

IMPLEMENTATION OF SOCIAL MEDIA MARKETING FOR CONTINUOUS ENHANCEMENT OF BRAND AWARENESS (OBSERVATION ON ISTANA LAUT RESTAURANT MANADO)

IMPLEMENTASI SOCIAL MEDIA MARKETING UNTUK MENINGKATKAN KESADARAN MEREK SECARA BERKELANJUTAN (OBSERVASI PADA RESTORAN ISTANA LAUT MANADO)

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Abstract: There are many new businesses in Manado that use social media marketing as one of their strategies to properly promote and advertise their brand and product as an opportunity to both introduce their business to customers and to compete with others. This is because the number of internet users and users of online platforms there keeps growing. The purpose of this study is to examine the influence of Social Media Marketing on Brand Awareness in Istana Laut Restaurant using the indicators Entertainment, Interaction, Trendiness, and Customization. This research use quantitative approaches. The data was collected using questionnaires given to 100 Istana Laut customers and scored using the Likert scale method. Multiple Linear Regression was used as an analytical tool in the SPSS program. The findings of this study indicate that Social Media Marketing indicators have significant influence on Brand Awareness simultaneously. Therefore, the findings of this study also indicate that several variables of Social Media Marketing indicators partially has insignificant influence on Brand Awareness

Keyword: Social Media Marketing, Entertainment, Interaction, Trendiness, Customisation, Brand Awareness

Abstrak: Banyak bisnis baru di Manado yang menggunakan pemasaran media sosial sebagai salah satu strategi untuk mempromosikan dan mengiklankan merek dan produk mereka dengan baik sebagai peluang untuk memperkenalkan bisnis mereka kepada pelanggan dan bersaing dengan yang lain. Hal ini dikarenakan jumlah pengguna internet dan pengguna platform online di sana terus bertambah. Tujuan dari penelitian ini adalah untuk menguji pengaruh Social Media Marketing terhadap Brand Awareness pada Restoran Istana Laut dengan menggunakan indikator Entertainment, Interaction, Trendiness, dan Customization. Penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan dengan menggunakan kuesioner yang diberikan kepada 100 pelanggan Istana Laut dan diberi skor dengan menggunakan metode skala Likert. Regresi Linier Berganda digunakan sebagai alat analisis dalam program SPSS. Temuan dari penelitian ini menunjukkan bahwa indikator Pemasaran Media Sosial memiliki pengaruh yang signifikan terhadap Kesadaran Merek secara simultan. Sebaliknya, temuan penelitian ini juga menunjukkan bahwa beberapa variable indikator Social Media Marketing secara parsial memiliki pengaruh yang tidak signifikan terhadap Brand Awareness.

Kata kunci: Pemasaran Media Sosial, Hiburan, Interaksi, Tren, Kustomisasi, Kesadaran Merek

INTRODUCTION

Research Background

With the presence of the internet world in the digital era, marketing trends continue to evolve along with the development of increasingly sophisticated technology. E-marketing is an integrated innovation in the marketing world. Market leaders are adopting e-marketing techniques to strengthen their brands as consumer behavior switches to digital. Brand awareness can be achieved through effective use of e-marketing. Brand awareness ensures the firm's demand predictability and security, as well as creating entry barriers that make it difficult for competitors to enter the market (Seturi, 2017). In the current competitive environment, branding is a significant competitiveness factor

that separates similar goods and services produced by various businesses in consumers' minds and makes them more appealing to consumers.

Social media is one of the popular communication channels that businesses have recently used in their marketing initiatives. An online application program, platform, or media tool known as social media is one that promotes user interaction, teamwork, or content sharing in general (Kim and Ko, 2012). The impact of social media on consumer behavior spans a broad range of activities, from education to the sharing of opinions and attitudes to increase awareness and understanding as well as the capability to understand post-purchase behavior without actually making a purchase (Tatar and Eren-Erdoğan 2016). This encourages companies to use more innovative applications to lower the cost of their products and brands through online marketing campaigns using social media advertising channels.

