Analysis of the Effect of Social Media on Formation of Brand Awareness and Brand Image for Customers CitraLand Surabaya

Nada Putri Parastati

PT. Ciputra Surabaya Padang Golf

nadaptr@yahoo.com

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Abstract— **This study aims to determine the influence of social media on Brand Awareness and Brand Image of CitraLand Surabaya real estate, so as to increase sales of CitraLand Surabaya products and the number of potential customers. The variables studied were the social media variable (X) as the independent variable, the Brand Awareness variable (Y1) as the intervening variable, and the Brand Image variable (Y2) as the dependent variable. The analysis method used is descriptive statistical analysis and path analysis. The population of this research is the residents of CitraLand Surabaya real estate. The survey was conducted on 102 respondents. Path analysis result showed that social media had a positive and significant effect, and had a greater influence on Brand Image directly than indirectly or through Brand Awareness as an intervening variable. The study results showed that social media has a positive and significant impact on Brand Awareness and Brand Image, while Brand Awareness also has a positive and significant impact on Brand Image.**

Keywords— *Social Media, Brand Awareness, Brand Image, Marketing, Brand.*

1. Introduction

According to Kotler and Keller (2015), social media marketing is like: Facebook, Twitter and blogs are a new marketing concept that allows happening interaction, good direct nor no direct, between company with customer. New marketing provides possibility there is one-to-one or many-to-many instead of the usual one-to-many found in conventional marketing. Asosiasi Penyelenggara Jasa Internet Indonesia (2016) says that there is as much as 98.6 percent Internet users who use the new marketing concept and use the internet to sell or buy product. With existence new marketing concept, relationship Among company and customer Becomes more personal and diverse with customer one and customer other. Customers can too respond issued products as well as give opinion to specification design product (Kannan & Li, 2017)

In 2020, CitraLand Surabaya achieved 27 years old development in the city of Surabaya. Though so, until moment this New CitraLand Surabaya take advantage of 1000ha of 2500ha total development plan. because of things that is very important for CitraLand Surabaya for Keep going maintain and strengthen brand value to community, with destination the existence of the CitraLand Surabaya brand which does not defeated in the future come. Enhancement the value of the brand conducted with know and strengthen Brand Knowledge from CitraLand Surabaya, namely Brand Awareness and Brand Image.

2. Literature Review

2.1. Study Previous

Before conducted study this, there is study about activity marketing through social media by ElAydi (2018). Study the aim for researching about impact from activity marketing through social media on Facebook on awareness to brands with consider effect demographics, that is age and type gender. Research results is show that companies that use social media, use six dimensions as instrument activity marketing that is Online Community, Online Interaction, Sharing of Content, Accessibility, and Credibility.

Research conducted Akbar and Özgül (2018) aim to for researching about social media tools could give profit significant in create brand awareness. Research Results is use social media is social media have influence positive to consumer brand awareness. Could concluded from study if marketing using social media could useful for get consumers who have awareness about high brands.

2.2. Base Theory

2.2.1. Social media

Kaplan and Haenlein (2010, as cited in Prykhodkina & Makhynia, 2020) defines social media as "a group of application with internet -based consisting of on the ideological and technological foundations of Web 2.0, and later allow creation and exchange of user-generated content". Based on a number of thing delivered above, then in research this, some indicators used on social media variables as following:

1. Convenience media access
2. Trust
3. Media attraction

2.2.2. Brand Concept

Brand means as name, sign, symbol, term, or design or combined whole Thing that shows identity from something product or service from one or group seller, at once give difference product the with product rivals (Kotler & Amstrong, 2016). Tjiptono (2015) conveyed that a brand is a logo, a legal instrument (rights) ownership), company, shorthand notation, risk reducer, positioning, personality, series value, vision, enhancer value, identity, image, relation and evolving entity.

3. Research Methods
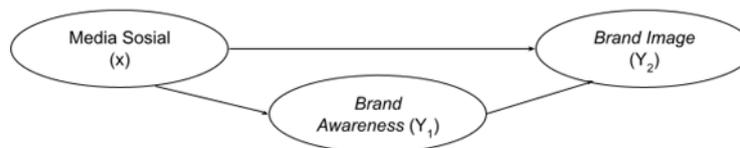
3.1. Analysis Model

Figure 3.1. Analysis Model

On research this, there is a number of hypothesis tested namely :

H1 = Social Media has influence significant on Brand Awareness
H2 = Social Media has influence significant to Brand Image
H3 = Brand Awareness has influence significant to Brand Image

