

**BUILDING THE AWARENESS BRAND THROUGH DIGITAL
MARKETING AND CELEBRITY ENDORSER KOPER PRODUCTS
LOJEL EMPIRICAL STUDY IN PT BUANACITRA INTERNUSA BUMI
SERPONG DAMAI (BSD) SOUTH TANGERANG CITY**

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ABSTRACT

The purpose of this study was to determine the effect of partial digital marketing on brand awareness, the influence of celebrity endorsers partially on brand awareness, and the influence of digital and celebrity endorser marketing together on brand awareness on Koper Lojel products at PT Buanacitra Internusa Bumi Serpong Damai (BSD) South Tangerang City.

Quantitative associative research methods. The population in this study were 187 Suitcase Lojel product customers, and 187 respondents were used as saturated samples. Methods of collecting observational and questionnaire data. Scale-making methods are likert scale and interval scale. Data analysis methods are validity test, reliability test, classic assumption test, simple linear regression test, multiple linear regression test and hypothesis test.

Research results show that there is a positive and significant influence between digital marketing partially on brand awareness. It can be seen from the simple linear regression coefficient $Y = -3,960 + 0,916X$, the correlation coefficient value is 0,927. The correlation value of the determination of $KD = 85.9\%$. And the $t_{count} > t_{table}$ ($33,669 > 1,973$). There is a positive and significant influence between celebrity endorsers partially on brand awareness. It can be seen from the simple linear regression coefficient $Y = -1,386 + 1,085X$, the correlation coefficient value is 0.929. The correlation value of the determination of $KD = 86.3\%$. And the value of $t_{count} > t_{table}$ ($34.253 > 1.973$). There is a very strong and significant positive influence between digital marketing and celebrity endorsers together on brand awareness of Lojel luggage products. It can be seen from the multiple regression coefficient $Y = -5,392 + 0,482 X_1 + 0,590 X_2$. Correlation coefficient $r = 0.922$. The coefficient of determination is 85%. $T_{count} > t_{table}$ ($1,084,152 > 3.05$).

Keywords: Digital Marketing, Celebrity Endorser and Brand Awareness

INTRODUCTION

The tight competition in the business world requires every company to make a way of winning the competition. This method can be done with various techniques such as managing company products, managing prices to be offered to consumers, managing distribution channels, and managing promotional programs to be carried out.

Managing products that the company will offer to consumers is a lot of ways, such as managing product quality, service quality, product brand, product variety, product packaging, product packaging and much more that can be managed by the company so that consumers are interested in buying products and these products can meet what consumers need, consumers want, and consumers expect.

No matter how good the company offers in this case a product or service, if it is not continuously introduced to consumers, then consumers will not know it will not even buy it. Therefore consumers can get to know the company's products and brands, if the company can aggressively conduct marketing communication to introduce its brand through media that is easily accessible to them.

A company that distributes luggage products (Koper Lojel) must compete with similar companies as competitors. The results of the preliminary study that the authors conducted, there is an interesting phenomenon to be examined more deeply related to the Koper Lojel product brand. This phenomenon can be seen from the level of brand fame in the minds of consumers (Top Brand Index) below:

Table 1: TOP KOPER PRODUCT INDEX BRAND

MEREK	TBI	TOP
Polo Classic	21.3%	TOP
Dupont	13.8%	TOP
Kenza	9.1%	-
Navy Club	8.9%	-
Polo Team	7.9%	-

Sumber: Top Brand Award (2018)

The table information above shows that the brand that is best known to the public in this case is luggage consumers in 2018, namely the Polo Classic brand luggage, while the Koper Lojel brand is not known and even less interested in consumers in Indonesia. This can be seen from the percentage of the Top Brand Index (TBI) of Suitcase Lojel that has not been indexed.

Moving on from the above phenomenon, Lojel Suitcase Brand Awareness is still low and this needs more serious attention by Koper Lojel product management so that the Koper Lojel product brand is known to be even known in the community.

