



THE INFLUENCE OF DIGITAL MARKETING ON BRAND EQUITY MEDIATING BY BRAND AWARENESS

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ABSTRACT

Digital marketing can be a solution that is low cost and has a wider reach. In digital marketing, promotion is carried out using internet media. Products and services that are promoted will be communicated in a way that is more pleasant, more subtle, which can be more compelling. At the same time, promotions can become even more intense because users who have tried the product or service also communicate their experience through posts on social media or reviews on their personal blogs. Purpose of study is to analyze influences of digital marketing on brand equity mediating by brand awareness. Using these variables, the usage of these variables are able to solve the arising problem within Barbershops Semarang.

Population of this research are customers of Barbershop Semarang. Sampling techniques used accidental sampling, due to the Covid 19 pandemic condition and the large number of barbershop customers in the city of Semarang. The samples size of this research are 100 respondents. Analytical tool using the Structural Equation Modeling (SEM).

The effect of digital marketing on brand equity are significant; the effect of digital marketing on brand awareness are significant; the effect of brand awareness on brand equity are significant.

Keywords: Digital marketing, brand equity, and brand awareness

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INTRODUCTION

Digital media has now become an important media used in every society. This can be seen from how Indonesia has become the second largest Facebook user in the world. Digital media is growing rapidly in line with the increasing number of internet users in Asia, especially in Indonesia. Even now, digital media has become a lifestyle in every circle, in addition, the use of digital media has helped everyone in carrying out routines, including in communicating, both in individuals and in mass communication. The types of digital media that are often used today are: Youtube, Facebook, Twitter, Path, and Instagram, where each of these types of digital media has almost the same function, namely communicating (Putri dan Fitrah, 2017). Another function of using digital media, namely: branding, sharing, promotion, and marketing (Tiffany et al., 2019).

Along with the development of digital technology supported by the internet, technology in the marketing sector also develops. Judging from the shifting of marketing activities from the real world to the virtual world is a boost from the fast development of digital technology and the large number of societies that are increasingly based on sophisticated devices. The reason is that in informing or educating about a product, media is needed to reach target audiences who use digital technology, namely the digital society or digital society and this form of marketing is called digital marketing (Labbad and Niketh, 2018).

Yasmin et.al., (2015) focuses on how digital marketing is attracting and allowing the customers to interact with the brand through digital media. The study portrays the relationship between traditional marketing and digital marketing. The study also discuss about the various elements of digital marketing which has an impact on the firm's sales. The research clearly list out the advantages of digital marketing to the customers. The study concludes that digital marketing has no boundaries for reaching the customers and it has positive impact on the sales for the products.

Digital marketing can reach all people, anytime, in any way, and anywhere. Of course, it is very far superior to conventional marketing which is limited by time, location and user reach. This is reinforced by the results of research by Putri and Fitrah (2017) which state that there is an influence between online marketing campaigns and consumer habits in choosing an item or service (Soininen, 2015). In an all-digital situation, where everyone has a cell phone and every day activities using a cell phone make online marketing closer to the daily habits of its customers and with online marketing, customers will find out what products are needed quickly.

Social media is the media of choice favored by the community. This is supported by the presence of cellular phones that provide features connected to the Internet, so that anyone can access their social media quickly, easily, wherever they are. With the development of communication technology, information disclosure and information dissemination patterns have also changed. Information production can now be done by non-institutionalized parties. This means that now it seems as if anyone is free to spread information without going through the gatekeeper. It must be realized that currently social media can be said to have a high enough control to influence the public because social media has sufficient power to influence the public which sometimes cannot be done by an organization (Triatma and Tarigan, 2016). Labbad dan Niketh, (2018), show a positive effect of digital marketing on brand awareness.

In addition, technological advances can make information spread widely and quickly so that people can find out various information about a product or service before potential customers determine and buy these products. Advances in technology, especially in the information sector, gave birth to new concepts in the marketing field. Many companies

inform and promote their products only directly in stores, but now they can use technology as a means of promotion (Almeida, 2014).

