Analysis of Factors Influencing Tokopedia Brand Awareness

Supriyatin SY

Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta, Indonesia

ARTICLE INFO	ABSTRACT
	The world of business is going through a period of fast development. All human needs and desires are always evolving and growing, and as a result, businesses are under increasing pressure to be able to keep up with changes in cultural norms as well as advancements in information and communication technologies. One of these types of activities is shopping done online through mobile applications, specifically the e-commerce portal known as Tokopedia. This study aims to assess the simultaneous and partial empirical effects of advertisements, slogans, brand ambassadors, and electronic word of mouth on Tokopedia's brand awareness. This type of research is known as explanatory research, and its methodology is quantitative. In this study, the author used a survey as the method of investigation. According to the results of this study, there is no correlation between advertising and brand recognition. However, there is a substantial correlation between taglines and brand recognition, a significant correlation between brand ambassadors and brand recognition, and a significant effect between electronic word of mouth and brand recognition.
Email : pri.supriyatin@gmail.com	

INTRODUCTION

In the current digital era, the development and progress of science and technology is very rapid. Therefore, competition between companies in marketing their products is becoming increasingly stringent (Ranto, 2016). The sophistication and advancement of this technology makes it easy for people to do various things, including shopping for needs, where people usually have to go somewhere to buy something now they only need a smartphone, people can buy necessities by shopping online (Fajar, 2017).

Without realizing it, the booming growth of e-commerce has changed our lifestyle and behavior. In the past, we had to travel somewhere to buy the things we wanted, but now we can order food and drinks, transportation or accommodation with just our smartphones anytime and anywhere (Sudaryono et al, 2020). Likewise with buying and selling goods, we just have to choose the goods we want to buy, then we make payments either directly sending cash to the seller or through a joint account provided by e-commerce (Valencia & Junaidi, 2019).

Tokopedia.com, an Indonesian buying and selling marketplace, is one of the sites that is currently boosting *e-commerce* in Indonesia. Tokopedia is one of the most popular *e-commerce companies* because of the innovative services they provide. Tokopedia is indeed considered successful in changing the habits and awareness of people who are accustomed to buying and selling offline, now have the courage to carry out buying and selling transactions online, and helping Indonesian Small and Medium Enterprises (SMEs) to grow so that they can take advantage of new markets that are far away. Tokopedia launched a mobile application in 2014 which can be downloaded from the Google Play store. So that Tokopedia can maintain its market share and make buying and selling transactions easier for its users, a mobile application has been

created that competes with Tokopedia in providing services to its clients. This allows Tokopedia to remain mobile and compete with it (Kusuma, 2017).

In the fourth quarter of 2020, Shopee managed to establish itself as the e-commerce site with the most traffic, according to Iprice's research in collaboration with App Annie and SimilarWeb in the 2020 Indonesia e-commerce map report. The purpose of this research is to assess the popularity of various e-commerce applications in Indonesia and count the number of people who have visited each of these applications. Shopee has surpassed Tokopedia in App Store and Play Store rankings (Suhendra & Krisnadi, 2020). If you consider that Tokopedia has been in the e-commerce business since 2009, but Shopee was founded in 2015, this is a cautionary tale for Tokopedia.

From the preliminary studies conducted, it was found that e-commerce customers still tend to consider advertising, taglines , brand ambassadors , and electronic word of mouth . as a factor that greatly influences Brand Awareness in E-commerce . This includes things that must be seriously considered by online store -based businesses considering the phenomenon of differences in the number of users of each e-commerce, including the parameters of business actors in determining which e-commerce will be used as an online shop platform. There are various factors from both main journals and supporting journals that will be combined in this research to develop research with broader knowledge, which is known as synthesis research. In terms of e-commerce and brand awareness, this case study focuses on specific things (San Sabillah, 2022).

When a business is able to communicate effectively with potential customers about a product, it can increase its brand awareness and increase sales. However, raising Brand Awareness in the minds of customers is not an easy task, because it is influenced by various circumstances , for example advertising, taglines , Brand Ambassadors , and electronic word of mouth . (Royan, 2011) in the journal (Setiawan & Rabuani, 2019) .

