THE INFLUENCE OF SOCIAL MEDIA MARKETING AND MARKETING MIX 4P'S TODWARDS BRAND AWARENESS

by Farid Said Bafagih

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND MARKETING MIX 4P'S TODWARDS BRAND AWARENESS (CASE STUDY: POCHAJJANG RESTAURANT)

UNDERGRADUATE THESIS

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The Analysis the influence of Social Media Marketing and Marketing

Mix on Restaurant (Study Case: Pochajjang)

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This thesis is dedicated to:

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ABSTRACT

The purpose of this research is to analyze how significant the influence of social media marketing and marketing mix 4P's towards brand awareness in case study at Pochajjang restaurant. Pochajjang is categories as all you can eat restaurant with using style of Korean barbeque to represent a new experience at Indonesia market. With current situation, Pochajjang success in the terms of implementing and developing strategy marketing with consumer expectation as all you can eat restaurant in Indonesia. Those successful strategy was marked with the increasing numbers of outlet in Indonesia from month to month since the first Pochajjang was establish. What is become core sector of Pochajjang in brand awareness? Is there possibility brand awareness of Pochajjang without social media marketing or marketing mix 4P's keep raising? the rate of Pochajjang offered to consumer is way cheaper rather than similar type of industries, is about price or strategic marketing as the element that is raise names of Pochajjang? Researching some source from the Internet, books, and interview with personal who worked at Pochajjang or KULO group. This research is about how we can.

Keywords: digital marketing, social media, marketing mix, brand awareness

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CHAPTER I: INTRODUCTION

I.1. Background

The most of business strategy view in the terms of point of view firms worldwide as multinational markets but are guided by global vision with formulating global corporate strategy, managers aim to identify and target cross-cultural similarities, however most of strategy guided by the belief that each market requires its own culturally adapted strategy. Whether a firm is following a market-driving or market-driven approach a strategy has to be formulated at a global level, means that firm would want to benefit from slicing its value chain into small slices, positioning each slice at the most optimal location on the globe (Buckley & Ghauri, 2015).

Technology has important effects on business operation which are creating intangible and tangible benefits. The infrastructure of technological infrastructure can support the culture, efficiency, and relationship of a business. However, technology in business have a role to connect the business to business (B2B) or Business to customer (B2C) to create communication through the customers quickly and clearly, such as website can allow the customers to have following question of the product after operation hours, in some product are complex will be easier to explained in social media about product knowledge, and product processing in the terms of carting, shipping, until tracking product delivery through customers. During the increasing of technology connectivity creating new opportunities for digital marketer to attract more customers through digital platform. Inside the businesses, technology can reduce business cost with implementing suitable software needed by its businesses such as back office functions, accounting, and payroll. Especially nowadays, technology is enabled with mobile tech which most of business implement for now on is work from home that is interact with real time (Vitez, 2019).

Social media is a platform able to spread information widely, also with specific algorithm of social media platform users are able to viral in a second or another word reach the trendiness, is simply because of the tech are enable for users to make interaction and connection with other users widely. In organization there was activities in field of marketing called social media marketing or SMM have a powerful way for business reach the prospect and customer needs. The successful accuracy on social media marketing can bring the business creating devoted brand advocates and even driving leads and sales. Internet marketing are involves in creating and sharing content in social media platforms in order to achieve the company marketing goals in the terms of branding or knowledge, which are most common of the activities do by the company include posting text or image, updates, videos,

and content that is driving the audience engagement (WordStream, 2020). Social media advertising is focusing on utilizing the social networking to produce broad range of tactics and strategy to promote content according to the customers reach, with the common strategy used in social media marketing is to build message inside the content that individual users will share to their family, friend, and coworkers. Since using of social media is free, is make this platforms widely accepted and effective way to reach consumers at low cost, even most advanced in use social media as marketing platform have several options to boost the advertising or business sight are paid. For food service industry has been using social media as primary marketing tools these days to creating word of mouth for represent typical of the restaurant (Purdy & Hilton College, 2011).

Figure I.1: Social Media Use in Indonesia

Source: (Hootsuite, 2020)**.**

According to the illustration above, Indonesia population in total reach 272,1 million per January 2020, while users of mobile phone that are active on 338,2 million with a simply conclude the number of mobile phones that is registered in Indonesia goes beyond the amount of population with common practice there are several people that is using mobile phone more than one, because in now a days tablet are compatible with SIM card function. Following with figure 1.1 that giving information about population and users on mobile phone connection, internet users, and active users in social media there was a daily time spent with media in Indonesia. As was shown at the figure below that Indonesia people have spent hours in average, with the most spending hours at using internet as much 8 hours. In social media application, average time spent in Indonesia reach 3 hours 26 minutes per day which social media placement at the second rank in daily time spent. Following with the rest of daily time

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spent with media television has similar average time spent in a day with social media with difference around 20 minutes. Streaming music or services and games console at the lowest rank of daily spent in average with media in Indonesia as much 1 hours 30 minutes. However, a use of internet is can also open or log in several social media to do every single activity, and it has possibility a part of average daily time spent of using internet is social media.

Figure I.2: Average Time Spent in Indonesia
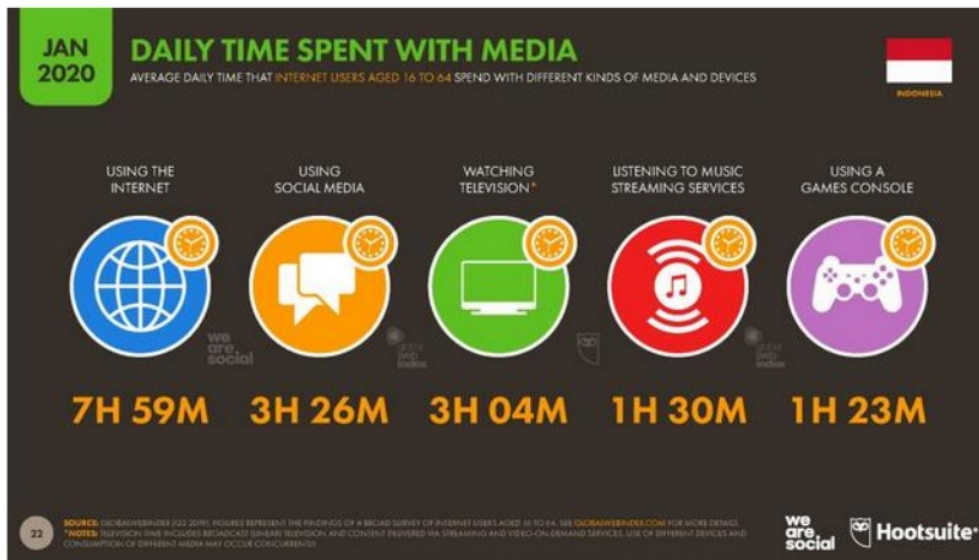
Source: (Hootsuite, 2020).