3.2. Research Approaches

In study this, author will use two base design study namely descriptive research and explanatory research. Study descriptive according to Sugiyono (2014) is a research that provides something description to object study with using the data obtained through sampling or population. On research this primary data source is obtained from charging questionnaire, with narrator source or respondent from consumers housing area CitraLand Surabaya. In study this secondary data source obtained through various writing related scientific with object study through websites, articles, literature and through sales data from housing area CitraLand Surabaya. On research this, population study is whole consumer housing area CitraLand Surabaya which amounted to around 4,654 people. Researcher use sumus slovin as method in determination a lot amount the sample to be taken and used. So obtained the minimum number of respondents who will taken is of 98 people who are occupant from housing area CitraLand Surabaya. writer use non-probability sampling technique with purposive sampling method, namely determination sample with use criteria certain for made data sources and respondents as criteria main, namely consumer CitraLand Surabaya which has been live and inhabit in the area CitraLand Surabaya with age respondent between 25-60 years.

4. Results and Discussion

4.1. Characteristics of Respondents

Majority respondent from survey this manifold sex men with a total of 58 people. Amount respondent Men this reached 56.9% of the total respondents. Whereas respondent woman amounted to 44 people or 43.1% of the total whole respondents. amount respondents who are under 20 years old totaling 12 people or 11.76% of amount whole respondents. Amount respondent 20-30 years old totaling 17 people or 16.67% of amount whole respondents. Respondents aged 31-40 years amounted to 26 people or 25.49% of amount whole respondents. Respondents aged 41-50 years where there are 29 people range age this take percentage biggest that is of 28.43% of the total overall respondents. Whereas respondents aged 51-60 years totaling 18 people or 17.65% of the total respondents. umlah respondents who have go through education equivalent Bachelor (D4/S1) is amount respondent most by number 54 respondents or 52.94% of the total respondents. Amount respondents who have go through education Postgraduate (S2/S3) as many as 21 people or 20.59% of the total respondents. Respondents who have go through Diploma education (D1/D2/D3) is 4 people or 3.92% of the total respondents. Whereas amount respondents in junior high/high school education took amount biggest second namely 23 people or 22.55% of the total respondents.

number of respondents who have jobs as private employees is the largest number of respondents with 51 respondents or 50% of the total respondents. The second largest number of respondents are respondents with jobs as entrepreneurs with the number of respondents being 25 people or 24.51%. Respondents with a background as a student/student occupy the third largest position with a total of 13 respondents or 12.75%. Respondents with professional occupations amounted to 8 respondents or 7.84% of the total respondents, and respondents who did not define their occupations amounted to 5 respondents or 4.90% of the total respondents. respondents with number expenses per month more of IDR 5,000,000 is as many as 73 people or 71.5%. Amount respondents with a monthly expenditure range of 750,000-1,500,000 as many as 8 people or 7.8%. Amount respondents with an expenditure range of 1,500,000-2,250,000 are 6 people or 5.9%. Amount respondents with an expenditure range of 2,250,000-3,000,000 are 3 people or 2.9%. Amount respondents with an expenditure range of 3,000,000-3,750,000 and 3,750,000-4,500,000 totaling equal to the total of 5 respondents each or 4.9% of the total respondents. Not there is respondents with number spending 4,500,000-5,000,000 per month, and there are two respondents who do not respond to questions amount expenses per month the..

4.2. Test Results
4.2.1. Validity Test

Table 4. 1 *Validity Test Results Whole Variable*

Variable	Indicator	Validity Test Results	
		Sig.	Conclusion
X	X1	0.000	Valid
	X2	0.000	Valid
	X3	0.000	Valid
	X4	0.000	Valid
Y_1	Y1.2	0,000	Valid
	Y1.2	0,000	Valid
	Y1.3	0,000	Valid
	Y1.4	0,000	Valid
	Y1.5	0,000	Valid
Y_2	Y2.1	0,000	Valid
	Y2.2	0,000	Valid
	Y2.3	0,000	Valid
	Y2.4	0,000	Valid
	Y2.5	0,000	Valid
	Y2.6	0,000	Valid
	Y2.7	0,000	Valid
	Y2.8	0,000	Valid
	Y2.9	0,000	Valid
	Y2.10	0,000	Valid

Sumber**: Data diolah (2021)**

Test results show all indicator for variable free influence of Social Media (X) and variables bound by Brand Awareness (Y1) and Brand Image (Y2) are declared valid with significance not enough from the specified error tolerance is 0.05. So that the data could continue for testing next.