In Indonesia, some people are more familiar with the term barbershop than "Barbershop". Barbershop is a barbershop, barbershop is a Barbershop. Different names, make some people distinguish barbershop and barbershop in terms of cleanliness, atmosphere, and location. Haircuts are identical with the impression of being dirty, hot, and shabby. While the barbershop is a clean, quiet, cool place (has air conditioning/AC). However, with the presence of an Internet network a company can market its products quickly with wide coverage, just like Barbershop in promoting its services. In building awareness of the Barbershop brand, Barbershop chooses social media to carry out marketing communication activities, with the hope of actively building relationships with consumers, which in the end the barbershop brand can be recognized by the general public. Promotional activities through social media are expected to be the main factor in increasing and maintaining brand awareness, where consumers are more aware and remember the brand of a product produced by the company, which in turn makes consumers loyal to the brand and product.

Brand awareness as a marketing strategy is the most important factor in building consumer awareness to buy a product. Customers who know a product better than competitors' products, make customers know what are its advantages over competitors. Customers also know the advantages of these products as their needs, this will make customers interested in buying. Through consumer awareness of a brand, potential consumers can remember and get to know the brand and decide to make a purchase, enabling consumers to only make purchases to one particular brand category. The term strategy is often used by the community to describe something such as several goals to be achieved. Like the Barbershop in carrying out a strategy to achieve goals (Labbad and Niketh , 2018) .

In this research, digital marketing in building Barbershop brand awareness is carried out through social media, not only products are the focus but also consumers. Through social media, a brand can interact with consumers and potential consumers directly. Barbershop has an attraction, where at the barbershop, customers will feel a more comfortable and cool place with air conditioning. Grooming products are also available to support hairdos. The main services offered by barbershops include hair cutting and shaving (shaving the mustache and beard), there are even additional services, namely creambath and massage sessions after haircuts.

By creating a brand experience that suits consumers' desires and involving them to be part of the brand narrative. Where this can help to increase consumer confidence in these brands which are more difficult to build through traditional marketing and advertising methods. In social media, it can also be seen that consumers' reactions and responses to products can determine or adjust the promotional strategies that will be used. In using social media, it is also necessary to develop the right strategy. Social media account managers must be active and frequently post about products offered to consumers and continue to interact with followers. Besides, content about social media must be a concern, so that it is relevant to our products and makes many people more interested in reading and interacting with the social media that we have to promote products (Soininen, 2015) .

Factors that are taken into consideration for consumers in choosing products are marketing and brand awareness that consumers will get from a product. Both factors will cause brand equity or brand wealth . The number of products that have the same form, use, and other features makes it difficult for consumers to distinguish between these products. Barbershop continues to make product innovations to attract consumer attention and of course so that consumers are willing to use barbershop services . However, the most important thing which is continuously being developed is brand equity. Brand equity can

increase long-term sales and make the company continue to be trusted by consumers even though economic conditions are experiencing fluctuations. In this study, the elements that affect brand equity are digital marketing and brand awareness (Puwiati and Arsanti, 2018).

Today's appearance is no longer just a necessity for women but modern men who are also required to always appear neat in order to have attractiveness. Barbershop is the reason for men to use this haircut service because it has several characteristics that can be distinguished from other haircut places. Generally, the concept commonly carried by barbershop is a classic concept in terms of styling and the kapsters (hair barber) are able to provide modern haircuts for men with several styles such as undercuts, pompadours, slick back and old school. Other services that can be enjoyed by male consumers besides haircuts are massage, hairstyle, coloring, creambath, hairwash. These are the factors that make barbershop very attractive to men to pamper hair care. This phenomenon is one of the reasons the barbershop business is experiencing rapid development, marked by the proliferation of the number of barbershop, causing intense competition between barbershop. The development of the barbershop trend has also entered the city of Semarang due to the many interests of men using this haircut service. The condition of the barbershop business competition which is fast, especially in the city of Semarang, has attracted other competitors to try this business. This certainly triggers competition in a market that is so tight because almost all of the existing barbershop offer the same service facilities (Labbad dan Niketh, 2018).

