

# THE EFFECT OF ONLINE MARKETING (WEB BASED & ONLINE ADS) ON BRAND EQUITY NATIONAL SWITCHING COMPANIES THROUGH MGC (MARKETER GENERATED CONTENT)

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## ABSTRACT

Online marketing is a way for a marketer to give related information about products/services provided by each company. In reality, this method is expected to be used as a connector for companies to create competitiveness for adding value into products/services. This study aims to see how Online Marketing can affect the Equity brand of a service product which is influenced by the type of media used, the content of the content, the type of content and also the combination of the type of media and the content of the content. In this study, the data taken will be processed using the SEM model. The results of the SEM analysis show that the type of media and content can affect the brand equity of online marketing and also the type of content. However, there are types of content that indirectly do not have a positive effect on brand equity from online marketing.

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## 1. INTRODUCTION

Marketing activities are a process of finding the needs and desires of customers or attracting potential customers to use the company's products/services. Marketing activities or marketing is also a company's buffer in offering the purchase and sale of company products or services. In connection with this, online marketing or commonly known as Online Marketing is utilizing the internet network to market goods or services [1].

There are at least 7 categories in online marketing, namely search engine optimization, search engine marketing, pay-per-click advertising, content marketing, social media marketing, affiliate marketing and email marketing. The development of marketing, the role of technology causes scientific attention to social media marketing and also digital content that affects business-to-business not only to end customers [2]. In this digital marketing world, customers are more empowered in terms of the information they receive so that they can get/gather information, especially during the buying process [3].

In its development, 150 million Indonesians are active internet users in 2019, which is 56% of the total population [4]. This illustrates that, out of every 10 people, 5 of them have actively used the internet. So that the use of the internet has become something that accompanies the daily habits / activities of the Indonesian people.

Including the development of online marketing, at least in Q3 2020 several online platforms were used as providing company product information [5]. The data also explains that at least 54% of Indonesians watch tutorials for a product/service, which shows that the world of online marketing has developed in Indonesia [5].

But not only with Youtube or Instagram, even the Whatsapp platform can be used as a marketing medium. This is explained that Whatsapp has the advantage of having a personalized feeling to customers and also the company can also provide recommendations as needed [5].

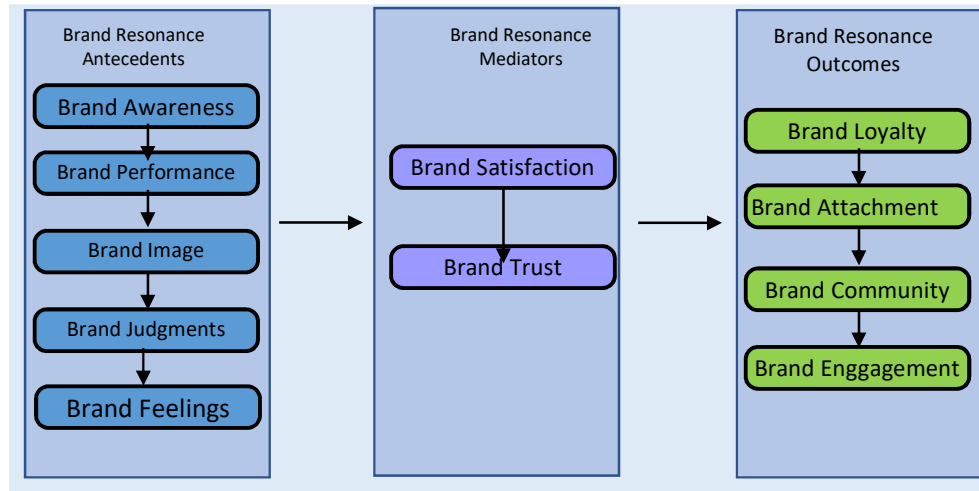
In this online world, customers are no longer limited to just seeing or listening to a marketing activity. In online marketing activities, customers can also be observers so that between one customer and another customer can exchange information regarding a product/service offered on online communication media. This is no longer firm generate content but User Generate Content. Any information received by customers will be compared with other information to get a detailed and specific thing according to Murphy in 2019 [6].

The above affects the brand recognition of the company. Brands are no longer static and lifeless products or services, but brands also have dynamic entities of experiences formed by all parts of the

company starting from stakeholders, customers and also the employees themselves [7]. A brand will gain recognition if a company has a blueprint for marketing. It is believed that with a detailed blueprint on online media, it is believed that a brand will be easily recognized. This is because online media is more "crowded" so as to avoid momentary sensations. In building an audience to build a brand, it is necessary to deliver relevance to customers so that customers willingly become "customers" [8].

