THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER AWARENESS ON STARBUCKS PRODUCTS

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Abstract
The purpose of this research is to analyze the influence of social media marketing variables on consumer awareness at Starbucks. This research is explanatory research with a quantitative approach. The data for this study were obtained from 119 respondents. The sampling method in this study is quota sampling. According to multiple regression analysis, the results show that brand exposure has an influence but not significant on consumer awareness, indicated by a t-test value of 0.137 and a significance value of 0.891. Customer involvement has a significant influence on consumer awareness, indicated by a t test value of 2.251 and a significance value of 0.026. Word of Mouth has a significant influence on consumer awareness, indicated by a t test value of 5.172 and a significance value of 0.000.

Keywords: Social Media Marketing, Consumer Awareness.

1. Introduction

Social media has changed the paradigm in the world of marketing, giving companies wider and faster access to communicating with consumers (Lenhart et al., 2010; Rauniar et al., 2014). This phenomenon has inspired a fundamental shift in the way companies interact with their markets (Wang & Kim, 2017). Along with the development of technology and changes in consumer behavior, social media has become an increasingly important communication channel and cannot be ignored. Global brands such as Starbucks, which has a broad international reach, have not only recognized the importance of social media in reaching consumers, but have also integrated social media marketing strategies as an integral part of their efforts to strengthen consumer awareness of their products and services.

Especially for a world-renowned coffee company like Starbucks, adaptation to modern marketing trends is a must. The implementation of a social media marketing strategy is an important key in maintaining brand relevance and presenting an interesting experience for customers, as well as expanding the brand's reach (Calder & Malthouse, 2005; Gordon, 2017; Kurniasari & Budiatmo, 2018). In this context, Starbucks has shown a proactive response by leveraging social media to build a network of interactions with

consumers, create creative content, and distribute information about their products and services efficiently and effectively.

One area that shows the importance of using social media in an effort to strengthen consumer awareness is in the city of Mataram. Starbucks has chosen this city as one of the locations to present their store. In the midst of increasingly fierce business competition and increasingly diverse consumer demands, the use of social media as a means of communicating with local consumers is very important. The existence of social media in this case is not only a tool for marketing products, but also as a channel for establishing interactions, responding to feedback, and understanding the needs and preferences of consumers in the area.

In order to understand more deeply about how social media influences consumer awareness, this research seeks to identify and analyze the influence of social media marketing variables on consumer awareness at Starbucks, with a particular focus on the context of the city of Mataram. This research takes an explanatory approach using quantitative methods, which allows a more structured analysis of the cause-and-effect relationship between social media marketing variables and consumer awareness levels.

In order to collect representative data, this research will involve 119 respondents who are active Starbucks consumers in the city of Mataram. Sampling was carried out using the quota sampling method, which aims to ensure that various consumer groups are evenly represented in the sample. Data analysis will be carried out through multiple regression analysis techniques, which make it possible to evaluate the impact of three main variables: brand exposure, customer engagement and Word of Mouth on the level of consumer awareness at Starbucks.

It is hoped that the results of this analysis will provide deeper insight into the mechanisms underlying the influence of social media in shaping consumer awareness. The findings from this research have important implications for Starbucks, as well as other companies in similar industries, in formulating more targeted and effective marketing strategies in this increasingly digitally connected era. By understanding how social media marketing variables influence consumer awareness, companies can adjust their approach to reach target markets in a more targeted and highly competitive manner.

2. Theoretical Background

The Influence of Social Media Marketing on Consumer Awareness

Marketing via social media has taken center stage in modern marketing strategies. According to Kotler and Armstrong (2017), social media allows companies to interact directly with consumers, build brands, and influence their perceptions. In this context, research by Smith and Zook (2011) reveals that the use of social media can help increase consumer awareness of brands, products and services through creative content and meaningful information sharing.

Brand Exposure and Consumer Awareness

Brand exposure on social media has the potential to influence consumer awareness. According to Keller (1993), repeated exposure to a brand can strengthen brand recognition and build relationships between the brand and consumers. However, in a study by Li et al. (2012), brand exposure on social media does not always have a significant impact on consumer awareness, as factors such as content creativity and consumer interaction also play an important role.