The competition for barbershop in one city, namely Semarang, is very tight because there are many business actors who are the same between one barbershop to another, so that managers are competing to make improvements to facilities from any aspect, especially the best service for consumers. This can also be a gap for a marketer to see opportunities to compete its competitors are doing digital marketing in order to win the competition in the barbershop business in Semarang.

Research gap is the result of research that differs from one study to another, thus giving rise to contradictions. Based on references from previous research, it shows that there are differences in the results of previous studies that lead to a *research gap*, where, Soininen, (2015) and Labbad and Niketh (2018) show a positive effect of digital marketing on brand awareness, while Yuvaraj and Indumathi, (2018) does not show a significant effect of digital marketing on brand awareness.

The number of hairdressing businesses that have sprung up has led to competition in similar businesses. Barbershop owners are expected to be able to implement effective marketing strategies to compete in a healthy way and to influence consumers in their purchases. Purchasing decisions are individual activities that are directly involved in making purchasing decisions about products offered by sellers.

One form of marketing strategy that can be applied to influence consumers is promotion. Without promotion, you should not expect consumers to know the barber shop in question. For business actors, the promotional activities are aimed at informing all kinds of products offered directly or indirectly to consumers. Promotion can be done in different ways, namely through advertising, sales promotion, publicity, personal sales, direct marketing, events and experience, word of mouth, interactive marketing and e-commerce. (Kotler and Keller, 2012).

The phenomenon of the internet and social networking in Indonesia is currently being exploited by the emergence of various business opportunities. One of them is the internet as an Advertising Tool which has the aim of promoting and selling products using advertisements via the internet with social media that have developed to carry out buying and selling activities and provide information on a brand which is commonly called E-commerce.

Through daily use of the internet (even globalwebindex.com also states that internet users in Indonesia spend approximately 8 hours per day), people's behavior and lifestyle inevitably changes. Today's society has extensive connections to the various information they need. At the same time, those who are customers of a product / service are also connected to each other so that they can exchange information and experiences (Labbad dan Niketh, 2018).

With so much information that can be obtained, people no longer easily believe in conventional advertising. When a brand promotes a new product, they will flock to find out, discuss the advantages and disadvantages of the product, maybe even exchange experiences related to the product. Those then affects the decision of each customer when they want to buy a product or service. "Assistance" in terms of information has an important role in influencing the decision, whether to use a particular product / service or not. With this changing shopping style, it is time for business actors, business people, or professionals to make changes in terms of promotion and marketing. Digital marketing can be a solution that is low cost and has a wider reach. In digital marketing, promotion is carried out using internet media. Products and services that are promoted will be communicated in a way that is more pleasant, more subtle, which can be more compelling. At the same time, promotions can become even more intense because users who have tried the product or service also communicate their experience through posts on social media or reviews on their personal blogs.

The formulation of the problem in this study is how to increase brand equity at Barbershop in the city of Semarang? Based on the formulation of the problem, the research question in this study are: -

1. How is the impact of digital marketing on brand awareness ?
2. How is the impact of digital marketing on brand equity ?
3. How is the impact of brand awareness on brand equity?

KERANGKA PEMIKIRAN TEORITIS DAN PERUMUSAN HIPOTESIS

2.1. Digital Marketing on Brand Awareness

Digital Marketing is an application of the internet and is related to digital technology, which is related to traditional communication to achieve marketing goals. This can be achieved to increase consumer knowledge such as profile, behavior, values, and loyalty levels, then unify targeted communication and online services according to individual needs.

