



The Influence of Social Media, Search Engines, Mobile Ads and Online Display Ads on Brand Awareness of Voucher X Products

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KEYWORDS

digital marketing, brand awareness, social media, search engine, mobile advertising

ABSTRACT

This study comprehensively examines the impact of digital marketing strategies on increasing brand awareness of product X vouchers in Indonesia. Employing a quantitative approach and regression analysis, this research reveals that social media and search engines play a highly significant role in enhancing brand visibility and recall among consumers. These findings indicate that marketing efforts focused on social media platforms and search engine optimization (SEO) have successfully reached a broader audience and fostered higher levels of engagement. Conversely, mobile advertising, despite its significant potential, has not demonstrated a significant impact in the context of this study. The results of this research offer crucial implications for marketing practitioners, highlighting the importance of allocating greater resources to marketing activities on social media and search engines, as well as reevaluating mobile advertising strategies to ensure the relevance and effectiveness of advertising messages. Overall, this study contributes valuable insights to a deeper understanding of the dynamics of digital marketing within the evolving Indonesian market.

INTRODUCTION

In today's digital age, digital marketing has become a key strategy used by companies around the world to reach consumers. Digital marketing allows companies to leverage internet technology and digital devices to promote their products and services. Based on data from Statista (2023), global spending on digital marketing is expected to reach more than \$450 billion by 2024, with the majority of companies allocating significant budgets for digital advertising on platforms such as Google, Facebook, and Instagram. This trend shows a significant increase year over year, indicating the importance of digital marketing in global business strategies.

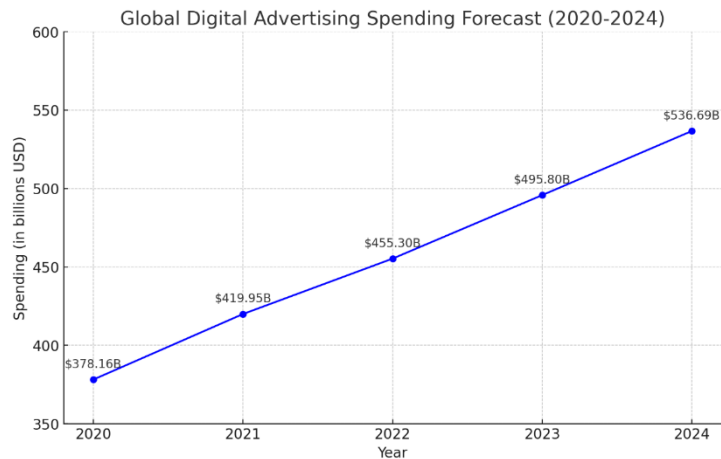


Figure 1 Digital Marketing Expenditure Statistics Graph (Global)

Source : Statista (2023)

Indonesia, as one of the countries with the largest number of internet users in the world, is experiencing rapid growth in the use of digital platforms and social media. According to the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia reached 78.19% in 2023, with more than 215 million active internet users. This growth is driven by improved technology accessibility and digital infrastructure. E-commerce platforms such as Tokopedia, Shopee, and Blibli.com are the main places for consumers to shop online, while social media such as Instagram, TikTok, and YouTube are effective promotional channels for many brands (Jara & Putra, 2021; Lestari & Nur Azizah, 2023).