Customer Engagement and Consumer Awareness

Customer engagement through social media can have a significant impact on consumer awareness. According to Brodie et al. (2011), interaction between customers and brands through social media can increase customers' emotional closeness to brands, which in turn can increase brand awareness. This is in line with the concept of "engagement marketing" which emphasizes the importance of two-way interactions and deeper relationships with customers.

Word of Mouth and Consumer Awareness

Word of Mouth (WoM), which includes reviews, recommendations and brand talk on social media, also has a major influence on consumer awareness. According to Hennig-Thurau et al. (2004), WoM has the potential to create a viral effect and spread information about a brand quickly. Research by Chevalier and Mayzlin (2006) also reveals that positive reviews from consumers on social media can increase the level of trust and brand awareness.

In the context of this research at Starbucks, the importance of understanding how social media marketing variables such as brand exposure, customer engagement and WoM affect consumer awareness is especially relevant. By combining the findings from these studies, this research can provide a more comprehensive insight into how Starbucks can optimize its social media marketing strategy to increase consumer awareness, especially in the city of Mataram.
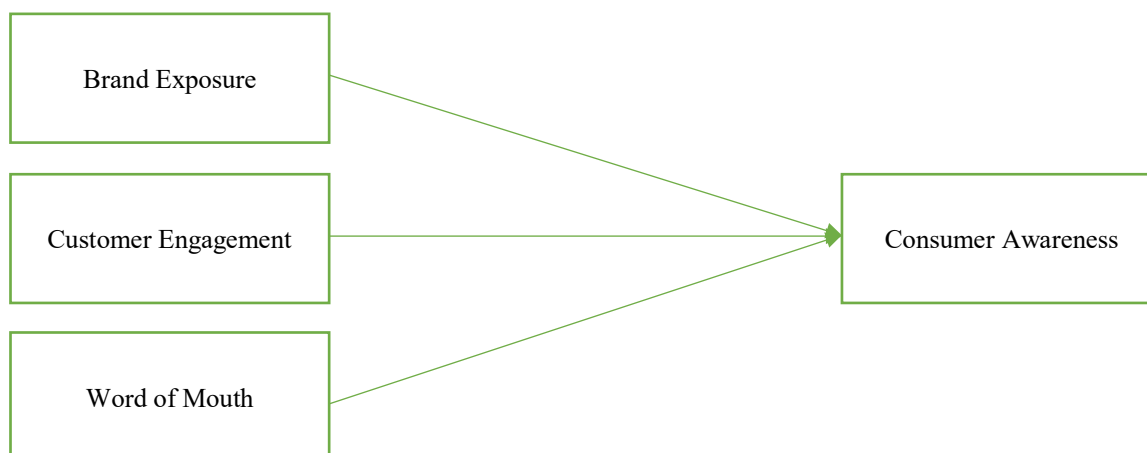

Figure 1: Hypothesis Model

3. Methods

This research was conducted within the framework of explanatory research with a quantitative approach. Data collection was carried out through a survey using a questionnaire as a research instrument.

The population in this research is consumers of Starbucks products in Mataram. The number of samples taken was 119 respondents, exceeding the minimum sample size of 112 respondents. The sampling technique used is quota sampling, a non-probability sampling technique that focuses on the quality and volunteerism of the respondents.

This research consists of three independent variables and one dependent variable. The measurement scale used is the Likert measurement scale. The data in the questionnaire was validated using Pearson Product Moment correlation with a significance level of 0.05. The reliability test uses Cronbach's Alpha to ensure consistency of responses from respondents with a significance level of 5%.

Data analysis was carried out using SPSS version 20.0 software. The data analysis technique used is as follows: Statistical analysis is used to provide an overview or description of the responses given. This analysis involves creating graphs, curves, percentages, and more. Statistical analysis to measure the similarity or homogeneity of results with the results of the population as a whole. This analysis includes:

1. Normality Test: To ensure the normal distribution of the regression and residual models.
2. Multicollinearity Test: To identify the correlation between independent variables.
3. Heteroscedasticity Test: To detect differences in residual variances.

Statistical analysis to identify the mathematical relationship between two or more independent variables and the dependent variable through an interval scale. This regression analysis aims to measure the effect of brand exposure, customer engagement, and word of mouth on consumer awareness.