Today's digital era should Koper Lojel product management be able to utilize the platform as much as possible for its product marketing activities, considering that in the current era, from the upper middle class to the lower classes already have gadget devices or Android phones that can access information including information Koper Lojel products. Because of this, the low brand awareness of suitcase products was allegedly caused by many factors, including digital marketing not yet maximal. We can see this from the table information as follows :

Table 2: Data on Internet Usage as a Digital Marketing Facility Lojel Suitcase Products

Gerai Koper Lojel	Digital Marketing	Done	No
Bag's Station Mall Alam Sutra	1. Website	V	-
	2. Social Networking	V	-
	3. Email	V	-
	4. Adwords	-	V
	5. Blog	-	V
Bag's Station Bsd Junction	1. Website	V	-
	2. Social Networking	V	-
	3. Email	V	-
	4. Adwords	-	V
	5. Blog	-	V
Bag's Station Wtc Serpong	1. Website	V	-
	2. Social Networking	V	-
	3. Email	V	-
	4. Adwords	-	V

Gerai Koper Lojel	Digital Marketing	Done	No
	5. Blog	-	V
Bag's City Aeon Mall	1. Website	V	-
	2. Social Networking	V	-
	3. Email	V	-
	4. Adwords	-	V
	5. Blog	-	V

Sumber: PT Buanacitra Internusa/Bag's Station & Bag's City (2018)

Information from the table above shows that digital marketing on the Koper Lojel brand has not been maximized, so many digital marketing programs have not been implemented, so that the brand is not widely known to the public. On the other hand, companies that produce Koper Lojel are also required to carry out advertising activities very intensively. The goal is to introduce brands to the wider community, remind consumers of the brand and of course to increase company profits. Advertising is not only done a few times, so that advertising is more effective it must be done continuously.

If you want to really remember the brand of Koper Lojel products in the minds of consumers, then the company must create different advertisements that can attract the attention of consumers, one of them is by using an advertising differentiation approach using product endorsers.

"Product Endorsers are people who convey advertising messages or recommend buying a product. Endorse products consist of two types, namely using celebrities and ordinary people. Usually companies prefer celebrities compared to ordinary people. The use of supporting celebrities (celebrity endorsers) must go through several considerations, including the popularity of celebrities with the issue of whether the chosen celebrity can represent the character of the product being advertised "(Royan, 2005).

"Celebrities are characters (actors, entertainers, or athletes) who are known to the wider community because of their achievements in fields that are different from the group of products supported" (Shimp, 2003). Whereas Kotler (2004) "that the use of celebrities can be effective if it reflects a main attribute of a product".

Below are data about Indonesian celebrities who get the nickname Queen Endorse which can be used as a comparison in analyzing this study:

Table 3: Indonesian Celebrity Data Nicknamed the Endorse Queen

Urutan	Nama Artis
1	Sharena Gunawan
2	Tyas Mirasih
3	Putri Titian
4	Jessica Iskandar
5	Chika Jessica

Sumber: Colifah, Yukepo.Com (17 Mei 2018)

The information above shows that Indonesian celebrities who got the nickname of the Endorse Queen were 5 (five). There are no artists from the five artists as in the table above used by Koper Lojel product brands to advertise their products. It is suspected that the selection of celebrities for the Koper Lojel brand by PT Buanacitra Internusa is still not appropriate, so that the brand is still unknown in the community.

PT Buanacitra Internusa is a company engaged in the distributor of Lojel brand luggage and distributed through stores named Bag's City and Bag's Station. This Lojel brand is an original brand from Japan. Lojel in stretchers with interesting and very innovative concepts. This is evident from the design and colors owned by Koper Lojel. Through the line "For The Curious" this Lojel brand suitcase is intended for travelers who are young at heart and of course to get as many consumers as possible for the continuity of the company, the company is expected to compete with local brands and brands that are already well-known and much interest by Indonesian consumers.

Looking at the above problems, the author is interested in raising this phenomenon with the title "Building Brand Awareness Through Digital Marketing and Celebrity Endorser Suitcase Lojel Products" (Empirical Study at PT Buanacitra Internusa Bumi Serpong Damai, South Tangerang City)

FORMULATION OF THE PROBLEM

Noting the description of the background above, to prevent confusion in the discussion, the formulation of the problem in this study:

1. Is there an effect of digital marketing on brand awareness?
2. Are there celebrity endorser influences on brand awareness?

3. Are there influences of digital marketing and celebrity endorser together on brand awareness?

RESEARCH OBJECTIVES

The research objective refers to the formulation of the above problem as follows:

1. To find out the effect of digital marketing on brand awareness.
2. To find out the influence of celebrity endorser on brand awareness.
3. To find out the effect of digital marketing and celebrity endorser together on brand awareness.

REVIEW OF THEORY, THINKING FRAMEWORK AND HYPOTHESIS

Theory Review

Digital Marketing

Interactive marketing is an online activity and program designed to involve customers or prospects and directly or indirectly increase awareness, improve image, or create sales of products and services. (Kotler & Keller, 2013).

The above opinion is clarified by Sanjaya and Tarigan (2009), that Marketing activities include branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks. This digital marketing is one of the things that companies need to pay attention to because it is related to the product introduction process to the wider community. In the digital era, companies will be able to survive if they implement digital marketing. Because it is more effective and efficient for marketing products. This of course aims to make the company get the maximum profit.

