


The Role Of Influencer Marketing In Increasing Brand Awareness Of Sambal Bakar Joeragan

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Article Info	ABSTRACT
Keywords: Influencer marketing, Brand awareness.	Sambal Bakar Joeragan faces challenges in enhancing brand awareness due to low consumer awareness of the product caused by suboptimal marketing strategies. Influencer marketing was chosen as the focus of this study because it is considered one of the most effective approaches in the digital era for reaching a broader audience through the credibility and influence of social media personalities. This research aims to provide an overview of influencer marketing and brand awareness and the impact of influencer marketing on Sambal Bakar Joeragan's brand awareness. The research method employed is quantitative, utilizing both descriptive and verification approaches. The research population consists of 944 Sambal Bakar Joeragan's Instagram followers. The sample determination uses Yount's formula with a sample size of 10% of the population, 94 respondents. The primary data used in this study were collected through questionnaires distributed and analyzed using simple linear regression analysis with the help of SPSS and through stages of validity tests, reliability tests, classical assumption tests, simple linear regression analysis, t-tests, and determination coefficient analysis. The study results indicate that influencer marketing positively impacts the brand awareness of Sambal Bakar Joeragan, with a determination coefficient contribution of 45.2%. These findings suggest that influencer marketing effectively increases brand awareness.
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INTRODUCTION

The food business sector in Indonesia has experienced significant growth in recent years, becoming a vital part of the national economy. Data from Badan Pusat Statistik (2023) shows that the number of Micro and Small Industry (IMK) units in the food sector reached 1.59 million in 2022. This means the food sector accounts for 36.7% of the total IMK nationwide, totaling 4.34 million units. The total number of IMK units in West Sumatra in the same year reached 87.88 thousand (Badan Pusat Statistik, 2023). Bukittinggi contributed 3.33% of this number, equivalent to 2.92 thousand IMK units. Sambal Bakar Joeragan is one of the IMKs operating in the food sector and is known as the pioneer of the first grilled sambal in Bukittinggi. As a pioneer, Sambal Bakar Joeragan faces a significant challenge in introducing its product to consumers who have yet to become familiar with grilled sambal.

Brand awareness strategy is an approach used to ensure that consumers easily remember a company's brand identity. According to Aaker (2018), brand awareness refers to the consumer's ability to identify or remember a brand within a particular product category. Brand awareness refers to the capability of consumers to identify a brand through distinctive features such as shape, logo, color, and other elements (Kotler & Armstrong, 2018). Brand awareness serves as the essential foundation for the recognition and acceptance of a brand among consumers and the target audience. A widely recognized brand has a significant competitive advantage because it can distinguish itself from competitors. The higher the brand awareness, the greater the chances the business will be considered for a visit (Swimbawa & Lemay, 2023). Brand awareness can be divided into four levels: top of mind, brand recall, brand recognition, and unaware of brand (Aaker, 2018). These four levels help measure how well consumers recognize and remember a brand, ultimately influencing brand awareness.

Table 1. Brand Awareness Level of Sambal Bakar Joeragan

Indicator	Average Indicator	Indicator Scorer	Category
<i>Unaware of brand</i>	3.26	3.03	Good
<i>Brand Recognition</i>	3.01		Poor
<i>Brand Recall</i>	3.00		Poor
<i>Top Of Mind</i>	2.75		Poor

Source: Processed Data, 2024

Based on Table 1, Sambal Bakar Joeragan's brand awareness level is at the "unaware of brand" stage. This indicates that consumers are still unaware of the existence of Sambal Bakar Joeragan. Interviews with the business owner also indicate that the low consumer awareness of this product is due to suboptimal marketing strategies. Sambal Bakar Joeragan only utilizes posts on a personal Instagram account as a promotional medium, and the content needs more variety. Without varied content and broader marketing campaigns, the promotional reach becomes limited. The lack of aggressive promotion efforts results in information about this product not being widely disseminated. Additionally, the less strategic location makes it difficult for Sambal Bakar Joeragan to reach potential consumers directly, necessitating a robust promotional push to attract consumer attention to its presence. According to Mardhotillah & Sukmadewi (2024), brand awareness has become the most crucial element in marketing activities. Therefore, Sambal Bakar Joeragan must enhance promotional effectiveness with a more strategic approach to increase brand awareness.

