Evaluation on Social Media Marketing from Customers

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Abstract

Advances in information and technology for the transformation of marketing management have integrated aspects of digitalization as an effective and efficient feedback loop. Customers around the world today are leveraging popular social media marketing (SMM) to assess the quality of products and services. Several culinary food providers have received special attention from traditional food lovers in Indonesia, including Warung Kuliner Suroboyo which has several branches in each region. On this occasion, we tried to study the relationship between SMM, brand awareness, social networking, and decision-making with objects at Suroboyo Warung Culinary in Indonesia. The sample size involves 150 respondents who are regular customers in three locations (Surabaya City, Balikpapan City, and Samarinda City) who use Facebook, Instagram, and Twitter. To make it easier for the survey to be carried out with the support of 'Google Form' in 2020, and the data is processed using multiple regression analysis. The SMM has a positive effect on brand awareness (H1 is accepted), brand awareness has a positive effect on decision-making (H2 is accepted), SMM has a positive effect on social networking (H3 is accepted), social networking has a positive

effect on decision-making (H4 is accepted), and SMM has a positive effect on decision-making (H5 is accepted). The value of the originality of this study lies in its novelty by developing a hypothetical model based on previous findings.

Keywords

Digital Marketing, Social Media, Survey, Culinary Customers, Indonesia.

Introduction

The construction of identity in a business is built with communication involving consumers and brands. The greater the power of consumers and certain brands, the higher the consumer's interest and leads to sustainable loyalty and preference. This is the most important thing considering branding is the power that connects consumers that are interwoven to direct the consumer's power of choice and loyalty (Bilgin, 2018). Businesses in the digital era are trying to attract consumers' attention through promotions and interesting things so that it becomes permanent in their mindset and creates a positive brand image. Thus, brand loyalty will create itself with the application of communication channels (e.g. mobile phones, media, and television) that they have and are able to protect brand value.

Today, social media is becoming the most important part and connecting individuals globally. The need for social media, such as online conversations, can provide benefits for sharing and interacting with close friends, family and coworkers, thereby simplifying aspects of time, cost, distance, and effort. Touchette and Schanski (2015) focuses on individuals who are members of social media, as users, or web publishers together with certain platforms, so that they can exchange information. Meanwhile, Kim and Ko (2012) present that social media has been transformed into an online application, mass media, and platform program that can facilitate groups of people, individual interactions, and share content between users in general.

Explicitly, Tatar and Erdoğmuş (2016) emphasize that the role of social media certainly has a significant impact on consumer behavior with broad activities to share ideas, inform each other, gain awareness, and visualize understanding to determine the purchase of goods or services from certain brands.

Problem Statement

Since December 2019, the emergence of the global virus (SARS-CoV-2) in Wuhan (China) has caused human unrest. The global pandemic has a systematic impact on social,

economic, cultural, health, education, and other important sustainability by imposing large-scale restrictions in various countries (Pusriadi *et al*., 2021).

Since its inception in the 2000s, Suroboyo Warung Culinary has continued to experience very rapid development. Until now, a business based on local Javanese food and beverages, which was originally located in the City of Surabaya (East Java), has now been transformed by establishing several branches in other parts of Indonesia, including in Samarinda and Balikpapan (East Kalimantan). With the high consumer appetite for ready-to-eat food and culinary appeal, they also adjust to people's tastes. Suroboyo Warung Culinary for years has served and varied according to customer requests, ranging from mixed tofu, tofu, salad, tamarind vegetables, Javanese specialties, traditional drinks (coffee, juice, and herbal drink), and there is also a traditional menu of fried kluntung noodles, kluntung nyemek noodles, and kluntung kuah noodles as a mainstay menu. In addition, they also serve Arabic and Dutch specialties that have been adapted to the tastes of foreign tourists. With a place that is deliberately in a traditional design and at an affordable price, it is certainly more attractive to Indonesian culinary lovers.

For technology, it allows individual activities in certain jobs to be done from home (WFH), but for those who work technically (including day laborers), it is certainly very risky by sacrificing health aspects and threatening the safety of the family at home. On the business side, of course, a number of business actors such as restaurants and food stalls also apply social restrictions, for example with limited services by keeping a distance, opening at certain hours or times based on government regulations, and collaborating with online transportation, so that there are drastic changes and empower local communities. Online business patterns can certainly simplify the reach, time, effort, and risk of contracting this pandemic, even though there are extra costs that must be incurred by customers. This phenomenon has also been carried out by one of the famous culinary tours in Indonesia (i.e. Suroboyo Warung Culinary).

