The Influence of Social Media Marketing and Customer Engagement on Els Coffee's Brand Awareness as a Pioneer of Lampung's Leading Coffee

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A R T I C L E I N F O

A B S T R A C T

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

INTRODUCTION

The food and beverage industry in Indonesia is flourishing, driven by the country's growing population and a notable shift towards fast food consumption. Coffee, in particular, has become a popular and integral part of Indonesian culture, with a significant increase in consumption over the past decade. The Ministry of Agriculture predicts a rapid growth rate of 8.22% per year in coffee consumption from 2016 to 2021, resulting in a surplus of 425 thousand tons in 2021 (Direktorat Jendral Perkebunan, 2022; Dinda & Fitriani, 2022). In the context of this dynamic industry, the study explores the interplay between social media marketing, brand awareness, and customer engagement. The ability of consumers to recognize and remember a brand, known as brand awareness, is crucial for success in the highly competitive food and beverage sector. Digital marketing, particularly through social media platforms like Instagram, plays a pivotal role in building brand awareness (Mahmudan, 2021). The study establishes a strong connection between social media marketing and brand awareness, emphasizing the importance of innovative content and promotions on platforms like Instagram to enhance brand recognition.

Furthermore, the study delves into the relationship between customer engagement and brand awareness. Customer engagement, defined as the level of personal relationship felt by an individual towards a brand, influences decision-making and fosters a positive memory of the brand (Zaichkowsky, 1985). Engaged customers are more likely to remember a brand and make repeat purchases, thereby contributing to brand awareness. This connection is crucial for businesses seeking to establish a lasting impact on consumers (Devi et al., 2022). Els Coffee, a prominent player in the coffee industry in Lampung, exemplifies successful marketing strategies. With an active presence on various social media platforms, including Instagram and TikTok, Els Coffee engages its audience with creative and varied content. The coffee shop's commitment to showcasing Lampung's distinctive coffee and its expansion to over 12 branches nationally and internationally reflects its strong brand awareness (Dream.co.id, 2015; Sunaryo, 2016). Els Coffee has positioned itself as a leader by offering a unique experience and flavor compared to its competitors.

Despite the challenges posed by the COVID-19 pandemic, the food and beverage sector, including Els Coffee, adapted by intensifying digital marketing efforts through social media (Giantari et al., 2022). Social media emerged as a valuable tool to reach a wider audience and counteract the decline in income caused by lockdowns and restrictions. Digital marketing, particularly through social media, became an effective strategy for restaurants and cafes to communicate promotions, events, and current menus, as well as to engage with customers (Redjeki & Affandi, 2021). The study also highlights Els Coffee's competitor landscape, with Cafe Kiyo and Nuju Coffee standing out. Instagram follower comparisons reveal that while Els Coffee has the fewest followers, it has a strong brand image and recognition, attributed to its longer establishment in the market. The study emphasizes that brand awareness is not solely determined by follower count but also by the overall impact and recognition a brand has within its target market.

Els Coffee's success can be attributed to its commitment to quality, diverse coffee offerings, and strategic use of social media. The coffee shop's ability to adapt to market trends, such as the rise of social media and digital marketing, showcases its resilience and innovation. In this research, the focus is on understanding the impact of Els Coffee's social media marketing on the company's brand awareness and how customer engagement influences the brand awareness of the coffee establishment. The objectives are to explore the influence of social media marketing and customer engagement on Els Coffee's brand awareness. The theoretical use of this research lies in applying marketing management theories to practical scenarios, potentially serving as a reference for students and researchers interested in the dynamics between customer engagement, social media marketing, and brand awareness. On a practical level, the findings aim to provide Els Coffee with valuable insights for evaluation and future development. The research also aspires to contribute to the broader understanding of the intricate relationship between customer engagement, social media marketing, and brand awareness, serving as a reference for future researchers and motivating further exploration in this field.

LITERATURE REVIEW
Social Media Marketing

The utilization of digital marketing, particularly through social media and the internet, has become a prevalent strategy in contemporary business practices (Daud et al., 2022). This marketing approach aims to attract a substantial audience, and the widespread use of technology and the internet makes it an efficient and fast strategy (Daud et al., 2022). Various platforms, including Instagram, Facebook, Google ads, television ads, and mobile marketing, are employed by entrepreneurs to create attractive content, intensifying competition for consumer attention. Social media is defined as an online environment where individuals with similar interests gather to share thoughts, comments, and ideas (Weber, 2007 in Bilgin, 2018). Social media marketing encompasses both direct and indirect methods, utilizing tools such as blogging, microblogging, social networking, social bookmarking, and content sharing (Gunelius, 2011 in Mileva & Fauzi, 2018). This multifaceted approach is crucial in building awareness, recognition, memory, and action for brands, businesses, and products.