4. Results and Discussion

Normality Test

Table 1. Normality Test

	Unstandardized Residual
Asymp. Sig. (2-tailed)	0.304

Source: processed data, 2023

Normality test analysis using the Kolmogorov-Smirnov test shows that the sig. in this study it was .304, which H0 was rejected and meant that the residual data was normally distributed. The basis for making the decision, if the sig value is > 0.05 (limit sig value) then H0 is rejected and vice versa. H0 is normally distributed data while H1 is data that is not normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Brand Exposure	.483	2.069
Customer Engagement	.735	1.361
WoM	.513	1.950

Source: processed data, 2023

Multicollinearity test analysis shows that each variable model in this study does not indicate multicollinearity. The basis for decision making, if the tolerance value is > 0.10 and VIF < 10.00, it can be said that it indicates multicollinearity and vice versa.
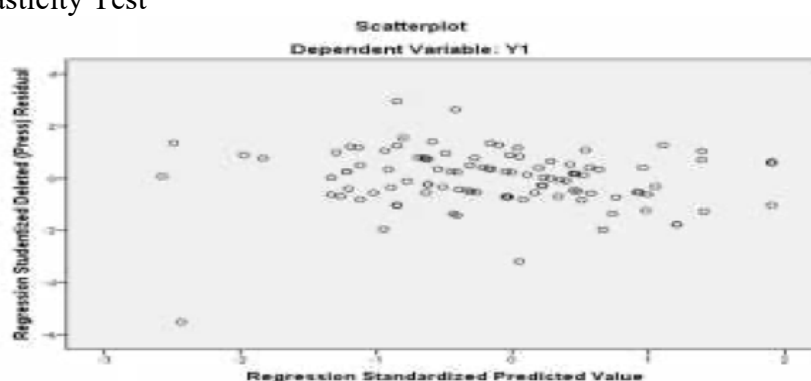
Heteroscedasticity Test

Figure 2. Heteroscedasticity test

Analysis of the data in Figure 2 shows that the points that constitute the data in this study do not form a particular pattern and do not have a clear pattern and the distribution of the points is above and below the number zero (0) on the axis.

Regression Analysis
Coefficient of Determination
The results of the coefficient of determination using SPSS 20.0 in this study are described in table 3

Table 3. R-Squared

Model	R	R-Sqr.	Adj. R. Sqr	Std. Error	Durbin Wats.
1	0.638	0.406	0.391	3.113	1.987

Source: processed data, 2023

The results from table 3 indicate that R squared in the multiple regression model from this study has a value of 0.406. This fact illustrates those variations in variables such as brand exposure, customer engagement, and word of mouth are able to explain around 40.6% of the variations in consumer awareness. However, the remaining part, namely 59.4%, is influenced by factors that are not included in the regression model framework.

Regression Equation

The form of the regression equation is intended to determine the relationship between the independent variables and the dependent variables in this research. The following regression model is shown in table 4:

Table 4. Multiple Regression Test

Variable	Koef. Regresi	Koef. Beta	t	Sig.	Information
X1	0.017	0.017	0.138	0.891	Accepted
X2	0.325	0.187	2.252	0.026	Rejected
X3	0.252	0.518	5.173	0.000	Rejected
R	0.637				
R^2	0.405				
Adj. R	0.391				
F-Count	26.143				
Sig.	0.000				

Source: processed data, 2023

These results can be written in the standardized form of the regression equation, namely:

$$Y = 18.522 + 0.017X_1 + 0.325X_2 + 0.252X_3$$

Where:

The value of the variable Y is expected to increase by 18,522 points if the values of the variables X1, X2 and X3 remain the same. In the case of the brand exposure value (X1) increasing while X2 and X3 are fixed, it is estimated that the value of consumer awareness variable (Y1) will increase by 0.017. Likewise, if the brand exposure value (X1) decreases under conditions of constant X2 and X3, it is estimated that the consumer awareness value (Y1) will decrease by 0.017. If the value of customer engagement (X2) increases with X1 and X3 fixed, it is estimated that the value of consumer awareness (Y1) will increase by 0.325. Conversely, if the value of customer engagement (X2) decreases in conditions X1 and X3 remain constant, it is estimated that the value of consumer awareness (Y1) will decrease by 0.325. When the value of word of mouth (X3) increases in conditions X1 and X2 are fixed, it is estimated that the value of consumer awareness (Y1) will increase by 0.252. Conversely, if the value of word of mouth (X3) decreases in conditions X1 and X2 remain constant, it is estimated that the value of consumer awareness (Y1) will decrease by 0.252.

