

The Influence of Social Media Marketing And Word Of Mouth On Brand Awareness At Gampung Aceh Café

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Abstract

The business world of the culinary industry is expanding quickly. One type of culinary business that entrepreneurs are particularly interested in is the café. As a result, effective promotion is required to raise customer awareness of the brand. A café called Gampung Aceh serves modernized Acehnese cuisine. The goal of this study was to examine the impact of social media marketing and word-of-mouth on brand recognition at the Gampung Aceh café. In this study, descriptive research kinds are combined with quantitative research methods. With a total of 400 respondents, samples were drawn using a non-probability sampling technique. Using IBM SPSS Statistics 23, data were examined using descriptive analytic approaches, traditional assumption tests, multiple linear regression analysis, and hypothesis testing. According to the findings of the descriptive study, 85.1% of the social media marketing variables fall under the very good group. Brand awareness and word-of-mouth variables are both included in the very good category with percentages of 87.2% and 86.6%, respectively. The impact of social media marketing and word-of-mouth advertising on brand awareness simultaneously as shown by multiple linear regression analysis is 68.8%. While additional factors not considered in this study might have an impact on the remaining 31.2%.

INTRODUCTION

Currently, business development in the culinary industry is expanding at an ever-increasing rate (Dewi et al., 2022). This is further demonstrated by the spread of the culinary industry, which is rapidly growing throughout the region. This is because the industry offers excellent opportunities due to the wide range of culinary delights, the growing attractiveness of the culinary community as a whole, and the generally large target market (Robani & Wardhana, 2022).

One type of culinary business that entrepreneurs are particularly interested in is the café. In addition to relying just on the meals it offers, the café must also add value in the form of comfort by way of a setting, appealing interior design, and numerous other amenities so that customers feel welcome to spend time there (Novanto & Pradana, 2022). No exception exists in Bandung, where cafes may be found on every street corner. The city of Bandung is currently home to an increasing variety of cafes.

The number of cafés in the city of Bandung keeps growing, making the owners of these businesses more competitive and requiring them to be able to utilize all of their potential, opportunities, and resources. Due to this, it is essential to conduct effective marketing, since doing so will enable consumers to learn more about the supplied items and raise awareness of the brand among prospective buyers (Gusfei & Pradana, 2022). In the face of fierce

competition, particularly in the culinary industry, a product's existence can be noticed by the public by developing brand awareness.

You can now increase brand exposure in a variety of methods, one of which is through social media marketing. Social media marketing can be done in a variety of methods and on a variety of platforms, such as Instagram and TikTok. In addition to social media marketing, word-of-mouth (WOM) or word-of-mouth marketing can be used to increase brand exposure (Kumalasari et al., 2022). Because people believe that word-of-mouth marketing is a direct response from customers who have used the goods, buyers have a tendency to believe it and are more interested in making a purchase.

Many food-related businesses, such as cafés in Bandung, are currently boosting their brand awareness through word-of-mouth marketing and social media marketing, including the Gampung Aceh café, a café that provides Acehnese culinary delights and is located on Jl. Pahlawan number 28 in Bandung. To compete with other café rivals and build brand awareness among its consumers so that they are constantly in the forefront of their customers' minds, Gampung Aceh must have the appropriate strategy. Based on this occurrence, a study with the working title "Social Media Marketing and Word of Mouth's Effects on Brand Awareness at the Gampung Aceh Café "

Examining the impact of social media marketing and word-of-mouth on brand awareness at Gampung Aceh Café is the major goal of the study. The research specifically aims to:

1. To learn more about Gampung Aceh café's social media marketing strategy
2. To assess the impact of word-of-mouth on the Gampung Aceh café
3. To assess the level of brand recognition at the Gampung Aceh café.
4. To determine the impact social media marketing has on Gampung Aceh café patrons' awareness of the brand.
5. To determine the impact of word-of-mouth on Gampung Aceh café patrons' brand awareness.
6. To determine the impact that social media marketing and word-of-mouth have on customers' awareness of the Gampung Aceh café brand.

LITERATURE REVIEW

Marketing Management

According to Kotler (1980) in (Priangani, 2013) Marketing Management is the analysis, planning, implementation, and monitoring of programs aimed at creating exchanges with the intended market with the intention of achieving company goals.

Marketing Mix

Marketing Mix is a marketing strategy that emphasizes how to sell products as effectively as possible. Based on the data obtained and collected, both through a computerized process and data collected based on subscriptions, so that the sales process runs smoothly (Priangani, 2013).

Promotion Mix

According to Kotler and Armstrong (2008) in (N. Lontoh, 2017) states that the promotion mix is a specific mix of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships (Amier & Pradana, 2022).