According to Kotler & Armstrong, (2018) advertising can be done in non-personal promotional presentations that require a fee for ideas, products or services by a clear sponsor. This is an example of an ad. A brand is formed when advertising for a product differentiates it from its competitors. Research conducted by Kurnyawati et al., (2014), Gunawan & Sugiharto, (2019) and (Setiawan & Rabuani, 2019) shows that advertising has a significant effect on the Brand Awareness variable.

The tagline serves to make the ad easy to remember by the target audience. Advertising slogans are very important "Taglines are concise phrases that are easy to remember and are usually placed at the end of advertisements to complete explanations of creative ideas" (Tjiptono, 2015). The 'Just Start First' campaign then evolved into 'Always There, Always Can'. Even during a pandemic, Tokopedia wants to be a one-stop shop for all their needs. This tagline is one of Tokopedia's ways of expressing this goal (Kotler & Armstrong, 2018).

Brand Ambassadors are those who can promote positive word of mouth about company goods. (Kotler & Amstrong, 2018). In other words, hiring Brand Ambassadors can increase consumers' Brand Awareness by using celebrities as spokespersons to help businesses stay in the minds of customers (awareness). There are three important sub-attributes of attractiveness, namely physical attractiveness, respect, and similarity. If someone is a Brand Ambassador and has a high level of everyday energy, it is reasonable to assume that this will lead to an increase in their own personal Brand Awareness.

The last factor in increasing Brand Awareness is E-Word of Mouth. The marketing process is through e-word of mouth, namely Brand Awareness is formed when people talk about the products they have purchased and give their thoughts about these products or services (Priansa, 2017). According to research by Wijayanto & Komita (2021) in e-commerce itself, E-Word of Mouth is very influential in influencing a person whether that person will visit the e-commerce or not depending on the suggestions or responses of other people who have gone to shop at e-commerce the commerce.

The focus of the research will be on advertising, taglines, BTS and Blackpink brand ambassadors, and electronic word of mouth. This is owing to the fact that many rivals are beginning to use Brand Ambassadors to promote Brand Awareness as part of their marketing strategies. The researcher intends to undertake a study aims "The Impact of Advertising, Tagline, Brand Ambassador, and Electronic Word of Mouth on Tokopedia Brand Awareness.".

METHODS

Researchers in this study used a quantitative explanatory approach. Explanatory research, according to Sugiyono, explains the causal relationship between the factors that influence the hypothesis (Sugiyono, 2016). In this study, researchers took the Millennial Generation population in the city of Cimahi who shopped *online* using *the non-probability sampling* formula used according to Rao Purba because the population size in this study was very large and varied and it was found that the research sample was 100 consumers who are Generation Millennials, Tokopedia users in the city of Cimahi. This study uses 2 types of variables, namely Variable X, namely the independent variable, namely, Advertising, Tagline, Brand Ambassador, Electronic word of mouth and Variable Y, namely the dependent variable, namely Brand Awareness . Primary data collection is done by distributing questionnaires. Furthermore, the data will be analyzed using the classical assumption test, the feasibility of the regression model and the hypothesis test with the help of the SPSS version 25 software tool.

RESULTS AND DISCUSSION

1. Validity test

In this study, questionnaires were distributed to 100 individuals for research purposes. To confirm the validity and dependability of the questionnaire that will be used to gather data, it is first determined whether the Pearson Correlation (r count) is more than r table (df = 100 - 2 = 0.1966). The r table value according to the Pearson Product Moment r values table is 0.197. All variable questionnaire statement instruments are valid because the r count is larger than the r table value.

2. Reliability Test

A reliability test is a tool used to determine how significant the consistency of questionnaire replies actually is. If repeated measurements of the same event yield consistent results, then the questionnaire is likely to be reliable, then we can say that the questionnaire is dependable and that its findings can be relied upon. The Cronbach Alpha formula was utilized in conjunction with SPSS in order to carry out the reliability analysis. If the findings of the questionnaire have a Cronbach Alpha value that is greater than 0.60, then they can be considered reliable. This means

that they provide the basis for decision making. The following is a rundown of the findings based on the information that has been processed:

Table 1 Reliability Test Results

Variable	r_{count}	$r_{critical}$	information
Advertising (X_1)	.761	0.6	realistic
Taglines (X_2)	.772	0.6	realistic
Brand Ambassadors (X_3)	.764	0.6	realistic
Electronic Word of Mouth (X4)	.763	0.6	realistic
Brand Awareness (Y)	.805	0.6	realistic

As can be seen in table 1, all of the variables are reliable above the 0.6 threshold. This demonstrates that all declared variables are authentic, guaranteeing that same results will be obtained from identical devices when measuring the same thing. A dependable construct or variable will have a Cronbach's alpha value of more than 0.6.