The shift in lifestyle in society has begun to shift from shopping offline to online, giving birth to various characteristics in consumers that will form a digital society or digital society. Along with the development of digital technology supported by the internet, technology in the marketing sector also develops. Judging from the shifting marketing activities from the real world to the virtual world is a boost from the fast development of digital technology as well as the large number of societies that are increasingly based on sophisticated devices. The reason is that in informing or educating about a product, media is needed to reach the target audience who uses digital technology, namely the digital society or digital society and this form of marketing is called digital marketing. Digital marketing makes barbershops closer to their customers, where a person's activities nowadays often intersect with cell phones, the more often digital marketing is done, the

more customers will know the barbershop. Labadd and Niketh, (2018), digital marketing has a significant positive effect on brand awareness.

H1 : Digital marketing has a positive and significant effect on brand awareness

2.2. Digital Marketing on Brand Equity

One of the benefits obtained from using social media for brands is establish online branding. The main goal in building a brand for all businesses is to keep the brand visible to people in cyberspace (Ratana, 2018). This is also reinforced by the explanation of Ratana, (2018) that social media, almost all kinds, are good tools for building a brand. Through A company's social media can increase consumer awareness about a product (top of mind awareness) and targeting more segmented targets.

According to Sojininen, (2015), the use of social media can help companies see various opinions and analyze the shifting attitudes of customers. This can provide insight to the company to be able to defend itself in the midst of market changes and company brand equity. According to Ratana, (2018), social media marketing can provide a great opportunity for entrepreneurs, small businesses, medium enterprises, and large corporations in building brands and his business. Gunelius also stated that one of the goals of social media is to brand building. Conversation on social media provides the perfect way to build brand awareness, encourage brand recognition and brand recall, and increase brand equity. Based on the statement of several researchers above, the hypothesis in this study is conducted as follows :

H2 : Digital marketing has a positive and significant effect on brand equity

2.3. Brand Awareness on Brand Equity

Brand awareness is what a potential buyer can afford recognize or recall that a brand is part of specific product categories. The role of brand awareness in overall brand equity depending on the level of awareness achieved by a brand. The role of brand awareness in overall brand equity (brand equity) depends and the level of awareness achieved by a brand. Brand awareness means the ability of a prospective buyer to recognize or recall that a brand is part of and certain product categories, (Purwianti dan Arsanti, 2018). Brand Awareness describes the existence of the brand in the mind of the consumer, which can be determinants in several categories and usually have a key role in brand equity. Raising awareness is a mechanism for expanding the brand market. Based on the statement of several researchers above, the hypothesis in this study is conducted as follows :

