

The Influence of Digital Marketing, Brand Image, and Brand Awareness on the Interest in Using Bukalapak APP

Andhi Sukma*, Afi Abdiawan, Alfian Fathan Setiawan, Gerry Rivaldy, Restu Fauzan Nabhan
Widyatama University, Indonesia
*andhi.sukma@widyatama.ac.id

Abstract

Data from iPrice Group shows that the average monthly visitor of Bukalapak decreased from 116 million in 2018 to 37.63 million visitors at the beginning of 2020. Some of the factors that influence are brand awareness, digital marketing, and brand image. The research aims to quantify these factors to determine their influence on the interest in the use of Bukalapak application. The method used is a survey method that is carried out by distributing interval-scale questionnaires. The questionnaire was filled out by 100 respondents from various circles who are users of e-commerce applications. The collected data were analyzed using verificative and descriptive analysis methods, with the help of SPSS 20. Based on verificative analysis obtained the value of the coefficient of determination from brand awareness, digital marketing, and brand image Bukalapak is 61.9%. The figure indicates brand awareness, digital marketing, and brand image significantly influence the interest in using the app.

Keywords: digital marketing, brand image, brand awareness, user interest.

INTRODUCTION

Indonesia's internet history began in the 1990s. At that time the internet network in Indonesia was better known as a network group, where the spirit of cooperation, kinship & mutual assistance was very warm and felt among the perpetrators. Somewhat different from the atmosphere of the Indonesian Internet in its later development that feels more commercial and individual in some of its activities, especially involving Internet trading. Since 1988, there have been early Internet users in Indonesia who use CIX (UK) and CompuServe (USA) to access the internet.

The internet brings a positive influence, one of them in the field of buying and selling goods, which can be called e-commerce. E-commerce is a commercial business site for buying and selling goods and services or transmitting funds and data through electronic networks, especially the internet (Saudi, 2018). The development of information technology and software makes conventional transactions possible to be done electronically. E-commerce business itself in Indonesia is growing very rapidly where from year to year many e-commerce are emerging because people are already aware that this e-commerce business has the opportunity to provide promising profits. E-commerce business requires company companies to know more about digital marketing and dimensions that exist because the domain of e-commerce business itself is in the digital world.

Table 1. E-Commerce Market Competition

E-commerce Sites	Monthly Visitors
Shopee	71.533.300

Tokopedia	69.800.000
Bukalapak	37.633.300
Lazada	24.400.000
Blibli	17.600.000

Based on the table above, it appears that the most visited e-commerce site in Indonesia is Shopee while Bukalapak is now in third place, the decline of bukalapak position indicates that the profit of bukalapak will also decrease because the merchant will move to another e-commerce.

From the results of pre-survey interviews conducted by the author to 30 random people, the results can be shown in the table above. In the table above it is known that people are interested in using bukalapak application after they see advertisements through digital media marketing, and also the brand image that has been created by Bukalapak is recognized by the public that bukalapak brand image is good. But judging from the results of the pre-survey, public interest through digital marketing or brand image comparison with those who are not interested in choosing bukalapak application through digital marketing or brand image.

Problem Formulation

1. How Bukalapak's role in promoting through digital marketing to attract interest and influence on the interests of users of Bukalapak application?
2. How the brand image done by Bukalapak in attracting interest and influence on the interests of users of the Bukalapak application?
3. How Bukalapak's role is to attract interest and influence the interests of users through brand awareness?
4. What is the relation of digital marketing, brand image, and brand awareness in attracting users of Bukalapak application?

Research Objectives

The objectives of this research include:

1. Knowing Bukalapak's role in conducting promotions through digital marketing to attract interest and influence the interests of Bukalapak application users.
2. Know the brand image done by Bukalapak in attracting interest and influence on the interests of bukalapak application users.
3. Bukalapak's role to attract interest and influence user interest through brand awareness.
4. Know the relation of digital marketing, brand image, and brand awareness in attracting users of Bukalapak application.

LITERATURE REVIEW

Digital Marketing

According to Chaffey and Chadwick (2012), digital marketing is also defined as internet applications and digital technologies that related to traditional marketing to achieve marketing objectives.

Brand

According to Kartajaya (2010) defines the brand as: "An asset that creates value for customers by increasing satisfaction and value".

Brand Image

According to Tjiptono (2015), Brand image is a description of association and consumer confidence in a particular brand.

Brand Awareness

According to Aaker in Handayani et al. (2010) defining brand awareness is the ability of potential consumers to recognize or remember that a brand belongs to a particular product category.