In building brand awareness, Aaker (2018) identifies several key factors, including: 1) distinctive brand differentiation, 2) the use of slogans or jingles, 3) unique symbols, 4) publicity, 5) event sponsorship, 6) brand extension considerations, and 7) the use of visual cues. Among these factors, publicity has a very significant role in increasing brand awareness. One form of publicity that companies can do is by utilizing influencer marketing. Influencer marketing is regarded as one of the most effective strategies for attracting

potential consumers through social media. It leverages influencers' follower bases because it can build brand awareness (Hariyanti & Wirapraja, 2018). Influencer marketing is a marketing strategy that relies on individuals or figures who can shape brand awareness and influence purchasing decisions (Kotler et al., 2019). By collaborating with influencers with credibility and close relationships with their followers, brands can effectively drive word of mouth among the public, disseminate information about products or brands, strengthen relationships with consumers, and expand market share (Muzakki & Andarini, 2024). The study conducted by Hariyanti and Wirapraja (2018), aimed at understanding the impact of influencer marketing as a digital marketing strategy in the modern era, demonstrates that applying influencer marketing can significantly enhance brand awareness. The influence exerted by influencers can help brands create a more significant impact and strengthen their presence in the market, making it a crucial strategy to boost brand awareness in the current digital era. Conversely, a previous study by Lie and Sitingjak (2024) indicates that influencer marketing significantly and positively impacts brand awareness, particularly in the context of local beauty brands in Jakarta. However, this study does not address how similar strategies might be applied to the food sector, specifically within Micro and Small Industry (IMK) outside metropolitan areas.

Based on the background and issues outlined, the researcher is interested in exploring the overview and impact of influencer marketing on Sambal Bakar Joeragan's brand awareness. This research aims to provide an overview of influencer marketing and brand awareness, and the impact of influencer marketing on Sambal Bakar Joeragan's brand awareness. The study findings will provide a deeper understanding of effective marketing strategies that Sambal Bakar Joeragan and similar IMK can implement to enhance brand awareness, expand market reach, and strengthen their brand positioning in the food industry.

METHODS

Research Approach

This study employs a quantitative research method using both descriptive and verificative approaches to analyze the landscape and impact of influencer marketing on Sambal Bakar Joeragan's brand awareness. The quantitative research method was chosen because it allows for objective data collection and statistical analysis, providing a deeper understanding of the relationships between the studied variables. According to Sugiyono (2018), quantitative research is a type of research based on the philosophy of positivism. This method aims to study a specific population or sample, where the sample is randomly selected, and data is collected using specific instruments and then analyzed statistically.

Research Object

The object of this research is Sambal Bakar Joeragan, located in Tengah Sawah, Bukittinggi. Sambal Bakar Joeragan is one of the Micro and Small Industries (IMK) operating in the food sector and is known as the pioneer of the first grilled sambal in Bukittinggi. This business has been operating for three years, making the data obtained relevant and up-to-date. The reason for choosing this object is the ease of data access due to the cooperative

nature of the business owner, who is willing to provide the necessary information for the research. This research is interesting because it can explore how influencer marketing, as an increasingly popular digital marketing strategy, can enhance the brand awareness of local products like Sambal Bakar Joeragan.

Population and Sample

The population in this study consists of the Sambal Bakar Joeragan Instagram account followers, totaling 944 individuals. The sample size is determined using the Yount (2015) formula, with the sample size based on the population as follows:

Table 2. Sampling Technique

Population Size	Sample Percentage
0-100	100%
101-1000	10%
1001-5000	5%
5001-10000	3%
>10000	1%

Source: Yount (2015)

Based on Table 2, this study takes 10% of the total population as the sample, resulting in a sample size of 94 individuals. This technique is expected to provide accurate and reliable results and represent the characteristics and behavior of the overall population of Sambal Bakar Joeragan's Instagram account followers.

Type and Source of Data

The primary data used in this research was obtained through the distribution of online questionnaires via Google Forms. Primary data is data collected directly from the first source through interviews, questionnaires, or observations (Sugiyono, 2018). The data collection instrument used is a questionnaire with a Likert scale to measure the variables being studied through specific indicators in the form of statements. Below is an explanation of the two variables in this study.