H3 : Brand awareness has a positive and significant effect on brand equity

RESEARCH METHODS

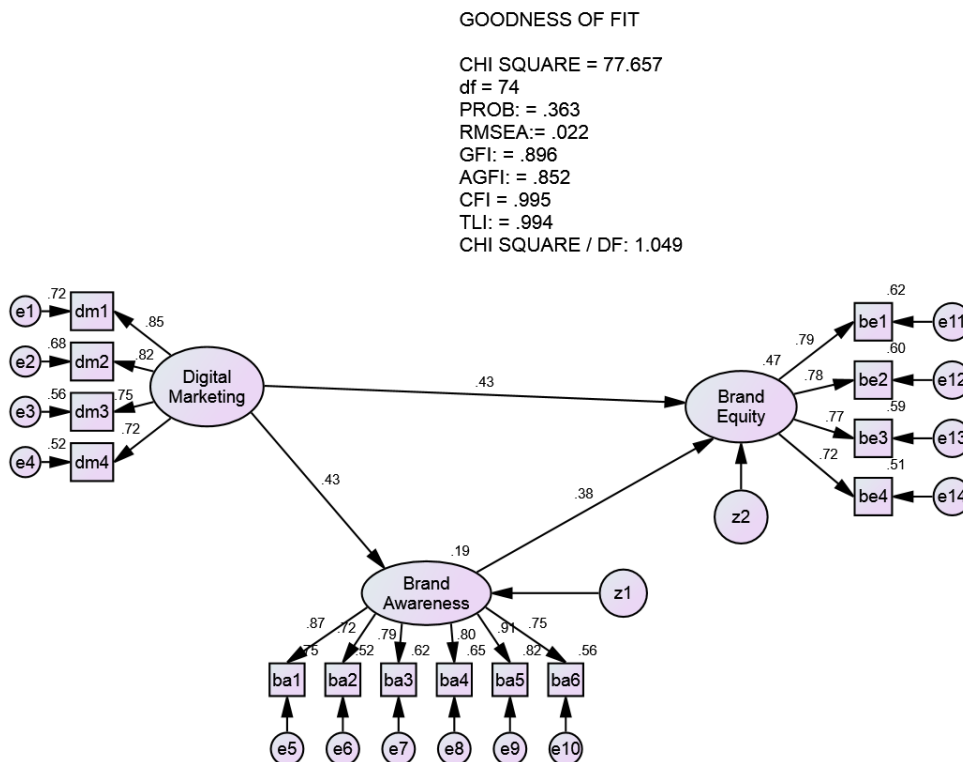
Population of this research are customers of Barbershop Semarang. Sampling techniques used accidental sampling, due to the Covid 19 pandemic condition and the large number of barbershop customers in the city of Semarang. The samples size of this research are 100 respondents. Analytical tool using the Structural Equation Modeling (Sem)

DATA ANALYSIS AND DISCUSSION

The analysis is a full model Structural Equation Model (SEM) analysis, after analyzing the unidimensional level of the latent variable forming indicators tested by confirmatory factor analysis. Analysis of the results of data processing at the full model SEM stage was carried out by performing a suitability test and statistical test. The results of data processing for the full model SEM analysis are shown in

Figure 0.11, Table 0.1 and **Error! Reference source not found.2.**

Figure 0.1 Test result Structural Equation Model (SEM)



The test of the model hypothesis shows that this model is in accordance with the data or fit the data used in the study, as shown in the following table:

**Table 0.1 Model Feasibility Test Results
 Structural Equation Model (SEM)**

Goodness of Fit Index	Cut-off Value	Analysis Result	Model Evaluation
Chi – Square	Small (< 102.345)	77,657	Good
Probability	≥ 0.05	0,363	Good
RMSEA	≤ 0.08	0,022	Good
GFI	≥ 0.90	0,896	Marginal
AGFI	≥ 0.90	0,852	Marginal
TLI	≥ 0.95	0,995	Good
CFI	≥ 0.95	0,994	Good

Source: Processed research data

Based on Table 0.1 above, the use of a theoretical framework in the model is in accordance with actual reality, where the probability value of 0.363 indicates a good evaluation of the model.

4.1. Hypothesis test

After all the assumptions can be met, then the hypothesis testing will be carried out as proposed in the previous chapter. Testing the 3 hypotheses of this study was carried out based on the Critical Ratio (CR) value of a causal relationship from the results of SEM processing as in table 4.3 below.

Table 0.1 Regression Weight Structural Equational Model

			Estimate	S.E.	C.R.	P
Brand Awareness	<---	Digital Marketing	0,421	0,116	3,615	***
Brand Equity	<---	Brand Awareness	0,418	0,127	3,293	***
Brand Equity	<---	Digital Marketing	0,463	0,125	3,694	***

From the test results, it is found that all CR values are above 1.96 or with a probability smaller than 0.05. Thus all Hypotheses are accepted.

4.1.2. Hypothesis Testing 1

From the calculation results obtained from the CR variable of digital marketing on brand equity is 3.293 and with a probability value of 0.000. The probability value = 0.000 < 0.05, indicating that digital marketing has an influence on brand equity. Thus it can be concluded that H1 is accepted.

The results of this study indicate that good digital marketing from Barbershop in Semarang City will increase its brand equity, so that high digital marketing will increase brand equity.