Els Coffee strategically employs various social media marketing elements to enhance digital promotion. The creation of engaging content is fundamental, reflecting the business's personality and building trust with target consumers. Els Coffee adeptly manages multiple Instagram accounts, such as elscoffee, elscoffee.house, and elscoffeeroastery, each tailored to represent different branches with distinct themes, attracting followers through well-curated feeds. The brand actively engages with customer feedback on platforms like Instagram and TikTok, leveraging review networks to promote transparency and responsiveness. Furthermore, Els Coffee harnesses the power of TikTok, a popular entertainment platform, to create engaging videos showcasing the aesthetic appeal and delectable offerings of their restaurant, aligning with current trends and challenges on the platform. This comprehensive approach to social media marketing reflects Els Coffee's adaptability and innovation in navigating

the digital landscape (Daud et al., 2022). The strategic use of diverse platforms, engaging content creation, and active participation in current trends contribute to brand awareness and consumer engagement (Mileva & Fauzi, 2018). Els Coffee's case serves as a valuable illustration of effective integration of social media marketing strategies for brand promotion and resilience in the face of changing market dynamics.

Customer Engagement

Customer engagement is a vital aspect of building strong relationships between consumers and businesses. Defined as the communication relationship between consumers and producers, it involves interactions, experiences, and connections, often facilitated through various social media platforms. Els Coffee, according to glints.com, has successfully established commendable customer engagement by prioritizing customer satisfaction through outstanding service and friendly staff. This engagement is not only manifested through direct interactions at their coffee shops but also extends to indirect approaches, such as responsive social media interactions. Customer engagement, as per Sashi (2012), is a concept aimed at increasing the time and attention of consumers through continuous interactions involving emotional, psychological, and physical aspects. Els Coffee's commitment to customer satisfaction reflects in the positive reviews and feedback, contributing to its strong brand loyalty. The company's approach to customer engagement aligns with the broader understanding of consumer behavior beyond mere transactions, as emphasized by the Marketing Science Institute (2010). The focus on customer satisfaction and the creation of a unique and comfortable experience contribute to Els Coffee's success in building and maintaining strong relationships with its consumers, fostering loyalty and making it a preferred choice for coffee enthusiasts (Glints, 2010; Sashi, 2012; Marketing Science Institute, 2010).

Brand Awareness

Brand awareness is a crucial aspect for a brand's success, defined as the extent to which the public or consumers recognize and respond to a brand. Foroudi (2019) emphasizes that strong brand awareness leads to brand recognition and positive responses from consumers, ultimately driving sales and popularity. Digital marketing, particularly through social media, plays a significant role in enhancing brand awareness (Makrides et al., 2020). Social media platforms like Instagram and Facebook provide a cost-effective and widespread means for businesses to promote their brand, creating visually appealing accounts that attract potential buyers. Collaboration with influencers or endorsements is another effective strategy endorsed by Augustinah & Widayati (2019), increasing brand awareness by tapping into influencers' large follower base. Brands like Els Coffee have successfully employed these strategies, recognized for their excellent brand awareness in Lampung (Wulandari, 2018). Els Coffee's collaboration with local brands and its signature drink, Mochatella, contributes to its strong brand recognition, making it a formidable competitor even against international brands like Starbucks. The distinctive packaging, such as spill-proof cups and safe packaging, further solidifies Els Coffee's brand

awareness (ChatGPT). Els Coffee's ability to create a recognizable brand, supported by product quality and strategic collaborations, showcases the successful implementation of brand awareness strategies in the competitive coffee market.

METHODOLOGY
Source of Data and Data Collection Method

The use of primary data is fundamental in research, involving direct collection from original sources, as defined by Sugiyono (2017). Primary data sources for this study involve Els Coffee consumers, gathered through the administration of questionnaires. Questionnaires serve as a cost-effective and efficient method to collect substantial amounts of information from a diverse sample, particularly beneficial when studying large populations where interviews may not be practical. In this research, questionnaires were the primary tool for swift data collection due to the considerable size of the targeted population. The researcher's direct interaction with respondents, either through observation or interviews, constitutes the primary data collection process. Interviews, as described by Sugiyono (2017), involve direct question-and-answer sessions between the researcher and the interviewee. The choice of data collection techniques, such as questionnaires and interviews, is crucial in minimizing obstacles, errors, or issues during the research process. According to Sugiyono (2017), the selection of these techniques is strategic because the primary goal of research is to obtain data. In summary, the study relies on primary data obtained through questionnaires and interviews with Els Coffee consumers, emphasizing the importance of strategic data collection techniques in achieving the research objectives.