In digital marketing, uncertainty arises from factors such as rapid technological advancements, evolving audience preferences, and fluctuating engagement rates on platforms like Instagram, Facebook, and TikTok. Similar to how Rumokoy et al. (2023) highlight the need for investment flexibility in uncertain geopolitical climates, digital marketing strategies require continuous adaptation to maintain brand awareness. Previous research in marketing has shown that businesses must adjust their social media campaigns in real time based on engagement metrics and platform dynamics (Bilgin, 2018). Moreover, studies by Goodrich and de Mooij (2014) confirm that successful brands use customization, entertainment, and interaction to enhance awareness and sustain consumer interest, even in uncertain environments.

Because there hasn't been much current study on brand awareness in the restaurant business, it has been challenging to gather references from diverse studies that have been published in reputable international publications. According to studies by Cleo and Sopiah (2021), brand awareness is influenced by social media marketing activity. According to research by Bilgin (2018), all social media marketing activity indicators have an impact on brand awareness, with customisation and entertainment having the most impact. Zhafirah (2019) shows that social media marketing initiatives have an impact on brand awareness, with entertainment serving as the most important social media marketing activity indicator. On the other hand, trendiness indicators in social media marketing activities have no effect on brand awareness, according to research by Alim et al. (2017).

Businesses thoughts that use e-marketing will be easier to expand their brand awareness to people from all over the Manado, one of them is Istana Laut Restaurant. Social Media Marketing provides a platform to the businesses to interact with their customers and share information and feedback which further enhances the brand awareness among its customer. Istana Laut Restaurant is one of many culinary establishments that use Instagram, Tiktok, and Facebook for promotional purposes. Istana Laut Restaurant is a new establishment that specializes in grilled fish and seafood. This restaurant has its own distinct flavor and vibe, and its building is the most visually attractive of the restaurants nearby. Since Istana Laut Restaurant only opened a few months ago, one of their main challenges is engaging consumers about the establishment. As a consequence, one of the marketing strategies used by Istana Laut was to promote their business through Social Media in order to introduce it to customers in the Manado area. However, it was discovered from the data that there had been a reduction in sales over the previous few weeks, and that the reduction was also indicated by a decrease in visitor activity on Istana Laut social media. This condition is suspected because the social media marketing activities that have not been optimal and the brand awareness has not been high.

In this study, researcher want to explore how especially Istana Laut Restaurant apply and utilize their social media marketing strategies to expand their brand awareness among their customers, and to find out whether implementing Social Media Marketing is significantly influence and enhance the continuance of their brand awareness of Istana Laut Restaurant.

Research Objectives

1. To know the influence of Entertainment toward Brand Awareness of Istana Laut Restaurant partially
2. To know the influence of Trendiness toward Brand Awareness of Istana Laut Restaurant partially
3. To know the influence of Interaction toward Brand Awareness of Istana Laut Restaurant partially
4. To know the influence of Customization toward Brand Awareness of Istana Laut Restaurant partially

LITERATURE REVIEW

Social Media Marketing

According to Barreda et al. (2015), Social Media Marketing is a form of marketing directly or indirectly used

to build awareness, recognition, power remember, and actions for brands, businesses, products, people, or other entities and done with using tools from the social web like blogging, microblogging, social networking, social bookmarking, and content sharing. Social media marketing entails the deliberate creation and curation of content designed to engage and attract target audiences across many social media platforms. This includes creating original material (articles, films, infographics, and photographs) as well as selecting relevant third-party content to distribute with followers. Effective content production and curation strive to generate meaningful interactions, increase brand awareness, and motivate the audience to take desired actions.

Brand Awareness

In social media marketing, brand awareness refers to the act of sharing brand-related information, messages, and content through social media channels in order to increase brand exposure and recognition among target consumers. It entails using multiple social media tools and platforms to amplify brand messaging, engage consumers, and raise brand recognition via viral sharing, user-generated content, and influencer endorsements (Mangold and Faulds, 2009). Brand awareness refers to the degree to which a brand is visible and recognized by people across various platforms. It includes the reach of brand-related material, the frequency of brand mentions, and the brand's total exposure on consumers' social networks. Brands try to increase their visibility through a variety of approaches, including sponsored posts, influencer relationships, and interesting content strategies. By increasing their social media presence, brands hope to familiarize their target audience with their products, services, and beliefs.