Celebrity Endorser

According to Shimp (2003) Celebrity Endorser is that television stars, film actors, famous athletes, and dead individuals are widely used in magazine advertisements, radio advertisements, television advertisements to support products.

The above opinion is reinforced by Temporal & Lee (2001) The power of Celebrity Endorser is the strength or ability possessed by a celebrity to deliver the advertised product, so that a positive attitude arises in the consumer.

Based on the understanding of the celebrity endorser, it can be concluded that celebrity endorser is an attempt to advertise a product by using a public figure in the hope of attracting the attention of the public.

Brand Awareness

Brand awareness or brand awareness is an important thing to do in building a product. When consumers have little time to consume, closeness to their names will be enough to determine purchases. (Pita & Katsanis: 1995).

According to Tjipjono (2008: 40) Brand Awareness is the ability of users of production goods or services to identify or not forget that a brand is a member of a particular product category is the result of a particular brand. Brand awareness regarding aspects of a brand's awareness, such as how easily a brand is remembered and recognized in various situations.

On the other hand, brand awareness is the ability of customers to know the brand under unequal conditions, usually carried out with certain brand recognition and recall. Create and increase brand awareness by increasing through repeated exposure so that consumers feel familiar with the brand (Keller, 2008: 73).

According to Aaker (1997) brand awareness has several levels from the lowest level (unaware of the brand) to the highest level (Top of Mind). Here are the levels of brand awareness:

- 1) Brand unaware (not aware of the brand)
- 2) Brand recognition
- 3) Brand recall (recall of the brand)
- 4) Top of mind

Thinking Framework

According to Sugiyono (2013), explains that good thinking will explain theoretically the linkages between the variables to be studied. So theoretically it is necessary to explain the relationship between independent and dependent variables. If there is a moderator and intervening variable in the study, it also needs to be explained, why the variables were involved in the study. The inter-variable linkages are then formulated into the form of a research paradigm. Therefore, in each formulation of the research paradigm must be based on a framework of thinking. The thinking framework in this study is as follows:

Effects of Digital Marketing on Brand Awareness

According to Oktaviani and Rustandi (2018) shows that Brand Awareness can be built through the implementation of digital marketing. Digital marketing is very effective because social networks have penetrated the upper, middle and lower classes of society.

The opinions above are reinforced by the results of research by Febriyan and Supriono (2018), showing that social media marketing has a significant influence on brand awareness, and the most influential is the online community.

The same thing was also conveyed by Sulisty, Sudaryanto and Subagio (2015), saying that viral marketing had a positive and significant effect on brand awareness. Therefore, to increase brand awareness, management needs to do effective viral marketing.

Effects of Celebrity Endorser on Brand Awareness

According to Sintani (2016) from the results of his research said that brand awareness can be built through the use of Celebrity Endorser Isyana Sarasvati in the ad "Isyana vs. Gangster" in the Surabaya community.

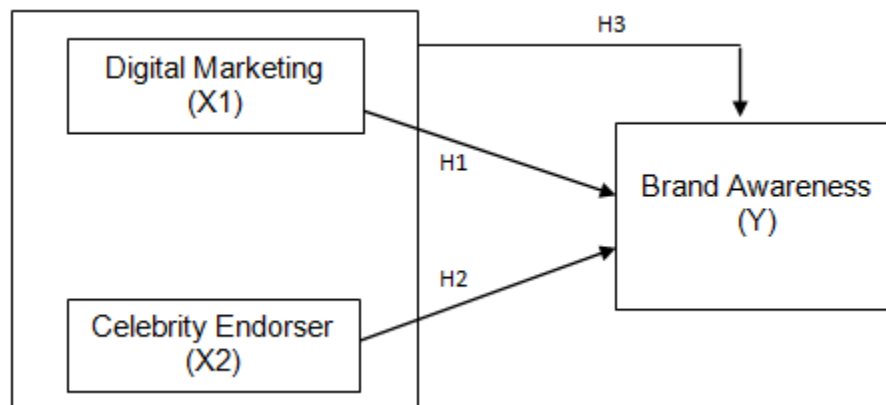
The above opinion is in line with the opinion of Khoiruman (2015) from the results of his research showing that celebrity endorsers have a positive and significant effect on brand awareness.

The results of the above research can be the author pull the conclusion that the importance of digital marketing is carried out by the company management in order to build brand awareness. It can be logically explained that no matter how good a product is without any continuous and regular reporting to the public in this case the consumer, then the product will not be known, it will not be known even if it will not be bought by consumers.