4.2.2. Reliability Test

Table 4. 2 *Reliability Test Results Whole Variable*

Variable	Indicator	Reliability Test Results	
		Cronbach's Alpha	Conclusion
X	X1	0.826	Reliable
	X2		Reliable
	X3		Reliable
	X4		Reliable
Y1	Y1.1	0.814	Reliable
	Y1.2		Reliable
	Y1.3		Reliable
	Y1.4		Reliable
	Y1.5		Reliable
Y 3	Y2.1	0.895	Reliable
	Y2.2		Reliable
	Y2.3		Reliable
	Y2.4		Reliable
	Y2.5		Reliable
	Y2.6		Reliable
	Y2.7		Reliable
	Y2.8		Reliable
	Y2.9		Reliable
	Y2.10		Reliable

Source **: Processed data, 2021**

Could seen that variable free influence of Social Media (X) and variables bound by Brand Awareness (Y1) and Brand Image (Y2) each have Cronbach's Alpha scores more big of 0.6. So that could concluded that all indicators used for measure variables in research this reliable.

4.2.3. Path Analysis with Analysis Multiple Linear Regression

1.   Multiple Linear Regression Model I

Table 4. 3 *Model Summary Multiple Linear Regression Test Model I*

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,670[a]	,449	,444	,34928

a. Predictors: (Constant), Avg_X
b. Dependent Variable: Avg_Y1

Source **: Processed data, 2021**

Table 4. 4 *Coefficient Model I. Multiple Linear Regression*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,377	,225		6,127	,000		
	Avg_X	,635	,070	,670	9,032	,000	1,000	1,000

a. Dependent Variable: Avg_Y1

Source **: Processed data, 2021**

Analysis model I multiple linear regression is the influence of Social Media on Brand Awareness takes data X as variable independent and Y1 as variable dependent. Based on Table 4.4 can seen that through multiple linear regression test obtained regression model as following :

$$Y1 = 0,670 \ X \quad \text{(Model 1)}$$

Could seen that the F test produces score significance of 0.000 where score this more small of 0.05. Test results this indicates Social Media variables have an effect significant on Brand Awareness Citraland Surabaya. So that, can concluded that test this model worthy for used in research this. Coefficient value correlation (R) is sufficient big i.e. 0.670 (close to 1), which means there is enough relationship strong Among variable free (Social Media) with variable bound (Brand Awareness). Coefficient value determination (R2) of 0.449 (44.9%) indicates that variable free (Social Media) able give contribution by 44.9% over changes that occur in the variable bound (Brand Awareness). Whereas the rest of 55.1% is explained by other variables outside of study this.

4.2.4.   Model II Multiple Linear Regression

Table 4. 5 *Model Summary Multiple Linear Regression Test Model II*

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,807ª	,651	,644	,28780

a. Predictors: (Constant), Avg_Y1, Avg_X
b. Dependent Variable: Avg_Y2

Source **: Processed data, 2021**

Table 4. 6 *Coefficient Model II Multiple Linear Regression*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,276	,217		1,271	,207		
	Avg_X	,406	,078	,417	5,209	,000	,551	1,816
	Avg_Y1	,481	,082	,466	5,832	,000	,551	1,816

a. Dependent Variable: Avg_Y2

Source **: Processed data, 2021**

Analysis model IImultiple linear regression is the influence of Social Media and Brand Awareness on Brand Image takes data X and Y1 as variable independent and Y2 as variable dependent. Based on Table 5.14 can seen that through multiple linear regression test obtained regression model as following :
$$Y2 = 0,417 \ X + 0,466 \ Y1 \ \text{(Model 2)}$$

Could seen that the F test produces score significance of 0.000 where score this more small of 0.05. Test results this indicates variable The influence of Social Media and Brand Awareness is influential significant to the Citraland Surabaya Brand Image. So that, can concluded that test this model worthy for used in research this. score coefficient correlation (R) is sufficient big i.e. 0.807 (close to 1), which means there is enough relationship strong Among variable free (Social Media and Brand Awareness) with variable bound (Brand Image). Coefficient value determination (R2) of 0.651 (65.1%) indicates that variable free (Social Media and Brand Awareness) able give contribution by 65.1% over changes that occur in the variable bound (Brand Image). Whereas the rest of 34.9% is explained by other variables outside of study this.

. 4.2.5. Assumption Test Classic

1. Normality Test
    Method used in this residual normality test is the one sample KS test. Criteria used is if score significance > 0.05 then could it is stated that the residual data is normally distributed.