3. Hypothesis Test Results
a) Coefficient of Determination

The following are the results of a test to examine the ability of the independent variables to explain the dependent variable using the coefficient of determination. In this instance, advertising, tagline, brand ambassador, and electronic word of mouth serve as independent factors, while brand awareness (Y) serves as the dependent variable. Thus, a coefficient of determination test was conducted to determine the impact of advertising, tagline, brand ambassador, and electronic word of mouth on brand recognition.

Table 2 Test Results for the Coefficient of Determination

			Summary models	
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.523 [a]	.779	.644	3,180

a. Predictors: (Constant), Ewom, *Brand Ambassador*, *Tagline*, Ads

When looking at the outcomes of these computations, it is clear that variable X is capable of providing an explanation for variable Y, which has a value of 77.9%. Whereas it is evident that the advertising variable, Tagline, Brand Ambassador, and Electronic Word of Mouth have a 77.9% influence on the Brand Awareness variable, the remaining 22.1%, including the contribution of other factors outside of this study, is made up of the remaining variables.

b) Hypothesis F Test Results (Simultaneous)

The statistical test known as the F test is utilized in order to ascertain if the independent variables influence the dependent variable either jointly or concurrently. The level of significance that was used for the significant F test was 0.05. The outcomes of the F value tests are presented in table L3 which can be seen below.

Table 3 f Test Results (Simultaneous)

ANOVA [a]

	Model	Sum of Squares	df	MeanSquare	F	Sig.
	Regression	209,454	4	52,363	5.179	.001 [b]
1	residual	960506	95	10.111		
	Total	1169960	99			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Ewom, Brand Ambassador, Tagline , Ads

Table 3 shows that the F count for the ANOVA test was 5.179, and the p-value for significance was 0.001. To the F table, 2,700 is the highest possible score. These findings demonstrate the reciprocal nature of the influences on brand recognition exerted by advertising, taglines, brand ambassadors, and electronic word of mouth. Multiple linear regression can be utilized based on the findings of the R^2 and F anova tests.

c) Hypothesis Test Results t (Partial)

Advertisements, taglines, brand ambassadors, and electronic word of mouth are all tested in order to see how they affect Tokopedia's brand awareness, and the results are analyzed using the T test.

Table 4 Partial Test Results (t)

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	std. Error	Betas			
1 (Constant)	5,682	2,184			5,602	011
Advertising	.315	052	.036		1,286	.775
Taglines	.427	082	039		4,328	044
Brand Ambassadors	.142	071	.231		5,984	.004
Ewom	.134	071	.225		3,870	.035

a. Dependent Variable: Brand Awareness

a) From the results of the t-test in table 4, it can be seen that the t-count value of the Advertising variable is 1,286 and the t-table value is ± 1.984, because t-count 1,286 ≤ t-table 1.974 is located in the H0 rejection area and also a significance probability of 0.775 ≥ 0.05 significance level, so it can be seen that the Advertising variable has no significant effect on Brand Awareness. Thus the hypothesis (H1) Advertaising has a significant and significant effect on Brand Awareness being rejected.

b) Table 4 shows that the Tagline variable significantly affects Brand Awareness, with a t-count of 4,328 and a t-table of 1.984. This is because the difference between these two values falls within the H0 rejection area, and because the significance probability of 0.044 is less than the 0.05 threshold for statistical significance. Brand Awareness Tagline (H2) is therefore allowed.

c) It can be seen from Table 4 of the t-test results that the t-count value for the Brand Ambassador variable is 5,984, and the t-table value is 1.984. This is so due to the fact that

the significant probability region encompassing t-counts of 5,984 and t-tables of 1.984 lies within the H0 rejection zone. The significance level of.004 > 0 indicates that the Brand Ambassador variable significantly affects Brand Awareness. As a result, Brand Ambassadors are thought to have a substantial and ultimately positive impact on Brand Awareness (H3).

d)   The t-count for the Electronic Word of Mouth variable is 3,870, and the t-table value is 1.984, according to the t-test findings shown in Table 4. It may be argued that the Electronic Word of Mouth variable has a significant effect on Brand Awareness, as the t-count of 3,870 and the t-table of 1.984 both fall within the H0 rejection zone and have significance probabilities of 0.035 and 0.05, respectively. It follows that there must be a positive and statistically significant impact of Electronic Word of Mouth on Brand Awareness (H4).