Effects of Digital Marketing and Celebrity Endorser on Brand Awareness

According to Andyaksa and Khasanah (2017), the results of his research explain that in growing brand awareness must be built by creative advertising messages, celebrity endorser credibility and communication media. Therefore, both partially and simultaneously creative advertising messages, the credibility of celebrity endorsers and communication media needs to be built.

Based on the results of previous studies above that form the framework of thinking in this study, the model of the paradigm in this study can be presented as shown below:



Source: Adapted from Sugiyono (2013: 102)

Picture 1: Research Paradigm Model

RESEARCH HYPOTHESIS

According to Umar (2010), hypotheses can be interpreted as a temporary conclusion to the research problems until proven through the collected data. The hypothesis is a conclusion, but the conclusion is not final, it still has to be proven by research.

Based on the assumptions expressed in the above framework, the hypothesis in this study is as follows :

Ho1: $\rho = 0$ Digital marketing does not significantly influence brand awareness.

Ha1: $\rho \neq 0$ Digital marketing has a significant effect on brand awareness.

Ho2: $\rho = 0$ Celebrity endorser has no significant effect on brand awareness.

Ha2: $\rho \neq 0$ Celebrity endorser does not significantly influence brand awareness.

Ho3: $\rho = 0$ Digital marketing and celebrity endorser do not significantly influence brand awareness.

Ha3: $\rho \neq 0$ Digital marketing and celebrity endorser have a significant effect on brand awareness.

MATERIALS AND METHODS

The object in this study was PT Buanacitra Indonesia Warehouse Zone Taman Tekno BSD Sektor IX Blok E3 No.31-32 South Tangerang. The population of this research is 187 customers of Bag Station and Bag City stores as members of card members in one year who process the

purchase of Lojel luggage products. The sample in this study is a saturated sample, that is, the entire population is sampled.

Methods of data collection in this study were observations, questionnaires and literature studies. The method of data analysis is validity test, reliability test, classic assumption test, simple linear regression, multiple regression test, product moment correlation test, determination test, and hypothesis test (test t and test_f).

RESULTS AND DISCUSSIONS

Data Feasibility Test Results

Test Results of Digital Marketing Variability Validity

Table 4: Validity Test Results Variable Digital Marketing

Pernyataan	r_{hitung}	r_{tabel}	Kriteria
DM_1	0,541	0,2787	Valid
DM_2	0,601	0,2787	Valid
DM_3	0,583	0,2787	Valid
DM_4	0,512	0, 2787	Valid
DM_5	0,632	0, 2787	Valid
DM_6	0,595	0, 2787	Valid
DM_7	0,645	0, 2787	Valid
DM_8	0,572	0, 2787	Valid
DM_9	0,604	0, 2787	Valid
DM_10	0,607	0, 2787	Valid

Source: Data processed with SPSS Version 22.00 (2018)

The Digital Marketing variable consists of 10 items, from the 10 items all statements are valid, because $r_{count} > r_{tabel}$.

Test Results for the Validity of Celebrity Endorser Variables

Table 5: Validity Test Results Diversity Endorser variable

Pernyataan	r_{hitung}	r_{tabel}	Kriteria
DE_1	0,575	0,2787	Valid
DE_2	0,566	0,2787	Valid
DE_3	0,734	0,2787	Valid
DE_4	0,551	0,2787	Valid
DE_5	0,690	0,2787	Valid
DE_6	0,680	0,2787	Valid
DE_7	0,790	0,2787	Valid
DE_8	0,621	0,2787	Valid

Source: Data processed with SPSS Version 22.00 (2018)

Celebrity Endorser variable consists of 8 items statement, from all 8 items the statement is all valid, because $r_{count} > r_{table}$.

Test Results for the Validity of Brand Awareness Variables

Table 6: Validity Test Results Brand Awareness Variable

Pertanyaan	r_{hitung}	r_{tabel}	Kriteria
BA_1	0,582	0,279	Valid
BA_2	0,633	0,279	Valid
BA_3	0,766	0,279	Valid
BA_4	0,644	0,279	Valid
BA_5	0,725	0,279	Valid
BA_6	0,738	0,279	Valid
BA_7	0,750	0,279	Valid
BA_8	0,678	0,279	Valid

Source: Data processed with SPSS Version 22.00 (2018)

Brand Awareness variable consists of 8 items statement, from all 8 items the statement is all valid, because $r_{count} > r_{table}$.