Empirical Studies

Faisal and Ekawanto (2021) determined the role of social media marketing in increasing brand awareness, brand image and purchase intention. The design of this research is hypothesis testing. The study uses the Structural Equation Modeling (SEM) method with a sample of 331 respondents who are active users of social media in Indonesia, for at least 2 years and have purchased products marketed on social media. The results show that social media marketing activities based on entertainment, interaction, trendiness, customization, and word-of-mouth have a positive influence on brand awareness, brand image, and purchase intention. Furthermore, brand awareness has a positive influence in mediating social media marketing activities on purchase intentions, and brand image also has a positive influence in mediating social media marketing activities on purchase intentions.

Cheung, Pires and Rosenberger III (2019) examined the influence of social-media marketing communications on consumers' brand knowledge. The paper addresses the gap in the literature, proposing a conceptual model for examining the impact of social-media-marketing dimensions on brand awareness and image across products with different involvement levels. The model seeks to enhance understanding of the influence of social-media-marketing communications on brands, across products with different involvement levels.

Wirga et al. (2022) analyzed the effects of Entertainment, Interaction, Customization, Trendiness, and EWOM Against Brand Image in the Digital Business Study Program of Bali State Polytechnic. The type of this study used quantitative research. The sample for this study is 230 respondents of the students of Vocational High Schools (SMK) in the Kec. South Kuta, Badung Regency, Bali. The data collection method used a questionnaire and quantitative descriptive analysis using Partial Least Square (PLS) analysis. The results of this study revealed that only the interaction variable proved to be negative and insignificant to brand image. Then, entertainment, customization, trendiness, and E-WOM variables show a positive and significant influence on brand image. Therefore, the higher entertainment, customization, trendiness, and E-WOM, the higher the brand image in the Bali State Polytechnic Digital Business study program.

Research Hypothesis

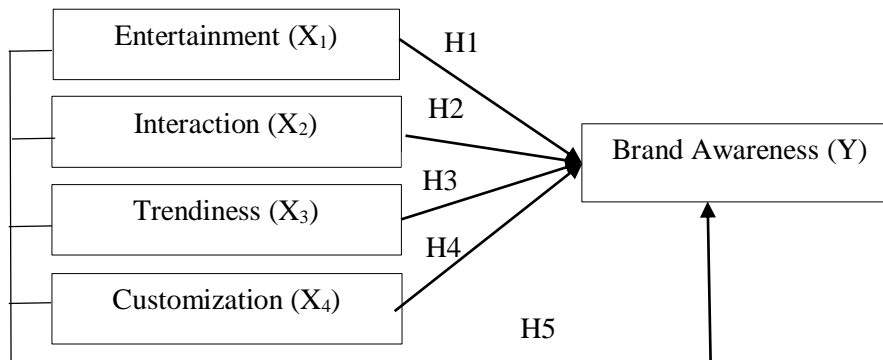
H₁: There is an influence of Entertainment on Brand Awareness partially.

H₂: There is an influence of Interaction on Brand Awareness partially.

H₃: There is an influence of Trendiness on Brand Awareness partially.

H₄: There is an influence of Customization on Brand Awareness partially.

H₅: There is an influence of Entertainment, Interaction, Trendiness, and Customization on Brand Awareness simultaneously.

Conceptual Framework**Figure 1. Conceptual Framework***Source: Literature Review***RESEARCH METHOD****Research Approach**

This research use quantitative approach. According to Aliaga and Gunderson (2002), "quantitative research is an investigation into a social problem that explains phenomena by collecting numerical data that is examined using mathematically based methods, specifically statistics."

Population, Sample, and Sampling Technique

The population shown in this research is consists all customers that already visited Istana Laut Restaurant. According to social media Istana Laut Restaurant used for marketing, the population of this research consists of users who use social media communication channels such as Facebook, Tiktok, and Instagram. With regard to information limitations on population users, the convenience sampling method, which is one of the sampling methods that is not based on probability, was used in the research. Sugiyono (2010) stated that sample is a subset of the population's size and characteristics. Purposive sampling was used in this study, which is the process of determining the sample based on certain considerations. Purposive sampling was utilized in this study, which is a strategy for determining the sample based on specific criteria. The research used 100 respondents who has experience visited Istana Laut Restaurant more than once and those who followed Istana Laut Social Media account.

Data Collection Method

Primary data is the information that the researcher gathered in first- hand. The questionnaires provided the primary data for this study. Respondents were given questionnaires so that they could respond directly on them. Respondents were required to complete two sections of the questionnaires.