Implemented technology and automating processes the business was contribute the increasing number of operation productivity and productive environment. In restaurant industry reducing waste, improving table turnover, or inter-team communication become an efficient way to give increasing sales and revenue results, However, those things seems impossible to support by tech thing. According to National Association study, 83 per cent of restaurant owners have already installed Point of Sale (POS) system to keep tracking their restaurant, which a few trends of tech suitable in restaurant industry are currently shaping the restaurant or even food and beverages industries (Yeroshek, 2019). The main supply chain area of restaurant is around raw ingredients and fresh product become the important thing to maintain the freshness of the ingredients which on the end can affected the hygiene and taste when the meal serve to the customers (Dutta, 2020).

Marketing in businesses are consist of several activities with same objective with selling company products or services. Most of marketing activities was implemented in businesses are communicating, delivering, and exchanging offerings value for or from customers, clients, partners, and a large of society. Determining the need for a product through consumer with

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observation and quantifying of goods in marketplace will helped the development of product to meet with the customer needs. However, except the development of its product, reach the potential market also become the important part of marketing to make the market aware with product or services, at the end of the result more leasier to persuade them (Gleeson, 2019). Marketing in business have different actions or tactics in every organization, the basic marketing is the typical marketing mix which consist of price, product, promotion, and price. All elements of the marketing mix influence each other as the business plan for the successful of the company needs. Internet today have forced marketing to becoming market driven in their strategic decision making, requiring a formalized of acquiring accurate and timely information about customers, products and the marketplace and the overall environment (Bala & Verma, 2018).

The word *restaurant* covers a broad range of food service operation, which comes from the French word *restaurant* mean 'restorer of energy" was used in public since the mid-1700s to describe at public place that offered soup and bread. Now a days, any kind of places that specializes in the sale of prepared food for consumption can be describe as restaurant. Food services is generally used to represent the basic part of the North American way of life and growing part that was spend of their food budget (or food dollar) on food away from home. Food away from home may be purchased in variety locations, which have a big scope in food service industry are includes cafeterias, convenience stores, traditional restaurant, hotel facilities, casinos, taverns, even supermarkets is becoming a fact in now a days that are many suburban included as dining area. Restaurant serve both of our social and biological needs, which can divide restaurant into serving from the side of social needs (the dinning market) and those serving out biological needs (the eating market). Providing high quality services and maintaining customers satisfaction are became the important factors leading in food services industry. Customer satisfaction become the significant attention from several marketing practitioners and scholars which are consider as a key indicator of a brand in the past, present, and future performance (Hanaysha, 2016).

Some of businesses are trying to keep survive through the current situation with run their offices and administration jobs with work from home (WFH) through the utilization technology by work from home concept, which is practicing from long time before in IT and Technology sectors. Because of WFH mode helping the industries and function of businesses to keeps operate during the force of global spread the pandemic makes the industry and businesses got a significantly as an integral part of business model in the terms of people connect, System of skilling, up-skilling, re-skilling, and multi-skilling workforce to become more competent and talented people about technology, design thinking, storytelling, analytics,

and artificial intelligence that required through the responsibility of work-life domains. The present trend of COVID -19 crisis has also forced employers and HR personnel/Consultants to re-think, re-design and think out of the box and bring forth the best practices for running their businesses and industries. The challenge for HR is to continue to develop employees who are innovative, proactive, committed and dedicated to their employer, while remaining positive and productive in this difficult situation for success in the current circumstance.

KULO Group is a holding group company which now on have several types of F&B brand such as Kedai Kopi KULO, Pochajjang Korean BBQ, Kitamura Shabu-Shabu, XIBOBA, Bu Eva Spesial Sambal, Mazeru, XIJI, Oseng Mie Jontor, and Motahu Aja. KULO Group is one of ecosystem that are suitable and affordable for Indonesian food market, with following existing KULO Group one of solution that of issue that was facing by F&B industry in the terms of inequality and dissatisfaction. The first time Pochajjang exist opened at Gandaria Jakarta Selatan. Pochajjang as F&B restaurant raise the style of Korean barbeque and categorized as all-you-can-eat buffet restaurant. The name of Pochajjang choose from abbreviation of *Po Jang Ma Cha* meaning street vendor (*Warung Tenda*) and *JJAN* means best translate from Korea to English. The concept of Pochajjang have purpose to presenting a street vendor restaurant with Korean style in Indonesia to create a new experience of all-you-can-eat buffet restaurant. Pochajjang as was mention before categorized as all-you-can-eat buffet restaurant with Korean barbeque style presenting variant of beef such as wagyu and black angus with authentic sous flavor from Korea.

Pochajjang start growing significantly from March 2019 at Gandarida, Jakarata Selatan until this time have franchise outlet in several a big city such as Makassar, Samarinda, Bali, Jakarta, Medan, and so on, until Pochajjang reach 88 outlets in the end of 2020. Pochajjang was have two main package menus, which is premium beef package with price Rp.99.000 that is very affordable for Indonesia market at all-you-can-eat buffet restaurant, and another upper-class package is wagyu beef price Rp.129.000 with beef quality above premium beef. However, Pochajjang presenting other dishes that already included on premium beef and wagyu beef several variant side dishes such as appetizer, dessert, and beverages. After pandemic COVID-19 exist in Indonesia with following policy create by government of Indonesia, Pochajjang try to presenting another option of services beside dine-in to their customers such as takeaway and delivery, with consisting of two new product of Pochajjang rice box and Pocha frozen beef. However, Pochajjang was categoriezed as all-you-can-eat buffet restaurant where is should be get a big impact from pandemic COVID-19 following with a new rules and regulation policy was implemented by the government of Indonesia, is that give an impact to the brand awareness of Pochajjang? how big the influence of social

media marketing to Pochajjang? Is the implementation of marketing strategies through the Pochajjang successful to take the consumer of Pochajjang aware with the brand of Pochajjang?

I.2. Problem Identification

The underlying problems of this research are;

1. In the terms of to this research about the influence how the social media marketing and marketing mix in creating brand awareness of Pochajjang restaurant in Indonesia.
2. The strategies were implemented at Pochajjang in the terms of social media marketing and marketing mix creating brand awareness towards the consumer.

I.3. Research Question

From the list of research problem identification above this are following question of this research;

1. Question #1: Does social media marketing significantly influence brand awareness?
2. Question #2: Does marketing mix 4P's significantly influence brand awareness?

I.4. Research Purpose

The purpose of this research to identify;

1. Try to find if there is the significant relationship between social media marketing towards brand awareness in Pochajjang restaurant.
2. Find if there is the significant relationship between marketing mix towards brand awareness in Pochajjang restaurant.