Usage Interest

The sense of interest according to Kotler and Keller (2012) is everything that arises because of the stimulus of the product and its attributes that it has seen.

Research Model

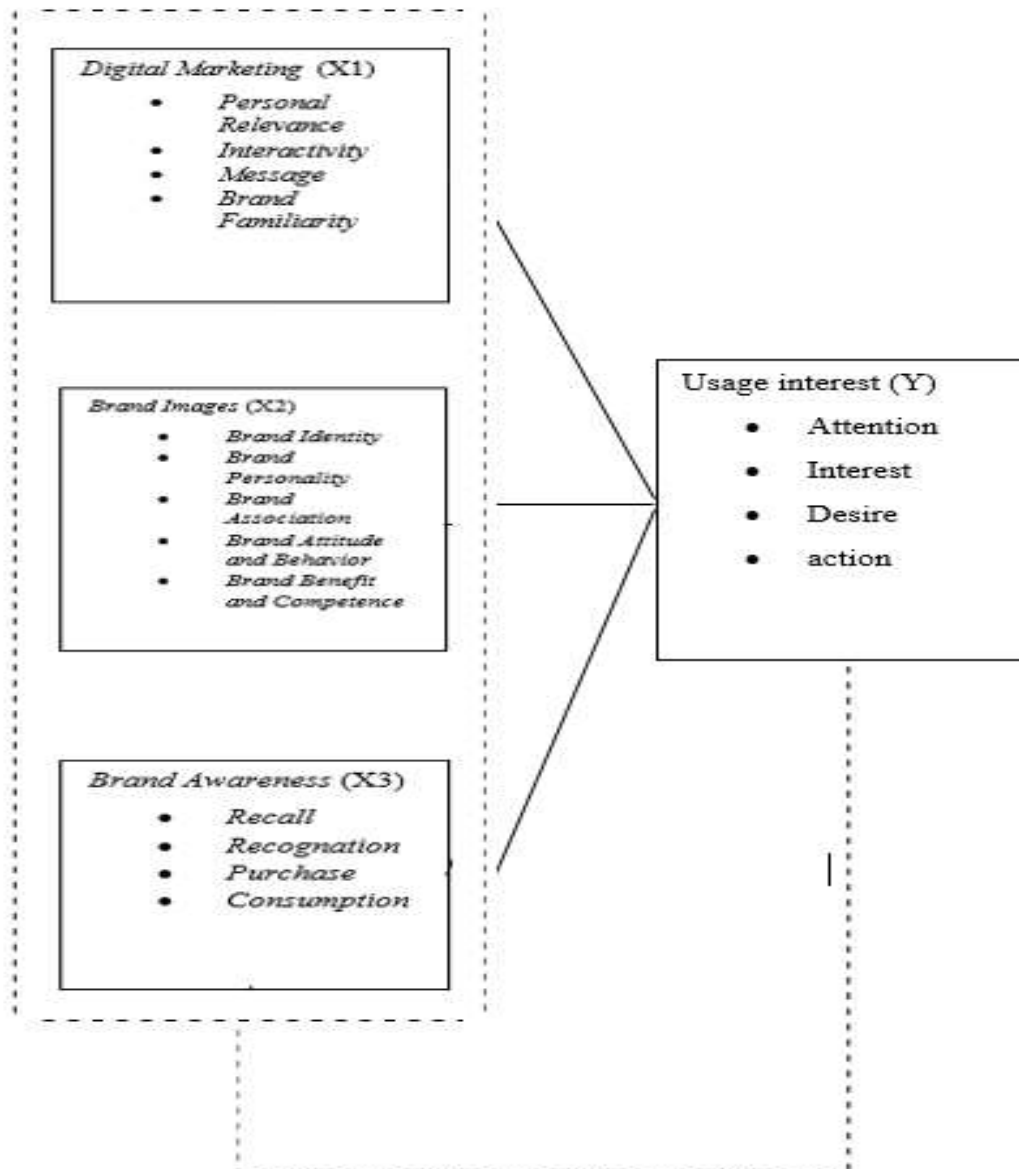


Figure 1. Research Model

Hypothesis

H1: Digital marketing affects users' interests.

H2: Brand image affects user interest.

H3: Brand awareness affects user interest.

H4: Digital marketing, brand image, and brand awareness affect users' interests.