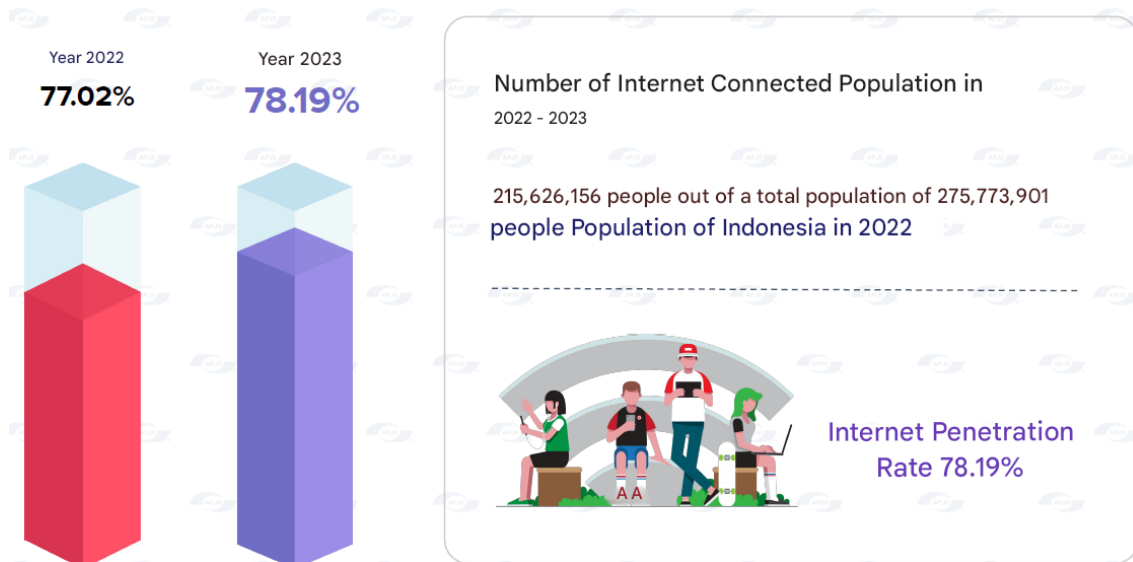


Figure 2 Statistics on the Number of People Connected to the Internet, Source: APJII (2023)

With the facts conveyed are very seen as one of the supporting factors in running a business, there are several companies that take advantage of it. One of them is the X Voucher Product which uses a marketing strategy that utilizes the main e-commerce platforms in Indonesia such as Tokopedia, Shopee, and Blibli.com for their sales and distribution places. In addition, product promotion is carried out through popular social media such as Instagram, TikTok, and YouTube (Febriyan & Supriono, 2018; Wijaya, 2021). Despite using various digital marketing channels, Voucher X products still face challenges in increasing brand awareness in the Indonesian market. The results of the marketing strategy that has been implemented do not meet the expected sales expectations, which shows that there are obstacles in the effectiveness of the use of the venue and the promotion in building brand awareness.

According to (Krisnawati, 2016) "brand awareness is the ability and ability of a potential consumer to be able to recognize part of a brand or recall a brand". A company or business actor can be said to be successful in building brand awareness when consumers are able to recognize their trademark, consider the brand, and build trust in the trademarked product. The dimensions of brand awareness according to (Kotler & Keller, 2016), are:

- a. Brand recognition, which is the ability of consumers to recognize brands in certain categories.
- b. Brand recall, which is the ability of consumers to remember the brand.
- c. Purchase, which is how deeply consumers make a certain brand as an option in deciding to buy.
- d. Consumption, namely how deeply consumers remember the brand when consumers use other products that are competitors' products.

The increasing use of digital marketing has driven companies to innovate in reaching consumers more effectively and efficiently. However, the success of a digital marketing strategy does not solely depend on the use of technology but also on how well a company understands consumer behavior and leverages data to optimize marketing campaigns. In Indonesia, the intense competition on e-commerce platforms and social media creates unique challenges for businesses to differentiate themselves and capture consumer attention (Kelvin et al., 2024; Manshur, 2020).

Brand awareness plays a crucial role in the effectiveness of digital marketing. For businesses like X Voucher Product, achieving strong brand awareness can significantly impact the success of their marketing strategy. Despite utilizing popular platforms such as Tokopedia, Shopee, and Blibli.com, along with social media channels like Instagram, TikTok, and YouTube, the company continues to face challenges in making its brand recognizable and memorable among consumers (AGUSTINI, 2022; Mubarok et al., 2022).

The main issue lies in the ability to communicate the brand's value and distinctiveness consistently. In a highly competitive digital marketplace, consumers are exposed to numerous advertisements daily. This makes it essential for brands to adopt creative and targeted marketing approaches to stand out and resonate with their target audience. The lack of substantial results from X Voucher Product's current strategy highlights the need for an in-depth review and improvement of its promotional efforts (Lutfiani et al., 2020; Miskiyya, 2023; Oktaviani & Rustandi, 2018).

Previous studies have consistently demonstrated the significant role of digital marketing strategies in influencing brand awareness across various industries. For instance, research by Febriyan and Supriono (2018) highlights how social media marketing has effectively enhanced brand recognition and consumer engagement. Similarly, Kelvin et al. (2024) emphasized the impact of integrated digital marketing strategies on brand visibility, particularly through platforms such as social media and search engines. However, while many studies explore the general effects of digital marketing, specific investigations into the influence of mobile ads and online display ads on brand awareness, particularly in the voucher industry within Indonesia, remain scarce.