I.5. Research Objective

The study significant for two reason;

1. The result of this study is expected to be utilized as adjustment in social media promotion activities, particularly on platform of social media within the world advanced marketing.
2. The result of this study is expected to be able to create a new opportunity inside social media marketing activities to support restaurant industry in communicating online marketing on Instagram social media.
3. The result of this study is expected becoming a new model for all-you-can-eat buffet restaurant industry to utilize the technique marketing activities for those businesses.

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I.6. Research Limitations

This research is only carried out from July until the end of December 2020 of Pochajjang, with limited analysis the issue of utilizing social media marketing and marketing mix variable as the influence factors towards brand awareness of Pochajjang consumers. With the following influencing factors to the brand awareness of Pochajjang restaurant, make this research do the research on Pochajjang as all-you-can-eat buffet restaurant.

I.7. Significant of Study

- Academically: The result of this study is expected to be use as adjustment for contributing in specific study of marketing mix and social media marketing activities in terms of future research.
- Practically: The result of this study is expected to provide innovation and consideration for restaurant industry due to strategy of marketing mix also social media activities as a tool to growth the industries.

CHAPTER II: LITERATURE REVIEW

II.1. Social Media Marketing

The rise of new data and correspondence advancements, especially the web and online media networks, has changed market dynamics, undermining the serious places of business. The internet and online-based web-based media have changed shopper utilization propensities by furnishing purchasers with better approaches in the terms of getting to accessing, choosing, and purchasing products. With the association via web-based media empowers to speak with two different ways heading, which correspondences among firms and the clients help to fabricate brand dedication past customary techniques, which yield to the advancement of items and administrations setting up of online networks of brand followers. Marketing strategies involving marketing intelligence, promotions, public relations, product, and customer management, and marketing communication are begin to exploring and leveraging social media due to consider information shared to consumers internet usage of social media platforms more reliable than information issued directly by firms (Alves, Fernandes, & Raposo, 2016).

II.1.1.   Interaction

Most of businesses use online interactions at social media to reach customers to create interaction between the company with customers by pushing the limitation of time and space inside the business interactions with potential customers and promoting with the closeness engagement. Interactive marketing strategy which are implemented in social media such as Facebook, Instagram, Twitter, or Even Tiktok will be positively influence the brand image and create strong perception between the brand and the consumer (Bilgin, 2018).

II.1.2.   Share of Content

The online social networks provide a setting to an on-going flow of interpersonal communication that offers new opportunities in particularly for the dispersion of substance created by media organizations. Indeed, a few media researchers have contended that for media organization, engaging, encouraging, and assisting the audience in the circulation of media content is higher priority than having them take an interest in substance creation (Villi & Noguera-Vivo, 2017).

II.1.3.   Relationship Engagement

Marketing activities in social media in advertising programs drive to digital engagement. The effectiveness in most of digital engagement program is business account or accessibility of monitoring tools providing analytical or insight in the terms of likes, shares, comments, views, followers, traffic source, and audience territories as the level of engagement indicators,

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even for positive and negative feedback.Interactive in social media creating the challenge, opportunities and future research while the markets have dramatically increased the creation and usage if social media platforms, most of it have seen corresponding increase in consumer-brand engagement. Utilization of social media technology in the terms of communication rather than enhance short-term revenue, sales, promotions, marketers need to be evolving technologies to create long-lasting engagement (Barger & Peltier, 2018).

II.1.4. Word-of-Mouth

Word-of-Mouth marketing is the oldest activities in advertising for the simple and the effective way to create the branding awareness and hopefully the product bought by the consumer. Now a days, social media becoming the biggest online networking, online communities, and social networking sites to connect people and reach the audience that makes word-of-mouth marketing become core value of massages and important in social media marketing activities. The existing of social media in marketing makes the promotional activities become unlimited interaction, which create understanding through the businesses that consumer power on social media can have their own concerning the purchases and opinions of goods and services, because most of consumer on social media tend to trust the advice and opinions of their closest society such as family, friends, and coworkers rather than advertising they seen directly (R. Subramanian, 2018).

II.2. Marketing Mix 4P's

Marketing mix is a foundation model for businesses in the field around of product, price, place, and promotion. Marketing mix introduce by Niel Borden at the first inspired with idea from James Cullington, which the main idea of marketing mix is classified into four and become popular as term 4P (Kho, 2019). Following with marketing strategies have own function according to the situation exist with have one goal to promote the business product or services by gaining the satisfaction of customers. Now a days marketing mix was developed from one element through multi elements to adapt with behavior and situation in modern era (H. & Raewi, 2018). On this study focused on four variable of marketing which is marketing mix 4P that each element has a strong connection.

II.2.1. Product

Product is referring to a good or services company offers to the market, which in ideally the product should be fulfill demand on the market or at least compelling consumers needs even sometimes should create a new product with new demand in the world. The key element product in marketing mix cited from Kotler and Keller at 2014 in journal of "4Ps: A Strategy to Secure Customers" by Nuseir and Madanat in try to find the right target market for the

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company, with purpose of eliminate failure aim that can affecting the company in a long run. Product in 4P's consist of product variety, quality of product, design product, features product, brand name, and packaging (Nuseir & Madanat, 2015).

II.2.2. Place

Company decisions toward places trying to determine how the products or services can deliver to the market, and most of goals company placement their product or service in the consumers most likely to buy their product or services. Place is where the company's products are located. Location will play a role in determining the success of a business because location will affect the size of the potential market that can be achieved by a company (H. & Raewi, 2018).The choice of place or location needs to consider various factors for example accessibility and channel. In the Marketing Mix, the process toward moving products from the producer to the client is called place or we could refer this to channel. As such how the item is purchased and where it is purchased. This movement could be through a combination of mediators, for example, distributors, wholesalers and retailers. In addition, a more up to date technique is simply the internet which it called a marketplace. Using the ideal place, an organization can increase sale and keep up these over a longer period. That would be a greater share of the market and increase incomes and profits. In the correct placement is a core movement that is focused on searching at the correct objective audience at the perfect time. It centers on where the business is located, where the objective market is placed, how best to connect these two, how to store goods in the meantime and how to eventually transport them (Bhasin, 2020).

II.2.3. Promotion

In promotion activities are includes advertising, public relations, and promotional strategy, with the main goal of promoting the company product or service in the terms of why consumers need that product or service with pay a certain price for it. The core aspect of promotion to reduce gap connection among the organization and customer, with the focus elements of media advertising opportunities to reach successful interaction with result of persuade customer to buy the company product (Nuseir & Madanat, 2015).

II.2.4. Price

In general price on marketing mix 4P is the cost of consumer pay for a product that offered by company, concerning to the product real and perceived value that must be consider the element of supply costs, seasonal discounts, and competitors prices exist on the market. Pricing on the 4P's determines what impact will be faced by the company when the company release an item when conducting pricing strategy. Price is a major factor that affecting

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satisfaction and brand loyalty behind, because in customers perspective getting perceives is the most benefit from the product against what they spending (H. & Raewi, 2018).