Social Media Marketing

According to Iwan Setiawan (2015) in (Kurniasari & Budiarmo, 2018) states social media marketing is a form of marketing that generates awareness, perceptions, memories, or

even actions of brands, products, companies, individuals, or groups, either directly or indirectly, through social web tools such as marketing forms used for Blogs, microblogs, social networks. The social media marketing activities mentioned by (Yadav & Rahman, 2017) include Interaction, Trendiness, Information, Customization, Word of Mouth.

H1 : Social Media Marketing has an effect on Brand Awareness at Gampung Aceh Café

Word of Mouth

According to (Goyette et al., 2010) Word of mouth is defined as informal verbal communication that occurs in person, via telephone, mailing lists, or other communication methods regarding services or goods. There are 3 dimensions for Word of Mouth, namely: Intensity (Intensity), Valence of opinion, and Content.

H2 : Word of Mouth has an effect on Brand Awareness at Gampung Aceh Café

Brand

According to (Oscario, n.d., 2013) Brand is an intangible asset in the form of a summary of experience with an entity. A successful brand can build an identity or personality that can establish a relationship between the company and the customer.

Brand Awareness

(Murdana & Suryawardani, 2019) defines brand awareness as the ability of consumers to recognize or remember certain brand categories in sufficient detail to make purchases.

Keller (2003) in (Winadi, 2017) revealed, to measure how much brand awareness customers have of a brand, there is a Brand Awareness Index namely Recall, Recognition, Purchase, Consumption.

H3 : Social Media Marketing and Word of Mouth have an effect on Brand Awareness at Gampung Aceh Café

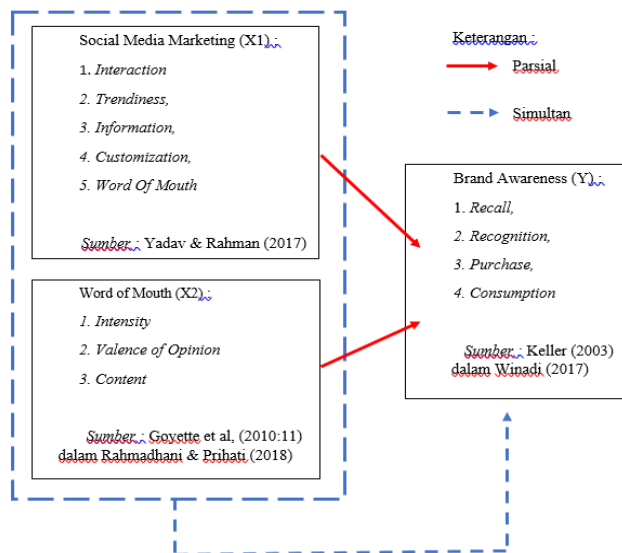


Figure 1. Research Framework

METHOD

Sugiyono (2022) defines the research method as a scientific approach to obtaining data for certain aims and applications. This kind of study employs quantitative descriptive and causal research techniques. Because the sampling process includes specific criteria, the study's sampling method is a non-probability sampling technique with a purposive sampling approach (Susanty et al., 2021). By distributing online questionnaires through a Google form, data was

gathered. The Cochran formula was used to calculate the sample size, and a sample of 400 respondents was collected. In this study, multiple regression analysis, the classical assumption test, descriptive analysis, and hypothesis testing were employed as data analysis techniques (Syarifuddin et al., 2021). The program used in analyzing the data uses the Statistical Package for Social Sciences (SPSS) Ver. 23.

RESULTS AND DISCUSSION

Descriptive Analysis

Table 1 Results of Descriptive Statistics

Variable	Percentage	Value Conclusion
Social Media Marketing	85,1%	Very Good
Word of Mouth	86,6%	Very Good
Brand Awareness	87,2%	Very Good

Based on the table, the results of the descriptive analysis show that the Social Media Marketing variable gets a percentage of 85.1% and is included in the very good category. The word of mouth variable gets a percentage of 86.6% and is included in the very good category. While the Brand Awareness variable gets a percentage of 87.2% and is included in the very good category.

