The Influence of Content Marketing and Customer Engagement on Brand Awareness on Instagram Social Media Neng Katineung

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ABSTRACT

This research aims to understand how Content Marketing and Customer Engagement on social media, especially through the Instagram, impact Brand Awareness of a brand. Focusing on the digital marketing strategy actualized by Neng Katineung Eatery, this investigate tests the theory that Content Marketing influences Customer Engagement, which in turn impacts the increment in Brand Awareness. The testing method utilized in this consideration is non-probability testing with a purposive testing approach. The chosen test comprises of 378 respondents, who are supporters of Neng Katineung Eatery Instagram account and have encounter in devouring or association with the brand. The collected information was analyzed quantitatively utilizing SPSS adaptation 25.0 to look at the relationship between the variables. The analytical method utilized incorporate Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, F-Test, and T-Test, with a 5% significant level. This demonstrates that Content Marketing and Customer Engagement at the same time have a noteworthy impact on Brand Awareness of Neng Katineung Eatery on Instagram. Hence, this study proves a digital marketing technique based on engaging content and how dynamic customer interaction can positively and significantly improve brand awareness.

Keywords: Content Marketing, Customer Engagement, Brand Awareness.

1. INTRODUCTION

Within the time of data innovation that proceeds to create with tight competition, it has caused people's ways of life to alter towards a more digital direction. A more digital life is checked by the nearness of social media which plays a vital part for a business, particularly restaurants. Social media is the most media utilized by a commerce to grow market reach and increase brand awareness. Social media is additionally the main platform to create it less demanding for a business to connected with customers and through interactive content that can fortify brand mindfulness in a business. The nearness of compelling social media has ended up a vital technique for a culinary eatery business to fortify connections with customers and increment brand awareness in this advanced period.

More than 185.3 million individuals as of now utilize the web, whereas dynamic social media clients have surpassed 139.0 million. As appeared in Figure 1.1, web clients who moreover utilize social media are 139 million individuals. Nearly the world's populace is online, and the most recent slant appears that more than half of the world's add up to populace will utilize social media each year which proceeds to extend (Simon, 2020). Social media could be a collection of internet-based applications, based on belief system and innovation so that it permits the creation of interaction and communication by its clients. As time goes by, and innovation gets to be more modern, numerous commerce individuals utilize social media to advance the items they offer. One of the social media that will have a huge influence on a commerce is Instagram. Instagram could be a stage that's not as it was utilized to share photographs or recordings, but moreover one of the stages to progress a commerce through substance conveyance with the highlights accessible on Instagram commerce. Based on the overview comes about from We Are Social and Hootsuite, as appeared in Figure I.2, in 2024 Instagram was positioned 2nd as the social media stage most as often as possible utilized by the Indonesian individuals. Instagram social media is an application that's right now a way of life for individuals, particularly among youthful individuals. Instagram gives different highlights such as sharing photographs and recordings that permit clients to associated or share the most recent data through transfers (Kartini et al., 2022). One of the openings that can be utilized by eatery trade performing artists in utilizing the potential of Instagram social media as a put to disseminate content marketing which points to reach media shoppers in their promoting exercises (Santoso, 2017). In substance promoting carried out on Instagram, the tall and moo interaction of brands with shoppers can be seen from the number of seas, likes, comments, and offers.

Substance showcasing (content marketing) isn't fair posting photographs or recordings, but is particularly planned to associate, interface, and impress clients to extend information around a brand. Expanding interaction and reach by making curiously substance showcasing agreeing to the aiming target can increment brand mindfulness. The reason of making substance showcasing (content marketing) on social media is to bring clients and potential clients closer to taking after a brand or a company that includes potential customer called customer engagement (Saraswati & Hastasari, 2020). Expanding Instagram engagement does not as it were dependent on the number of likes from each post transferred, it is said to extend when the account has strongly interaction with potential customers and customers.

The Promoting Science Founded (MSI, 2010) characterizes customer engagement as a sign of client behavior towards a brand (company) exterior of obtaining exercises coming about from person client inspirations such as word of mouth, suggestions, intelligent between customers, blogging, composing audits and other comparable exercises. Client engagement could be a showcasing action that's oriented towards client behavior and brain research. Typically reflected within the interaction of a client with other clients or companies in a gathering to get item data or expect the dangers gotten if he devours the item (Brodie et al., 2013). Based on investigation conducted (Kusdianti & Wilujeng, 2024) content marketing has an impact on brand mindfulness in online travel specialists. Substance promoting is one of the tools to extend client brand mindfulness of a brand since the substance display can increment client request which is able to form two-way communication. So that with curious substance and having esteem in it, it can increase client mindfulness of a brand. Muzakki & Andarini (2024) clarify that brand awareness is the mindfulness of an individual or imminent buyer to recognize once more that a brand is portion of a certain item category. The expanding brand mindfulness of a brand, the more buyers recognize the brand by categorizing it into a certain category. This causes the utilization of social media that triggers interaction between clients and companies to form mindfulness among clients and construct long-term connections (client engagement) of a brand.