II.3. Brand Awareness

Brand awareness is a marketing term that is describes the degree of consumer recognition of a product by its name (Kopp, 2020). Creating brand awareness of the product or services are producing and maintain by businesses, firms, or organization with most of them try to reach the high level of brand awareness, especially in similar industry to increase their sales. Consumers confronted with an option to buy the name of brand product rather than an unfamiliar one. In the era of advancement in technology, brand awareness become the important role in every business activity. Consumers of social media are dynamic to follow change in technology development in advance makes the businesses easily adapt in brand building to be proactive through social media will lead to a better brand experience turning into customers loyalty brand followers (Rhodes, 2017). The awareness of brand have a significant role in the terms of purchasing product or service of consumers buying decision due to awareness with the brand and the uniqueness of the product, also the successful of brand awareness in products or services have a good repute and acceptable in the market (Malik, et al., 2013). In study of brand awareness was cited by Keller in 2008 "brand awareness plays an important role in consumer decision-making, market performance, marketing mix, and brand equity" Keller have pointed out that brand awareness refers whether consumers can recall or recognize that brand, or consumers just simply know about the brand (Zhang, 2020).

II.3.1. Unaware of Brand

Inside of brand awareness study have several levels which is unaware brand on bottom position, means there is not consumers recognize with specific products or services with one brand of the company.

II.3.2. Brand Recognition

The terms of brand recognition is focus on the ability of consumer to identify the brand on specific company that produce it product or service, most of successful of branding recognition coming from logos, slogans, packaging, and colors that was using by company products or services.

II.3.3. Brand Recall

Brand recall is activities in the terms of brand name is recalled as a member of the brand, product or service class, which are different from brand recognition. Keep in mind in

business environment is highly competitive now adays focusing more on brand recall would be a competitive advantage against the competitors. In general brand recall is divided into two main categories are unaided recall and aided recall.

II.3.4.   Top of Mind

Brand that is categories as the top level in brand awareness with recognize by consumers as the first time to remember or even people incidentally say the specific brand without any kind of assistance.

II.4. Previous Studies

Title of Research or Article, including authors (using automatic reference)	Variable & Sub-Variable	Findings

1. Social Media Marketing: A Literature Review and Implications (Alves, Fernandes, & Raposo, 2016).	♦ Firms/Organization
	   • Degree of use and facilities of using social media
	   • Optimization, measurement, and impact of social media marketing strategies
	   • Abusive/unethical use
	♦ Consumers
	   • Consumption increase
	   • Share of information
		The emergence of new information and communication technologies, especially internet and social media networks was changed market dynamics to the competitive positions of firms. This study carries out content analysis and systemizes articles on social media marketing in the web of science database.

2. Marketing Strategies to Increase Sales in Small Family-Style Restaurant Businesses (Lucas & Sines, 2019).	♦ Social Media Platforms
	   • Posting Food and Drinks
	   • Paid Promotions
	   • Word of Mouth Marketing
	   • Hashtags
	♦ Relationship Marketing
	   • Brand Loyalty
	   • Engage in Social Media Marketing
		Small business owners utilizing social media marketing for the purpose of advertising, employee recruitment, and communication with clients, partners, and employee. In this study try to understand the advantages of using social media as a marketing tools for small business owners.

3. The Evaluation of Marketing Mix Elements:	♦ Main Elements of Marketing Mix • Product	The most strategies in modern era is marketing mix which

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A Case Study (H. & Raewi, 2018).	• Price • Place • Promotion	developed time by time from one element into multi elements. This paper aims to investigate the influence of marketing mix elements on increasing effectiveness of product and the role to reduce problems in the firms/organization.
4. The Influence of Brand Awareness on Consumers Cognitive Process: An Event-Related Potentials Study (Zhang, 2020).	♦ Consumers Cognitive Process of Brand Awareness • Purchase Decisions • Product Usage Experiences	Based on theory of consumer neuroscience and earlier event-related brain potential (ERPs) studies takes hypothesize the process of consumers brand recognition and recall will be activated and reflected spontaneously by ERPs.
5. The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image, and Brand Loyalty (Bilgin, 2018).	♦ Social Media Marketing Activities ♦ Brand Awareness • Brand Image • Brand Loyalty	The objective on this research study to examining, measuring and analyzing the effect of social media marketing activities towards brand awareness, brand image, and brand loyalty
6. 4Ps: Strategy to Secure Customers' Loyalty via Customer Satisfaction (Nuseir & Madanat, 2015).	♦ Marketing Mix: Notion of 4Ps • Product • Price • Place • Promotion ♦ 4Ps Customer Satisfaction and Loyalty • Brand • Product/Service Quality • Distribution Channels • Price • Advertising	Organization devise marketing strategy to communicate with customer with supported by attractive product or services. This journal explores the role of marketing mix strategy and overall positive or negative impact on customers satisfaction and loyalty.

II.5. Difference of Study

Based on previous studies, most of research are find the effect indicators in terms of social media marketing towards brand awareness or marketing mix towards brand awareness in businesses. However, based on research limitation on chapter one, this research is focused on how significant the influence of two variables above towards brand awareness in Pochajjang which categorized as all-you-can-eat buffet restaurant. with limited analysis the issue of utilizing social media marketing and marketing mix variable as the influence factors towards brand awareness as the affected factors of Pochajjang restaurant, make this research do the study on Pochajjang as all-you-can-eat buffet restaurant.

II.6. Research Model

Figure II.1: Research Model
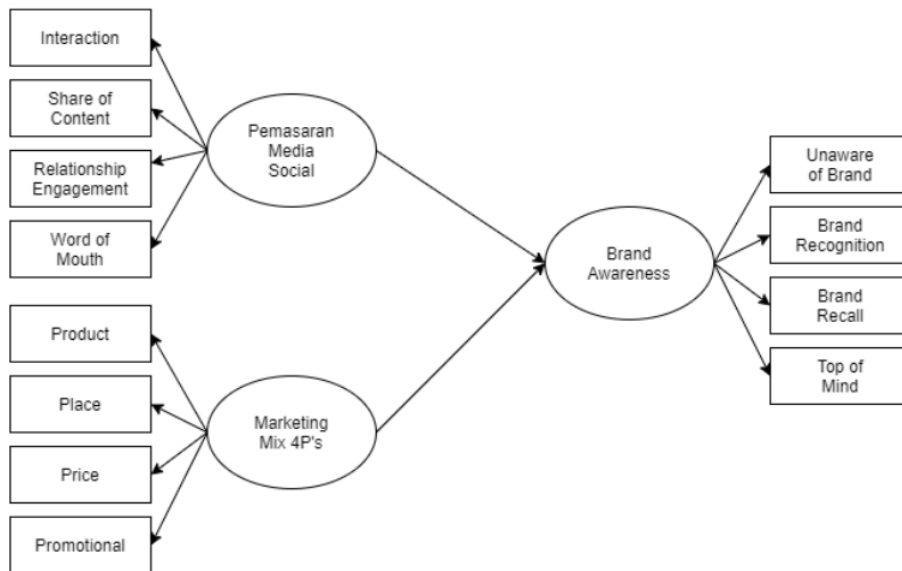
Source: (Draw.io, 2020)

