, customer loyalty and satiety will increase. Another research from El Kedra & Sener (2020), its proven that digital marketing and customer engagement have a significant relationship with brand awareness. The effect is positive. The study from Sya'idah et al. (2019), Digital marketing has a positive effect on Brand awareness. Utilizing a digital marketing approach can help the Ayamjoper.id Company's brand exposure. Digital marketing can help the Ayamjoper.id company become more efficient, particularly with regard to its advertising and sales expenses for its diverse variety of items.

**H1 : Social Media Marketing has a positive effect on Brand Awareness**

### **2.8.2 The Effect of Customer Engagement on Brand Awareness**

Accessing to Devi et al. (2022), Efforts to increase Based Brand equity are to maximize Brand awareness of a product. Customer engagement through social media has been brought down to have a positive impact on brand evaluation, and has, leads to the creation of brand equity. Customer engagement has positive effect on brand awareness. Another result from Magdalena & Dharmanto (2020), it is concerning that customer engagement has a positive effect on Nike brand awareness as the official sports apparel for the Indonesian National Team. The study from Vanitha & Subramanian (2020), conclude that customer engagement and brand awareness has a positive effect. Through customer engagement, the company can develops good equity level to the marketer.

**H2 : Customer Engagement has a positive effect on Brand Awareness**

### **2.8.3 The Effect of Social Media Marketing and Customer Engagement on Brand Awareness**

According to El Kedra & Sener (2020), the result of this research has proven that digital marketing and customer engagement have a significant relationship with brand awareness. The effect is positive. Also, this result suggests that there is also a positive relationship between social media and customer engagement with the dependent variable brand awareness. Another result from Devi et al. (2022), the conclusion of this study indicates that communicating with customers and sharing content about a brand in an attractive way can build and maintain successful brand awareness.

**H3 : Social media marketing and Customer Engagement have a positive simultaneous affection towards brand awareness**

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

The previous chapter discusses theoretical which considered a useful background for this thesis. Choosing the right research method is very crucial in terms of conducting research since the selection of the method determines the techniques of collecting data, analyzing data, reporting the result to address the research questions mentioned in the first chapter. The design of the research is done before the researcher conducts the research stage or process. The understanding of research design is a series of procedures and methods used to analyze and also collect various data to determine the variables that will be the subject of research. According to Sugiyono (2017), quantitative research is a research method based on the philosophy of positivism, used to examine specific populations or samples, data collection using research instruments, data analysis quantitative or statistical, with the aim of testing established hypotheses.

Before we choose the research method, it's better for the purpose and reasoning method of the research. The reasoning method that I will use in this thesis is inductive reasoning in the form of bottom-up logic in which I start with the research question that is not specific to a certain aspect and the data, theories, and concept that was gathered will give an understanding of the cases I will be using in this thesis. For that reason, this thesis aims to answer the research question provided: how much influence Els Coffee's social media marketing has on their company's brand awareness due to the effort that Els Coffee marketing team gave for their social media marketing. After we find the purpose and reasoning methods for this thesis, the next section will cover the research approach, method of data collection, and type of data analysis of the research.



### **3.2 Scope and Object of Research**

The scope of this research is the field of marketing management. The scope the discussion studied is the influence of social media marketing and customer engagement on Els Coffee brand awareness. The object of this research are Instagram Followers and Els Coffee consumers.

### **3.3 Source of Data**

Data collection is the process of collecting and measuring information about targeted research variables in an established system, which then allows one to answer relevant questions and evaluate results.

#### **3.3.1 Primary Data**

Primary data is the type of data used in a study. Data is a collection of facts to give a broad overview of a situation. Through this data one can analyze, describe, or explain a situation. According to Sugiyono (2017), primary data is data directly obtained from sources and given to data collectors or researchers. Simply put, primary data sources are interviews with research subjects either by observation or by direct observationally. As for the primary data sources in this study are Els Coffee consumers throughout questionnaire.

Questionnaire, a questionnaire is a way of collecting large amounts of information that is relatively inexpensive, fast and efficient. With the questionnaire we can also get data from the crowd sample. The data collection was also relatively quick because researchers did not need to be present at the time of filling out the questionnaire. This is useful for researching large populations, where interviews are not a practical option. In this study, questionnaires were the main methods used by researchers to collect data more and more quickly because the population that researchers would use was considerable.