Right now, the food business sector in Purwakarta is developing, the numerous competing eateries will influence the community in deciding the food that tastes great with the taste they like. Moreover, with the Sundanese eatery Neng Katineung, one of the eatery businesses that has been built up since 1999 which was established by Mrs. Ita Sugihati and Mr. Ayep. Neng Katineung offers a true Sundanese menu such as flame broiled chicken, maranggi satay and flame broiled angle. In arrange to preserve its business, Neng Katineung must create the proper digital marketing strategy in arrange to compete with comparable competitors. Within the middle of the booming eateries in Purwakarta, Neng Katineung makes recordings or photographs and builds intelligent with clients through social media. Indeed, although it has been built up for around 25 a long time, there are still numerous Purwakarta individuals who are not mindful of the presence of the Neng Katineung eatery. Usually demonstrated by the populace of Purwakarta Rule in 2023 producing to 1,036,768 individuals based on information from the Purwakarta Rule Central Insights Organization, whereas the number of Neng Katineung Instagram adherents in 2023 was 3,880 so that as it were 0.7% of the populace of Purwakarta Rule are mindful of the presence of the Neng Katineung Eatery. The number of eateries impacts individuals in deciding their choice of places to eat agreeing to their tastes. The Neng Katineung Eatery, with its true Sundanese cooking, has built brand mindfulness by utilizing social media. In an exertion to construct client mindfulness and reinforce connections with clients, the Neng Katineung Eatery has utilized Instagram social media as one of the most stages to associated with buyers.

The phenomenon within the field appears that the utilize of social media as a showcasing instrument within the culinary industry is expanding. Restaurant of Neng Katineung has effectively utilized Instagram as the most stage in advancing its items. In any case, indeed although it features a reasonably expansive number of supporters, not all supporters fundamentally have Brand Awareness for this brand. In this manner, it is imperative to analyze the variables that impact Brand Mindfulness, particularly through Substance Showcasing and Client Engagement. Inquire about conducted by Suryana (2022) moreover states that the combination of a great substance showcasing technique and tall client engagement can make included esteem for a brand. This will energize clients to superior recognize, keep in mind, and indeed prescribe the brand to others. In this way, Content Marketing and Customer Engagement are exceptionally vital in expanding Restaurant of Neng Katineung's Brand Awareness. This study points to test the degree to which these two components contribute to brand awareness and give key proposals to extend the adequacy of advanced promoting for this culinary commerce.

This inquiries about encompasses a high criticalness considering the progressively tight competition within the culinary industry, particularly in advanced promoting through social media. In this manner, it is vital to get more profoundly the variables that impact Brand Awareness, particularly through Content Marketing and Customer Engagement on Instagram of Neng Katineung. In competitive showcase conditions, a viable digital strategy marketing may be a vital component in drawing in client consideration and building brand awareness. By understanding the impact of Substance Promoting and Customer Engagement, culinary businesses can plan more ideal techniques to extend customer interaction, reinforce connections with gatherings of people, and extend showcase reach. It is trusted that this

investigation can contribute to culinary commerce on-screen characters in creating social media-based showcasing techniques in building more grounded and more maintainable Brand Awareness.

2. RESEARCH METHODS

This consider employments a quantitative clear strategy that's illustrative in nature, to be specific highlighting the impact between inquire about factors and testing theories that have been defined already. Quantitative strategies with impact ponder point to decide the promoting technique of substance showcasing and client engagement on brand mindfulness at the Neng Katineung eatery. The unit of examination is clients of 363 respondents. The investigate strategy is Overview Illustrative Strategy. Utilizing investigation. To test all speculations in this think about, this ponders employments a quantitative approach with a descriptive-verification strategy. The information collection method was carried out using primary information within the frame of a survey. Which was carried out utilizing numerous direct relapses, speculation testing, Concurrent Test (F Test)/ Goodness of Fit and Relationship Coefficient Test, Theory Test (T- Test).