If in the process of introducing / offering a brand, it cannot be denied that there is a need for Brand Equity in the results of the offer. Because by definition, brand equity is the effect that a brand has on the knowledge that customers have of related brands [9]. Also in its development, brand equity is a customer response to brand knowledge in a brand's marketing activities and is observed when the brand is being recognized and also has strong associations with customers [10].

There are several steps according to Keller that several steps are needed in building brand equity which are depicted in Figure 1 below:



Source: Raut, R.U. et al, 2019  
Figure 1. Brand Equity Improvement Steps

In Figure 1 it is explained that the first step in increasing Brand Equity is to create awareness that there is an existence of a company brand. Because a brand needs to be recognized, and become something that is remembered so that customers are encouraged to use the products / services offered by the brand [9]. Brand Equity development that starts from Awareness is also the starting point for the brand in creating cognitive meaning of the brand [9].

The second stage is by creating products that can functionally meet and even exceed the needs of customers psychologically or socially [10]. Optimal products will help build brand relationships with their users [9].

While in stage 3, the brand is expected to be able to attract consumers in providing responses, assessments in use, and also feelings in the brand. At this stage, a brand will also get an evaluation assessment that refers to the excellence, quality and credibility of the product. Brand Equity also expects emotional feelings individually or to others about the brand.

As discussed earlier, that the blueprint created in online media will affect the brand that will be recognized by customers. Therefore, there is a need for MGC (Marketer Generated Content) steps. MGC itself is how a company or brand communicates to customers who are shared through online media [11]. This is characterized by how a marketer interacts with customers through product promotions/offers. Because as discussed earlier that because there is a need and customers exchange information and make this comparison, MGC is needed so that customers feel satisfied and sufficient for the promotion carried out by marketing a brand.

Previous studies have shown that creating content through MGC can influence brand attachment through shares, likes and also the level of comments on promotional activities [12]. MGC can also provide direction to consumers through autonomous or fully willing motivation and the content created through MGC also encourages consumer involvement in a controlled motivation [12].

Previous research also explains that there is a relationship between the media used and the content created through MGC. Content created specifically for computer media will not increase attention more than content created specifically for mobile media such as cellphones and others. This is due to the ease of access and also the conciseness of information obtained by weighted customers through computers. In the same study, not only looking in terms of media, but also paying attention to the content of the promotional activities delivered [13]. In this study, they looked at the effect of MGC with the level of customer engagement seen in terms of media delivery with the type of content created.

Online ads will have a greater impact on website visitors [14]. This is seen as an influence on understanding how consumers search on the website [15]. So that this affects every click on online ads will affect website visits [16].

**H1 : Online ads will have a more positive effect on brand equity on weighted switching products using Web Based.**

The influence on the delivery media along with the content of a marketing program also affects Brand Equity. Online reviews delivered through weighted PCs increase customer interest [17]. Meanwhile, content based on content created on a PC creates a more positive impression of content created on a mobile that has a small screen [13].

**H2 : Web based media has a positive influence on content with the type of Product Knowledge.**

**H3 : Online Ads media has a positive influence on content with the type of Product Preview.**

Content features in marketing affect consumer interest [18]. Through MGC it also helps in shaping what kind of content is needed by consumers so that the information conveyed can be appropriate [17]. The type of content affects consumer interest in the product [19].

**H4 : Product preview has a positive influence on brand equity product switching**

**H5 : Product Knowledge (Company Profile + Product Preview) has a positive influence on switching product brand equity.**

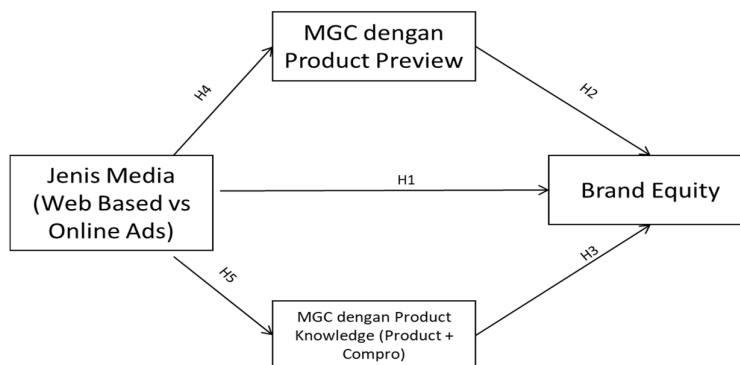


Figure 2: Hypothesized Model Structure

## 2. METHOD

This research method uses a quantitative approach by distributing questionnaires to people who are active users in banking activities with the condition of having an account in their personal name. These account holders are seen in the use and information related to switching products that have been used.