Table 3. Operational Variable

Variable	Indicator	Scala
<i>Brand Awareness (Y)</i>	<i>a) unaware of brand</i>	Ordinal
	<i>b) brand recognition</i>	
	<i>c) brand recall</i>	
	<i>d) top of mind</i>	
<i>Influencer Marketing (X)</i>	<i>a) trustworthiness</i>	Ordinal
	<i>b) expertise</i>	
	<i>c) attractiveness</i>	
	<i>d) Respect</i>	
	<i>e) Similarity</i>	

Source: Processed Data, 2024

Data Analysis

This research will go through several stages of data analysis using SPSS to ensure the accuracy of the findings. First, validity and reliability tests will assess the measurement instruments' accuracy and consistency. Descriptive analysis will then be performed to describe the characteristics of the collected data. Next, classical assumption tests, such as normality, multicollinearity, and heteroscedasticity, will be conducted to ensure that the prerequisites for regression analysis are satisfied. Subsequently, a simple linear regression test will be conducted to assess the impact of influencer marketing on brand awareness, determining the degree to which the independent variable influences the dependent variable. The simple linear regression formula to be used is as follows:

$$y = a + bx + e$$

Explanation:

y: Brand awareness (dependent variable)

a: Constant

b: Regression coefficient

x: Influencer marketing (independent variable)

e: Error term

The hypotheses proposed in this study are as follows:

Ho: Influencer marketing does not positively and significantly affect Sambal Bakar Joeragan's brand awareness.

Ha: Influencer marketing positively and significantly affects Sambal Bakar Joeragan's brand awareness.

The analysis results will be interpreted to address the research questions and test the formulated hypotheses, offering insights into the effectiveness of influencer marketing strategies in boosting brand awareness.

Limitations of the Study

This research focuses solely on Sambal Bakar Joeragan's Instagram account followers. Additionally, it does not consider external factors, such as market conditions or competitors' marketing strategies, that may influence brand awareness.

RESULTS AND DISCUSSION

Research Instrument Test

Validity and reliability tests were conducted to determine whether the instruments developed were valid and reliable. The tests were conducted on all research variables, consisting of the 52 questionnaire statements for the respondents. Results of the validity test showed that 12 statements were invalid, while 40 were valid. The invalid statements had an Calculated R-value lower than the Critical R-value of 0.203. However, the reliability test indicated that each variable had a Cronbach's Alpha value of 0.85. Therefore, all the question items were considered reliable.

Descriptive Statistical Analysis

Descriptive statistical analysis is a method used to summarize and present data in an informative way, with the goal of providing an overview of the main character.

Table 4. Results of Descriptive Statistical Analysis

Variable	Indicator	Mean	Median	Category
<i>Influencer Marketing</i>	<i>Trustworthiness</i>	3.89	3.59	Good
	<i>Expertise</i>	3.84		Good
	<i>Attractiveness</i>	3.81		Good
	<i>Respect</i>	3.84		Good
	<i>Similarity</i>	3.47		Poor
<i>Brand Awareness</i>	<i>Unaware of the brand</i>	2.43	Poor	
	<i>Brand Recognition</i>	3.59	Good	
	<i>Brand Recall</i>	3.53	Poor	
	<i>Top of Mind</i>	3.54	Poor	

Source: Processed Data, 2024

Based on Table 4, the descriptive statistical analysis shows that the median value of both variables is 3.50. Several indicators fall into the poor category because their average values are lower than the median. In the Influencer Marketing variable, the indicators of trustworthiness, expertise, attractiveness, and respect are in the good category. The trustworthiness indicator has an average value of 3.89, indicating that respondents feel that the influencer for Sambal Bakar Joeragan possesses honesty, integrity, and confidence. This is due to the influencer's credibility, which can instill trust in consumers when promoting Sambal Bakar Joeragan products.