### 3.3.2 Data Collection Method

In this study, the data we get are respondents or direct research objects or what is commonly called primary data sources. Researchers can directly observe or survey directly to the place. Primary data sources can also be obtained through interviews with the owner or staff and sharing of shares or questionnaire. In choosing a data collection technique, there are certainly several techniques that must be undertaken to minimize the presence of obstacles, errors, or problems that occur during the course of the study. In this study, researchers used data collection techniques in the form of quizzes and interviews. According to Sugiyono (2017), Sugiyono revealed that data collection techniques are the most strategic step in research because the main purpose of the study is to obtain data. Interviews are the most frequently used technique in research

Interview is a direct question and answer technique conducted by the researcher with the interviewee. Questionnaire is the second data collection

Table 3. Scala Likert Table

<b>Description</b>	<b>Score</b>
Strongly agree/always/very positive	5
Agree/often/positively	4
Doubtful/sometimes/neutral	3
Disagree/almost never/negative	2
Strongly disagree/never/strongly negative	1

Technique used in this study. This technique is done by giving several questions to be answered by the respondents. This questionnaire contains several questions that we can use for data collection in this study.

According to Sugiyono (2017) for the purposes of quantitative analysis, the answers to the statement or question are given a score, namely:

### **3.4 Population and Sample**

#### **3.4.1 Population**

Research population, the population in this study includes all people in Bandar Lampung who come to Els Coffee Roastery Bandar Lampung. According to Nawawi (1983), population is the entire research object consisting of humans, animals, objects, plants, events, symptoms, or test scores as a data source that has certain characteristics in a study. A population is the total number of units or individuals whose characteristics are to be examined. According to Sugiyono (2017:57), populations are characteristic objects to study and draw conclusions.

#### **3.4.2 Sample**

The sample is part of the population and the sample is usually studied in a study after which the results will be considered a picture for the population, but not the population itself. According to Sugiyono (2017:118), the sample is a part of the whole and the characteristics possessed by a population. If the population is large, so it is certainly not possible for researchers to study the entire population in the population, some of the obstacles that will be faced include limited funds, energy and time, in this case it is necessary to use samples taken from that population. Furthermore, what is learned from the sample will get conclusions that will later be applied to the population. Where according to Riduwan (2012:56), the sample is part of the population that has certain characteristics or circumstances to be studied.

#### **3.4.3 Sampling Method**

This study uses probability sampling method because the population in this study is possible for researchers to calculate the population because there is definite data regarding Instagram followers who actively followed Els Coffee's Instagram account. By using probability sampling method, the sampling carried out according to the amount of followers they have with sample calculation technique. This study uses an online survey via Google

Form. The contents of the distributed questionnaire consisted of 17 questions from each indicator. The measurement scale used in this study uses a Likert measurement scale.

The determination of the sample of 108 is based on the Slovin Formula with an error rate of 8%, and a confidence level of 91%. This base calculation formula is as follows (Malhotra et al., 2017):

$$\frac{n}{N} = \frac{1}{1+(e)^2}$$

which

n = sample

N = population = 4519

e = margin of error = setted 8% equation 1. Slovin Sample Formula

The following picture below is the online sample calculator based on the Slovin formula used to determine the sample.

What margin of error can you accept? <small>5% is a common choice</small>	8 %
What confidence level do you need? <small>Typical choices are 90%, 95%, or 99%</small>	91 %
What is the population size? <small>If you don't know, use 20000</small>	4519
What is the response distribution? <small>Leave this as 50%</small>	57 %
<b>Your recommended sample size is</b>	<b>108</b>

Image 3. Sample Calculation using raosoft.com Calculator

According to the result above, the calculation using the calculator.net sample calculator, and Slovin Formula as the base formula calculation, the result shows that a minimum of 108 sample is needed to have a confidence level of 91% that the real value is within 8% of the surveyed value. As previously described, since this study used definite data, it used probability sampling method. The data used is Els Coffee's

Instagram followers.