Reliability Test Results

Table 7: Reliability Test Results for Digital Marketing, Celebrity Endorser and Brand Awareness

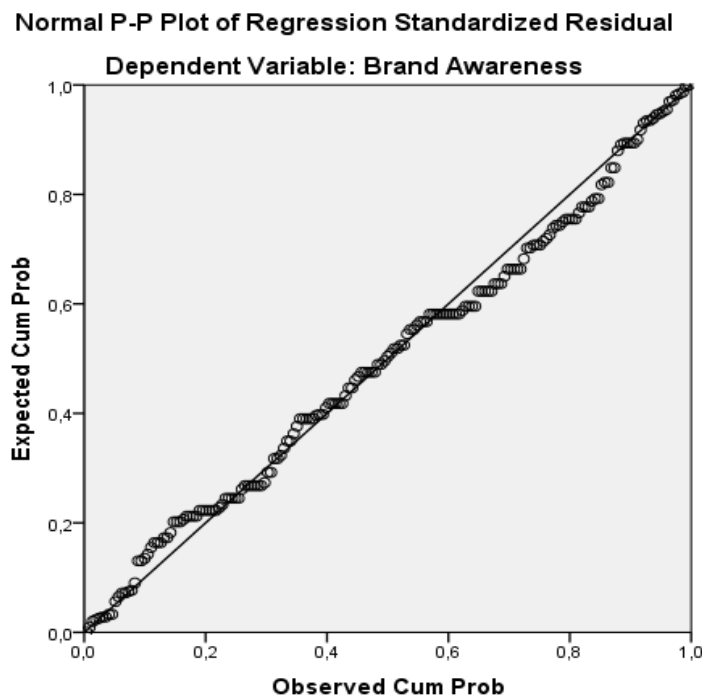
No	Variabel	r_{hitung}	r_{kritis}	Keterangan
1	Pemasaran Digital	0,751	0,60	Reliabel
2	Celebrity Endorser	0,799	0,60	Reliabel
3	Brand Awareness	0,841	0,60	Reliabel

Source: Data processed with SPSS Version 22.00 (2018)

Questionnaire statement of digital marketing variables, celebrity endorser and brand awareness has a calculated value $>$ critical, then declared reliable and feasible can be used as a measuring instrument.

Normality Test Results

The results of the calculation of the normality test by looking in terms of the graph shown in the p-p graph image of the following plot:



Source: Data processed with SPSS Version 22.00 (2018)

Figure 2: PP-Plot Normality Test of Digital Marketing and Celebrity Endorser on Brand Awareness

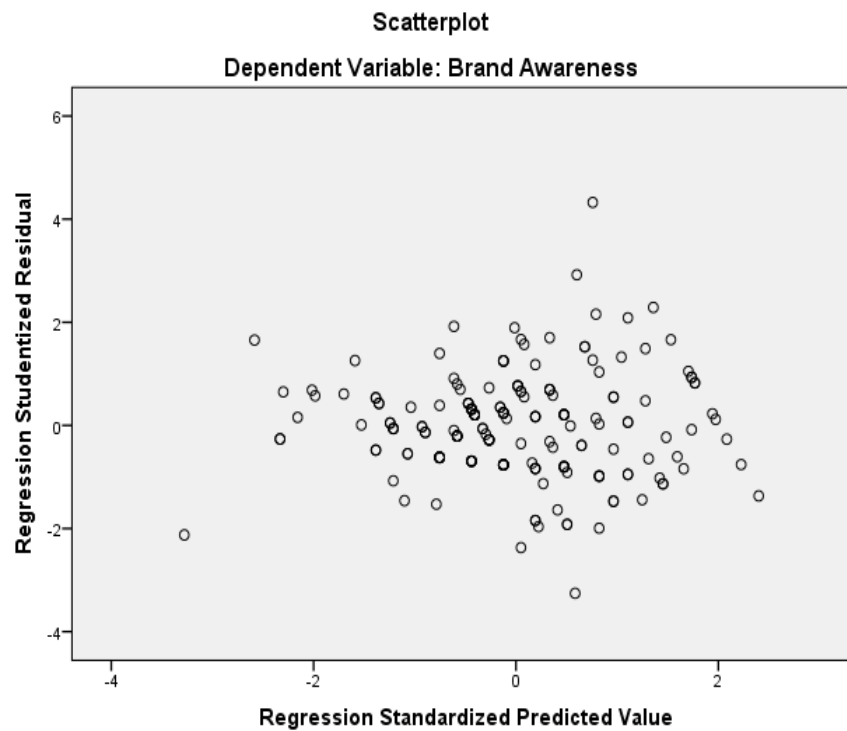
On a normal graph the plot shows points spread around the diagonal line, and the spread follows the direction of the diagonal line.