From the questionnaires that have been distributed, a total of 229 respondents were obtained with the following description:

Table 1. Respondent Demographics

Types of Banks	Amount
Himbara (Himpunan Bank Negara)	196
Bank Swasta	173
Use Channel	%
ATM	13.5%
Mobile Banking	53.9%
Internet Banking	32.6%

Usage Features	%
Bank-to-Bank Transfer	48.7%
Payment	39.1%
Direct Debit	12.2%

Source: Research Results, 2022

The questionnaire results illustrate the number of uses (double option), the channels used by respondents in conducting per-Banking transactions and the features used in making transactions.

Existing research data is processed with Structural Equation Modeling (SEM) with the help of AMOS software to analyze the relationship between Media Type, MGC with Product Preview, MGC with Product Knowledge on Brand Equity. With this SEM model, see how the structural equation model to analyze complex relationships between variables. In this SEM processing can see the most appropriate model of how online marketing media on brand equity of a switching company service product.

### 3. RESULTS AND DISCUSSION

The use of the right online marketing, starting from the use of the media used to the right content, will have an effect on the brand being promoted. The promoted brand will also affect the use of the product. So that the process of deciding how a brand is introduced through online media needs to be carefully prepared.

Previous research also says that there is a positive coordination between Brand Communication and consumers [13]. Online Marketing has become quite commonplace today considering how all activity shifts move online. However, online marketing is not a new thing that is done for companies, many media have been supported in terms of doing online marketing.

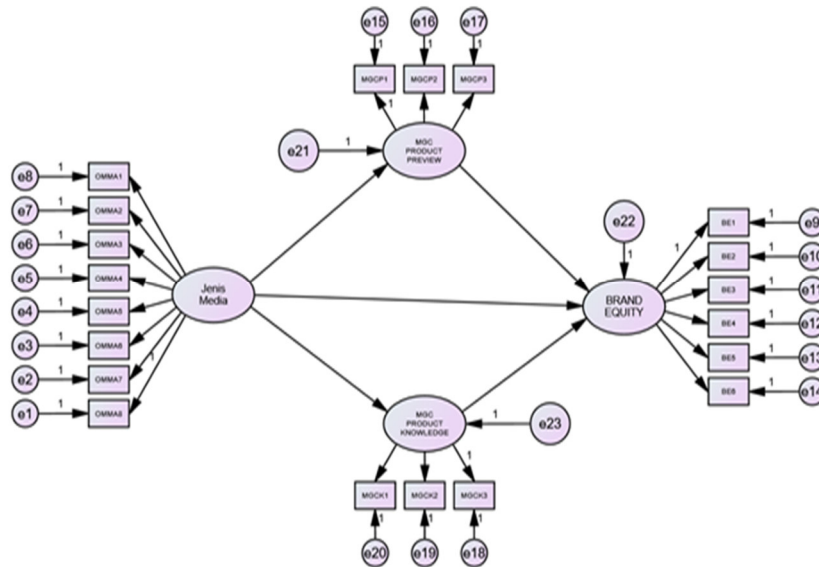


Figure 3. Model Fit Test Results

Table 2. Validity and Reliability Test Table

Variables	Item	Standart Deviasi	Mean	Cronbach Alpha
Type of Media	OMMA 1	1.16339	3.5600	0.69
	OMMA 2	0.98974	3.6000	
	OMMA 3	0.99714	3.8400	
	OMMA 4	0.84491	3.9800	
Content	OMMA 5	0.73095	3.5800	0.69
	OMMA 6	0.82906	4.0800	
	OMMA 7	0.88893	3.8400	
	OMMA 8	0.80407	3.9200	

Product	MGCP 1	0.73983	3.9600	
Preview	MGCP 2	0.76372	3.9400	
	MGCP 3	0.58103	3.7800	0.71
Product Knowledge	MGCK 1	0.73651	3.7800	0.70
	MGCK 2	0.77749	4.2600	
	MGCK 3	0.87691	3.9200	
Brand Equity	BE 1	0.85261	3.7400	0.718
	BE 2	0.73540	4.1000	
	BE 3	0.77301	4.1200	
	BE 4	0.79693	4.2400	
	BE 5	0.88641	3.9000	
	BE 6	0.85332	4.0800	

When viewed at the Cronbach alpha value, it shows a value greater than 0.6, therefore it can be ascertained that each item on the variable is reliable so that each questionnaire answer can be relied on as a parameter describing the relationship between variables or hypotheses. The following hypothesis test results that have been processed can be seen in Table 3.