The rapid growth of digital platforms and Indonesia's high internet penetration rates necessitate a deeper understanding of how businesses can effectively utilize digital marketing channels. Despite the widespread adoption of social media, search engines, and mobile advertising, the challenges faced by companies like Voucher X in achieving brand awareness highlight the urgency of evaluating and optimizing these strategies in a highly competitive digital landscape.

While prior research has largely focused on the effectiveness of social media and search engine marketing, there is limited evidence regarding the comparative influence of mobile advertising and online display ads on brand awareness. Additionally, specific insights into how

these strategies interact within the unique context of the Indonesian market for voucher products are underexplored, leaving a critical gap in the literature.

This study contributes a novel perspective by examining the combined and individual impacts of four digital marketing strategies—social media, search engines, mobile advertising, and online display ads—on brand awareness within the voucher product industry in Indonesia. By leveraging quantitative data and regression analysis, this research provides a comprehensive evaluation of these strategies' effectiveness in addressing the specific challenges faced by Voucher X.

The primary aim of this study is to analyze the influence of social media, search engines, mobile advertising, and online display ads on the brand awareness of Voucher X products in Indonesia. This analysis seeks to identify the most effective strategies and provide actionable insights for optimizing digital marketing efforts.

The findings of this research are beneficial for marketing practitioners and businesses, offering strategic recommendations for improving brand awareness through targeted digital marketing. Additionally, the study provides a framework for leveraging data-driven insights to enhance engagement and visibility in a competitive digital marketplace.

This research emphasizes the need for a strategic and data-driven approach to digital marketing, particularly in the context of increasing brand awareness for voucher products. The results underscore the importance of prioritizing social media and search engine optimization while reevaluating the role of mobile advertising in achieving marketing objectives. These implications extend to improving resource allocation, campaign effectiveness, and overall marketing efficiency, thereby contributing to the broader field of digital marketing strategy development.

This study focuses on identifying the key factors that contribute to the challenges faced by X Voucher Product in increasing brand awareness. It also aims to propose strategic recommendations to improve the effectiveness of their digital marketing efforts and strengthen their position in the Indonesian market (Muhaimin, 2022). Through this analysis, the research seeks to provide valuable insights for optimizing brand visibility and consumer engagement.

This study aims to evaluate the influence of social media, search engines, mobile advertising, and online display advertising that have been applied to the brand awareness of Voucher X products in Indonesia. Through in-depth analysis, it is hoped that a more optimal strategy can be found to achieve the desired marketing goals. Several previous studies have examined the impact of digital marketing on brand awareness in various industries, but research specific to voucher products in Indonesia is still limited.

Based on the background of the above problems, the author decided to take the title "The influence of social media, search engines, mobile ads and online display ads on brand awareness of voucher X products". This study aims to analyze the influence of social media, search engines, mobile ads and online display ads on brand awareness of Voucher X products in Indonesia. This research is expected to provide various benefits, both theoretically and practically, that are relevant to the problems faced by the Voucher X product in an effort to increase brand awareness in Indonesia.

RESEARCH METHOD

This study will use a type of quantitative data, within the scope of this research includes data related to problems in brand awareness and sales of Voucher X and the quantitative data used in this study is an overview of digital marketing for brand awareness of Voucher X products obtained from the results of the questionnaire distribution.

The population of this study includes Voucher X users which includes B2B and B2C consumers, followers of Voucher X social media accounts and the general public who have not used Voucher X.

Sampling with a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample is called Nonprobability. This sample technique includes systematic sampling, quota, axial, purposive, saturated, and snowball (Sugiyono, 2017). The data collection method used in this study, questionnaires, is a snowball method in which questionnaires are distributed to a network of researchers who are expected to forward the questionnaire to other parties until the target number of samples is met.

RESULTS AND DISCUSSION

Classical Assumption Test

In conducting multiple linear regression analysis, there are several assumption tests that need to be carried out (Classical assumptions) which include: normality test of residuals, heteroscedasticity test, and multicollinearity test.

Normality Test

The normality test was carried out through regression calculation using the SPSS version 25 program through 2 graph approaches, namely histogram graph analysis and P-Plot normal graph analysis which compared between two observations with distributions that were close to the normal distribution. The following is an explanation of the graphs.