Heterocedasticity Test Results

The approach that can be used in testing heteroscedasticity can be done using a graphical approach, namely scatterplot. How to analyze it:

- a) By looking at whether the points have a certain pattern that is regularly wavy, widened then narrows, if it occurs it indicates there is heteroscedasticity.
- b) If there are no certain clear patterns, and the points spread above and below the number 0 on the Y axis then indicating there is no heteroscedasticity.

Based on the results of data processing, the Scatterplot results can be seen in the following figure:



Source: Data processed with SPSS Version 22.00 (2018)

Figure 3: Heteroscedasticity Test for Digital Marketing and Celebrity Endorser on Brand Awareness

The scatterplot graph in the picture above can be seen that the points spread randomly, and spread both above and below the zero on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model.

Multicollinearity Test Results

Table 8: Multicollinearity Test Results Coefficientsa

Model	Collinearity Statistics	
	Tolerance	VIF
1		
<i>Celebrity Endorser</i>	,243	4,107
Pemasaran Digital	,243	4,107

a. Dependent Variable: Brand Awareness

Source: Data processed with SPSS Version 22.00 (2018)

Table 8 above explains that the existing data does not occur with the symptoms of multicollinearity between each independent variable, namely by looking at the VIF value. The VIF value that is allowed only reaches 10, so the data above can be ascertained that there are no symptoms of multicollinearity. Because the data above shows that the VIF value is $4.107 < 10$ and the tolerance value is $0.243 > 0.10$, this condition proves that multicollinearity does not occur.

Linearity Test Results

Table 9: Linearity Test Brand Awareness with Digital Marketing ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Brand Awareness * Pemasaran Digital	(Combined)	2019,654	17	118,803	64,732	,000
	Between Groups	2002,950	1	2002,950	1091,351	,000
	Linearity Deviation from Linearity	16,703	16	1,044	,569	,904
	Within Groups	310,165	169	1,835		
	Total	2329,818	186			

Source: Data processed with SPSS Version 22.00 (2018)

The test results above obtained F_{count} value of 0.569 and a significant value of 0.904. The significant value of $0.904 > 0.05$ and the calculated F_{value} of $0.569 < F_{table}$ 3.05, it can be concluded that there is a significant linear relationship between the variables of Digital Marketing and Brand Awareness.

Table 10: Linearity Test Brand Awareness with Celebrity Endorsers ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Brand Awareness * Celebrity Endorser	(Combined)	2046,739	16	127,921	76,822	,000
	Between Groups	2012,488	1	2012,488	1208,579	,000
	Linearity					
	Deviation from Linearity	34,251	15	2,283	1,371	,166
Within Groups		283,079	170	1,665		
Total		2329,818	186			

Source: Data processed with SPSS Version 22.00 (2018)

The test results above obtained Fcount value of 1.371 and a significant value of 0.166. The significant value is $0.166 > 0.05$ and the F_{count} is $1.371 < F_{table} 3.05$, so it can be concluded that there is a significant linear relationship between the Celebrity Endorser variable and Brand Awareness.

Results of Inferential Statistical Data Analysis

Simple Digital Marketing Linear Regression Test Results

Table 11: Simple Linear Regression Test Results Digital Marketing Variables Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.960	1.107		-3.576	.000
Pemasaran Digital	.916	.027	.927	33.669	.000

a. Dependent Variable: Brand Awareness

Source : Data processed with SPSS Version 22.00 (2018)

Based on table 1.11 above the results obtained from the regression coefficients above, a regression equation can be made as follows:

$$Y = -3,960 + 0,916X$$

The above results show the value of tcount 33,669, a significant value of 0,000 and a constant of 0,916. For constants of 0.916, it means that if Digital Marketing increases by 1%, then the Brand Awareness variable will increase by 0.916%. Whereas for the tcount $33.669 > 1.973$ and the probability value sig. $0,000 < 0,05$ so that it can be concluded that the Digital Marketing variable (X) has a positive and significant effect on Brand Awareness (Y) at PT Buanacitra Internusa.

Simple Linear Regression Test Results for Celebrity Endorser Variables

Table 12: Simple Linear Regression Test Results Celebrity Endorser variable Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.836	1.027		-1.788	.075
Celebrity Endorser	1.085	.032	.929	34.253	.000

a. Dependent Variable: Brand Awareness

Source: Data processed with SPSS Version 22.00 (2018)

Based on table 12 above the results obtained from the regression coefficient above, a regression equation can be made as follows: $Y = -1,836 + 1,085X$

From the results of the table above shows the value of tcount of 34.253 and a significant value of 0.000 and a constant of 1.085. For a constant of 1.085, it means that if the Celebrity Endorser rises 1%, then the Brand Awareness variable will increase by 1.085%. Whereas for the value of tcount $34.253 > 1.973$ and the probability value sig. $0,000 < 0,05$ so that it can be concluded that the variable Celebrity Endorser (X) has a positive and significant effect on Brand Awareness (Y) at PT Buanacitra Internusa.