Furthermore, the indicators of expertise and respect have an average value of 3.84, indicating that the influencer has knowledge and expertise related to Sambal Bakar Joeragan and is appreciated or liked by their followers, thereby extending that liking to the promoted brand. The attractiveness indicator has an average value of 3.81, indicating that the influencer is visually appealing. This attractiveness encompasses various characteristics, such as intellectual skills, personality traits, and competence. However, one indicator is rated poorly, which is similarity. The similarity indicator, with an average value of 3.47, indicates that the resemblance between the influencer and the audience is insufficient. This is due to significant differences in lifestyle, values, or interests between the influencer and the audience, which causes the audience to feel less connected.

The brand recognition indicator, with an average value of 3.59, falls into the good category on the brand awareness variable. This aligns with Aaker (2018) theory on brand recognition, where the results indicate that respondents agree on the ability to recognize the use of logos, colors, and the types of products offered by Sambal Bakar Joeragan. However, the indicators for unaware of the brand, brand recall, and top of mind, each with average values of 2.43, 3.59, and 3.54, respectively, are still in the poor category. This

indicates that although consumers can recognize the Sambal Bakar Joeragan brand when seeing its visual elements, there still needs to be spontaneous brand recognition or recall.

Overall, this research indicates that influencer marketing has several positive aspects. However, some areas need improvement, especially regarding the similarity between the influencer and the audience. Additionally, while brand recognition is quite good, further efforts are needed to enhance brand awareness and recall among consumers.

Classical Assumption Tests

Based on the non-parametric Kolmogorov-Smirnov (K-S) normality test, the obtained significance value was 0.079. This value is greater than 0.05, indicating that the residuals follow normal distribution. The tolerance and VIF values obtained during the multicollinearity test were 1.00, indicating no multicollinearity among the variables. Additionally, the heteroscedasticity test showed a significance value of 0.487, suggesting that heteroscedasticity does not affect the data.

Simple Linear Regression Analysis

Simple linear regression analysis examines the independent variable's impact on the dependent variable (Sugiyono, 2017).

Table 5. Results of Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	4.127	7.068		.584	.561
Influencer Marketing	.508	.058	.672	8.708	<.001

a. Dependent Variable: Brand Awareness

Source: SPSS Processed Data, 2024

Based on Table 5, the following equation is obtained:

$$y = 4.127 + 0,508x + e$$

This regression equation can be explained as follows:

1. The constant value of 4.127 indicates the average brand awareness (Y) when influencer marketing (X) is zero. This means that when the influencer marketing variable (X) is zero, the brand awareness variable (Y) will remain at 4.127.
2. The regression coefficient of 0.508 indicates that each one-unit increase in influencer marketing (X) will increase brand awareness (Y) by 0.508 units. This indicates a positive relationship between influencer marketing and brand awareness; the more influencer marketing efforts are made, the higher the level of brand awareness.

Partial Test (T-Test)

The t-test evaluates the impact of the independent variable on the dependent variable individually. The decision is made by comparing the Calculated T-value to the Critical T-value. If the Calculated T-value surpasses Critical T-value, it leads to the acceptance of the null hypothesis (H₀). Conversely, if the Calculated T-value is lower than the Critical T-value, the null hypothesis (H₀) is rejected (Sugiyono, 2017).

The simple linear regression analysis results involving 94 respondents with a significance level of 0.05 show that the Critical T-value is 1.986 and the Calculated T-value is 8.708. Since the calculated t-value is greater than the critical t-value ($8.708 > 1.986$), it is concluded that H_0 is rejected and H_a is accepted. This indicates that the influencer marketing variable (X) significantly influences brand awareness (Y). Furthermore, the significance value of 0.001, which is below the threshold of 0.05 ($0.001 < 0.05$), confirms that influencer marketing significantly impacts brand awareness.

Coefficient of Determination

The coefficient of determination measures the degree to which influencer marketing impacts brand awareness. The R Square value determines the coefficient of determination. According to Ghozali (2016), the R Square value is classified as shown in Table 6 to assess the extent to which influencer marketing can explain the variation or change in brand awareness.

Table 6. Classification of R Square Values

R Square Value Category	
> 0,67	Strong
0,33 - 0,67	Moderate
0,19 - 0,33	Weak

Source: Ghozali (2016)

The results for the coefficient of determination from the SPSS output are presented in the table below.