Discussion

Results show that there is no correlation between X1 (Advertising) and Y (Brand Awareness) (Y2). "Brand Awareness" is "the ability to recognize or recall again that a brand is part of a given product category," as defined by Aaker (2015). Brand awareness needs to be bolstered in the minds of prospective buyers. Customers are only able to retain a minimal amount of brand information, including associated noises, colors, and symbols. Marketing jargon for "knowing who you are" Customers' familiarity with a brand can have a role in their final purchase choice. These findings are consistent with those found by Setiawan and Rabuani (2019) and Valencia and Junaidi (2019) that "advertising does not have a substantial influence in establishing brand awareness of a product."

From the results of the study, it can be seen that the Tagline variable has a significant effect on Brand Awareness. Consumer perception of a company's brand can be positively influenced by an effective slogan. impact of viewing frequency and duration on Brand Awareness. This is important because customer mindset is influenced by brand awareness, and is expected to have an impact on buying behavior. To make purchase choices, consumers will utilize their understanding of the brand to guide their behavior. Brand awareness is a source of reference in determining which products are preferred and consumed (Mahisa et al., 2019). The results of this study are in line with research conducted by Saputri et al., (2020), Mahisa et al., (2019) that taglines have a positive and significant effect on brand awareness.

In this study, the Brand Ambassador variable was found to significantly affect Brand Awareness. The presence of a Brand Ambassador can boost product recognition. Visibility, likelihood, credibility, and appeal are all useful metrics to track as a brand ambassador. Decency and fairness are two such indicators, and they each have sub-variables like expertise and trust. Another example is power, which includes such sub-variables as superior knowledge and awe. A good communicator is essential for a Brand Ambassador, as they will be the first point of contact for potential clients (Kotler & Armstrong, 2018: 78). This study agrees with findings from Dewi et al., (2020), Osak & Pasharibu (2020), and others that Brand Ambassadors have an effect on Brand Awareness.

Electronic Word of Mouth variable has a significant effect on Brand Awareness. If consumers, future customers, or previous customers post critical or good reviews about a product or business online, it can be accessed by many individuals or organizations online (Cheung & Thadani, 2012). Instagram and other social media platforms enable customers to participate in

Analysis of Factors Influencing Tokopedia Brand Awareness. Supriyatin SY

80

brand-related e-WOM and are emerging as an advertising tool in marketing and e-commerce thanks to the availability of social technologies on the internet and on smartphones.

CONCLUSION

There is no significant influence between advertising on Brand Awareness. Tokopedia already has Brand Awareness that sticks in the minds of consumers so that consumers no longer need to consider Tokopedia Brand Awareness. This has proven that consumers are quite satisfied when viewed from Tokopedia's Brand Awareness which is well formed without lots of advertisements. There is a significant influence between the Tagline on Brand Awareness. Consumer perception of a company's brand can be positively influenced by an effective slogan. How does the amount of time spent watching videos affect brand awareness? This is important because consumer thinking is influenced by Brand Awareness, and is expected to have an impact on buying behavior. There is a significant influence between Brand Ambassadors on Brand Awareness. This applies well to Tokopedia, because the Brand Ambassador chosen to represent the company has an influence on the Brand Awareness of the product it represents. There is a substantial relationship between Electronic Word of Mouth and Brand Awareness. Electronic Word of Mouth is a negative or positive comment made by actual, potential, or previous customers about a product or company, and this is demonstrated by a brand with a positive Electronic Word of Mouth that will influence the company's Brand Awareness.

REFERENCES

Aaker, D. (2015). *Aker On Branding.* Pt Gramedia Pustaka Utama.

Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision support systems*, *54*(1), 461-470.

Dewi, L. G. P. S., Oei, S. J., & Siagian, H. (2020). *The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia* (Doctoral dissertation, EDP Sciences).