Operational Definition and Indikator of Research Variables**Table 1. Operational Definition and Indikator of Research Variables**

Variables	Definition	Indicators
Entertainment (X ₁)	Advertisement's ability to satisfy the viewer's willingness for entertainment, enjoyment, and relief from stress	1. Interesting Content 2. Time Flexibility 3. Information Provided
Interaction (X ₂)	Amount of information social media platforms provide in both directions	1. Two Way Interaction 2. Expression Convenience 3. Information Sharing
Trendiness (X ₃)	Social media platforms that provide the most recent news, and hot discussion topics are also a primary product search channel	1. Modern 2. Up to date Information 3. Latest Content
Customization (X ₄)	Advertising and messaging service that aims to make consumers personally happy by making	1. Efficiency 2. Customize Service

	the service fully customizable and easy to find information in order to create value for specific consumer	
Brand Awareness (Y)	Part of Customer behavior that can measure how about customer's recognition for some brand	<ol style="list-style-type: none"> 1. Customer Response either emotional or cognitive 2. Customer decision to repurchase 3. Recommendation 4. Emergence of Trust

Testing of Research Instruments

Validity and Reliability Tests

Validity test is used to measure the validity of a questionnaire. To determine if all of the questions used as variables in the questionnaire were valid or not, a validity test was carried out. depending on how each question relates to the whole set of questions. According to Sekaran and Bougie (2010), when the values are over 0.3, the variable can be categorized as a good variable. For this study, Person Product Moment was used. A question was considered to be valid if its Pearson correlation value was positive and its significance value to the entire set of variables was less than 0.05.

Reliability test is reliability test is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to a question is consistent or stable over time. Questionnaire items or questionnaires are said to be reliable (feasible) if Cronbach's alpha > 0.6 and it is said to be unreliable if Cronbach alpha < 0.6.

Data Analysis

Classical Assumption Test

Normality Test

The result in multiple linear regression models is thought to be regularly distributed. The difference between the values of the dependent variable as observed and as predicted by the model is known as a residual. The observed value of the error term for a given product is known as the residual. Researchers can verify the supposition of the error item's normality by using a histogram or P-P plot of the residuals.

Hetersocedasticity Test

According to Ghazali (2011), "models that show heteroscedasticity are those in which the errors do not all have the same variance." The least square method is not the most effective method for calculating the regression model's coefficients when this phenomena is present. Furthermore, the conventional method for determining a confidence interval and testing a hypothesis for these coefficients is no longer appropriate. According to Ghazali (2011), there are certain tests for identifying heteroscedasticity.

Multicollinearity Test

The statistical phenomenon known as multicollinearity occurs when there is a strong correlation between two or more independent variables in a multiple regression model. Checking the correlation matrix for the independent variable is the quickest and easiest technique to find multicollinearity. The tolerance value and the variance inflation factor are two more prevalent methods for determining multicollinearity (VIF- the invers of the tolerance value). These metrics show how much one independent variable may be accounted for by another independent variable. A tolerance value of 0.10, or a VIF of 10, is a typical cutoff (Ghozali, 2011).

Multiple Linear Regression

Regression Equation

Multiple linear regression analysis, according to Cooper and Schindler (2001), is a method for estimating or predicting the corresponding Y value for observed values of multiple X. Regression uses a mathematical model of relationship to describe the phenomenon of the data. Regression can also be used to regulate variables that are observed by creating regression models. Moreover, predictions for the dependent variable are also made using the regression model. Regression predictions should only be made within the data range of the independent variable that was used to build the regression model. In general, the linear regression equation (many linear regressions) is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Description:

Y	= Dependent Variable (Brand Awareness)
X1	= Entertainment
X2	= Interaction
X3	= Trendiness
X4	= Customization
β_0	= Constant
$\beta_1, \beta_2, \beta_3, \beta_4, \text{ \& } \beta_5$	= The regression coefficient of each variable
ε	= Error

Correlation Determination (R^2)

The coefficient of determination (R^2) is to measure how far the model's ability to explain the dependent variable. A small R^2 value means that the ability of the independent variables to explain the dependent variable is limited. On the other hand, the R^2 value which is close to one indicates that the independent variables provide almost all the information needed by the dependent variable.