In order to continue to be consistent in improving services and losing customers due to SARS-CoV-2, which is not yet known when it will end, the management of Suroboyo Warung Culinary must pay attention to detailed problem in the marketing aspects. The need for a study that discusses these four factors, of course as a good effort to respond to or perceptions of customers.

Conceptual Model Development

The hypothesis of this study was developed by a number of gaps in previous research and theoretical multidisciplinarity to deepen the extent of the relationship between SMM, brand awareness, social networks, and decision-making.

First, an explanation of SMM and brand awareness. By applying SMM, companies certainly hope to be able to add and simplify the value of their products, so that they can be affordable, efficient, and cheaper. The impact that can be generated through social media is that there will be sales in large volumes because customers can visit the company website at any time to see certain promos, attractive advertisements, and discounts on the goods offered. They can also find out what brands are being offered (Maria *et al.*, 2019). The form of effective marketing objectives must introduce the existence of a certain product so that it raises top of mind and becomes the choice of customers to buy the product offered.

Kurniasari and Budiatmo (2018) concluded that there is a very strong bond between SMM and brand awareness at J.Co Donuts and Coffee Semarang. In line with these results, Dharmawan (2020) emphasizes that there is a positive influence on SMM on brand awareness of Instagram Warunk Upnormal followers in Indonesia. Therefore, the hypothesis proposed is:

H1: There is a relationship between SMM and brand awareness.

Second, an explanation of brand awareness and decision-making. In making customer decisions, brand awareness has an important role that will influence them to determine which brands to consider and which brands to choose based on the pyramid of considerations. Customers with the highest level of heuristics, ensure their awareness of using choices of brands that are often used, and the experience of perceived quality is widely heard and must be good (Macdonald and Sharp, 2003). In practice, brand awareness can influence customer decision-making with various strategies, for example, they apply brand awareness as a consideration for purchasing decisions.

On the same occasion, Hoyer and Brown (1990) have examined the level of individual decisions on customer choice with the role of brand awareness. As a result, the level of brand awareness has a positive and heuristic impact on perceived quality. Exploration about brand awareness on purchasing decisions, also investigated by Ameliawaty and Halilah (2017), where its application has a positive impact on consumers. Therefore, the proposed hypothesis is:

H2: There is a relationship between brand awareness and decision-making.

Third, an explanation of SMM and social networks and SMM. The SMM in general has been programmed in such a way and centrally aimed at creating content to be able to encourage customers and attract attention, which they share with social media. The company's advertising messages attract and spread quickly from customer to customer, so it is carried on by a highly trusted third-party source. Thus, the company's brand will receive its own spotlight. The strength of social media will form marketing that is driven by social networks that generate the main attention of customers rather than paid media which is not necessarily the maximum.

Husain *et al*. (2016) considers that to build motivating and increase knowledge of producers, marketers, and consumers of consumers, social as an important resource in the transaction process. Broadly speaking, Barreda *et al*. (2015) concluded that SMM is an important component of social networks through the power of word of mouth. Therefore, the hypothesis proposed is:

H3: There is a relationship between SMM and social networks.

Fourth, an explanation of social networks and decision-making. Sources to browse related product information are very important for purchasing decisions, which customers really consider. Social media is an online tool as a channel and source for influencing purchasing decisions with social ties (Coulter and Roggeveen, 2012). Buying decisions are very dependent on access or product information, so it also makes it easier for them (Wang *et al*., 2012).

In the decision-making process involving 392 Facebook users, positively determined by the social media platform, where the object is those who follow their favorite soccer team (Akar *et al*., 2015). Sadovykh *et al*. (2015) showed that online social networks can empower and support customer decision-making through the design, selection, intelligence phases of professional workers in 15 sample countries. Therefore, the hypothesis proposed is:

H4: There is a relationship between social networks and decision-making.