From the interpretation above, it can be concluded that brand exposure, customer engagement, and word of mouth variables have a positive effect on consumer awareness. Therefore, it is believed that the increased value of brand exposure, customer engagement, and word of mouth will be followed by an increase in the value of consumer awareness.

t Test

The results of the F test aimed at analyzing whether the brand exposure, customer engagement and word of mouth variables partially influence the consumer awareness variable are shown in table 5:

Table 5. t Test

Model	Unstandardized Coef.		Standardized Coef.	t	Sig.	Coll. Test	
1	**B**	**Std. Error**	**Beta**			**Tolerance**	**VIF**
(Constant)	18.523	2.393		7.737	0.000		

X1	0.019	0.135	0.015	0.136	0.892	0.482	2.068
X2	0.327	0.144	0.188	2.252	0.025	0.735	1.362
X3	0.254	0.048	0.518	5.173	0.000	0.514	1.951

Source: processed data, 2023

Analysis of data from the coefficient table in multiple regression analysis reveals the following:

The t test between brand exposure (X1) and consumer awareness (Y1) shows that the calculated t value is 0.136, while the t table value ($\alpha = 0.05$; df residual = 115) is 1.980. Because t count < t table or the significance value of t $0.891 > \alpha = 0.05$, it can be concluded that the influence of brand exposure (X1) on consumer awareness is not significant. This indicates that consumer awareness is not significantly influenced by brand exposure.

These results are in line with findings from several previous studies which state that brand exposure, although it can influence consumer perceptions of brands, may not always be the dominant factor in building consumer awareness. Therefore, companies like Starbucks need to consider a more comprehensive marketing approach to increase consumer awareness, including through factors such as customer interactions and recommendations from customers.

The results of the t test between customer engagement (X2) and consumer awareness (Y1) show a calculated t of 2,252, while the t table ($\alpha = 0.05$; df residual = 115) is 1,980. Because t count > t table or the significance value of t $0.026 < \alpha = 0.05$, it can be concluded that the influence of customer engagement (X2) on consumer awareness is significant. This means that the level of customer engagement significantly influences consumer awareness; The higher the customer engagement value, the higher the consumer awareness.

These results support the concept of "engagement marketing" which emphasizes the importance of deeper interactions with consumers. Companies can take advantage of positive interactions with consumers through social media, loyalty programs, or other two-way communications to increase consumer awareness of the brand. A high level of involvement from consumers can create stronger relationships and increase consumer loyalty to brands.

The t test between word of mouth (X3) and consumer awareness (Y1) shows the calculated t is 5,173, while the t table ($\alpha = 0.05$; df residual = 115) is 1,980. Because t count > t table or the significance value of t $0.000 < \alpha = 0.05$, it can be concluded that the influence of word of mouth (X3) on consumer awareness is significant. This shows that the variable word of mouth has a real impact on consumer awareness; the higher the value of word of mouth, the higher the consumer awareness.

These results show the importance of positive publicity from consumers in building strong consumer awareness. Companies can plan strategies that encourage consumers to speak well of their brands. Incentive programs for positive reviews, rewards for consumers who recommend the brand to others, and positive word of mouth campaigns on social media can be part of a strategy to increase word of mouth and consumer awareness.

Data analysis indicates that in the context of the Starbucks brand, customer engagement and word of mouth variables have a significant influence on consumer awareness, while brand exposure has an insignificant influence. Therefore, in an effort to increase consumer awareness, Starbucks can focus on strategy.

5. Conclusion

In this study, an analysis was conducted of the influence of three main variables, namely brand exposure, customer engagement, and word of mouth, on consumer awareness of the Starbucks brand. The findings of this study provide valuable insights regarding the factors that influence consumer awareness levels. The results of the analysis show that the effect of brand exposure on consumer awareness is not significant, indicating that efforts to increase brand exposure need to be balanced with other strategies. On the other hand, customer engagement and word of mouth have a significant influence on consumer awareness. These results underscore the importance of deep interaction with consumers and positive publicity from consumers in building strong consumer awareness. Therefore, in order to strengthen consumer awareness, companies must direct their marketing efforts towards deeper interactions with consumers and encourage positive word of mouth. This research provides strategic guidance for companies like Starbucks in optimizing their marketing efforts to achieve a better level of consumer awareness.

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