Hypothesis Testing**F-Test (Simultaneously)**

The F-test is used to test the overall significance of a regression model, particularly in multiple regression analysis. It tests whether at least one of the independent variables has a statistically significant relationship with the dependent variable, considering the effects of all independent variables simultaneously. The F-test evaluates the overall model fit in regression analysis and tests whether the regression model is a good fit for the data. It assesses if the independent variables collectively explain the variance in the dependent variable (brand awareness).

T-Test (Partially)

In the output of a regression analysis in SPSS, the t-test statistic is used to assess the significance of each individual regression coefficient. The t-value is calculated by dividing the estimated coefficient by its standard error. A higher absolute t-value indicates a more significant relationship between the independent variable and the dependent variable. If the Significance (p-value) for a specific variable is less than 0.05, you can reject the null hypothesis for that variable, meaning that it has a significant influence on brand awareness. If the p-value is greater than 0.05, the variable does not significantly affect brand awareness.

RESULT AND DISCUSSION**Result****Validity and Reliability Test****Tabel 2. Validity Test Result**

Variable	Indicator	R count	R table	Seg. Value	Result
Entertainment	Statement 1	0.764	0.279	0.000	Valid
	Statement 2	0.883	0.279	0.000	Valid
	Statement 3	0.797	0.279	0.000	Valid
Interaction	Statement 4	0.505	0.279	0.000	Valid
	Statement 5	0.712	0.279	0.000	Valid
	Statement 6	0.740	0.279	0.000	Valid
	Statement 7	0.771	0.279	0.000	Valid
Trendiness	Statement 8	0.714	0.279	0.000	Valid
	Statement 9	0.765	0.279	0.000	Valid
	Statement 10	0.814	0.279	0.000	Valid
Customization	Statement 11	0.868	0.279	0.000	Valid
	Statement 12	0.857	0.279	0.000	Valid
Brand Awareness	Statement 13	0.828	0.279	0.000	Valid
	Statement 14	0.867	0.279	0.000	Valid
	Statement 15	0.905	0.279	0.000	Valid

Source: Data processed (2023)

Based on Table 2, all indicators result items from the variables Entertainment (X1), Interaction (X2), Trendiness (X3), Customization (X4), and Brand Awareness (Y) have a Pearson correlation value greater than r . (0.279). As a result, the entire item statement of the research variable is valid.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	N of Items	Result
Entertainment	0.726	3	Reliable
Interaction	0.615	4	Reliable
Trendiness	0.640	3	Reliable
Customization	0.654	2	Reliable
Brand Awareness	0.835	3	Reliable

Source: Data Processed from SPSS, 2023

Based on the table 3, the results of this research show that the Entertainment's Alpha Cronbach coefficient is 0.726, Interaction is 0.615, Trendiness is 0.640, Customization is 0.654 and Brand Awareness is 0.835. This indicates that the data is acceptable or show good internal consistency if the value of Alpha Cronbach is higher than the acceptability level of 0.6. The research instrument is reliable as a result.

Classical Assumption Test

Normality Test

Table 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.00331881
Most Extreme Differences	Absolute	.053
	Positive	.029
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Data Processed (2024)

Based on the results of the analysis of the table above, it is obtained that the sig value (2-tailed) is 0.200 greater than 0.05, then the data is normally distributed.

Heteroscedasticity Test

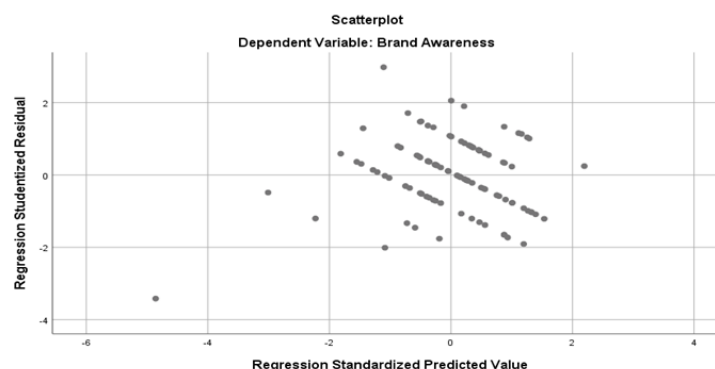


Figure 2. Heteroscedasticity Test Result

Source: Data Processed from SPSS, 2024

Figure 2 shows how the dots are spreading above and below the 0 on the Y axis. This indicates that this regression has no heteroscedasticity.