Fifth, an explanation of SMM and decision-making. Measuring the marketing performance of a company, demonstrated by O'Sullivan *et al*. (2009) who evaluated the capabilities and frequency of SMM in a very important context. Companies need to consider these aspects with customer challenges for product decision-making. The SMM

is a solution and the latest strategy that becomes the company's framework to attract customer attention. Their decisions need to be focused on a positive response to the product interest initiated by the company (Keegan and Rowley, 2017).

A study related to these two components was also investigated by Prasath and Yoganathen (2018) that there is a linear influence involving Facebook users with the purchasing decision process of 220 respondents. This means that SMM plays an important role. Another exploration by, Noureddine and Zein Eddine (2018) predicts 300 questionnaires distributed to students in Lebanon. From this valuable finding, it is concluded that SMM can stimulate individuals to realize the need for something before making a purchase decision, so they first seek more product information and social media certainly makes it easier than mass media. Therefore, the hypothesis proposed is:

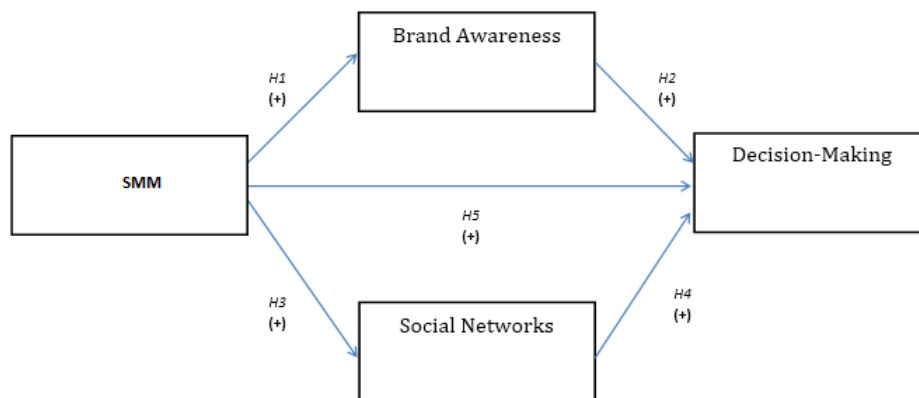H5: There is a relationship between SMM and decision-making.

Fig. 1 Framework and expected signs.

Based on the reference and explanation of the proposed hypothesis, we need to present important points that explain the relationship between these four variables. The framework in Figure 1 interprets the five hypothesis designs.

Research Objectives

Referring to the background, problem statements, and hypothesis development, we try to predict the impact of MMS in relation to brand awareness, brand awareness of decision-making, SMM to social networks, social networks to decision-making, and SMM towards decision-making in Suroboyo Warung Culinary customers in Indonesia. Therefore, this study is divided into several stages.

The first rarity is that the introduction has previously explained the phenomenon briefly and the reasons for the study to be investigated. The second step, the literature review, describes the basic theory to strengthen the study found. The third is the methodology that explains the study design and related data. The fourth step, namely the main findings and discussion, aims to present the empirical results with several hypothesis testing and briefly review the findings in this study and make comparisons related to relevant studies. Finally, the fifth step is the conclusion consisting of the implications of the study and the limitations that confirm whether the proposed hypothesis is acceptable or not and the policy for improvement in future studies by considering the weaknesses of this study.

Methods and Data

Choice of Variables

The variables that have been determined are first measured by indicators of SMM, brand awareness, social networks, and decision-making. The four variables clearly have different measurements. The instrument used is a scale from 1 to 10 as the highest score. The closer to 10 or from 6 to 10, the respondent's answer leads to the highest score, which is strongly agreed, on the contrary, 5 to 1 explains perceptions that tend to disagree or strongly disagree with a dimension.

Table 1 Variable element development

Variables	Indicators	Resources
Social media marketing (SMM)	Trendiness, word of mouth (WoM), customization, entertainment, and interaction	Godey *et al*. (2016)
Brand awareness (BA)	Leadership, stability, market, trend, support, protection, and internationality	Maria *et al*. (2019)
Social networks (SN)	Tie strength, network centrality, network density, and homophile	Juditha (2017)
Decision-making (DM)	Recognition of needs, information seeking, evaluation of alternatives, purchasing, consumption, and evaluation after purchase	Engel *et al*. (2006)

(Source: Combination of previous studies)

In detail, Table 1 describes the size of SMM, brand awareness, social networks, and decision-making, so that we build a variable structure that will be reviewed by the informant unit for each indicator. Each variable has its respective role based on the hypothesis and is divided into two parts, namely the independent and dependent variables. There are two stipulations, where the independent variable plays a role in predicting the

dependent variable and then the dependent variable is determined by the independent variable (Indriastuti *et al*., 2020).