II.7. Hypothesis

H1: Social Media Marketing has significant influence on the Brand Awareness

H01: Social Media Marketing has no significant influence on the Brand Awareness

H2: Marketing Mix has significant influence on the Brand Awareness

H02: Marketing Mix has no significant influence on the Brand Awareness

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CHAPTER III: CHAPTER: RESEARCH METHODOLOGY

III.1.   Research Process

Figure III.1: Research Process

III.2.   Type of Research

This research purpose is exploratory research that use case study at Pochajjang restaurant. The aims of this research to gain more understanding about social media marketing and marketing mix can influence brand awareness in Indonesia towards F&B restaurant categorized as All-You-Can-Eat buffets restaurant with Korean barbeque style. With this research will find out the significant influence facing by Pochajjang as All-You-Can-Eat buffets restaurant during with analyzing business marketing strategies implemented that give advantages to the restaurant to survive.

III.3.   Type of Data

This research has mixed both qualitative and quantitative research method. This research is conduct interviews to find out how big the influence between three variables on chapter II.

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Through open-ended questions you learn things you never thought about before and gain new insights. The application of questionnaire to test insights on a larger scale also possibility to give a result with a questionnaire to find out the overall trends, followed by interviews to better understand the reasons behind the trends.

III.3.1.   Qualitative

In this type of research is investigate study analysis that refers to the topic of this research have lack of statistical calculations on measuring among variable. This type of research enables you to gather in-depth insights on topics of the research. Common qualitative methods include interviews with open-ended questions, observations describe in words, and literature reviews that explore concepts and theories. According to this research topic and variable, this study will be do interview directly through marketing brand of KULO Group which this research is focusing on the significant of social media marketing and marketing mix towards brand awareness in all-you-can-eat buffet restaurant refers to Pochajjang (Prof.Dr.Sugiyono, Kualitatif dan R&D, 2018).

III.3.2.   Quantitative

In quantitative research means the research referring on statistical calculation on measuring between variable or usually called empirical studies. With quantitative research allow researcher to collect as much as needed numerical data referring to the variables and indicator for the case study. Following with quantitative research data is based on numbers, simple math or more advanced statistical analysis are used to discover the data and will give the results are often reported in graphs and tables (Prof.Dr.Sugiyono, 2018).

Descriptive Research Objective
1. Describes mechanism in a process and relationship
2. Presenting necessary information about relationship
3. Describe stages and process
4. Presenting necessary information about stages and process
5. Keep contradictive information towards the subject of this research study

Descriptive Type of Research
1. Judging from the type of problem investigated, the techniques and tools used in researching with the place and time of research carried out.
2. Survey method
3. Case study research

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4. Research on job analysis and activities

5. Library and documentary research

III.4.   Source of Data

Source of data collection can be taken from two type of source are primary data and secondary data. Primary data collection refers to qualitative based such as interview, observation, focus group discussion, and projection method, while secondary data is refers to quantitative data such as survey and experiment that is usually use in practice are questionnaire that have measuring scales on questions or statement inside based on nominal, ordinal, interval, ratio, or any combinations (Anantadjaya & Nawangwulan, 2018). According to this research study source of data collection is consist of two, which are the first is primary data that will be collected from brand manager of headquarter KULO Group that is also handle Pochajjang. The secondary data will also be collected from literature and electronics journal with purpose of supporting this research theoretical base.

III.5.   Data Gathering

Data collection is an essential factor in proving a theory in the preparation of research study, data collection also become a strategic step in research with the main purpose of conducting a study is to obtain data that can be proven. Data collection can be achieved in various ways and source, a data is also classified into two types as primary data and secondary data.

III.6.   Data Collection

The data collection for this research will be collected through the questionnaire and distributing online through customers of Pochajjang restaurant. In compiling this research study, data collection is an integral part in the affecting the significant influence of all variables existing on this research study. The quality of research instrument concerning the validity and reliability of data collection is related to the accuracy of methods used to collect data.

III.6.1.   Questionnaire

Definition of Likert scale is scaling method to measure perception, attitudes, or opinion of a person or group regarding an event or social phenomena, based on the operational definition set by the researcher. This scale is a psychometric scale that most applied in questionnaires and used for research in the form of survey, including descriptive survey research. In this research survey in the form of questionnaire will be spread by internet

website (google form) to measure how significant influence of variables related to this research study (Prof.Dr.Sugiyono, 2018).

III.7. Population & Sample

Pochajjang outlet, interview will be collected from social media Pochajjang on Instagram that already reach 228 thousand followers until the end of 2020 with the largest all-you-can-eat restaurant number of followers in Indonesia.

III.7.1. Populations

Following with massively growth of Pochajjang restaurant in Indonesia recently, takes Pochajjang open a new branch in difference province/state, city, and regional. However, with existing Pochajjang restaurant spreading in all of Indonesia with franchise management system, strategy marketing and social media implemented from headquarters or easily represent by KULO Group (Prof.Dr.Sugiyono, Populasi dan Sampel, 2018).

III.7.2. Sample

Convenience Sampling usually known as grab sampling, accidental sampling, or opportunity sampling, which is categories as type of non-probability sampling that will be use as sampling method on this research study. In this research want to learn about perception of Pochajjang consumers on the following variables takes on this research and system marketing and social media implemented on Pochajjang to identify how significant influence from marketing strategy towards brand awareness of Pochajjang consumers (Prof.Dr.Sugiyono, 2018).