Multicollinearity Test

Table 5. Multicollinearity Test Result

		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta		Tolerance	VIF
1	(Constant)	-1.824	1.953				
	Entertainment	.163	.094	.141		.933	1.072
	Interaction	.445	.083	.439		.932	1.073
	Trendiness	.106	.105	.084		.900	1.111
	Customization	.426	.123	.286		.920	1.087

Source: Data Processed from SPSS, 2024

Table 5 shows that

1. The Entertainment variable has a tolerance level of 0.933 and a VIF value is 1.072. This shows that multicollinearity does not exist because the tolerance value of the Entertainment variable is > 0.100 and the VIF value is < 10.00 .
2. The tolerance level of the Interaction variable is 0.932, while the VIF value is 1.073. This indicates that the Interaction's tolerance value show no multicollinearity because the variable is > 0.100 and the VIF value is < 10.00 .
3. The tolerance level for the Trendiness variable is 0.900, and its VIF value is 1.111. Given that the tolerance value of the Entertainment variable is > 0.100 and the VIF value is < 10.00 , this shows there's no multicollinearity

Multiple Linear regression

Table 6. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-1.824	1.953			-.934	.353
Entertainment	.163	.094	.141		1.731	.087
Interaction	.445	.083	.439		5.366	.000
Trendiness	.106	.105	.084		1.008	.316
Customization	.426	.123	.286		3.473	.001

a. Dependent Variable: Brand Awareness

Source : Data Processed (2023)

According to the results in the table 6, the model is defined as:

$$Y = -1.824 + 0.163 X_1 + 0.445 X_2 + 0.106 X_3 + 0.426 X_4 + \varepsilon$$

The following interpretation can be made from the multiple linear regression equation above:

1. The constant of -1.824, this shows that if the variable X_1 , X_2 , X_3 , and X_4 have a value of 0, then the value of Y remains at -1824.
2. The Entertainment (X_1) variables' regression coefficient value is 0.163. If X_1 increases by one unit while the other variables remain constant, Y is predicted to increase by 0.163.
3. The Interaction (X_2) variables' regression coefficient value is 0.445. If X_2 increases by one unit while the other variables remain constant, Y is predicted to increase by 0.445.
4. The Trendiness (X_3) variables' regression coefficient value is 0.106. If X_3 increases by one unit while the other variables remain constant, Y is predicted to increase by 0.106.
5. The Customization (X_4) variables' regression coefficient value is 0.426. If X_4 increases by one unit while the other variables remain constant, Y is predicted to increase by 0.426.

Correlation Determination Test (R^2)

According to Table 7, the coefficient of correlation (R) is 0.652, showing a strong relationship between the independent and dependent variables. In other words, there is a strong correlation between Brand Awareness and

Entertainment, Interaction, Trendiness, Customization. The value of R^2 is 0.425, meaning Entertainment, Interaction, Trendiness, and Customization affect Brand Awareness by up to 42.5%, while other factors which were not considered in this study, account for the remaining 57.5%.

Table 7. Result of (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 ^a	.425	.374	1.10225

a. Predictors: (Constant), Customization, Trendiness, Interaction, Entertainment

Source: Data Processed (2023)

Hypothesis Testing

T-Test

Table 6 shows that:

1. Entertainment (X1) value of t-count (1.731) < t-table (1.985) and Sig (0.087) > 0.05 thus Entertainment has a positive but does not significantly influence Brand Awareness. H1 is rejected and H0 is accepted.
2. Interaction (X2) value of t-count (5.336) > t-table (1.985) and Sig (0.000) < 0.05 thus Interaction has a positive and significant influence on Brand Awareness. H2 is accepted and H0 is rejected.
3. Trendiness (X3) value of t-count (1.008) < t-table (1.985) and Sig (0.316) > 0.05 thus Trendiness has a positive but does not significantly influence Brand Awareness. H3 is rejected and H0 is accepted.
4. Customization (X4) value of t-count (3.473) > t-table (1.985) and Sig (0.001) < 0.05 thus Customization has a positive and significant influence on Brand Awareness. H4 is accepted and H0 is rejected.