Data Processing

This research is applied in a stepwise explanatory manner to identify the nature of the relationship and the degree of cause and effect (Wijayanti and Darma, 2019). With causal studies, researchers focus on specific problems and situation analysis that explains the pattern of relationships between variables that have been designed. Experiments are concentrated with primary data that are considered the most suitable through field surveys (Ikbal *et al*., 2020). Therefore, we can predict to assess the impact of specific changes on several processes.
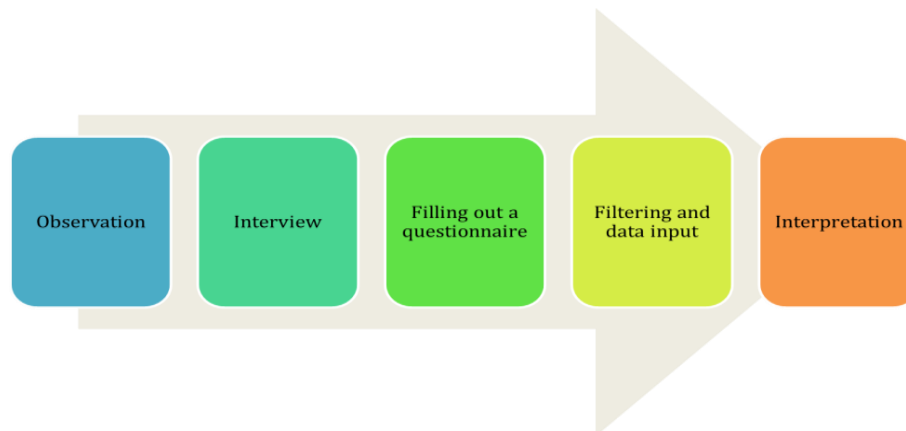

Fig. 2 Study flow

(Source: created by authors)

Figure 2 illustrates the parts of data analysis and data presentation techniques used. Survey data were collected based on questionnaires to respondents, then processed with multiple regression models, and interpreted through statistical software (STATA). The feasibility of multiple regression determines the goodness of fit assumption which includes a reliability test and a validity test (Ramadania *et al*., 2021). Furthermore, a regression test was conducted to answer the proposed hypothesis with additional features such as the correlation coefficient, the coefficient of determination, and detection of data disturbances (autocorrelation and normality). Both of these tests must be carried out, in order to know the applicable statistical terms or conditions.

Sample Size

The sample was determined based on considerations of cost, time, and limited labor, so we used a purposive sampling technique. Purposive sampling is considered a suitable way

to determine the number of respondents with certain characteristics so that the objectivity of the study is clearly directed.

The samples in this study are regular customers at the Suroboyo Warung Culinary in Indonesia with coverage in three regions (Samarinda, Balikpapan, and Surabaya). We dig information with a number of questions totaling 150 respondents. The characteristics of these respondents are those who have subscribed at least since 2015, have made purchases or orders at least three times per month, have a member card, know the menu variance of Suroboyo Warung Culinary, and are active on social media such as FB, IG, and Twitter. Focus on these three objects based on the largest turnover and the most customers from the Warung Culinary in Indonesia branch. The time aspect of the interview was conducted during 2020 or the SARS-CoV-2 pandemic period. Because the Indonesian government is imposing large-scale social restrictions (PSBB), the supporting tool for interviews is using 'Google Form' with the provided link.

Fig. 3 Map of sample location
(Source: created by authors)

The coverage of the sample is based on three cities (Surabaya, East Java Province) and (Samarinda and Balikpapan, East Kalimantan Province). These three regions are also classified as big cities in Indonesia which of course have a consumer with a high level of demand in the tourism and trade sectors, especially in culinary foods (see Figure 3).

Main Finding and Discussions

Statistical Description and Demographic

In this section, we present the values for the mean and standard deviation, then describe the level of the standard deviation and rank them. The standard deviation and mean values

were practiced to see the respondents' responses to each question posed in the questionnaire. The level of standard deviation is classified into three categories (low, medium, and high) assuming that the subject is normally distributed.