Fajar, A. (2017). Implementasi Intergrated Marketing Communication Pada Tokopedia Dalam Mempertahankan Pelanggan. *Komunikasi*, *Viii*(3), 2579–329.

Gunawan, J, V., & Sugiharto, S. (2019). Analisa Pengaruh Advertising Awareness Terhadap Brand Equity Dengan Brand Awareness dan Brand Image Sebagai Variabel Intervening Dengan Studi Kasus Iklan Indomie Goreng Kuah di Youtube. *J. Chem. Inf. Model*, *53*(9), 1689-1699.

Kotler, P., & Amstrong, G. (2018). Principles of Marketing. Edisi 15 Global Edition.

Kurnyawati, M. D., Kumadji, S., & Yulianto, E. (2014). Pengaruh Iklan Terhadap Brand Awareness dan Dampaknya Terhadap Keputusan Pembelian (Studi pada Mahasiswa Fakultas Ilmu Administrasi Niaga (FIA) Jurusan Administrasi Bisnis Universitas Brawijaya Angkatan 2012-2013 yang Menggunakan Produk Sabun Mandi Lifebuoy). *Malang. Universitas Brawijaya*.

Kusuma, A. (2017). *Analisis Faktor-Faktor Yang Berpengaruh Terhadap Keputusan Pembelian Secara Online di Website Tokopedia (Studi Kasus pada Mahasiswa di Universitas Islam Indonesia)* (Doctoral dissertation, UII).

Mahisa, R. K., Permadi, L. A., & Darwini, S. (2019). Analisis Pengaruh Tagline Dan Brand Ambassador Terhadap Brand Awareness Telepon Seluler Merek Oppo (Studi Pada Pekerja Kantoran Di Kota Mataram). *Jurnal Riset Manajemen*, *19*(2), 86-97.

Osak, D. J., & Pasharibu, Y. (2020). Pengaruh brand ambassador dan tagline terhadap keputusan pembelian online dengan mediasi brand awareness. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, *9*(4), 357-380.

Priansa D.J. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial*. Cv Pustaka Setia.

Ranto, D. W. P. (2016). Menciptakan Islamic Branding Sebagai Strategi Menarik Minat Beli Konsumen. *Jurnal Bisnis, Manajemen, dan Akuntansi*, *1*(2).

Royan, F. (2011). *Marketing Celebrities: Selebriti Dalam Iklan Dan Strategi Selebriti Memasarkan Diri Sendiri*. Jakarta: Elex Media Komputindo.

San Sabillah, H. (2022). Pengaruh Celebrity Endorser, Brand Image, Word Of Mouth, Kualitas Website, Dan Persepsi Harga Terhadap Keputusan Pembelian Pada E-Commerce Tokopedia. *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, *4*(Spesial Issue 3), 1114-1127.

Setiawan, B., & Rabuani, C. C. (2019). Pengaruh iklan dan endorser terhadap brand awareness serta dampaknya pada keputusan pembelian. *Riset: Jurnal Aplikasi Ekonomi Akuntansi Dan Bisnis*, *1*(1), 001-015.

Sudaryono, S., Rahwanto, E., & Komala, R. (2020). E-Commerce Dorong Perekonomian Indonesia, Selama Pandemi Covid 19 Sebagai Entrepreneur Modern Dan Pengaruhnya Terhadap Bisnis Offline. *Jurnal Manajemen Dan Bisnis*, *2*(02), 110-124.

Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta.

Suhendra, G., & Krisnadi, I. (2020). Kekuatan Shopee Sebagai E-Commerce Terpopuler Di Indonesia Saat Ini. *Universitas Mercu Buana (29)*.

Tjiptono, F. (2015). *Strategi Pemasaran*. Andi Offset.

Valencia, V., & Junaidi, A. (2019). Pengaruh Pesan Iklan Televisi "Dana App-Dompet Digital Indonesia 60s (2018)" terhadap Keputusan Penggunaan Aplikasi Dana. *Prologia*, *3*(2), 512-518.

Wijayanto, G., & Komita, S. E. (2021). Pengaruh E-Satisfaction dan E-Trust terhadap Repurchase Intention Melalui E-Word of Mouth (E-Wom) sebagai Variabel Intervening E-Commerce Buka Lapak pada Generasi Millenial. *Jurnal Ekonomi KIAT*, *32*(1).