F-Test

Table 8. Simultaneously Hypothesis Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.447	4	10.112	8.323	.000 ^b
	Residual	54.673	45	1.215		
	Total	95.120	49			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Customization, Trendiness, Interaction, Entertainment

Source: Data Processed from SPSS, 2023

According to the results in table 8, the significant value is 0.000, and the F value is 8.323. Since Fcount 8.323 > Ftable 2.58 (Fcount is greater than Ftable) and the significance value for the effect of X1, X2, X3 and X4 simultaneously on Y is 0.000 < 0.05 (the significance value is less than 0.05), it can be concluded that H5 is accepted, meaning that Entertainment, Interaction, Trendiness, and Customization simultaneously have significance influence on Brand Awareness of Istana Laut Restaurant.

Discussion

The Influence of Variable Entertainment towards Brand Awareness

In analyzing the role of entertainment as a variable in social media marketing for Istana Laut Restaurant Manado, the findings suggest that while entertainment content can attract engagement, its overall impact on brand awareness has not been significant. Despite efforts to create humorous and engaging posts, the data indicates that these types of content did not lead to a substantial increase in brand visibility or recognition. Several factors could explain this outcome. First, the entertainment content may not have resonated strongly with the target audience, either due to differences in cultural preferences or misalignment with the brand's core identity. Additionally, while entertainment content often garners likes and shares, it may not necessarily translate into a deeper awareness or understanding of the brand, especially if the content lacks a clear connection to the restaurant's unique offerings or value proposition. Moreover, the transient nature of entertainment-focused content might contribute to its limited effectiveness in building lasting brand awareness. Audiences may engage with entertaining posts in the moment, but without a sustained and strategic approach that ties back to the brand's key messages, this engagement may not lead to long-term brand recall or loyalty. In conclusion, while entertainment can play a role in social media strategies, its influence on brand awareness for Istana Laut Restaurant Manado appears to be limited. To enhance brand awareness more effectively, it may be beneficial to integrate entertainment with other content types that more directly

communicate the brand's identity, values, and unique selling points. This balanced approach could lead to a more significant and lasting impact on brand awareness.

The Influence of Variables Interaction towards Brand Awareness

The analysis of the interaction variable in social media marketing for Istana Laut Restaurant Manado demonstrates a positive influence on brand awareness. Interaction, which includes activities such as responding to customer comments, engaging in conversations, and actively participating in online discussions, has proven to be a critical factor in enhancing the restaurant's visibility and recognition. The findings indicate that consistent and meaningful interactions on social media significantly contribute to building a stronger brand presence. When Istana Laut engages directly with its audience—by answering questions, acknowledging feedback, and participating in conversations—it fosters a deeper connection with customers. This active engagement not only reinforces the brand's identity but also encourages customers to share their positive experiences, further amplifying the brand's reach. Furthermore, these interactions help to humanize the brand, making it more relatable and approachable to the audience. Customers are more likely to remember and trust a brand that consistently engages with them, leading to higher brand recall and loyalty. This enhanced connection between the brand and its audience directly contributes to increased brand awareness, as satisfied customers are more likely to recommend the restaurant to others and share their experiences on social media. In conclusion, interaction has a distinctly positive impact on brand awareness for Istana Laut Restaurant Manado. By continuing to prioritize and improve its level of interaction with customers, the restaurant can further strengthen its brand presence and maintain a competitive edge in the market.

The Influence of Variables Trendiness towards Brand Awareness

The analysis of trendiness as a variable in social media marketing for Istana Laut Restaurant Manado indicates that its impact on brand awareness has been not significant. While the restaurant has made efforts to incorporate trendy content—such as participating in popular challenges, utilizing trending hashtags, or aligning with viral topics—the results suggest that these activities have not led to a substantial increase in brand visibility or recognition. This limited influence may be due to several factors, such as the possibility that the trendy content did not resonate deeply with the restaurant's target audience or was not sufficiently aligned with the brand's identity. Simply following trends without a strong connection to the brand's core message or values may have caused the content to seem inauthentic or irrelevant, reducing its effectiveness in building brand awareness. In conclusion, while trendiness was explored as a potential driver of brand awareness, the findings show that it has not had a significant impact for Istana Laut Restaurant Manado. To enhance brand awareness, the restaurant may need to focus on strategies that better align with its unique identity and target audience, rather than relying heavily on trend-driven content.