Histogram Chart

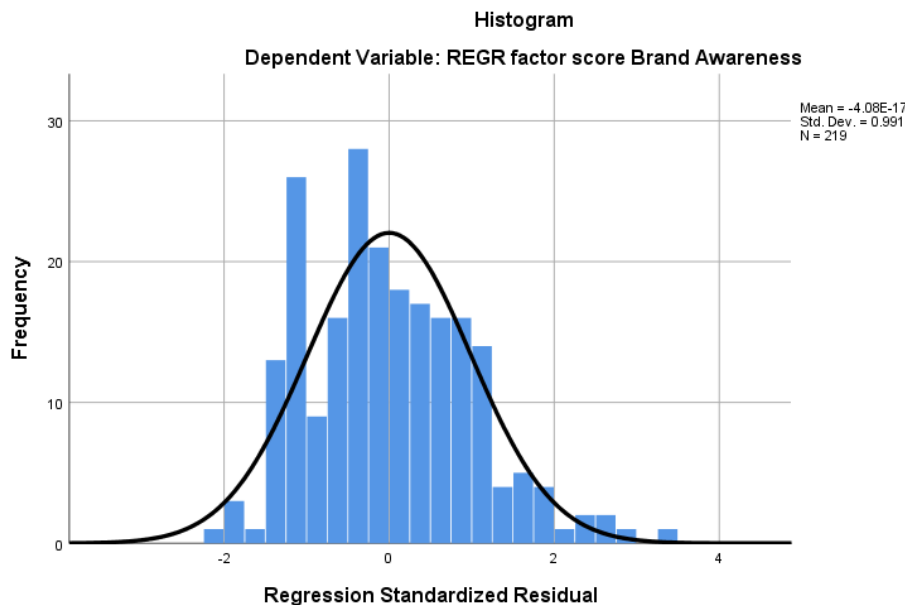


Figure 3 Regression Histogram Graph Image

The histogram graph above is the result of a normality test conducted using SPSS version 25 on 219 respondents. This graph depicts the distribution of the normalized standard residuals, which is the difference between the actual value of the dependent variable and the value predicted by the regression model.

Based on the results of the normality test shown by the histogram chart above, it can be concluded that the residual data from the regression model is normally distributed. The fulfillment of this normality assumption is one of the important requirements in regression analysis, because this will affect the validity and reliability of the analysis results

Normal P-Plot Chart

P-P plot graphs (probability plots) are used to evaluate whether the data is normally distributed. In this graph, the data points representing the cumulative distribution of observations are plotted against the expected normal cumulative distribution. If the data is normally distributed, then the data points will tend to follow a straight diagonal line.

From the plot P-P graph displayed from the SPSS results, it can be seen that most of the data points follow the diagonal line quite well. This indicates that the residual data from the regression model tends to be normally distributed. Although there are some data points that deviate slightly from the diagonal line, overall the data distribution pattern shows a conformity with the normal distribution.

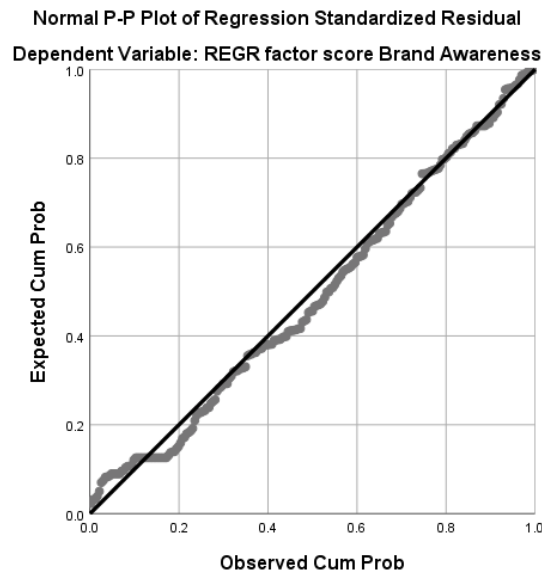


Figure 4 P-Plot Regression Graph Image

Based on the results of the normality test shown by the P-P graph of the plot above, it can be concluded that the residual data from this regression model meets the assumption of normality. The fulfillment of this normality assumption is one of the important requirements in regression analysis, because this will affect the validity and reliability of the analysis results.

Multicollinearity Test

The SPSS coefficient table is shown to present important information regarding the regression model of this study, including the results of the multicollinearity test. The main indicator to assess the existence of multicollinearity is the VIF (Variance Inflation Factor) value.