III.7.3. Sampling Method

Non-Probability sampling is not based on calculations/or considerations of probability, which is this technique have uniqueness that is not intended to be used to infer from the sample to general population in statistical terms. The actual process of non-probability sampling refers to certain considerations, with purpose of easiness in carrying-out the process itself.
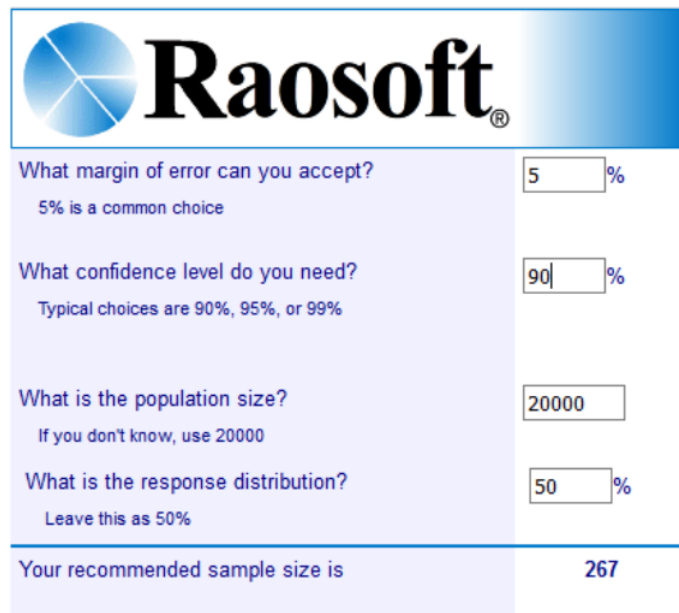
III.7.4. Sample Characteristic

Based on the sampling technique used on this research study, taking sampling from this research are reach to the customers of Pochajjang restaurant in JABODETABEK also questionnaire in this research study will be spreading through Instagram official account of Pochajjang restaurant.

III.7.5.   Sample Size

Sample size is an important element of scientific research, to determine statistical approximation towards research findings. This research is calculated by using Slovin formula which can assist this research to statistically calculate the appropriate sample size. As equation below, Raosoft calculation software is used to calculate sample size with population size and margin of error. On this research study, the sample size calculation is using unknown sample size of Pochajjang customers, which following with Raosoft software calculation the unknown sample size have default population as much 20.000 which are become total population on this research with 5 percent of margin error (90 percent of the trust level) and calculated with Raosoft sample size calculator with sample size was 267 customers is the proportional number with this method.

Figure III.2: Raosoft Sample Size

III.8.   Research Instrument

On this research was applied questionnaires as the data collection instrument is classified into four categories:

Category	Source
Demographics	7 General Questions
Social Media Marketing	8 Social Media Marketing Question
Marketing Mix 4Ps	8 Marketing Mix 4Ps Question
Brand Awareness	8 Brand Awareness Question

OPERATIONAL VARIABLES				
VARIABLE DEFINITION	INDICATORS	No.	STATEMENTS	SCALE
SOCIAL MEDIA MARKETING	INTERACTION	1	Social media of Pochajjang give me accessibility to find up to date information about Pochajjang	LIKERT
		2	When I saw a new post of Pochajjang in my Instagram feed or story, I do like, commenting, or direct massage on that post	
	SHARE OF CONTENT	1	Social media of Pochajjang oftentimes up to date post of menu, variant, promo, operation, or new branch	
		2	Photo that updated on Pochajjang social media very attractive	
	RELATIONSHIP ENGAGEMENT	1	When I commenting or direct massage at Pochajjang social media, they always replied by official account	
		2	When I ask to social media of Pochajjang about existing outlet near me, they will inform me about nearest outlet in my location	
	WORD-OF-MOUTH	1	I oftentimes inform my friend, family, or, partners everything new and posted on social media of	

MARKETING MIX 4Ps			Pochajjang	
		2	When I am with my friend, family, or partners confused with finding all-you-can-eat buffet restaurant, I suggest them to eat at Pochajjang and show them the posting food from social media of Pochajjang to give visualization of Pochajjang food likes	
	71 PRODUCT	1	I satisfied with variety of food that offers to me at Pochajjang restaurant	LIKERT
		2	Quality of Premium Beef and Wagyu Beef offers to me always serve in freshness condition	
	PRICE	1	Most seasonal discount or promo Pochajjang offers is good deals	
		2	Comparing to other competitors of all-you-can-eat buffet restaurant in normal price, Pochajjang is offer the cheapest price	
	PLACE	1	Location of Pochajjang restaurant is convenient to access	
		2	When I come to all Pochajjang outlet, I always easily get parking lot	
	PROMOTION	1	I always informed well about promotional campaign of Pochajjang	
		2	When I see the promotional campaign of Pochajjang, is make me want to dine-in at Pochajjang restaurant	

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BRAND AWARENESS	UNAWARE OF BRAND	1	I doubt to buy or use a product that I am not familiar with	LIKERT
		2	If the product is familiar for me, I will buy that product directly	
	BRAND RECOGNITION	1	I am familiar with product of Pochajjang	
		2	I ever heard slogan or hashtag of #KULOGroup or #Pochajjang	
	BRAND RECALL	1	If I have needs and opportunities to eat with Korea BBQ style, I rather eat at Pochajjang restaurant	
		2	When I heard or taste the sauce of Bulgogi, Kalbi, and Saikoro, I instantly imagine of Pochajjang sous in my mind	
	TOP OF MIND	1	I can instantly recognize sauce of bulgogi, Kalbi, and Saikoro simply from Pochajjang	
		2	If I need to mention one of restaurant brand with Bulgogi sous, Pochajjang will be the first appear in my mind	

Measurement used in this research is measurement level that is important to measure the concept of this research. Following with measurement concept of research are consist of four basic types of scales; nominal, ordinal, interval, and ratio as tools to differentiate one variable from another in research activities. The scale level in the study is consist of five elements to measure level of opinions and perceptions of a person or group of people about Likert scale phenomenon. With a Likert scale, the variables on this research will be measured and translated into various variable indicators as was mention in chapter two. While the questions or statements was fulfilled on this research that was refers to indicators as the basic use as starting point for compiling instrument items. At the end of answered operational variables will gives a variety answer with Likert scale measurement starting from very positive to very negative answer (Prof.Dr.Sugiyono, 2018).

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Table III.1: Level of Likert Scale Instrument

Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

III.9. Validity and Reliability

Reliability and validity are the concepts of research use to evaluate the quality of research, that is refers to how the method, technique, or test measurement implemented on this study. The importance of reliability and validity in designing research, method planning, and conclusion or recommendation, especially in quantitative research (Prof.Dr.Sugiyono, 2018).

III.9.1. Validity

The validity of a scale may be defined as the extent to differences in observed scale scores reflect true the difference among objects on characteristic being measured, rather than systematic or random error. Research Instrument which is a tool for collecting data, it can be said to be valid if the data does not differ between the data reported by the researcher and the data that actually occurs in the object of research. The criteria that must exist in the results of the study are that the data must be valid, reliable and objective; validity is the degree of accuracy between the data that occurs in the object of research and the power that can be reported by the researcher (Malhotra, 2010).

To test the validity of the researcher using a statistical program called SPSS using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling statistical test. Where can be said a question or statement in the questionnaire can be said to be valid if the KMO value is above 0.5 and must have a significant value below 0.5. From that new research can be continued the next stage (Silalahi, 2018).