Table 2 Summary of scores on mean and standard deviation (no. of items = 22)

Variables and Indicators	Mean	Std. Deviation	Criteria	Rank
SMM				
Entertainment	7.765	1.042	High	1
Interaction	7.714	0.708	Medium	4
Trendiness	7.642	0.484	Low	5
Customization	6.000	0.765	Medium	3
WoM	7.857	0.925	Medium	2
BA				
Leadership	6.642	0.617	Medium	7
Stability	7.857	0.646	Medium	5
Market	7.642	0.708	Medium	4
Trend	6.877	0.808	Medium	1
Support	7.714	0.634	Medium	6
Protection	6.928	0.805	Medium	2
Internationality	7.500	0.712	Medium	3
SN				
Tie strength	6.179	0.635	Medium	3
Network centrality	7.993	0.617	Medium	4
Network density	6.522	0.646	Medium	2
Homophile	6.860	0.708	Medium	1
DM				
Recognition of needs	7.642	0.821	Medium	2
Information seeking	7.897	0.751	Medium	4
Evaluation of alternatives	7.928	0.712	Medium	5
Purchasing	6.101	0.765	Medium	3
Consumption	7.571	0.508	Low	6
Evaluation after purchase	7.785	0.873	Medium	1

(Source: authors calculation)

Table 2 shows the level of the relationship for each variable, where BA and SA are the variables that have a medium standard deviation. However, it is unique for SMM because it has various standard deviations, where the highest in the entertainment indicator is 1.042 and the lowest is trendiness, namely 0.484. The same thing happened to DM, there is one indicator with a low category, namely consumption of 0.508. The mean achievement of the four variables is very diverse, where the smallest is the indicator in SMM, namely customization reaching 6.000 and the largest in SN, where the indicator is network centrality of 7.993.

Table 3 Respondent demographics (n = 150)

Measurements	Frequency	Percentage
Gender		
Male	89	59.33
Female	61	40.67
Total	150	100.00
Domicile		
Surabaya	63	42.00
Samarinda	40	26.67
Balikpapan	47	31.33
Total	150	100.00
Age (years)		
17 – 27	38	25.33
28 – 38	26	17.33
39 – 49	41	27.33
50 – 60	30	20.00
> 60	15	10.00
Total	150	100.00
Occupation		
Private sector	72	48.00
Public sector	78	52.00
Total	150	100.00
Social Media		
FB	66	44.00
IG	44	29.33
Twitter	40	26.67
Total	150	100.00
Education (degree)		
High school	32	21.33
Bachelor	69	46.00
Master	43	28.67
Doctor	6	4.00
Total	150	100.00
Be a customer (years)		
5	34	22.67
6 – 10	51	34.00
11– 15	46	30.67
> 15	19	12.67
Total	150	100.00

(Source: survey data)

Respondent profiles have their respective categories based on gender, sample object, age, main occupation, social media used, last education, and length of the subscription. The sample is dominated by male customers amounting to 59.33%, of which 42% are loyal customers who are domiciled in the Surabaya City or close to the Suroboyo Warung Culinary center, and 34% have subscribed for about 6 years - 10 years. In addition, it can be seen that the average age of customers is 17 years - 27 years or 25.33%, where the main type of work in the public sector is 52%, and the social media they use is FB of

44%. The last level of education of the respondents was a Bachelor's degree is 46% (see Table 3).

Goodness of Fit

The reliability test and the validity test illustrate the feasibility of the study questionnaire. The provisions for reliability testing are represented by Cronbach Alpha (CA) because this method is a popular and widely used method for behavioral studies or social studies with a minimum acceptable level if the CA is more than 0.60. Justification for the tolerance limit of validity, the instrument set by Guilford (1956) established six classifications, which were invalid (<0.10), very low validity (0.10 - 0.20), low validity (0.20 - 0.40), moderate validity (0.40 - 0.60), high validity (0.60 - 0.80), and very high validity (0.80 - 1.00).