The VIF value in the table shows the variance inflation rate caused by the correlation between independent variables. The higher the VIF score, the greater the level of multicollinearity. The commonly used threshold value is 10. If the VIF value of a variable is more than 10, then the variable is considered to have a serious multicollinearity problem.

In addition to the value of VIF, tolerance value is also an important indicator for testing multicollinearity. The value of tolerance is actually the opposite of the value of VIF (1/VIF). A low tolerance value (close to 0) indicates the presence of high multicollinearity, while a high tolerance value (close to 1) indicates the absence of multicollinearity.

Table 1 Table of Multicolignity Coefficients

		Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	5.232E-17	.051		.000	1.000	-.100	.100						
	REGR factor score Social Media	.267	.074	.267	3.593	.000	.120	.413	.590	.239	.183	.468	2.138	
	REGR factor score Search Engine	.256	.068	.256	3.753	.000	.122	.391	.568	.248	.191	.553	1.809	
	REGR factor score Mobile Ads	.082	.072	.082	1.138	.256	-.060	.225	.491	.078	.058	.494	2.025	
	REGR factor score Online Ads	.179	.085	.179	2.114	.036	.012	.346	.582	.143	.107	.359	2.785	

a. Dependent Variable: REGR factor score Brand Awareness

All VIF values in the table above are below 10. This suggests that there are no serious multicollinearity issues with your regression model. In other words, the independent variables in this model do not have a very high correlation with each other, so they will not interfere with the estimation of the regression coefficient.

The tolerance value of all independent variables was not below 0.01. This is an excellent indication that there are no serious multicollinearity problems in this regression model. That is, each independent variable makes a unique contribution in explaining the variation of dependent variables, and this regression model is quite stable.

Both the VIF value and the tolerance value provide consistent information, i.e. the absence of significant multicollinearity problems in this regression model.

Heteroscedasticity Test

The scatterplot below illustrates the relationship between the normalized residual (Y-axis) and the normalized predicted value (X-axis) in this regression model. This graph is used to detect the presence of heteroscedasticity, which is a condition in which the variance of the residual is not constant for all observations. (Y axis = SRESID Plots, X-Axis = ZPRED Plots)

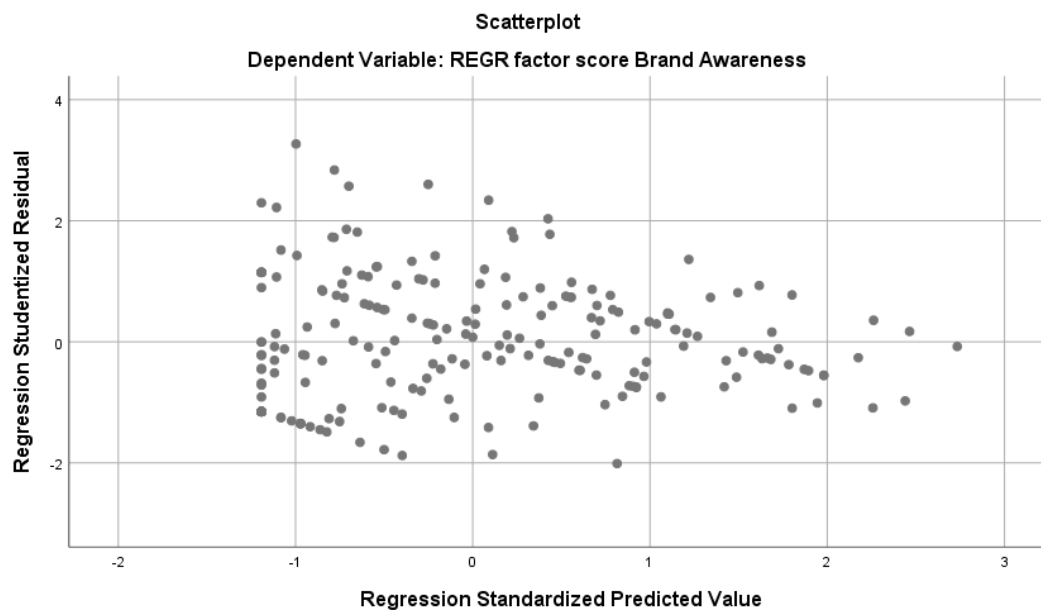


Figure 5 Residual Scatterplot Graphite

Heteroscedasticity analysis through residual scatterplots shows the presence of interesting patterns. In general, the data points are scattered quite randomly around the horizontal line zero. However, there is a tendency that as the prediction value increases, the residual distribution tends to get tighter. This indicates the possibility of heteroscedasticity, where the residual variance gets smaller as the prediction value increases.