Population and Sample

The research population encompasses all individuals in Bandar Lampung visiting Els Coffee Roastery Bandar Lampung. Due to constraints such as limited resources and time, the study opts for a sample, representative of the larger population. Probability sampling, specifically the simple random sampling technique, is employed, ensuring an equal opportunity for each member of the population to be chosen. The sample size is determined to be 108 using the Slovin Formula with an 8% error rate and a 91% confidence level. The data collection involves an online survey via Google Form, consisting of 17 questions per indicator, utilizing a Likert measurement scale. The study focuses on Els Coffee's Instagram followers, using definite data for the sampling process.

Data Analysis Method

The data analysis in this study involves the utilization of SPSS, a statistical analysis computer program. The process includes multiple steps, such as data validity testing, data reliability assessment using Cronbach Alpha analysis, hypothesis testing through partial T-tests, and various other tests, including normality testing, linearity testing, autocorrelation testing, multicollinearity testing, and heteroscedasticity testing. Validity testing examines the reliability of the questionnaire by comparing loading factors and average variance extracted, while reliability assessment is performed using Cronbach Alpha analysis. Hypothesis testing involves partial T-tests to determine the impact of independent variables on the dependent variable, with a significance level set at 5%. Various other tests, such as normality, linearity, autocorrelation, multicollinearity, and heteroscedasticity, are conducted to ensure the robustness of the analysis.

Multiple linear regression analysis is employed to investigate the relationship between the continuous dependent variable and a set of independent variables. The coefficient of determination measures the model's ability to explain the collective impact of independent variables on the dependent variable. The F-test is used to determine whether independent variables collectively affect the dependent variable. Overall, these comprehensive methods contribute to drawing meaningful conclusions from the research data.

Tabel.1 Variable

Variables	Indicators	Scales	References
Social Media Marketing (X1). According to Kotler & Keller (2018), social media is a middle way for consumers to share information in the form of writing, images, audio, and video with fellow users or with companies.	1. I always interact with features on Instagram social media every day (DM1) 2. Instagram is my favorite social media (DM2) 3. Ads displayed on social media Instagram have anenormous influence on me (DM3) 4. I think Instagram affect aproduct advertisement (DM4) 5. I love to see ads frommy favorite brand (DM5) 6. Products promoted through Instagram platforms make me interested in buying these products. (DM6)	Likert	Modified from Devi et al. (2022)
Customer Engagement (X2)	1. I feel happy when I know my favorite brandis releasing a new product	Likert	Modified fromDevi et al. (2022)

Any initiatives to involve clients (clients) in the emotional exchanges between the business and its clients are also referred to as "Customer engagement" (Novianti & Mulyana, 2018)	through their promotions (CE1) 2. I feel happy when my favorite brand makes an update on its product (CE2) 3. I feel happy when a company has a lot of interaction with its social media followers. (CE3) 4. When I shop online, I feel happy when I am served by a friendly and responsible admin (CE4) 5. I'm happy if the item I bought matches the estimated delivery time and matches what I ordered (CE5)		
Brand Awareness(Y) Kotler & Keller state that (2018). The capacity to recognize or recall a brand in a category with enough specificity to make a purchase is known as brand awareness.	1. I have high buying interest when I see my favorite brand (BA1) 2. When I see something good in color, logo, Figure, and so on that describes the identity of my favorite brand, I immediately recognize and remember that brand.(BA2) 3. When an ad from a brand I like is seen, I'm immediately attracted to visit their profile. (BA3) 4. I think it is important when a brand has an attractive logo design. (BA4) 5. Attractive content design can bind customers' interest in a brand. (BA5) 6. I easily remember my favorite brands just by looking at the product packaging (BA6)	Likert	Modified fromDevi et al. (2022)

RESEARCH RESULT
Respondent Characteristics

The study provides demographic insights into the respondent profile, encompassing gender, age, domicile in Lampung, and last education. Of the 108 respondents, 66.7% are women, and 33.3% are men. The age groups are categorized as 25 and younger, 26–30, 31–40, and over 40. The study emphasizes the significance of Lampung residents, as Els Coffee has outlets there, influencing frequent visits and Instagram engagement. In terms of education, 53.9% completed high school, 3.2% have diplomas, 39% hold undergraduate degrees, and 2.6% have postgraduate degrees. The majority (53.9%) have completed high school, while 1.3% have doctoral degrees. These demographic details offer a comprehensive understanding of the respondent composition and are essential for contextualizing and interpreting the study's findings.

