



DIGITAL ECONOMY FOR CUSTOMER BENEFIT AND BUSINESS FAIRNESS

Edited by
Grisna Anggadwita and Erni Martini





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Digital Economy for Customer Benefit and Business Fairness

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The effect of social media communication on brand awareness and perceived quality

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ABSTRACT: The present study aimed at examining the effect of social media communication on brand awareness. The data was collected from 400 valid respondents in Indonesia by using a purposive sampling technique. The data was analyzed using Smart Partial Least Square software. The result revealed that firm-created social media communication and user-generated social media communication has a significant influence on brand awareness. Further, brand awareness has a positive and significant impact on perceived quality. The result also indicated that demographic variables of age, gender, and education do not moderate the effect of social media communication on brand awareness. Thus by focusing more on social media communication, the company not only can enhance the awareness of its product and services but can also improvise on the quality by using the feedback provided by the customers thereby building strong brand loyalty among the existing and potential customers.

1 INTRODUCTION

Social media facilitates the creation and sharing of ideas, information and other form of expression via networks due to which its usage is increasing every day. There are many platforms in social media that help users to interact with each other some of them are Facebook, Twitter, YouTube, Instagram, LinkedIn, Pinterest, etc. According to the Association of Internet Service Providers of Indonesia or Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 87.40% of the internet users use social media in Indonesia (Kajian 2014).

Today even companies started using social media as it provides many benefits. Companies using social media can build a strong relationship with its customers at low cost (Kaplan & Haenlein 2010), interacting with its customers even customers can interact with other customers (Mangold & Faulds 2009), increases brand recognition and build brand loyalty and perceived quality (Schivinski & Dabrowski 2015, Zai 2015). In Indonesia, many years ago PT Telkom (Telkom) started using Twitter to interact with the customers about its product and services. Thus, there arises a need to study the influence of social media communication on brand awareness and perceived quality. This article investigates the impact of firm-created and user-generated content on the social networking site Twitter on brand awareness and also on perceived quality with respect to Indihome (one of Telkom's products).

2 LITERATURE REVIEW

2.1 Social media marketing

Social media marketing focuses on creating such a content that attracts the attention of many users through social media sites and enables them to share the information among their friends,