The sampling technique in this research uses the simple random sampling' technique. Kasmadi & Sunariah (2019:66) suggest that “simple random sampling technique is a simple sampling technique that is carried out randomly without regard to the strata that exist in the population” as the basic principle of taking sample members expressed by Gulo (2005:84), namely “that each member of the population has the same opportunity to be drawn as a sample member”. In this case, every person who have followed El's Coffee through Instagram and have been to El's Coffee all have equal probability of being chosen

### **3.5 Variable Conceptual Definition**

#### **3.5.1 Social Media Marketing Definition**

Social media marketing is one of the various types of marketing that is now widely used. Simply put, this type of marketing utilizes the role of social media in the marketing process. Social media marketing is a marketing process that is done through social media. Usually, the social media used is Facebook, Instagram, or Twitter. Social media marketing will involve several activities, such as building a presence on social networks, spreading brand awareness, etc. The choice of social media marketing platform is also important. This is because it is related to the suitability of the target market that has been made. Thus, the success of the marketing strategy that has been made will be related to the social media marketing platform used.

#### **3.5.2 Customer Engagement Definition**

According to Van Doorn & Verhoef (2008), customer engagement is a behavior capable of exceeding transactions and may also be defined as a manifestation of customer behavior that has a brand or company focus, whereby the company can motivate its customers to make repeated purchases due to their interests. At a company customer engagement is a communication relationship that occurs between external and internal

owners or can be called consumers and producers. Customer engagement relationships can also be established offline through social media such as Instagram, Facebook, Twitter, and other Social Media.

### **3.5.3 Brand awareness Definition**

Brand awareness is a business assessment of how widely users know your brand. Brand awareness is important because awareness can bring about product purchase transactions from consumers. According to Aaker, brand awareness is the ability of a brand to create prospective buyers, recognize and remember that the brand is part of the product category. Brand awareness is a term of brand, the extent to which the public or consumers recognize the brand. The majority of consumers will buy products that have been recognized. A brand can be said to be successful if many consumers recognized the brand.

### **3.6 Variable Operational Definition**

The following operational definitions of variables were first developed from the current definition of literature. This definition was tested by first developing a model based on existing brand awareness literature. This model yields three hypotheses. Each of the following factors is projected to be positively related to the level of Purchase Intention as determined by the literature: Social media marketing, Customer engagement, and Brand awareness.

Table 4. Variable Operation Definition

Variables	Indicators	Scales	References
<p>Social Media Marketing (X1)</p> <p>According to Kotler &amp; Keller (2018), social media is a middle way for consumers to share information in the form of writing, images, audio, and video with fellow users or with companies.</p>	<ol style="list-style-type: none"> <li>1. I always interact with features on Instagram social media everyday(DM1)</li> <li>2. Instagram is my favourite social media (DM2)</li> <li>3. Ads displayed on social media Instagram have an enormous influence on me (DM3)</li> <li>4. I think Instagram affect a product advertisement (DM4)</li> <li>5. I love to see ads frommy favourite brand (DM5)</li> <li>6. Products promoted through Instagram platforms make me interested in buying these products. (DM6)</li> </ol>	Likert	Modified from Devi et al. (2022)
<p>Customer Engagement (X2)</p> <p>Any initiatives to involve clients (clients) in the emotional exchanges between the business and its clients are also referred to as “customer engagement” (Novianti &amp; Mulyana, 2018)</p>	<ol style="list-style-type: none"> <li>7. I feel happy when I know my favourite brandis releasing a new product through their promotions (CE1)</li> <li>8. I feel happy when my favourite brand makes an update on its product (CE2)</li> <li>9. I feel happy when a company has a lot of interaction with its social media followers. (CE3)</li> <li>10. When I shop online, I feel happy when I am served by a friendly and responsible admin. (CE4)</li> <li>11. I’m happy if the item I bought matches the estimated delivery time and matches what I ordered (CE5)</li> </ol>	Likert	Modified from Devi et al. (2022)
<p>Brand Awareness (Y)</p>	<ol style="list-style-type: none"> <li>12. I have high buying interest when I see my favourite brand (BA1)</li> </ol>	Likert	Modified fromDevi et al. (2022)