Tabel.2 Statistic Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std.Deviation
Social media marketing	108	6	30	23.43	4.909
Customer engagement	108	5	25	20.31	3.503
Brand Awareness	108	10	30	24.64	3.556
Valid N (listwise)	108				

The descriptive statistics reveal important insights into the key variables of the study, encompassing social media marketing, customer engagement, and brand awareness. For social media marketing, the respondents' scores ranged from a minimum of 6 to a maximum of 30, with a mean score of 23.43 and a standard deviation of 4.909. In the case of customer engagement, scores varied between 5 and 25, with a mean of 20.31 and a standard deviation of 3.503. The brand awareness variable exhibited scores ranging from 10 to 30, with a mean score of 24.64 and a standard deviation of 3.556. These descriptive statistics provide a comprehensive overview of the central tendencies, score distributions, and variability within each variable, offering a quantitative foundation for understanding the dataset's characteristics.

Validity and Reliability Test Result

The study conducted both validity and reliability tests to ensure the robustness of the questionnaire used for data collection. Validity, as defined by Azwar (2016), pertains to the accuracy and precision of a measuring device in performing its intended task. The validity test, in accordance with Ghozali (2016), assessed whether the survey questions effectively addressed the subject matter. Utilizing SPSS software for this validity test with a dataset of 108 responses, the majority of indicators within each variable exhibited R-count > R-table (or sig value < alpha), indicating overall questionnaire validity. In parallel, the study assessed the reliability of the questionnaire, with reliability referring to the consistency and stability of data collection technologies. Ghozali (2016)

emphasized that reliability is indicated when responses to questions remain constant over time. The reliability test, conducted using the Alpha Cronbach formula for the angled and graded scale of the research instrument, revealed that all three variables had a Cronbach Alpha value > the standard value of 0.6. This suggests high reliability, affirming the suitability of the variables for further analysis. In essence, these tests validate the questionnaire's effectiveness in measuring the intended constructs and ensure the consistency of responses for reliable research outcomes.

Classical Assumption Test

The analysis included several diagnostic tests to assess the regression model's reliability and appropriateness for further analysis. The normality of residuals was examined using the Kolmogorov-Smirnov formal indicator, revealing a p-value (0.320) > alpha (0.05), indicating that the residual data is normally distributed at a 95% confidence level. Multicollinearity tests were conducted to explore potential correlations between independent variables. Tolerance values (>0.1) and Variance Inflation Factor (VIF) values (<10) were considered, and results indicated the absence of multicollinearity symptoms, affirming the model's suitability for further analysis. Heteroscedasticity tests aimed to identify variance or residual inequality among observations. The scatter plot analysis revealed no distinct pattern, indicating no symptoms of heteroscedasticity. However, caution was advised, suggesting that the model might require improvements before additional analysis. The Glejser test, which regresses between independent and dependent variables based on absolute residual values, yielded variable significance values > alpha (5%). This finding suggests that the model does not exhibit symptoms of heteroscedasticity, affirming its appropriateness for further analysis. Overall, the diagnostic tests provide a comprehensive evaluation of the regression model's validity, offering insights into normality, multicollinearity, and heteroscedasticity.

Tabel.3 Multiple Linear Regression Analysis

Coefficients					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	Std. Error	Beta		
1 (Constant)	8.147	1.290		6.317	0.000
Social media marketing	0.324	0.055	0.448	5.888	0.000
Customer engagement	0.438	0.077	0.431	5.676	0.000

The regression equation provides valuable insights into the relationship between independent variables and Brand Awareness. The constant value of 8.147 signifies that when all independent variables in the model are at zero, Brand Awareness is fixed at 8.147 points, assuming other external factors remain constant. The coefficient for Social Media Marketing is 0.324, indicating that for every one-point increase in Social Media Marketing, Brand Awareness is expected to increase by 0.324 points, holding other factors constant. Similarly, the coefficient for Customer Engagement is 0.438, suggesting that a one-point increase in Customer Engagement is associated with a 0.438-point increase in Brand Awareness, assuming other external factors remain constant. These coefficients offer a quantitative understanding of the impact each independent variable has on the dependent variable, providing valuable information for further analysis and strategic decision-making in the context of brand awareness.