The results of this study indicate that the digital marketing variable has a significant and direct positive effect on brand equity. These results are in line with research conducted by Soinenen, (2015) which shows that digital marketing has a direct effect on brand equity. This is supported by the opinion of Ratana, (2018) which states that digital marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action against brands, businesses, products, people, or other institutions. Digital marketing can be used as a medium to better introduce the company to consumers in order to build brand awareness. Barbershops in the city of Semarang realize the importance of the presence of Instagram. Currently barbershops in the city of Semarang have created social media Instagram as a marketing medium to share product and service information to consumers, as well as to increase the brand equity of the barbershop. This is also a fact of the development of the era in the current digital

era, where digital marketing can be used as an effective and efficient marketing medium, especially with the target consumer of the younger generation.

4.1.2. Hypothesis Testing 2

From the calculation results obtained from the CR variable of digital marketing on brand awareness is 3,615 and with a probability value of 0,000. The probability value = $0.000 < 0.05$, indicating that digital marketing has an influence on brand awareness. Thus it can be concluded that H2 is accepted.

The results of this study indicate that good digital marketing from Barbershop in Semarang City will increase its brand awareness, so that high digital marketing will increase brand awareness.

In this study, the results show that brand awareness mediates the effect of digital marketing on brand equity. These results are in line with research conducted by Labadd and Niketh, (2018) and Triatma and Tarigan, (2016) which show that digital marketing has a significant influence on brand awareness. This also illustrates that digital marketing is a marketing medium that is currently able to increase brand awareness indirectly. As a media that supports marketing activities for barbershops, Instagram has a significant influence on brand awareness. Furthermore, with increased brand awareness, the brand equity of the barbershop will also increase. So it can be concluded that digital marketing can have a significant and positive influence on brand awareness. Effective results from marketing through Instagram can only be obtained when all the variables in this study can be well integrated with each other. Consistency in providing interesting information to customers through digital marketing is very necessary, so that these customers can get to know the barbershop well.

4.1.3. Hypothesis Testing 3

From the calculation results obtained from the CR variable brand awareness of brand equity is 3.293 and with a probability value of 0.000. The probability value = $0.000 < 0.05$, indicating that brand awareness has an influence on brand equity. Thus it can be concluded that H3 is accepted.

The results of this study indicate that good brand awareness from Barbershop in Semarang City will increase its brand equity, so that high brand awareness will increase brand equity.

This study shows that there is a significant and positive direct influence of brand awareness on brand equity. This is in accordance with the opinion of Purwianti and Arsanti, (2018) which states that brand equity is the effect of differences when knowing the name of a brand on customer responses to a product and its marketing. In this study, it can be seen that barbershops do not only provide haircut services, but other services that are often needed by consumers. Most of the customers have realized the advantages possessed by the barbershop, so that the customers feel satisfied every time they use the services of the barbershop. This supports the fact that barbershops can be quickly recognized by the public. This is in accordance with the opinion of Purwianti and Arsanti, (2018) which states that brand equity is the effect of differences when knowing the name of a brand on customer responses to a product and its marketing.

CONCLUSION AND POLICY IMPLICATIONS

5.1. Conclusions

There are three hypotheses proposed in this study. The conclusions of the three hypotheses are as follows:

5.1.1. Conclusion regarding Hypothesis 1

Hypothesis one shows that digital marketing has a positive effect on brand equity. The results of this study support the research of Soininen, (2015) and Ratana, (2018). Most of the customers have realized the advantages possessed by the Barbershop, so that the customers feel satisfied every time they use the services of the Barbershop. This supports the fact that Barbershops can be quickly recognized by the public. Barbershop already has high brand equity. A good business model and in accordance with consumer needs, makes Barbershop quickly known by the public.