Classic Assumption Test

a. Normality Test

Table 2 Results of One Sample Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	3142,08260471
Most Extreme Differences	Absolute	0,038
	Positive	0,038
	Negative	-0,024
Test Statistic		0,038
Asymp. Sig. (2-tailed)		.173 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Author Processed Data, 2022)

Based on the table, it can be seen that Asymp. Sig. (2-tailed) is 0, 173 and this value is greater than the significance value, namely $0.173 > 0.05$, therefore the residual value in this study is normally distributed.

b. Multicollinearity Test

Table 3 Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1972,052	986,121		2,000	0,046		
	SOSIAL MEDIA MARKETING	0,419	0,040	0,422	10,428	0,000	0,480	2,084
	WORD OF MOUTH	0,685	0,059	0,472	11,648	0,000	0,480	2,084

a. Dependent Variable: BRAND AWERENESS

Source: Author Processed Data, 2022

It can be seen from the table, that the VIF value on variable XI, namely Social Media Marketing and variable X2, namely Word of Mouth, is $2.08 < 10$, which means that there are no symptoms of multicollinearity. Table 3 Shows that the tolerance value is $0.480 > 0.10$. It can be concluded that there is no correlation between the independent variable X1 Social Media Marketing and the X2 Word of Mouth variable.

c. Heteroscedasticity Test

Table 4 Glesjer Test Results

(Source: Author Processed Data, 2022)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3554,275	616,310		5,767	0,000
	SOSIAL MEDIA MARKETING	-0,041	0,025	-0,116	-1,616	0,107
	WORD OF MOUTH	0,012	0,037	0,023	0,322	0,747

a. Dependent Variable: Abs_Res

Based on the heteroscedasticity test with the Glesjer test from the table. it explains that the test results between the independent variables and the absolute residual are greater than 0.05, therefore it can be concluded that in this study there was no heteroscedasticity.

Multiple Regression Analysis

Table 5 Multiple Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1972,052	986,121		2,000	0,046		
	SOSIAL MEDIA MARKETING	0,419	0,040	0,422	10,428	0,000	0,480	2,084
	WORD OF MOUTH	0,685	0,059	0,472	11,648	0,000	0,480	2,084

a. Dependent Variable: BRAND AWERENESS

Source: Author Processed Data, 2022

Based on the table, it can be seen that the constant value is 1972.052. The constant value indicates that the dependent variable is brand awareness, when influenced by social media marketing (X1) and word of mouth (X2) so that the average brand awareness will be worth 1972.052. The social media marketing regression coefficient is 0.419 so it is positive. This shows that social media marketing has a direct relationship with brand awareness. With a regression coefficient of 0.419, it means that if social media marketing increases by one, brand awareness will increase by 41.9% of social media marketing. The word of mouth regression coefficient is 0.685 so it is positive. This shows that word of mouth has a direct relationship with brand awareness. With a regression coefficient of 0.685, it means that if word of mouth increases by one, brand awareness will increase by 68.5% of word of mouth.

Hypothesis Test

a. Partial Significance Test (T Test)

Table 6 T test results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1972,052	986,121		2,000	0,046		
	SOSIAL MEDIA MARKETING	0,419	0,040	0,422	10,428	0,000	0,480	2,084
	WORD OF MOUTH	0,685	0,059	0,472	11,648	0,000	0,480	2,084

a. Dependent Variable: BRAND AWERENESS

Source: Author Processed Data, 2022

The test results using SPSS for social media marketing variable (X1) obtained t count $10.428 > 1.649$ with a significance value of 0.000 less than 0.05. So it can be concluded that H0 is rejected and H1 is accepted, which means that there is a partial and significant influence between social media marketing on brand awareness at the Gampung Aceh café. As for the word of mouth variable (X2), it was obtained tcount $11.648 > 1.649$ with a significance value of 0.000 less than 0.05. So it can be concluded that H0 is rejected and H1 is accepted, which means that there is a partial and significant influence between word of mouth on brand awareness at the Gampung Aceh café.

b. Simultaneous Significance Test (F Test)

Table 7 F test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8675755406,640	2	4337877703,320	437,179	.000 ^b
	Residual	3939200554,837	397	9922419,534		
	Total	12614955961,478	399			

a. Dependent Variable: BRAND AWERENESS

b. Predictors: (Constant), WORD OF MOUTH, SOSIAL MEDIA MARKETING

Source: Author Processed Data, 2022

Based on the F test, the calculated F value is 437.179 with a significance level of 0.000. So it can be concluded that F count $>$ F table or $437.179 > 3.02$ and a significance level of 0.000

<0.05. This causes H0 to be rejected and H1 to be accepted, which means that there is the influence of social media marketing and word of mouth on brand awareness at the Gampung Aceh café.

c. Test Results for the Coefficient of Determination (R^2)

Table 8 Test Results for the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	0,688	0,686	3.149,987
a. Predictors: (Constant), WORD OF MOUTH, SOSIAL MEDIA MARKETING				
b. Dependent Variable: BRAND AWERENESS				

Source: Author Processed Data, 2022)

The table shows that the R value is 0.829 and (R^2) is 0.688. This figure is used to see the magnitude of the influence of social media marketing and word of mouth on brand awareness. The coefficient of determination from the calculation results obtained is 68.8%. This shows that the influence of social media marketing and word of mouth variables on brand awareness is 68.8% while the remaining 31.2% is influenced by other variables not examined in this study.