RESEARCH METHODS

Research Object Profile

The Founding of Bukalapak

Bukalapak.com is an online buying and selling site located in Indonesia. This online site is quite popular in Indonesia, in addition to the internet bukalapak system information is also advertised on Indonesian television. Various products are sold on this site ranging from new products to used products. Bukalapak.com was officially established in 2011, created with the aim of empowering Indonesian small and medium enterprises by providing a platform for these SMEs to sell and find buyers of their products.

Research Model and Type

This research uses quantitative methods with descriptive and verificative research approaches because the data obtained in this research will be able to be calculated or can be described in the form of numbers and the existence of variables that will later be analyzed and the purpose of which is to display a structured picture of the facts of the relationship between the variables studied.

Operational Variable

In this research, there are two types of variables, the namely independent variable (X) and dependent variable (Y).

Variable (X1) = Digital Marketing

Sub Variable = Personal Relevance,

Interactivity,

Message,

Brand Familiarity

Scale = Interval

Variable (X2) = Brand Image

Sub Variable = Brand Identity,

Brand Personality,

Brand Attitude & Behavior,

Brand Benefit & Competence

Scale = Interval

Variable (X3) = Brand Awareness

Sub Variable = Recall,

Recognition,

Purchase,

Consumption

Scale = Interval

Variable (Y) = Usage Interest

Sub Variable = Attention,

Interest,

Desire,

Action
Scale = Interval

Data and Data Sources

This research uses two types of data, namely qualitative data and quantitative data. While, the data source is primary data and secondary data.

Research Population

In this research, the population determined by the author is digital media users.

Research Sample

In this research, the sampling techniques used are nonprobability sampling because sampling techniques do not provide equal opportunities for each predetermined member of the population.

Data Collecting Method

The way to obtain data and information in this research, namely Library Research and Field Research.

Data Analysis Technique

Data analysis that will be used in this research is Qualitative Analysis that is data in the form of alphabetic can be used to support research to state the truth and hypothesis. "The Likert scale is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena".

Validity Test

Validity test is done by correlating each statement with the total score on each variable and used to find out the validity of a statement in the questionnaire, a questionnaire asked valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire.

Reliability Test

According to Arikunto (2014), Reliability refers to one sense that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good. To test the reliability level of the construct in this study used the Cronbach Alpha test technique. A construct is said to be reliable if the value of Cronbach Alpha > 0.60 (Imam Ghazali, 2013).

Classic Assumption Test

Consists of

1. Normality Test
2. Multicollinearity Test
3. Heteroscedasticity Test

Hypothesis Test

Hypothesis testing is intended to determine whether or not there is a significant influence between independent variables to dependent variables. In testing this hypothesis, researchers determined by using significant tests, with the determination of zero hypotheses (H_0) and alternative hypotheses (H_a).

Partial Hypothesis Test (T-Test)

Statistical test t is also called individual significant test. This test shows how far independent variables partially affect dependent variables. In the end, Ho's conclusion is rejected or H_a is accepted from the hypothesis that has been formulated. A significant test of predetermined hypothesis using t-test.

Simultaneous Hypothesis Test (F Test)

On simultaneous testing will be tested the influence of three independent variables together on dependent variables. The statistical test used in simultaneous testing is Test F or commonly referred to as Analysis of variants (ANOVA).

Coefficient of Determination

The coefficient of determination (R^2) aims to measure the ability of the model in explaining variable variations tied to values between zero and one. The value of $R^2 = 0$ means that free variables do not have the ability to explain variations of bound variables and the value of $R^2 = 1$ means that free variables have the ability to explain bound variable variations. According to Sugiyono (2012), analysis of the coefficient of determination can be formulated as follows:

$$KD = r^2 + 100\%$$

Description:

KD: Coefficient of determination

r^2 : Correlation coefficients squared

RESEARCH RESULTS AND ANALYSIS

This research was conducted by distributing questionnaires to 100 respondents, with research objects of digital media users in Indonesia.

Analysis Description of Research Results

Based on the statement in the questionnaire, it is known that the highest statement value is number 2, namely "I have seen Bukalapak ads on digital media (TV, social media, internet)" where the score [as1] achieved is 439 with an average score of 4.10. This can mean that Bukalapak must be able to maintain its interactivity in order to increase the interest in using the Bukalapak application in online shopping. While the lowest statement value is number 15, namely "I remember Bukalapak when using other e-commerce sites" where [as2] the score achieved was 289, with an average score of 2.70. It can be interpreted that Bukalapak needs to increase brand awareness in the community so that people are interested in using the Bukalapak application. Statements about the influence of digital marketing, brand image, and brand awareness on the interest in using the Bukalapak app in online shopping can be said to be quite good because the average value of the overall statement is 3.37 and is in a pretty good category.