Table 4. Variable Operation Definition

<p>Kotler &amp; Keller state that (2018:179). The capacity to recognize or recall a brand in a category with enough specificity to make a purchase is known as brand awareness.</p>	<p>13. When I see something good in colour, logo, Figure, and so on that describes the identity of my favourite brand, I immediately recognize and remember that brand.(BA2)</p> <p>14. When an ad from a brand I like is seen, I'm immediately attracted to visit their profile. (BA3)</p> <p>15. I think it is important when a brand has an attractive logo design.(BA4)</p> <p>16. Attractive content design can bind customers' interest in a brand. (BA5)</p> <p>17. I easily remember my favourite brands just by looking at the product packaging (BA6)</p>		
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### 3.7 Data Analysis Method

Data analysis is the process of systematically searching and compiling data obtained using various types of data collection such as, interviews, questionnaires, observations and documentation such as video/audio recordings by organizing data and selecting which is important and learned, analyzing using various methods of analysis. It is easy to understand by yourself and others, as well as to draw conclusions. Simply put, data analysis can also be defined as activities performed to transform data results from research into new information that can be used in making conclusions. Data analysis methods are one of the essential components of the Data Analysis process. Data analysis methods are part of an analysis process in which data is collected and processed to produce conclusions in decision-making. SPSS is a computer program used for statistical analysis. SPSS stands for Statistical Package for the Social Sciences. SPSS is commonly used for processing and analyzing data that has statistical analysis capabilities as well as data



management systems with graphical environments.

### **3.7.1 Data Validity Testing**

The validity test's goal is to evaluate the reliability of the questionnaire being used as a research tool. Comparing the loading factor with 0.7 and the average variance extracted with 0.5 can be used to determine the convergent validity. If these numbers are higher than each necessary cut-off point, then the indicators will have a legitimate result.

### **3.7.2 Data Reliability**

The reliability of the legitimate response to the indicator will next be examined using Cronbach Alpha analysis, as indicated by Ghozali (2016), by comparing this number with 0.7. Furthermore, according to Ghozali (2016), a credible respondent response is one for which the Cronbach Alpha is greater than 0.7. The structural model must next be assessed using three measurements: the f squared for effect magnitude, the R-squared, and the Stone-Geisser Q squared (Ghozali, 2016).

### **3.7.3 Data Normality Testing**

Normality test is a test carried out with the aim of assessing the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not. The results of the data normality test using graphical analysis, namely the normal P-plot graph, show that the points spread around the diagonal line and the distribution follows the direction of the diagonal line. This means that the data is normally distributed.

### **3.7.4 Linearity Testing**

Linearity test is a test to check whether there is a linear relationship between the independent variable and the dependent variable. The linearity test is intended to test whether or not the data being analyzed is linear (Sudjana, 2016). Linearity is an important assumption in the use of linear regression. Some researchers argue that this assumption is the most

important because it is directly related to the bias of the overall analysis results (Keith, 2019).

### **3.7.5 Autocorrelation Testing**

The autocorrelation test aims to test whether, in a linear regression model, there is a correlation between confounding errors. In period  $t$  with errors in  $t-1$  (previous). If there is a correlation, it is called an autocorrelation problem. A good regression model is free from autocorrelation. A regression model can be said to be good when it is free from autocorrelation. Autocorrelation tests that can arise due to the existence of sequential observations over time and are related to each other (Ghozali, 2016).

### **3.7.6 Multicollinearity Testing**

Multicollinearity test is conducted to test whether there is a correlation between independent variables in the regression model. Multicollinearity means that there is a perfect linear relationship between some or all of the variables that explain the regression model (Ajija et al., 2011). The multicollinearity test is carried out with the aim of knowing whether in a regression model there is a correlation between independent variables (Ghozali, 2016).

### **3.7.7 Heteroscedasticity Test**

Heteroscedasticity test is a test that assesses whether there is an inequality of variance of the residuals for all observations in the linear regression model.

This test is one of the classic assumption tests that must be performed on linear regression. The heteroscedasticity test is carried out to determine whether in a regression model there is an inconvenience in the variance of the residuals from one observation to another. Usually cross section data contains heteroscedasticity situations because this data collects data representing various sizes of small, medium, and large (Ghozali, 2016).

### **3.7.8 Multiple Linear Regression Testing**

Multiple linear regression analysis includes techniques that can be used to inspect the relationship between one continuous dependent variable and a set of independent variables (Baarda & van Dijkum, 2019).