Discussion

Based on the findings of a survey with 400 participants, it can be concluded that the majority of Gampung Aceh café patrons were male (51.5%), amounting to 206 individuals, and that 48.0%, or 192 individuals, were between the ages of 18 and 25. It falls under the very good group according to the findings of the total descriptive study of social media marketing factors, which had a percentage of 85.1%. A percentage of 86.6% places the word-of-mouth variable in the very good category. Additionally, the brand awareness variable falls into the very good category with a rate of 87.2%.

Based on the results of the (partial) t-test research that was conducted, it can be concluded that social media marketing has a limited impact on brand awareness. This is demonstrated using the t test findings with the t count > t table value of (10.428 > 1.649) and a significance level of 0.000 0.05. Consequently, H1 is approved and H0 is denied. Therefore, the study's premise is supported by data showing that social media marketing has a large and partial impact on brand awareness at the Gampung Aceh café. The findings of this study are consistent with those of earlier research (Murdana & Suryawardani, 2019), which demonstrated that social media marketing factors significantly affect brand awareness.

According to a review of the findings from the (partial) t-test study, there is evidence that word-of-mouth and importance have a limited impact on brand awareness. This is demonstrated using the t test findings with the t count > t table value of (11.648 > 1.649) and a significance level of 0.000 0.05. Consequently, H1 is approved and H0 is denied. Therefore, the study's premise is supported by data showing that brand recognition at the Gampung Aceh café is partially and significantly influenced by word of mouth. The findings of this study are consistent with those of earlier research (Mohammad Pambudi Ary Wicaksono, 2016), which shown that the word-of-mouth factor significantly affects brand awareness.

According to the study's F test, social media marketing (X1) and word-of-mouth (X2) have a substantial impact on the Gampung Aceh café's brand recognition (Y1). The findings of Fcount > Ftable, namely (437.179 > 3.02) with a significance value of 0.000 0.05, demonstrate

this. Consequently, H1 is approved and H0 is denied. Therefore, the study's premise is supported, demonstrating that social media marketing and word-of-mouth factors have a significant and partial impact on brand awareness at the Gampung Aceh café. The findings of this study are consistent with those of earlier research (Salamah et al., 2021), which demonstrated that social media marketing factors significantly affect brand awareness.

CONCLUSION AND SUGGESTION

Conclusion

1. With a percentage of 85.1%, the social media marketing variable scored in the very good category according to the results of the overall descriptive analysis. A percentage of 86.6% places the word-of-mouth variable in the very good category. Additionally, the brand awareness variable falls into the very good category with a rate of 87.2%.
2. Based on the results of the t test with $t_{count} > t_{table}$ ($10.428 > 1.649$) and a significant value of 0.000 0.05, social media marketing (X1) partially and its significance to brand awareness are demonstrated.
3. Based on the findings of the t test with a $t_{count} > t_{table}$ ($11.648 > 1.649$) and a significance value of 0.000 0.05, partial word of mouth and its importance to brand awareness are displayed.
4. The findings of $F_{count} > F_{table}$, which are equivalent to ($437.179 > 3.02$) with a significance value of 0.000 0.05, show that the variables of social media marketing (X1) and word of mouth (X2) simultaneously have a substantial effect on brand awareness (Y1) of Gampung Aceh café.
5. According to the test findings of the coefficient of determination (R Square) derived from the calculation results, social media marketing and word-of-mouth promotion have a combined influence on brand awareness of 68.8%. While other factors not considered in this study have an impact on the remaining 31.2%.

Suggestion

The following are ideas from researchers that can be helpful for the parties concerned based on the findings of the conclusions outlined above:

1. According to the study's findings, brand awareness is influenced by social media marketing and word-of-mouth factors by 68.8%. Therefore, the Gampung Aceh café needs to constantly innovate by releasing the newest products, holding various events, and executing promotions that are more alluring and have a wider reach so that there will be more customers who are aware of the products available in Gampung Aceh and that there are events and activities taking place at the Gampung Aceh café, as we have stated. Social media marketing and word of mouth are effective tools for building a solid brand for Gampung Aceh. Companies must be able to improve brand image and electronic word of mouth since they have a combined influence of 31.4% on consumers' decisions to buy Something skincare products from Shopee e-commerce.
2. It is advised that future researchers perform research using comparable goods and variables—such as buying interest, consumer loyalty, brand image, service quality, and other variables—that were not included in this study.

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