Research Results Verificative Analysis

Validity Analysis

To assess whether the above values (Item Validity and Item Reliability) are valid and reliable, compare them with Table R in $DF=N-2$ and Probability 0.05.

DF value = number of samples – 2 = 107 – 2 = 105. R Table at DF 105 Probability 0.05 is 0.1900.

From the calculations made through the SPSS 20 application, it is known that all items of the submitted statement are valid.

Reliability Test Analysis

To test the reliability of the instrument, using SPSS 20. Reliability test criteria It can be known that each variable is X1 of 0.813, X2 is 0.839, X3 is 0.686 has Cronbach Alpha > 0.60. Thus variables (Digital Marketing, Brand Image, Brand Awareness to Interest Use) can be said to be reliable.

Classic Assumption Test

Normality Test

Since the error rate in this study was 5% or 0.05, it is known through the SPSS 20 application that Asymp figures. Sig. (2-Tailed) = 0.282 > 0.05, therefore it can be said that the data meets the requirements of normality assumptions or normally distributed data.

Multicollinierity Test

From the results of multicollinearity testing conducted through SPSS 20 application, it is known that variance inflation factor (VIF) value is for X1 of 3,101, X2 is 3,018, X3 is 2,200 less than 10, so it can be expected that there is no multicollinearity between independent variables in the regression model.

Heteroscedasticity Test

The results of the Heteroscedasticity test are as follows:

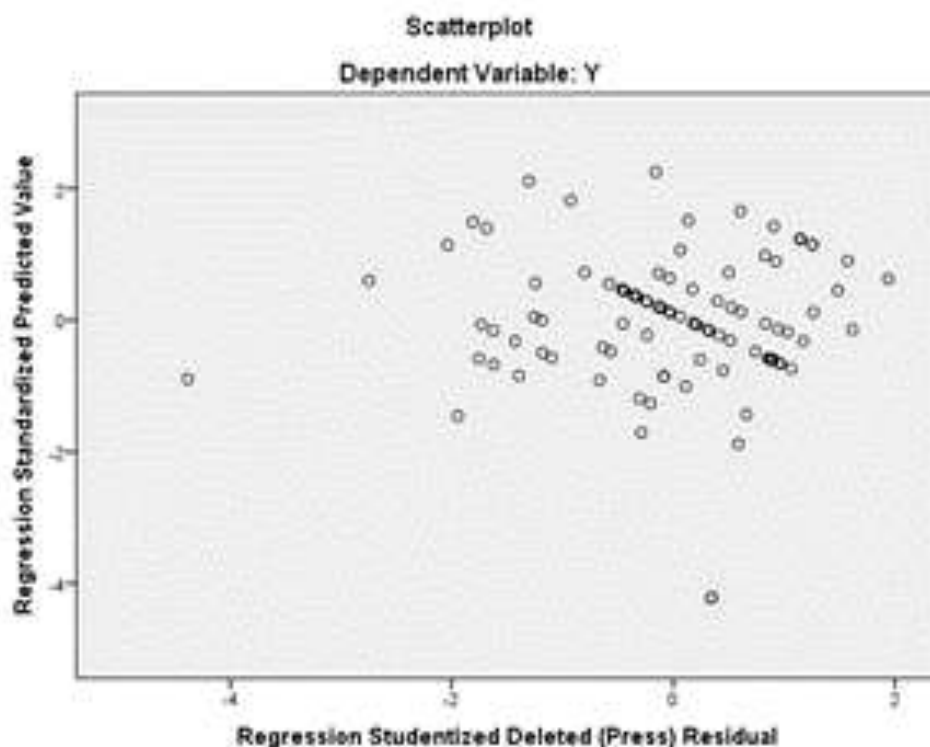


Figure 2. Scatter Graph

Looking at the Scatter Graph above, it is clear that there is no specific pattern because of the point of irregular spread above and below the 0 axis on the Y-axis.

Multiple Linear Regression Analysis

The regression equation in the calculation result this time is:

$$Y = a + b1.x1 + b2.x2 + b3.x3 + e$$

$$Y = -0.100 + 0.012.x1 + 0.165.x2 + 0.672.x3 + e$$

Hypothesis Test

Partial Hypothesis Test (T-Test)

1. *Digital Marketing Against Usage Interest*

Based on calculations done with SPSS 20 application, t obtained by 7,913. This indicates that H_0 is rejected which means that there is an influence of digital marketing on the interest of use because the t-count value of 7.913 is greater than the t-table value of 1.98282.