Table 4 Coefficients of CA and correlation of validity (no. of items = 22)

Variables and Indicators	CA	Remarks	Pearson Correlation	Remarks
SMM Trendiness WoM Customization Entertainment Interaction	0.843	Reliable	0.809 0.774 0.720 0.866 0.840	Very high High High Very high Very high
BA Leadership Stability Market Trend Support Protection Internationality	0.847	Reliable	0.526 0.499 0.682 0.703 0.670 0.761 0.713	Moderate Moderate High High High High High
SN Tie strength Network centrality Network density Homophile	0.830	Reliable	0.810 0.661 0.823 0.492	Very high High High Moderate
DM Recognition of needs Information seeking Evaluation of alternatives Purchasing Consumption Evaluation after purchase	0.866	Reliable	0.856 0.514 0.715 0.636 0.689 0.594	Very high Moderate High High High Moderate

(Source: Authors calculation)

The CA for SMM, BA, SN, and DM is reliable, because the CA value on all variables is > 0.60. From the validity requirements in Table 4, there is not a single variable whose indicators are low and invalid, because the overall average is above 0.40. If broken down based on each variable, we also conclude that only SMM has three indicators (entertainment, interaction, and trendiness) with very high validity, where the Perason correlation achievement for each of these indicators is 0.866, 0.840, and 0.809. On the other hand, the correlation between Perason in BA and DM, there are two indicators with moderate validity, namely leadership (0.526), stability (0.499), information seeking (0.514), and evaluation after purchase (0.594).

Hypothesis Confirmation

The purpose of this section is to answer the five relationships based on a design in the study objectivity and proposed hypotheses. The statistical procedure developed by Mah *et al*. (2021) in the regression analysis determines the relationship with the test conditions partially through the results of the beta coefficient. On another menu, there is also a significance test with the acquisition of a probability value (p-value), the closeness of the relationship between the study model through the correlation coefficient and the coefficient of determination, and the assumption of multicollinearity with Variance Inflation Factor (VIF) to detect the normality of a variable. As for completeness, the tolerance limit for the validity test in this study uses a 5% probability.

Table 5 Multiple regression analysis on the effects of SMM, BA, SN, and DM.

Hypothesis	Coeff. Beta	T-statistics	Sig.	VIF	Decisions
SMM > BA (H1)	0.175*	3.965	0.045	1.515	Yes
BA > DM (H2)	0.289**	1.667	0.000	1.557	Yes
SMM > SN (H3)	0.177*	2.606	0.018	1.419	Yes
SN > DM (H4)	0.340**	4.340	0.029	1.302	Yes
SMM > DM (H5)	0.169**	2.166	0.035	1.624	Yes
R = 0.928			Durbin-Watson = 1.834		
R^2 = 0.861			n = 150		

(Source: Authors calculation, Information: *p< 0.01, **p< 0.05)

Table 5 display the VIF that describes the slope is within normal limits (-1.0 to +1.0), so that the data on all variables can be said to have been normally distributed. The correlation coefficient (Jawabreh *et al*., 2020) will range from -1 (negative one) to +1 (a positive one), where the correlation is positive (+), the correlation is negative (-), and there is no relationship (0).

For the coefficient of determination (R^2) as a measuring tool in demonstrating the ability of the predicted variables and presenting their variances. The value of R = 0, illustrates

hat all variables do not have a significant relationship, whereas if the value of R = 1, then the two variables have a strong relationship. Thus the value of R is 0.928, meaning that there is a positive correlation for the applied model and the results of R^2 of 0.861 are able to explain a very strong relationship in SMM, BA, SN, and DM reaching 86.1%, while there are 13.9. % are variables that are not explained or outside the study model.
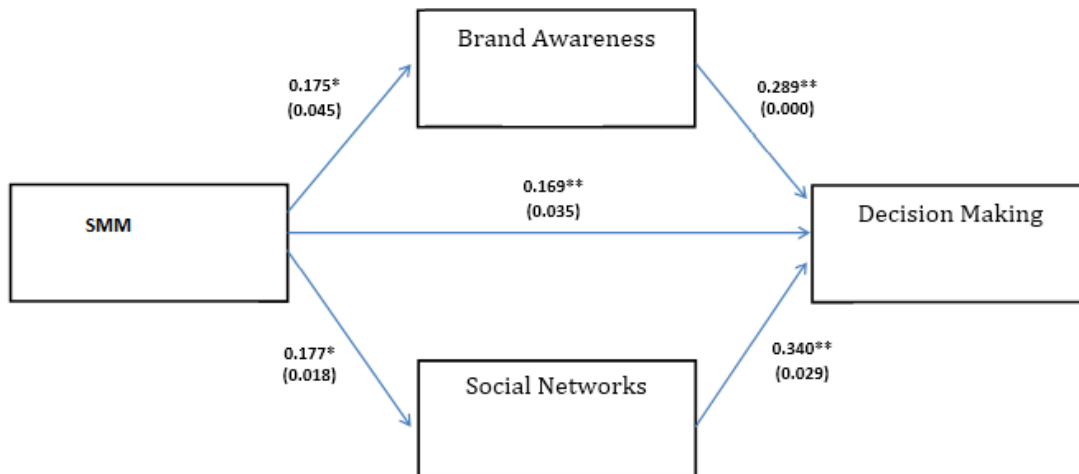