3. RESULTS and DISCUSSIONS

3.1. Multiple Linear Regression Analysis

Table 1. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,011	,033		,341	,733		
	content marketing	,836	,040	,827	20,806	,000	,542	2,005
	customer engagement	,165	,040	,164	4,126	,000	,542	2,005
a. Dependent Variable: brand awareness								

Based on the numerous straight relapse condition over, it can be clarified that A steady of 0.011 implies that by overlooking the impact of the size of substance showcasing (X1) and client engagement (X2), the size of brand mindfulness (Y) is 0.011.

The relapse coefficient esteem of substance showcasing association on brand mindfulness appears a result of 0.836. This appears that the substance promoting variable on brand mindfulness influences brand mindfulness by 0.836 or contains a positive impact, which suggests that on the off chance that the substance promoting variable on brand mindfulness increments, at that point brand mindfulness too increment.

The relapse of coefficient esteem of client engagement inclusion on brand mindfulness appears a result of 0.577. This appears that the client engagement variable on brand mindfulness influences brand mindfulness by 0.577 or incorporates a positive impact, which suggests that in case the client engagement variable on brand mindfulness increments, at that point brand mindfulness moreover increments.

3.2. Simultaneous Test (F Test)

Table 2. Result of Goodness of Fit Model Test with F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	470,617	2	235,308	7416,969	,000b
	Residual	11,421	360	,032		
	Total	482,038	362			
a. Dependent Variable: brand awareness						
b. Predictors: (Constant), customer engagement, content marketing						

Based on the table data above, the F value obtained is 7416.969 and sig 0.000 < 0.05, so the hypothesis can be accepted (Ghozali, 2018).

3.3. Partial Test (T- Test)

Table 3. Result of T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,011	,033		,341	,733		
	content marketing	,836	,040	,827	20,806	,000	,542	2,005
	customer engagement	,165	,040	,164	4,126	,000	,542	2,005
a. Dependent Variable: brand awareness								

From the table above, the t-statistic value of the content marketing variable is 0.000, which means <0.05, which means that there is a significant influence of the independent variable on the dependent variable. The t-statistic value of the customer engagement variable is 0.000, which means <0.05, which means that there is a significant influence of the independent variable on the dependent variable.

3.4. Coefficient of Determination (R^2)

Table 4. Results of Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,988[a]	,976	,976	,17812
a. Predictors: (Constant), customer engagement, content marketing				
b. Dependent Variable: brand awareness				

From the table over, the R Square esteem is 0.976 or 97.6%, which suggests that 97.6% of brand mindfulness can be clarified by substance showcasing and client engagement. Whereas the remaining 2.4n be clarified by other factors not examined in this ponder. This implies that 2.4% of factors are exterior the investigate of substance showcasing and customer. Engagement.

4. CONCLUSION

This consider illustrates that Substance Showcasing (content marketing) contains a noteworthy and positive impact on the Brand Awareness variable. This implies that in case Neng Katineung utilizes fitting and pertinent Substance Showcasing as an advancement, the level of Brand Awareness will increment. Substance promoting has ended up one of the successful techniques in expanding brand mindfulness within the computerized time. Substance promoting centers on making and disseminating significant, curiously, and important substance for the gathering of people with the point of building long-term connections. In Indonesia, research conducted by Anggraini and Setiawan (2020) appears that substance showcasing incorporates a noteworthy positive impact on brand mindfulness, particularly for brands that effectively utilize computerized stages such as social media.

Customer Engagement encompasses a critical and positive impact on the Brand Awareness variable. This implies that on the off chance that Neng Katineung makes customer engagement by utilizing dynamic intelligence with shoppers, the level of Brand Awareness will increase. Customer engagement could be a concept that describes the dynamic interaction between consumers and brands, both online and offline, which points to form a solid enthusiastic association. Within the computerized time, customer engagement plays a critical part in expanding brand awareness. Concurring to inquire about by Pratama and Fitriani (2020), the higher the level of customer engagement, the more noteworthy the opportunity for the brand to be known by a more extensive group of onlookers.

Substance Showcasing (content marketing) and Customer Engagement have a noteworthy and positive impact on the Brand Awareness variable. This implies that in the case Neng Katineung makes interesting content and builds curiously intuitive, it can increase buyer Brand Awareness towards Neng Katineung. Substance showcasing and

Customer engagement are two fundamental methodologies that complement each other in expanding Brand Awareness. Substance promoting centers on making and dispersing important and profitable substance for the gathering of people, whereas customer engagement includes dynamic interaction between customers and brands to construct passionate associations. Inquire about by Pratama and Sari (2021) in Indonesia appears that the combination of content marketing and customer engagement contains a critical positive impact on expanding brand awareness.

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