Table 4. 7 *Model I. Normality Test Results*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	,34754932
Most Extreme Differences	Absolute	,098
	Positive	,075
	Negative	-,098
Kolmogorov-Smirnov Z		,990
Asymp. Sig. (2-tailed)		,281

a. Test distribution is Normal.

b. Calculated from data.

Source **: Processed data, 2021**

Method used in this residual normality test is the one sample KS test. Criteria used is if score significance > 0.05 then could it is stated that the residual data is normally distributed. score asymp. Sig. is 0.281 more big from 0.05, so that could said that residual value in Model I is normally distributed, or in other words assumption Model I normality has fulfilled.

Table 4. 8 *Model II Normality Test Results*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	,28493582
Most Extreme Differences	Absolute	,076
	Positive	,072
	Negative	-,076
Kolmogorov-Smirnov Z		,765
Asymp. Sig. (2-tailed)		,603

a. Test distribution is Normal.

b. Calculated from data.

Source **: Processed data, 2021**

Asymp value. Sig. is 0.603 more big from 0.05, so that could said that residual value in Model II is normally distributed, or in other words assumption Model II normality has fulfilled.

2. Multicollinearity Test

Good regression model no have correlation Among variable free. Terms used is tolerance value must be more big of 0.1 or more VIF value small out of 10.

Table 4. 9 *Model I. Multicollinearity Test Results*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,377	,225		6,127	,000		
	Avg_X	,635	,070	,670	9,032	,000	1,000	1,000

a. Dependent Variable: Avg_Y1

Source **: Processed data, 2021**

Could seen that each tolerance value variable free on Model I more big of 0.1 and the value of VIF every variable free on Model I more small of 10, so that could concluded that no there is multicollinearity in Model I.

Table 4.10 *Multicollinearity Test Results Model II*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,276	,217		1,271	,207		
	Avg_X	,406	,078	,417	5,209	,000	,551	1,816
	Avg_Y1	,481	,082	,466	5,832	,000	,551	1,816

a. Dependent Variable: Avg_Y2

Source **: Processed data, 2021**

Could seen that each tolerance value variable free on Model II more big of 0.1 and the value of VIF every variable free on Model II more small of 10, so that could concluded that no there is multicollinearity in Model II.

3. Heteroscedasticity Test

Criteria used is if score significance variable free with residual more than 0.05 then could declared that no occur heteroscedasticity.

Table 4. 11 *Heteroscedasticity Test Results Model I*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,114	,147		,770	,443
	Avg_X	,046	,046	,100	1,005	,317

a. Dependent Variable: AbsRes_1

Source **: Processed data, 2021**

Could seen that significance variable free on Model I (Social Media) with residual more big from 0.05 so that could concluded that whole variable free experience homoscedasticity or no occur symptom heteroscedasticity.

Table 4.12 *Heteroscedasticity Test Results Model II*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,174	,126		1,376	,172
	Avg_X	-,052	,045	-,154	-1,147	,254
	Avg_Y1	,065	,048	,182	1,356	,178

a. Dependent Variable: AbsRes_2

Source **: Processed data, 2021**

Could seen that significance variable free on Model II (Social Media and Brand Awareness) with residual more big from 0.05 so that could concluded that whole variable free experience homoscedasticity or no occur symptom heteroscedasticity.

4. Autocorrelation Test

Good regression model showed with free model from autocorrelation. For detect there is or whether or not autocorrelation in the regression model so could using the Durbin Watson test. If Durbin Watson 's score is between score dU and (4-dU) then could concluded in the regression model the no there is autocorrelation.

Table 4. 13 *Autocorrelation Test Results Model I and Model II*

Model	Durbin-Watson	dL	dU	4-dU
Model I	1,958	1.6576	1.6971	2.3029
Model II	2.046	1.6376	1.7175	2.2825

Source **: Processed data, 2021**

Could seen that Durbin-Watson value in Model I is 1,958. On the table 0.05 with n (number of data) = 102 and k (number of data) variable free) = 1 got score dU = 1.6971. So that could concluded that DW value is between dU and 4-dU, then no occur autocorrelation in model I. Durbin-Watson value in Model II is 2.046. On the table 0.05 with n (number of data) = 102 and k (number of data) variable free) = 2 got score dU = 1.7175. So that could concluded that DW value is between dU and 4-dU, then no occur autocorrelation in model II.