Table 3. Hypothesis Test Results Table

	<b>Hypothesis Description</b>	<b>Estimate</b>	<b>C.R.</b>	<b>p-value</b>	<b>Conclusion</b>
H1	Web-based media has a positive influence on content with the type of Product Preview	0.490	2,498	0,006**	Hypothesis supported
H2	Web-based media has a positive influence on content with the type of Product Preview	0.591	2,313	0,010**	Hypothesis supported
H3	Web-based media has a positive influence on content with the type of Product Preview	-1,052	-1,505	0,066	Hypothesis not supported
H4	Product preview has a positive influence on brand equity product switching	1,247	3,344	0,000**	Hypothesis Supported
H5	Product Knowledge (Company Profile + Product Preview) has a positive influence on brand equity product switching	1,448	1,546	0,061*	Hypothesis Supported

If previous research states that the type of media used affects customer engagement on the results of the marketing process carried out [19]. This is also reinforced in this study, if it is seen that several hypotheses support this statement.

When viewed in the results of research that, online marketing on media selection also influences how a product achieves brand equity. Brand Equity itself is a concept of business experiments where it becomes the main thing because brand Equity helps marketers to be able to create competitive advantages through successful brands.

Online marketing made through online ads is quite developed in this era. Where marketers are competing to form marketing patterns in digital form, blogs, or many more forms that can be made. As for this research, it focuses on online ads and web-based. The research wants to see the relationship between how to deliver marketing material through online ads and delivery through web-based. The results that can be seen that there is a public interest that tends to choose advertisements / marketing programs through online ads compared to web-based. This is also in line with previous research, namely according to Yang et al in 2022, it is explained that the media for delivering marketing programs has an influence on the understanding of the content of the advertising content and the interest of customers in seeing these marketing advertisements / programs. This also affects how the type of media and content created by marketing (MGC) affects the level of brand equity for a service product, in this case a national switching company product.

For the content of online marketing content, it can also be seen how the influence on potential customers/customers in responding to the content of content on advertisements/marketing programs that lead to understanding and even information absorbed by potential customers/customers can affect the use of the product itself. This is proven in line with previous research that marketing content with different types of content has a direct influence on customer engagement [19].

If discussed about how an online marketing can affect brand equity of a product, apart from the type of media and the type of content created (product preview or product knowledge), the combination of the two also influences the level of brand equity of an online marketing created by marketers. This is evidenced in the hypothesis test results which show that how product knowledge is usually displayed on a web-based has a positive effect on the process of forming advertising/marketing programs on a switching company product.

However, there are differences, with the type of product preview content with online ads media having no direct influence on how an advertisement / marketing program on a switching company product. This hypothesis is only suitable if it is passed through web-based with product knowledge.

If previous research explains how to prove that brand equity has a positive effect on customer satisfaction [13], this study also looks at how the type of content in the form of product preview or product knowledge can positively affect brand equity. With the results in this study showing a positive effect on brand equity, it can also be said that the type of product preview content and product knowledge can affect brand equity in online marketing formed by marketers.

#### 4. CONCLUSION

The results of this research that have been conducted prove that there is an influence on the type of media used in the process of delivering marketing materials on product company switching on the level of brand equity, as well as the influence on how web-based media with product knowledge content types affect positively and how a type of product preview content and product knowledge can affect brand equity in online marketing created by marketers. This is also supported by previous research that the information received by customers on various platforms can be different [18].

However, there are negative results that online ads media do not have a positive influence on product preview content for making marketing material advertisements/programs. Seeing the results that have been studied, it can be an input for national switching business actors, especially someone in the marketing department in making online marketing by paying attention to the variables that have been studied by the author. This research may be developed by looking in more detail at the form of online marketing delivery whether digitally or otherwise and also further research can also take variables that have a direct influence on the media / form of online marketing delivered versus the content to be delivered.

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