5.1.2. Conclusion regarding Hypothesis 2

Hypothesis two shows that digital marketing has a positive effect on brand awareness. The results of this study support the research of Labadd and Niketh, (2018) and Triatma and Tarigan, (2016). These results indicate that each customer has a different attitude in responding to information from a marketing activity carried out by the company. Based on this research, the existence of digital marketing from the company cannot necessarily build brand awareness of a brand. The introduction of a brand illustrates the willingness of customers to always use the company's products and services in the long term even exclusively, as well as recommending it to other colleagues.

5.1.3. Conclusion regarding Hypothesis 3

Hypothesis three shows that brand awareness has a positive effect on brand equity. The results of this study support the research of Purwianti and Arsanti, (2018). The higher brand awareness will have an effect on increasing brand equity, because higher brand awareness. Higher levels result in greater opportunities for a brand to be selected in the purchasing decision-making process, which ultimately leads to increased revenue, reduced costs, and greater profits for the company.

5.2. Theoretical Implications

Brand equity is strongly influenced by brand awareness (Purwianti and Arsanti, 2018) and digital marketing (Soininen, 2015; and Ratana, 2018) while brand awareness is influenced by brand equity (Labadd and Niketh, 2018; and Triatma and Tarigan, 2016). The results of this study confirm the results of previous research conducted by: Labadd and Niketh, (2018); Triatma and Tarigan, (2016); Soininen, (2015); Ratana, (2018); and Purwianti and Arsanti, (2018) who show the results that digital marketing affects brand awareness in increasing brand equity.

Table 0.1 Theoretical Implications

No	Results	Theoretical Implications
1	Digital marketing have significant	The results of this study were confirmed

	and positive effect to brand equity	by Soininen, (2015); and Ratana, (2018) which shows that digital marketing has a positive effect on brand equity.
2	Digital marketing have significant and positive effect to brand awareness	The results of this study were confirmed by Labadd and Niketh, (2018) and Triatma and Tarigan, (2016) which shows that digital marketing has a positive effect on brand awareness.
3	Brand awareness have significant and positive effect to brand equity	The results of this study were confirmed by Purwianti and Arsanti, (2018) which shows that brand awareness has a positive effect on brand equity.

5.3. Managerial Implications

Based on open questions, it can be suggested to management as follows:

Barbershop in Semarang City needs to use digital marketing so that the barbershop brand continues in the minds of customers. Barbershop management often offers its services through online social media, customers who mostly use smartphones for their daily activities will feel reminded of the existence of a barbershop, with good service, able to give a good impression that can increase brand equity.

Barbershop in Semarang City needs to use digital marketing so that customers recognize the brand of barbershop well, the shift in lifestyle in the community is starting to shift from shopping offline to online, giving birth to various kinds of characteristics in customers that will shape a digital society or digital society, along with the development of digital technology that is supported by the internet makes technology in the marketing field also develop. Judging from the shifting marketing activities from the real world to the virtual world is a boost from the fast development of digital technology and the number of customers who are increasingly based on sophisticated devices. The reason is that in informing or educating about a product, media is needed to reach target audiences who use digital technology, namely the digital community or digital society, the more often marketing done via digital can increase brand awareness.

Barbershop in Semarang City, in increasing its brand equity, needs to increase customer recognition of the services provided by Barbershop. This study suggests that Barbershop in Semarang should pay attention to the brand awareness factor in determining their marketing strategy by always issuing new models regularly and regularly posting them on social media accounts so that customers are aware of the Barbershop's existence.

5.4. Research Limitations

Some of the limitations of the study that can be drawn from this study are as follows: the limitation of this research modeling comes from the results of the squared multiple correlation showing a magnitude of 0.19 for brand awareness; and 0.47 for brand equity. This indicates that the antecedent variable is less than optimal from these endogenous variables. The optimal amount should be above 0.70.

5.5. Future Studies

The results of this study and the limitations found in the research can be used as a source of ideas for the development of this research in the future, so the suggested expansion of this research is to add independent variables that affect brand equity. The variables suggested are: attractiveness of advertisements, promotions and so on.

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