5.   Conclusions and Practical Implication

5.1.   Conclusions

Based on results research and discussion that has been put forward previously could concluded that Social Media has an effect positive and significant to *Brand Awareness* housing area CitraLand Surabaya. So that

hypothesis First Social Media is influential significant to *Brand Awareness* CitraLand Surabaya accepted. Enhancement Social Media variables can be increase *Brand Awareness* housing area CitraLand Surabaya. Social Media is influential positive and significant to *Brand Image* housing area CitraLand Surabaya. So that hypothesis second that Social Media has an effect significant to *Brand Image* CitraLand Surabaya accepted. Enhancement Social Media variables can be increase Housing *Brand Image* CitraLand Surabaya.

Brand Awareness take effect positive and significant to *Brand Image* housing area CitraLand Surabaya. So that hypothesis third that *Brand Awareness* take effect significant to *Brand Image* CitraLand Surabaya accepted. Enhancement variable *Brand Awareness* could increase *Brand Image* housing area CitraLand Surabaya.

5.2.   Practical Implication

Table 5.1 *Implication managerial Social Media Variables on Brand Awareness*

No.	Indicator	Improvements made
1	Messages delivered on the CitraLand Surabaya Social Media account in provide information about product residence clear and easy understand	1. To do equipment upgrade for Social Media production, such as computers, *software,* cameras, equipment video and image *editing.* 2. Recruiting employee *fresh graduate* or accept employee apprenticeship with *hobby* multi media and have a passion in the field of social media for by special handle social media. 3. City Facilities Division will arrange draft appropriate content with situation, condition, and need from housing area CitraLand Surabaya, with frequency of posting on Social Media via Instagram and Facebook 2x a day and post insta stories and Youtube shorts at least once a week 2x. Also will make timetable theme content about facility city like security, landscape, utility and IPAM.
2.	CitraLand Surabaya 's Social Media Display is attractive	1. To do Social Media *benchmarks* with housing area others, such as housing area Pakuwon and Graha Family in time close for could study and determine theme, display, to choice good photo for social media view CitraLand Surabaya. 2. Start involve Social Media *influencers* in uploads on CitraLand Surabaya Social Media. 3. *Up to date* with *trend* condition latest every moment. 4. Choose current social media *platforms* popular among user *social media,* as well as exploring social media that drips weight short videos in the content, for example : Tiktok, Youtube Short, Insta Story.
3.	The information provided on CitraLand Surabaya Social Media is complete and *up to date*	3. To do collaboration with department others, such as *marketing* to also help in promote *events* and products from department *Marketing* especially every there is product new one will marketed. 2. Compile the necessary information related residents with management environment, such as information UN payments, plans blackout PLN electricity, etc
4	response on CitraLand Surabaya Social Media in answer question fast and precise	1. Providing a special person for handle Social Media with aim to get respond by fast and precise every problems, complaints, questions, and needs from occupant nor owner from the CitraLand Surabaya unit. 2. Stage training admin only for Keep going stage improvement in ability admin communication online *digital, handling* complaints, up to *service excellence.*

Table 5.1 *Implication managerial Social Media Variables on Brand Image*

No.	Indicator	Improvements made
1	Messages delivered on the CitraLand Surabaya Social Media account in provide information about product residence clear and easy understand	1. Schedule loading content preparation *project* new to *social media.* 2. Explaining on Social Media the advantages structure the building that will be used in the *project* new or new *cluster* to be built. 3. Prepare opinion the *audience* or *followers* for shape *lifestyle* around new *project.* 4. Make appropriate content with criteria age CitraLand Surabaya Social Media users. Category age not enough than 20 years, multiply content about *lifestyle* child young, for category 20-30 years old about family young, management finance, home interior, etc. Category 30-40 years old, promotion product house or property latest for family young. Category 40-50 years old about investation property in CitraLand Surabaya, while age 50 to on about a lot facility spirituality and sports at CitraLand Surabaya.
2.	CitraLand Surabaya 's Social Media Display is attractive	1. Use *insight* or *profile visitors* and *followers* for : • Specifies the posting hours for every advertisement paid • Determine appropriate *content* target age so that *content* will be very interesting for part big *viewers.*
3.	The information provided on CitraLand Surabaya Social Media is complete and *up to date*	1. Integrate between social media with existing *marketing websites,* so that make it easy interested *followers* buy property for can get more detailed information on property to be purchased.

4	response on CitraLand Surabaya Social Media in answer question fast and precise	1.	Assigned 2 marketing admins for follow Becomes nanny activated social media.

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