The Influence of Variables Customization towards Brand Awareness

The analysis of customization as a variable in social media marketing for Istana Laut Restaurant Manado demonstrates a positive influence on brand awareness. Customization, which involves tailoring marketing content and offerings to meet the specific preferences and needs of the target audience, has been shown to effectively enhance the restaurant's brand visibility and recognition. The findings indicate that by offering personalized experiences—such as customized menu options, personalized customer service, and tailored promotions—Istana Laut has been able to create a stronger connection with its customers. This personalized approach not only makes the brand more relevant and appealing to individual customers but also increases the likelihood of customer engagement and word-of-mouth promotion. Moreover, customized content on social media, such as posts that address specific customer interests or highlight unique, personalized dining experiences, has contributed to higher levels of engagement. This increased engagement has, in turn, led to greater brand recall and loyalty, further boosting the restaurant's overall brand awareness. In conclusion, customization has had a distinctly positive impact on brand awareness for Istana Laut Restaurant Manado. By continuing to focus on personalized experiences and tailored content, the restaurant can further strengthen its brand presence and deepen its connection with customers, leading to sustained growth in brand awareness.

The Influence of Variables Entertainment, Interaction, Trendiness and Customization towards Brand Awareness

The influence of Entertainment, Interaction, Trendiness, and Customization on Brand Awareness lies in how these factors work together to create a dynamic and engaging social media presence that resonates with consumers. Entertainment draws in audiences by offering enjoyable, captivating content that holds attention and encourages sharing, thereby expanding the brand's reach and memorability. Interaction builds a relationship between

the brand and its audience, as two-way communication fosters a sense of connection and trust, making customers feel valued and increasing the brand's visibility through engagement. Trendiness keeps the brand relevant and modern by aligning its content with current cultural moments and trends, ensuring the brand stays top-of-mind for customers. Meanwhile, Customization allows the brand to tailor content and experiences to individual customer preferences, fostering a sense of personal connection and loyalty. When combined, these variables create a memorable brand experience that not only draws attention but also encourages customers to engage, share, and revisit, which significantly enhances brand awareness.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be concluded as follows:

1. Customer Entertainment (X1), Interaction (X2), Trendiness (X3) and Customization (X4) can all influence Brand Awareness simultaneously.
2. Entertainment variables in social media marketing have an influence but are not significant to Brand Awareness.
3. Interaction variables in social media marketing have a significant influence to Brand Awareness.
4. Trendiness variables in social media marketing have an influence but are not significant to Brand Awareness.
5. Customization variables in social media marketing have a significant influence to Brand Awareness.

Recommendation

1. These findings suggest that Istana Laut should prioritize a balanced social media strategy that combines elements of entertainment, interaction, trendiness, and customization. Although Interaction and Customization are most impactful individually, the simultaneous inclusion of entertainment and trendiness can help maintain audience engagement, making the brand more versatile and adaptable to changing customer preferences. This integrated strategy can attract new customers while strengthening loyalty among existing patrons by delivering a well-rounded social media experience that resonates on multiple levels.
2. Although advertising should be the top priority for the owner, the researchers recommend that the owner of Istana Laut Restaurant conduct additional research on its Instagram activities, such as studying the profiles of their followers to see if they are a perfect fit for their targets. If it does not fit, the owner of Istana Laut Restaurant must change his Instagram content to suit his 'new target market' - discrepancies between the intended target market and what occurred should not be considered a mistake. It is also necessary to investigate the extent of the followers' engagement, whether it is simply actions such as liking and sharing or whether there is a link between the engagement and the act of visiting the Istana Laut Restaurant.
3. To attract consumers to see and interact with the Instagram account Istana Laut, the content entertaining, attractive home feed display, and content about current developments must be kept up to date. The Instagram account Istana Laut is required to support engagement in interactions with consumers in the comment column, as well as to respond quickly to criticism and suggestions for Restaurant products and services.
4. Istana Laut should hire employees who are specially trained to manage directly in response to consumer criticism and suggestions on the Istana Laut Instagram account; in this way, Istana Laut will be able to understand consumer criticism and expectations.
5. The next researcher who conducts research on the same topic should include a new variable that has not been used in the current study or previously, expand the coverage area of the object research, and add social media platforms to research.

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