III.9.2. Reliability

Reliability shows in an understanding that research instruments can be believed to be used as a data collection tool because the instrument is good. Reliability is related to the degree of consistency and stability of data or findings. In a positivistic (quantitative) view, a data can be said to be reliable if two or more researchers in the same object produce the same data, or the same researcher in different times produces the same data, or a group of data when

broken into two different data shows. This test is done by comparing the Cronbach alpha number with the provision that the minimum Cronbach alpha value is 0.7, where it can be concluded that if the Cronbach alpha value obtained from the SPSS calculation is greater than 0.7 then the questionnaire is reliable. Conversely, if the number is below 0.7 the questionnaire can be said to be unreliable (Prof.Dr.Sugiyono, 2018).

III.10.   Data Analysis

This research is utilized SPSS and AMOS, the statistic software will support to build a path diagrams from data was collected on this research, also designed to estimate and observe structural equation modeling. With AMOS and SPSS has been chosen as the data processing with providing several advantages such as:

1. Easier Model Testing: time processing will be more efficiently due to determination of criteria of goodness fit would be provide on the output window.
2. Graphically Simplified: Regression influence in standardized at the click of a button and depicted graphically for a better presentation and understanding.

III.11.   Data Analysis Method

After the researcher collect data for this research study, furthermore is should be analyzing the data using Structural Equation Modelling (SEM) with AMOS statistical application software. The statistical application will support the researcher in the terms of processing data from the results of questionnaires. Structural Equation Modeling (SEM) is a general and beneficial multivariate analysis technique that includes unique versions in the numbers of other analysis method as individual cases. The use of Structural Equation Modeling (SEM) determine whether a model is valid or not, suitable or not, even though SEM analysis is often to includes elements used to explain (Santoso, 2009).

III.12.   Model Fit Criteria

The result of structural equation modeling must meet several criteria of goodness fit that the result has measurement to be accepted or not. A good model must meet the criteriea of goodness fit below.

Table III.2: The Criteria of Goodness Fit

Index Size Criteria	Reference Value	Source
CMIN/DF	≤ 5	Invalid source specified.

RMSEA	≤ 5	(Malhotra, 2010)
CFI	0 – 1, closer to 1 = better	(Malhotra, 2010)
PNFI	Higher value = better	(Malhotra, 2010)
PGFI	0 – 1, closer to 1 = better	(Malhotra, 2010)

In any structured equation model, every model has own level of acceptance and considered as fit to be used in analyzing the correlation. In this study, CMIN/DF, RMSEA, CFI, PNFI, and PGFI are used as the measurement model fit to test the validity (Malhotra, 2010).

CHAPTER IV: DATA ANALYSIS

IV.1.   Company Overview

Figure IV.1: Pochajjang LogoFigure 4.1: Pochajjang Logo

At 23 December 2017 starts from Jl. Cikajang No.43 Kebayoran, Jakarta Selatan Kulo was establish for the first time in the field coffee industry at Indonesia. At 12 March 2019 Pochajjang establish for the first time, with the first outlet located at Gandaria, Jakarta Selatan. Pochajjang is word abbreviation of Po Jang Ma Cha with means Warung Tenda and JJAN the abbreviation of the best in Korean language. The concept that try to represent by Pochajjang in Indonesia, Pochajjang want to know as a new atmosphere in the terms of eating in a tend with Korean culture/authentic.

IV.2.   Validity and Reliability Pre-Test

When researcher found the number of sample size, means researcher should start spreading questionnaire with purpose of collecting research data, and had necessary to do a pre-test to find out is the questionnaire is valid and reliable following with statements given in questionnaire. In this study the pre-test validity and reliability test used KMO and Cronbach's Alpha. With 37 data from questionnaire was reach at that time, validity and reliability test result was shown in tables below. Validity using KMO and Bartlett's test shown with validity numbers on this research is 0.558.

Figure IV.2: Validity Pre-Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.558
Bartlett's Test of Sphericity	Approx. Chi-Square	793.358
	df	276
	Sig.	.000

Figure IV.3: Reliability Pre-Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.917	.921	24

IV.3. Respondent Characteristic

This section on this chapter will cover the profile of respondents which is the customer of Pochajjang Korean BBQ style restaurant. The profiles are shown based on gender, age, domicile, and salary. In this research study, the questionnaire was distributed via online as much 267 responses, because of limitation during covid-19 protocol in Indonesia. Overall, the researcher was reaching the distribution of questionnaire as much 267 respondents from customer of Pochajjan restaurant.

IV.3.1. Gender of Respondent

The description of the characteristic of respondents based on "gender" is presented in the figure below:

Figure IV.4: Gender of Respondents
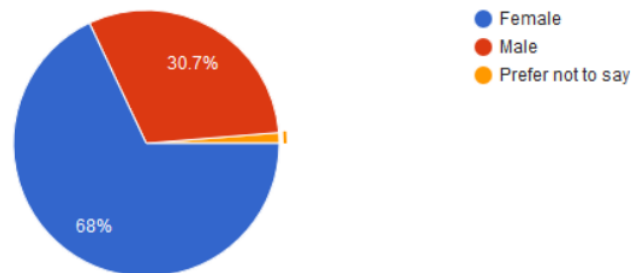
Based on illustration chart above give information on two classified gender with other option is "prefer not to say" to try keep out discrimination among gender. Gender respondent are contained of 267 responses with 1,4% (3) responses are selected into "prefer not to say" which mean in gender respondent have 264 responses in female and male. In overall, female respondent are way far dominant rather than male respondent, the highest probability towards a big amount of female responses come from the case study on this research, which is Pochajjang restaurant that raise Korean BBQ style which most of Indonesian people who like Korean culture is female, even more this questionnaire was uploaded to the Instagram official account of Pochajjang with 288 thousand followers.

IV.3.2.   Domicile of Respondent

The description of the characteristic of respondents based on "domicile" is presented in the figure below:

Figure IV.5: Domicile of Respondents

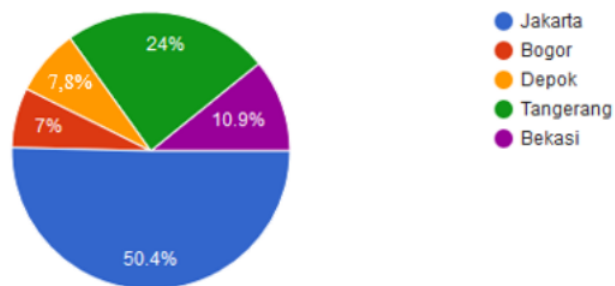Based on illustration chart above was give information with classified respondent domicile that is involve towards limitation of this research study in regional of Jakarta, Bogor, Depok, Tangerang, and Bekasi (JABODETABEK) following with 267 responses on this research study. At the first classified domicile is Jakarta with the biggest amount of respondent as much 50,4% from the total of responses. The second domicile of this research is Bogor as much 7% from the total of responses. The third domicile was classified on this research study is Depok with have similar amount with Bogor as much 7,8% from the total of responses. The fourth is Tangerang which have the second rank of amount as much 24% from the total of responses. The last domicile of respondent of this research study is Bekasi with the third rank of amount as much 10,9% from the total of responses. With existing domicile in general question try to represent opinion from different domicile can give a difference experience, perspective, and demographic with maximizing limitation on this research study.