Multiple Linear Regression Test Results

Table 13: Multiple Linear Regression Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-5,392	,838		-6,438	,000
	Pemasaran Digital	,482	,041	,488	11,679	,000
	Celebrity Endorser	,590	,049	,505	12,084	,000

a. Dependent Variable: Brand Awareness

Source: Data processed with SPSS Version 22.00 (2018)

Based on table 1.13 above the results obtained from the regression coefficient above, a regression equation can be made as follows:

$$Y = -5,392 + 0,482 X1 + 0,590 X2$$

The equation can be explained as follows:

- a. The value of constant (a) intercept is -5,392.
- b. The regression coefficient of the Digital Marketing variable on Customer Brand Awareness is 0.482. This means that if the Digital Marketing variable rises by 1 unit it will increase the Brand Awareness variable by 0.482, assuming the Digital Marketing variable is considered constant.
- c. The Celebrity Endorser variable regression coefficient on Customer Brand Awareness is 0.590. This means that if the Celebrity Endorser variable rises by 1 unit, the Customer Brand Awareness variable will increase by 0.590, assuming the Celebrity Endorser variable is considered constant.

Product Moment Correlation Test Results

Table 14: Correlation Coefficient Test Correlations

		Pemasaran Digital	Celebrity Endorser	Brand Awareness
Pemasaran Digital	Pearson Correlation	1	,870**	,927**
	Sig. (2-tailed)		,000	,000
	N	187	187	187
Celebrity Endorser	Pearson Correlation	,870**	1	,929**
	Sig. (2-tailed)	,000		,000
	N	187	187	187
Brand Awareness	Pearson Correlation	,927**	,929**	1
	Sig. (2-tailed)	,000	,000	
	N	187	187	187

** . Correlation is significant at 0.01 level (2-tailed).

Source: Data processed with SPSS Version 22.00 (2018)

Relationship level criteria (correlation coefficients) between variables ranging from ± 0.00 to ± 1.00 + signs are positive and signs - are negative.

Basic Decision Making in the Correlation Test as follows:

- 1) If the significance value is <math>< 0.05</math>, it can be concluded that there is a significant correlation between the variables that are connected.
- 2) Conversely, if the value is sig. > 0.05, it can be concluded that there is no significant correlation between the variables connected.

Table 14 above shows the magnitude of the Correlation Coefficient of Digital Marketing towards Brand Awareness of 0.927 with a significant value of 0,000 < 0.05, so it can be concluded that Digital Marketing has a positive relationship with a very strong category with Brand Awareness. While the value of the Celebrity Endorser Correlation Coefficient on Brand Awareness is 0.929 with a significant value of 0,000 < 0.05, so it can be concluded that Celebrity Endorser has a positive relationship with a very strong category with Brand Awareness.

Determination Test Results

Table 15: Determination Coefficient Test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 ^a	.860	.859	1.3292

a. Predictors: (Constant), Digital Marketing

Source : Data processed with SPSS Version 22.00 (2018)

Based on the table above is a summary model that produces an R value of 0.927, which means that the correlation of Digital Marketing variables to Brand Awareness of customers in the category is very intense. While R² (R Square) is 0.860, this shows the contribution of the influence that the Digital Marketing variable partially contributes to the influence of Brand Awareness 86%, while the remaining 14% has an effect on other factors.

To find out the percentage of the contribution of the Digital Marketing variable to Brand Awareness, it can be measured by the determination coefficient or determinant coefficient with the following formula:

$$\begin{aligned}
 KD &= R^2 \times 100\% \\
 &= 0.860 \times 100\% = 86\%
 \end{aligned}$$

Then to find out the contribution of the influence of variable celebrity endorser on brand awareness at PT Buanacitra Internusa, it can be explained in the following table:

Table 16: Determination Coefficient Test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 ^a	.864	.863	1.3097

a. Predictors: (Constant), Celebrity Endorser

Source: Data processed with SPSS Version 22.00 (2018)

Based on the above table, the summary model produces an R value of 0.929, which means that the variable celebrity endorser correlation with customers' Brand Awareness in the category is

very intense. While R² (R Square) is 0.864, this shows the contribution of the influence that the Digital Marketing variable partially has an influence on Brand Awareness 86.4%, while the remaining 13.6% has an effect on other factors.