Table 7. Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672	.452	.446	5.70442

a. Predictors: (Constant), Influencer Marketing

Source: SPSS Processed Data, 2024

Based on Table 7, the R Square coefficient of determination is 0.452, which is categorized as moderate. This indicates that 45.2% of the variation in the brand awareness variable can be explained by the influencer marketing variable in the regression model. Influencer marketing has a reasonably significant influence on brand awareness, but 54.8% of variations in brand awareness are influenced by other factors not examined in this study. These include distinctive brand differentiation, slogans or jingles, unique symbols, event sponsorship, brand extension considerations, and visual cues.

Discussion

Results of the research indicate that influencer marketing positively influences Sambal Bakar Joeragan's brand awareness. The analysis shows that the coefficient of determination, or R Square, obtained is 0.452, indicating that influencer marketing accounts for 45.2% of the variation in brand awareness. According to the R Square classification by Ghozali (2016), this influence is moderate, meaning that around 45.2% of the changes or

variations in brand awareness can be explained by influencer marketing activities. Four of the five influencer marketing indicators used in this study fall into the good category, further strengthening the argument that these elements in the marketing strategy effectively attract consumer attention and increase brand awareness.

According to Shimp (2014), the influencer marketing variable includes five indicators: Trustworthiness, Expertise, Attractiveness, Respect, and Similarity. The indicators of trustworthiness, expertise, attractiveness, and respect have proven to be more effective in influencing Sambal Bakar Joeragan's brand awareness. This is evident from their higher average values compared to the median and their categorization as good.

Trustworthiness pertains to the honesty, integrity, and reliability of an influencer. A credible influencer can instill trust in the audience when promoting a product, even if their abilities are average. Consumer trust in the influencer significantly impacts the brand; the higher the consumer's trust in the influencer, the better the brand recognition (Lou & Yuan, 2019). This aligns with the research conducted by Tampenawas (2023), which states that influencer marketing is an effective strategy for attracting potential consumers and introducing the brand. Influencers increase brand awareness with their high follower trust, making the promoted product more widely known to the public.

Expertise encompasses an influencer's knowledge, experience, or skills relevant to the brand promoted. Influencers are generally selected based on their abilities, expertise, popularity, and reputation (Zaki, 2018). Influencers with expertise and a deep understanding of the promoted brand tend to be more persuasive in attracting audience attention than influencers considered unskilled. This expertise not only enhances the influencer's credibility but also strengthens the effectiveness of the message delivered.

Respect refers to the qualities of an influencer that make them admired by the public, either through talent or personal achievements. This quality is essential in building strong relationships and increasing influence over the audience. According to research by Kholik & Budianto (2023), when a respected influencer collaborates with a brand, that respect extends to consumer trust in the recommendations given, thus increasing brand awareness and creating a positive impression in the eyes of consumers. Additionally, it creates a positive impression and builds a strong relationship with consumers (Budimansyah, 2024).

Thus, trustworthy, skilled, attractive, and respected influencers are more effective in increasing brand awareness and building strong consumer relationships. Influencers' trust and expertise make it easier for consumers to recognize and remember the brand. On the other hand, the similarity indicator does not significantly contribute to increasing Sambal Bakar Joeragan's brand awareness. This is due to the lack of alignment between the demographics, lifestyle, and personality of the influencer and the preferences and values of the target consumers. Moreover, as a food product, Sambal Bakar Joeragan requires consumers to focus more on the honesty and expertise of the influencer when reviewing the product. Consumers are more interested in honest reviews about taste and quality rather than just similarity with the influencer.

CONCLUSION

This study shows that influencer marketing positively and significantly impacts Sambal Bakar Joeragan's brand awareness. Indicators such as trustworthiness, expertise, attractiveness, and respect in the influencer marketing variable are categorized as good, while similarity is still considered inadequate. For the brand awareness variable, only the brand recognition indicator falls into the good category, while other indicators still require more attention. The analysis shows that influencer marketing contributes 45.2% to brand awareness. This emphasizes that the more intensive the influencer marketing strategy is applied, the higher the brand awareness. To enhance the effectiveness of this strategy, the selection of influencers should focus more on credibility and the relevance of product reviews. In addition, it is important to consider the other 54.8% of factors that also influence, such as brand differentiation, the use of slogans, distinctive symbols, and event sponsorships.

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