2. *Brand Image Against Usage Interest*

Based on calculations done with SPSS 20 application, t obtained by 8,551. This indicates that H_0 is rejected which means that there is an influence of the brand image on the interest of use because the t-count value of 8.551 is greater than the t-table value of 1.98282.

3. *Brand Awareness Against Usage Interest*

Based on calculations made with SPSS 20 application, t obtained by 12,492. This indicates that H_0 is rejected which means that there is an influence of brand awareness on the interest of use because the t-count value of 12.492 is greater than the t-table value of 1.98282.

Simultaneous Hypothesis Test (F Test)

The F-calculated value obtained from the calculation through SPSS 20 is 55,688 greater than the F-table value of 3.08. This shows that H_0 is rejected which means that together there is an influence of digital marketing, brand image, and brand awareness on the interest of use.

Coefficient of Determination

The result of the regression calculation obtained from the SPSS 20 application shows the coefficient of determination (R^2) obtained by 0.619. This means that 61.9% of usage interest variations can be explained by digital marketing variables, brand image, and brand awareness while the remaining 38.1% is explained by other variables not proposed in the study.

DISCUSSION

In this research, it was found that digital marketing, brand image, and brand awareness have a positive and significant effect on usage interest. This means that the higher the digital marketing, brand image, and brand awareness that is done, the higher the interest in use by the community.

CONCLUSION

Based on descriptive analysis can be concluded that the assessment of digital marketing, brand image, and brand awareness Bukalapak by the public is quite good.

Based on multiple regression analysis, it is known that digital marketing variables, brand image, and brand awareness have a positive and significant influence on the interest in using Bukalapak application both partially and simultaneously.

Based on the results of the determination test, it can be determined that the coefficient of determination (R^2) obtained is 0.619. This means that 61.9% variations in usage interest variables can be explained by digital marketing variables, brand image, and brand awareness while the remaining 38.1% is explained by other variables not proposed in the study.

SUGGESTIONS

Based on the results of the study and conclusions, the researchers proposed several suggestions for Bukalapak researchers further as follows:

1. Based on descriptive analysis known the lowest value is the value of brand awareness that is related to how far people remember the Bukalapak application when using other applications in shopping online. These results showed that the brand Bukalapak has not been so embedded in the community, especially when shopping online in online shops such as Bukalapak does not make them remember the Bukalapak application. So, the advice from the author is that Bukalapak needs to instill their brand further to the public so that the interest in using the Bukalapak application in online shopping can increase.
2. Meanwhile, based on descriptive analysis known the highest value is the value of digital marketing related to the interaction carried out by Bukalapak to the. From these results, the community considered that the interactions carried out by Bukalapak had been carried out properly. The advice from the author is that Bukalapak companies should maintain their interactions with the public in digital media. Even better if it is improved because this can be the main weapon for Bukalapak to be able to increase the interest in using the Bukalapak application in online shopping.

REFERENCES

1. Arikunto, Suharsimi. 2014. Prosedur Penelitian Suatu Pendekatan Praktik. Jakarta: Rineka Cipta.
2. Chaffey, Dave., Ellis-Chandwick, Fiona (2012). Digital Marketing. Strategy Implementation and Practice. New Jersey: Pearson.
3. Ghozali, Imam. 2013. Aplikasi Analisis Multivariete Dengan Program IBM SPSS Semarang: Badan Penerbit Universitas Diponegoro.
4. Handayani, Desi. Dkk. (2010). The official mim academy coursebook brand operation. Jakarta: Erlangga.
5. Kartajaya, Hermawan. 2010. Brand Operation. Jakarta: Esensi Erlangga Group.
6. Kotler, and Keller. (2012). Manajemen Pemasaran. Jakarta: Erlangga.
7. Saudi, M.H.M., Sinaga, O. & Rospinoedji, D., The role of tax education in supply chain management: A case of Indonesian supply chain companies, Polish Journal of Management Studies, 18(2): 304-319, 2018.
8. Sugiyono. 2012. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabeta.
9. Sukma, A., Hermina, N., & Novan, D. (2020). Pengaruh Produk, Distribusi Dan Digital Marketing Terhadap Minat Beli Produk Umkm Binaan Kadin Jabar Pada Situasi Covid-19. Manners, 3(2), 91-102.
10. Tjiptono, Fandy. 2015. Strategi Pemasaran. Yogyakarta: Andi Offset.