To find out the percentage of the Celebrity Endorser variable's contribution to Brand Awareness, it can be measured by the coefficient of determination or coefficient of determination by the following formula:

$$KD = R^2 \times 100\%$$

$$= 0.864 \times 100\% = 86.4\%$$

If together the contribution of Digital Marketing and Celebrity Endorser variables to the Brand Awareness of Customers in PT Buanacitra Internusa can be explained in Table 17 below :

Table 17: Determination Coefficient Test Summaryb model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,960 ^a	,922	,921	,9952

a. Predictors: (Constant), Celebrity Endorser, Digital Marketing

b. Dependent Variable: Brand Awareness

Source: Data processed with SPSS Version 22.00 (2018)

Based on the above table, the summary model produces an R value of 0.960, which means that the correlation between Digital Marketing and Celebrity Endorser variables on brand awareness of customers in the category is very high. Whereas R² (R Square) is 0.922, this shows the contribution of the influence that the Digital Marketing and Celebrity Endorser variables simultaneously or together have an influence on Brand Awareness 92.2%, while the remaining 7.8% has an effect on other factors that are not examined in this study.

To find out the percentage of contribution between Digital Marketing and Celebrity Endorser on Brand Awareness can be measured by the coefficient of determination or coefficient of determination by the formula as follows:

$$KD = R^2 \times 100\%$$

$$= 0.922 \times 100\%$$

= 92.2%

Hypothesis Test Results (partial t test)

Table 18: T Test Results (Partial) Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-5,392	,838		-6,438	,000
1 Pemasaran Digital	,482	,041	,488	11,679	,000
Celebrity Endorser	,590	,049	,505	12,084	,000

a. Dependent Variable : Brand Awareness

Source: Data processed with SPSS Version 22.00 (2018)

Based on table 1.18 above, it can be seen that the influence of Digital Marketing and Celebrity Endorser on Brand Awareness shows a significant influence. The following are the results of an explanation of the influence between the independent variables on Brand Awareness:

1) Effects of Digital Marketing on Brand Awareness

From the results of the above research shows the regression coefficient of 0.482, while the significant value of Digital Marketing is 0,000 and the value of t_count 11,679. For the regression coefficient of 0.482, it means that every 1% increase in Digital Marketing will increase Awareness Brand by 0.482%. For a significant value of 0,000 < 0,05 while t_count (11,679) > t_table (1,973). So it can be concluded that Digital Marketing has a positive and significant effect on Brand Awareness at PT Buanacitra Internusa. The results showed that the higher the value of Digital Marketing, the higher the level of Brand Awareness, with a significant level of influence, so that the decision can be taken that H0 is accepted Ha rejected.

2) Analysis of the Effect of Celebrity Endorser on Brand Awareness

From the results of the study obtained regression coefficients for the Celebrity Endorser variable of 0.590 and a significance value of 0.000 and tcount of 12.084. For the regression coefficient of 0.590 means that each addition of Celebrity Endorser by 1% will increase the Celebrity Endorser

by 0.590%. For a significant value of $0,000 < 0,05$, while $t_count (12,084) > t_table (1,973)$. So it can be concluded that Celebrity Endorser has a positive and significant effect on Brand Awareness at PT Buanacitra Internusa. The results showed that the higher the value of Celebrity Endorser, the higher the level of Brand Awareness, with a significant level of influence, so that a decision can be made that H_0 is accepted H_a rejected.

Hypothesis Test Results (Test F) together

Table 19: Test Result f (Simultaneous) ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2147,577	2	1073,789	1084,152	,000 ^b
	Residual	182,241	184	,990		
	Total	2329,818	186			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Celebrity Endorser, Digital Marketing

Source: Data processed with SPSS Version 22.00 (2018)

From the ANOVA test (Analysis of Variance) or F test, it shows that the F count value is 1,084,152 with a significance value of 0,000. From the results of the table above it can be explained that simultaneously between Digital Marketing (X_1), and Celebrity Endorser (X_2) significant effect on Brand Awareness (Y), evidenced by the value of $F_count 1.084,152 > F_table 3.05$ and significant value $0,000 < 0.05$. So that H_a can be dismissed and H_0 is rejected, or there is a significant influence between Digital Marketing and Celebrity Endorser on Brand Awareness.

CONCLUSIONS

1. There is a very strong and significant positive partial effect between digital marketing and brand awareness
2. There is a very strong and significant positive influence between celebrity endorsers on brand awareness
3. There is a very strong and significant positive influence between digital marketing and celebrity endorsers

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