However, this pattern is not very clear and there are still quite a few data points scattered randomly. Given the objectives of the research and other assumptions that have been met, this research will continue with the assumption of homoscedasticity. Thus, the assumption of homoscedasticity in this regression model can be considered fulfilled. These results strengthen the validity of the regression model that has been built.

Multiple Linear Regression Analysis

After building a multiple linear regression model and performing a series of classical assumption tests and hypothesis tests, the next step is to analyze the resulting regression coefficients. This coefficient analysis aims to test the significance of the influence of each independent variable on the dependent variable, as well as measure the strength and direction

of the relationship between these variables. Thus, we can understand the relative contribution of each independent variable in explaining the variation of the dependent variable.

Multiple Linear Regression Coefficient Analysis

Through this analysis, we can identify which independent variables have the most influence on the dependent variables, here are the results of the multiple linear regression coefficient analysis:

Table 2 Multiple Linear Regression Coefficients Table

		Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	5.232E-17	.051		.000	1.000	-.100	.100						
	REGR factor score Sosial Media	.267	.074	.267	3.593	.000	.120	.413	.590	.239	.183	.468	2.138	
	REGR factor score Search Engine	.256	.068	.256	3.753	.000	.122	.391	.568	.248	.191	.553	1.809	
	REGR factor score Mobile Ads	.082	.072	.082	1.138	.256	-.060	.225	.491	.078	.058	.494	2.025	
	REGR factor score Online Ads	.179	.085	.179	2.114	.036	.012	.346	.582	.143	.107	.359	2.785	

a. Dependent Variable: REGR factor score Brand Awareness

Based on the results of the multiple regression analysis shown in the table, we can conclude that the independent variables of Social Media (X1), Search Engine (X2), and Online Advertising (X4) have a significant influence on increasing Brand Awareness (Y1). This is indicated by a calculated t-value that is greater than the t-value of the table (which is assumed to be significant at the level of 5%) and a significance value (Sig.) that is less than 0.05.

Social Media (X1) has a positive and significant regression coefficient, which indicates that increased activity on social media positively contributes to increased brand awareness. The higher the activity on social media, the more likely it is that the brand will be recognized by consumers.

Search Engine (X2) also shows a positive and significant influence on Brand Awareness. This indicates that good search engine optimization can increase brand visibility in search results, thereby increasing brand awareness among consumers who are looking for information related to the products or services offered.

Online Display Advertising (X4) also makes a significant contribution to increasing Brand Awareness. This shows that an effective online advertising campaign can reach a wider target audience and increase overall brand awareness.

On the other hand, Mobile Advertising (X3) did not show a significant influence on Brand Awareness. The t-value of this variable is smaller than the t-value of the table and the significance value is greater than 0.05. This indicates that the mobile advertising campaign conducted in this study has not had a significant impact on increasing brand awareness.

Based on the results of multiple regression analysis, it can be concluded that digital marketing strategies such as Social Media, Search Engines, and Online Display Advertising have an important role in increasing Brand Awareness. Companies need to continuously work on increasing their presence on social media, optimizing their websites for search engines, and running relevant online advertising campaigns to achieve the goal of increasing brand awareness. Meanwhile, the effectiveness of mobile ad campaigns needs to be further evaluated in future research.

Determination Coefficient Analysis

Once it is known that the variables Social Media (X1), Search Engine (X2), and Online Display Advertising (X4) have a significant influence on Brand Awareness (Y1), the next step is to measure how well this regression model explains the variation in Brand Awareness. The analysis of the determination coefficient will show the proportion of Brand Awareness variation that can be explained by the three independent variables. Thus, we can find out the

extent to which the regression model that has been built can be used to predict the level of Brand Awareness.

The coefficient of determination, which is often notated with R-Squared, is a statistic that shows the proportion of variance of dependent variables that can be explained by independent variables in the regression model. The value of the determination coefficient ranges from 0 to 1. The higher the value R-squared, the better the model is at explaining data variations.