DISCUSSION
The Effect of Social Media Marketing Towards Brand Awareness

The study explores the impact of social media marketing (X1) on brand awareness, revealing a significant positive influence with a tcount of 5.888 and a p-value of 0.000. In accordance with Kuncoro's criteria, the results lead to the acceptance of hypothesis 1, affirming the substantial effect of social media marketing on brand awareness. This aligns with a referenced study by El Kedra & Sener (2020), indicating a similar positive influence of social media marketing on brand awareness, supported by responses from El's coffee consumers in Lampung. Notably, the respondents perceive El's Coffee's social media marketing strategies as successful, particularly highlighting the impact of Instagram on product advertising. The study also identifies specific indicators, such as daily interaction with Instagram features, influencing social media marketing's impact on brand awareness. These findings corroborate research by Sya'idah et al. (2019), reinforcing the empirical evidence that digital marketing strengthens brand awareness for companies like Ayamjoper.id and El's Coffee Indonesia.

The Effect of Customer Engagement Towards Brand Awareness

In this study, the impact of customer engagement on brand awareness was investigated, revealing a significant positive correlation. The calculated t-value (5.676) and p-value (0.000) suggest that customer engagement significantly influences brand awareness. This aligns with Kuncoro's criterion for a positive influence when the p-value is less than 5%. The findings are consistent with a referenced study by El Kedra & Sener (2020), emphasizing the mediating role of social media in digital content marketing's impact on brand awareness. Notably, respondents in the study, primarily El's coffee consumers, expressed that increased interaction with the brand positively affected their perception and happiness. The study highlights specific indicators influencing customer engagement, with updates to products being a significant factor. Overall, the results support the acceptance of the hypothesis regarding the substantial impact of customer engagement on brand awareness, corroborating similar conclusions in existing research by Vanitha & Subramanian (2020).

The Independent Variables in The Model Together (Simultaneously) Have a Significant Effect on Brand Awareness

The study underscores the importance of brand awareness for Els Coffee, demonstrating a significant positive influence from combined independent variables, including digital marketing and customer engagement. The findings echo those of El Kedra & Sener (2020), reinforcing the notion that a strategic interplay of digital content marketing and customer engagement substantially impacts brand awareness. Specifically, the research identifies Y.6, "I easily remember the Els Coffee brand just by looking at the product packaging," as the most influential factor, emphasizing the role of packaging in brand recall. Conversely, Y.4, "I think it is important when a brand has an attractive logo design," though less influential, remains a significant contributor to brand awareness. This aligns with Els Coffee's potential for improvement in logo design to further enhance brand recognition. In conclusion, the study affirms the effectiveness of Els Coffee's current strategies in fostering brand awareness, offering insights for refining specific elements for even greater impact (El Kedra & Sener, 2020).

CONCLUSIONS AND RECOMMENDATIONS

The study aimed to evaluate the impact of Els Coffee's digital marketing and customer engagement on brand awareness, revealing positive and significant influences in both cases. However, certain indicators within these relationships require closer scrutiny. For instance, in assessing the impact of Els Coffee's digital marketing, specific indicators related to social media interactions may need refinement. The suggestion is for Els Coffee to leverage more popular features, such as the "story" feature, to enhance content visibility and engagement. Similarly, for the influence of Els Coffee's customer engagement, particular indicators related to social media interactions and delivery accuracy should be addressed. Recommendations include increasing social media interactions by responding more frequently to messages and comments, thus fostering better customer engagement. Improvements in the accuracy of estimated delivery times would further enhance customer satisfaction. Finally, in gauging the impact on brand awareness, attention to the attractiveness of the logo design is crucial. Consumer feedback indicates a desire for a more visually appealing logo, suggesting the introduction of color to enhance brand recall and overall brand awareness. By addressing these considerations, Els Coffee can refine its digital marketing and customer engagement strategies for a more effective impact on brand awareness.

ADVANCED RESEARCH

Still conducting further research to determine the influence of social media marketing and customer engagement on the brand awareness of Els Coffee as a pioneer of Lampung's flagship coffee.

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