### **3.7.9 Coefficient Determination**

This coefficient of determination test is carried out with the intention of measuring the model's ability to explain how the influence of the independent variables together (simultaneous) affects the dependent variable which can be indicated by the adjusted R - Squared value (Ghozali, 2016). The coefficient of determination shows the extent to which the contribution of the independent variables in the regression model is able to explain the variation in the dependent variable.

### **3.7.10 Hypothesis Testing (Partial T-test)**

The research model before and after are examined using this t-test model. The paired sample t-test, which is defined by differences in the average before and average after treatment, is one of the testing techniques used to determine the efficacy of treatment, according to Widyanto (2013:35). The fundamental premise of this test is that each pair's observation or investigation must be conducted under the same circumstances. The average discrepancy has to follow a normal distribution. Each variable's variance may or may not be the same. Data on an interval or ratio scale are needed to run this test. The independent variables have a partial impact on the dependent variable if the estimated t value's significance level is less than 0.05. ( $t \text{ value} < 0.05$ ) (Kuncoro, 2013). Therefore, the t test must be performed to demonstrate the degree to which each independent variable has an impact on the dependent variable. In this study's t test, the significance threshold was set at 5% (0.05), which indicates that if sig 0.05, the independent variable affects the dependent variable.

### **3.7.11 Hypothesis Testing (Simultaneous F-Test)**

The F test aims to find whether the independent variables together (simultaneous) affect the dependent variable. The F test was conducted to see the effect of all independent variables together on the dependent variable. The level used is 0.5 or 5%, if the significant value of  $F < 0.05$ , it means that the independent variable simultaneously affects the dependent variable or vice versa (Ghozali, 2016)

## **CHAPTER V.**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 Conclusion**

The first objective of this study was to determine whether Els Coffee social media marketing has an influence on brand awareness. Based on the data obtained, and the processed results, it was found that Els Coffee social media marketing has a positive and significant influence on brand awareness. Furthermore, the second objective is to determine whether Els Coffee customer engagement has an influence on brand awareness. Based on the data that has been obtained, and the processed results, it is found that Els Coffee customer engagement has a positive and significant influence on brand awareness.

#### **5.2 Suggestion**

Even though it is valid and has a significant effect between variables, this research still has shortcomings in several aspects:

1. Although H1 is proven to have a positive and significant impact, there are indicators that should be considered. in X1 (Social Media Marketing), Indicator X1.1 “I always interact with features on Instagram social media everyday”. This is because many people do not really interact with the features on social media, they usually use monotonous features or use few features. Not all features on social media can be used every day, only some features are used every day such as features for uploading stories or photos and videos. This can be a suggestion for Els Coffee in order to make it easier for consumers or the public to view content related to Eld Coffee products or information. Els Coffee can

2. use the "story" feature which is usually the most widely reached by users of social media users. The story feature is more widely used than the feature to upload photos or videos in the feeds of each account.
3. H2 is proven to have a positive and significant impact, but there are indicators that must be considered. In X2 (Customer Engagement) indicator X2.3 " I feel happy when a company has a lot of interaction with its social media followers." and indicator X2.5 "I'm happy if the item I bought matches the estimated delivery time and matches what I ordered " still have to be considered because according to the survey results, consumers think that Els Coffee's social media is still less active and there is not too much interaction on their social media.

The suggestion that will be given to Els Coffee is that Els Coffee should more often carry out their interactions on social media by replying to messages more often and also replying to comments on the comments column available on their social media features. Besides being able to increase their customer engagement, actively interacting with followers on social media can increase their sales. Another suggestion is about the timeliness of food delivery. Sometimes the estimated delivery time listed in the online shopping application is different from the real time. Els Coffee should pay more attention to the relationship between customer and the company in order to build a good connection with their customers.

4. H3 is proven to have a positive and significant impact, but there are indicators that must be considered. In Y (Brand Awareness) indicator Y.4 "I think it is important when a brand has an attractive logo design" still has to be considered again. According to Els Coffee consumers who we get the results through surveys, they think that the Els Coffee logo is less attractive. The Els Coffee logo only has one colour, namely black. If Els Coffee provides a pop up colour in their logo, the logo will look more attractive. If there is a touch of colour in the logo, consumers will find it easier to remember the Els Coffee logo and the logo is more

easily noticed by outsiders. Strong Brand Awareness will make the company easier for outsiders or consumers to remember. Having a more attractive logo will also increase the Brand Awareness of a company.

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