Table 3 Summary Model Table

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.669 ^a	.448	.437	.75011596	.448	43.359	4	214	.000	1.885

a. Predictors: (Constant), REGR factor score Online Ads, REGR factor score Search Engine, REGR factor score Mobile Ads, REGR factor score Sosial Media

b. Dependent Variable: REGR factor score Brand Awareness

The results of the determination coefficient analysis show that the regression model developed is able to explain 44.8% of the variability in Brand Awareness (Y1). The R-squared value of 44.8% indicates that the independent variables included in the model, namely Social Media (X1), Search Engine (X2), Mobile Display Advertising (X3) and Online Advertising (X4) together make a significant contribution in explaining the level of customer satisfaction. However, there is still about 55.2% of the unexplained variability of this model. This indicates that there may be other factors to consider to improve the model's predictive capabilities.

Hypothesis Test

To test the significance of the regression model and the influence of independent variables on dependent variables, a hypothesis test was carried out. The F test will be used to test the null hypothesis that together independent variables have no effect on dependent variables. If the significance value of the F test is less than the predetermined significance level (0.05), then the null hypothesis is rejected and it can be concluded that overall the independent variable has a significant influence on the dependent variable. Furthermore, a t-test will be carried out to test the influence of each independent variable partially. The t-test will show whether each independent variable makes a significant contribution in explaining the variation of the dependent variable.

Test F

To test whether the regression model that has been built is statistically significant, the F test is carried out. The results of the F test will show whether the developed regression model can explain the variation in the dependent variable significantly.

Table 4. Summary Model Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.588	4	24.397	43.359	.000 ^b
	Residual	120.412	214	.563		
	Total	218.000	218			

a. Dependent Variable: REGR factor score Brand Awareness

b. Predictors: (Constant), REGR factor score Online Ads, REGR factor score Search Engine, REGR factor score Mobile Ads, REGR factor score Sosial Media

The results of the F test showed that the significance value of 0.000 was smaller than the significance level of 0.05. This means that we can reject the null hypothesis (H0) and

conclude that overall the regression model constructed is significant. In other words, the independent variables (X1, X2, X3, X4) together make a significant contribution in explaining the variation of the dependent variable (Y1). These findings indicate that the regression model that has been developed can be used to predict the value of dependent variables based on the values of independent variables.

Test T

To test the significance of the influence of each independent variable (X1, X2, X3, and X4) on the dependent variable (Y1), a t-test was performed. The t-test aims to test the null hypothesis that the regression coefficient of each independent variable is equal to zero. Using a significance level of 5%, and the value of $df = 219 - 4 - 1 = 214$, the t-value of the table was obtained of 1,971. If the calculated t-value is greater than 1,971, then the independent variable is considered statistically significant.

Table 5. Test T Coefficient Table
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.232E-17	.051		.000	1.000
	REGR factor score Sosial Media	.267	.074	.267	3.593	.000
	REGR factor score Search Engine	.256	.068	.256	3.753	.000
	REGR factor score Mobile Ads	.082	.072	.082	1.138	.256
	REGR factor score Online Ads	.179	.085	.179	2.114	.036

a. Dependent Variable: REGR factor score Brand Awareness

The results of regression analysis show that variables X1, X2, and X4 have a significant influence on the dependent variable Y1, while variable X3 has no significant influence. This can be inferred from the calculated t-value of each variable compared to the t-value of the table of 1,971. Thus, it can be said that changes in variables X1, X2, and X4 will have a significant impact on changes in Y1, while changes in variables X3 will not have a significant impact.

CONCLUSION

Based on a series of data analyses and testing, it can be concluded that digital marketing strategies involving social media, search engines, and online advertising significantly influence brand awareness. The multiple linear regression analysis results indicate that various digital marketing strategies have distinct impacts on brand awareness. Social media activities show a positive and significant impact, suggesting that increased engagement on these platforms enhances brand recognition. Similarly, search engine visibility also has a significant positive effect, making it easier for consumers to discover product information. Online advertising further contributes to brand awareness by effectively reaching a broader audience. However, mobile advertising did not demonstrate a significant impact on brand awareness in this study, potentially due to lower campaign effectiveness. While this study aligns with prior research affirming the role of digital marketing in building brand awareness, differences in the influence of mobile advertising may stem from product characteristics, target audiences, or differing campaign strategies. Overall, this study highlights that implementing effective digital marketing strategies through social media, search engines, and online advertising is crucial for enhancing brand awareness, and companies are encouraged to continually innovate and assess their marketing approaches to meet the demands of the digital era.

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