Fig. 4 Summary of study results
(Source: Authors calculation, Information: *p< 0.01, **p< 0.05)

The Durbin-Watson (DW-test) applies to the assumption of autocorrelation and requires constants in the regression model and no lag in variables (Gujarati, 2012). Based on these references, the D-W test of the STATA output shows less than 4.00 (1,834 <4.00), so this analysis is free from autocorrelation disorders.

Tests from SMM to BA, BA to DM, SMM to SN, SN to DM, and SMM to DF, the result was that there was a positive relationship. In addition to the relationship, Figure 4 presents the significant effect in hypothesis testing. There is a two-way relationship between BA to DM, SN to DM, and SMM to DM. Meanwhile, SMM against BA and SMM against SN, the relationship is only one way.

This finding was successful because the proposed hypothesis has been supported by empirical results. This means that when there is an additional 1% of SMM, it will increase BA by 17.5%. If BA increases by 1%, it will also increase DM by 28.9%. Furthermore, SMM against SN, the result is if SMM increases by 1%, so SN increases 17.7%. For SN and SMM to DM, if there is an increase of 1%, it will have an impact on increasing the SMM with the performance of 34% and 16.9% respectively.

From several studies conducted by Ansari *et al*. (2019) on MMS, purchasing decisions, and brand awareness, generally, consumers have made important findings. It can be learned that there is a positive relationship between SMM content and brand awareness on consumer purchasing decisions. This is confirmed by Abu-Rumman and Alhadid (2014) that MMS has a significant influence on customer brand equity by cellular service providers in Jordan. Accessibility and credibility are important dimensions in SMM, so it can focus on the company's general marketing strategy in improving mobile services. Meanwhile, Nofal *et al*. (2020) focus on students classified as followers of a well-known clothing brand at the American University of Girne (Northern Cyprus). As a result, advertising from SMM has a real impact on influencing brand awareness and consumer purchasing decisions. Then, brand awareness also has a significant effect on purchasing decisions. In terms of purchasing and advertising decisions, brand awareness seems to be able to positively optimize the role of SMM.

Conclusions

Based on a survey of 150 regular customers of Suroboyo Warung Culinary who are in three sample objects (Surabaya, Samarinda, and Balikpapan) regarding SMM, BA, SN, and DM, we find that the results have a positive relationship between SMM and BA, BA to DM, SMM. Against SN, then SN to DM, and SMM against DM. That is, H1, H2, H3, H4, and H5 have been accepted because the beta coefficient has shown a positive value. These findings also conclude that the average response of customers for each question item or indicator in SMM, BA, SN, and DM is 7,300 which indicates that they are dominant in the direction of strongly agreeing (interval scale 6 - 10). This means that every increase in the independent variable is able to systematically increase the dependent variable in Suroboyo Warung Culinary.

Every research certainly has weaknesses, including this study, so it needs additional improvement efforts so that it becomes a reference in the future. The first suggestion is in relation to empirical purposes, need to consider the samples, the indicator size of each variable, and the analysis model so that it can attract attention. We also do not highlight the two-way effect and this needs to be evaluated by making one of the variables the mediating variable. The second suggestion is practical, to the owner of Suroboyo Warung Culinary as well as in each of its branches, to pay attention to the indicators in each variable that have a mean value below the average. These components are customization, trend, network density, homophile, and purchasing which need to be under sharp attention.

Several policies through various improvements must support these five indicators, so that management can consistently get positive feedback from regular customers with a strategy based on expanding digital marketing and sharing knowledge online.

Acknowledgments

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