IV.3.3. Age of Respondent

The description of the characteristic of respondents based on "age" is presented in the figure below:

Figure IV.6: Age of Respondents

Based on illustration chart above give information on different age was classified into five option with range of age which collected from 267 respondent. At the first, 17 – 21 years old of respondents are gain as much 24% from the total of responses. The most respondents age on this research study was 22 – 26 years old as much 41,1%. Following with the structure of age of respondent 15,2% are gain from 27 – 31 years old. The fourth respondent is 32 – 37 years old take 9,6% respondent from the total of responses. The last classified age option on this research study was above 37 years old which gain as much 10,1% responses. From the illustration chart above it can concluded that is the majority of respondents are in the productive age, which creating benefits on this research study in the terms of quicker learning on productive age, while one variables on this research is social media marketing and the most active users on productive age.

IV.3.4. Salary of Respondent

The description of the characteristic of respondents based on "salary" is presented in the figure below:
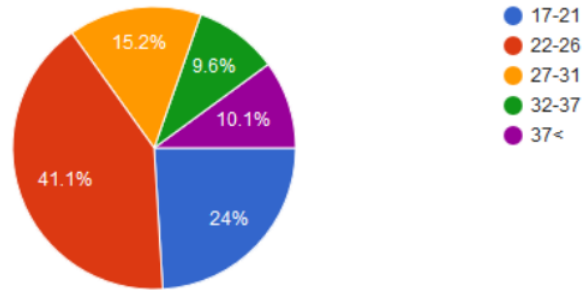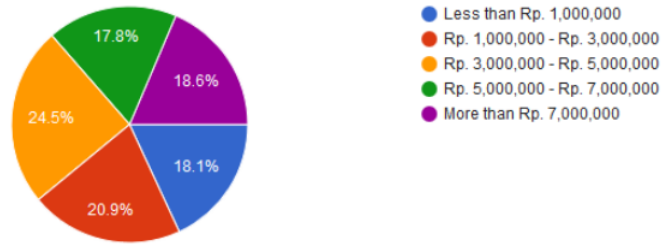
Figure IV.7: Salary of Respondents

Based on illustration chart above give information on different salary was classified into five option based on income per month with 267 respondents. The first classified salary is less than 1 million rupiah as much 18,1% from the total responses. The second classified salary on this research is 1 – 3 million rupiah as much 20,9% from the total of responses. The third option of salary on this research is 3 – 5 million rupiah as much as 24,5% from the total of responses. The fourth of classified salary on this research is 5 – 7 million rupiah as much 17,8% from the total of responses. The last classified salary on this research is above 7 million as much 18,6% from the total of responses. From this classified respondent salary give an information that most of respondent on this research study on 3 – 5 million per month, which in Indonesia that much of income per month is range numbers classified into *Upah Minimum Regional* (UMR) and most of people with those numbers are first graduate, which are connected into the age respondent that filling as a respondent on this research study.

IV.4. Statistical Analysis

Figure IV.8: Descriptive Analysis

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AI	267	4	1	5	3.76	.722	.521	-.932	.149	1.954	.297
ASOC	267	4	1	5	4.09	.756	.571	-1.363	.149	4.027	.297
ARE	267	4	1	5	3.60	.730	.534	-.508	.149	.967	.297
AWOM	267	4	1	5	3.72	.821	.675	-.677	.149	.664	.297
APRO	266	4	1	5	3.83	.720	.518	-.652	.149	1.359	.298
APL	267	4	1	5	3.72	.888	.789	-.746	.149	.736	.297
APRI	267	4	1	5	3.85	.748	.559	-.775	.149	1.362	.297
APROM	267	4	1	5	3.77	.740	.547	-.442	.149	.768	.297
AUB	267	4	1	5	3.04	.883	.781	-.073	.149	-.205	.297
ABR	267	4	1	5	3.99	.863	.744	-1.069	.149	1.680	.297
ABC	267	4	1	5	3.66	.889	.791	-.494	.149	.276	.297
ATOM	267	4	1	5	3.52	.898	.807	-.262	.149	-.016	.297
Valid N (listwise)	266										

This table above represents the 267 data collected. It can be seen from the range row that the option provided with Likert scales that are selected by respondents. For the option in this research study, questionnaire is distributed and divided into each statement have option 1 – 5 among others strongly disagree, disagree, neutral, agree, and strongly disagree. Following

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with Likert scale table at chapter 3, distribution of the scale was mention before with the statement option. The option statement of questionnaire with scale number 1 (strongly disagree) means respondent was fully disagree with strategy marketing was implemented by Pochajjang restaurant, whether on the other side scale number five (strongly agree) means the respondent fully agree with strategy marketing that implemented by Pochajjang restaurant. The next row explains the mean (average answers) from the questionnaire and the result stated that the answers from every sub variable are various. Standard deviation value ≥ 1 means data points are spread out while if standard deviation value ≤ 1 means the data is close to expected value or also known as mean. Based on the descriptive statistic table can be seen there are several items that spread out also several item close to mean. For skewness and kurtosis table, the range of data that considered normal is around 2 and -2. It can be concluded that data collected are distributed normally because all the variables are in 2 to -2 range.

IV.5.   Validity Post-Test Result

The questionnaires have been designed and distributed. In this sub chapter statement of questionnaire were tested they are valid enough or not in the terms of validity and reliability post-test. Validity post-test was done using SPSS software program with KMO and Barlett's Test. From the result that shown at table below can concluded the validity of this research study as much 0.907 for each questionnaire statement. According to the standard value questionnaire of this research post-test is valid with the standard value of above 0.500 is considered accepted to be analyzed (Silalahi, 2018).

Table IV.1: Validity Post-Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.907
Bartlett's Test of Sphericity	Approx. Chi-Square	1303.438
	df	66
	Sig.	.000

IV.6.   Reliability Post-Test Result

After the data of questionnaire being tested in validity test, then the reliability test is completed by using SPSS software application. Cronbach Alpha is used to measure the consistency of the data. According to the reliable value standard data on this research study that was collected from responses of questionnaire reliable, because the Cronbach Alpha can be seen on the table below is above 0.700, as much 0.873 (Prof.Dr.Sugiyono, 2018).

Table IV.2: Reliability Post-Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.873	12

IV.7.   AMOS Output

Figure IV.9: Path Diagram
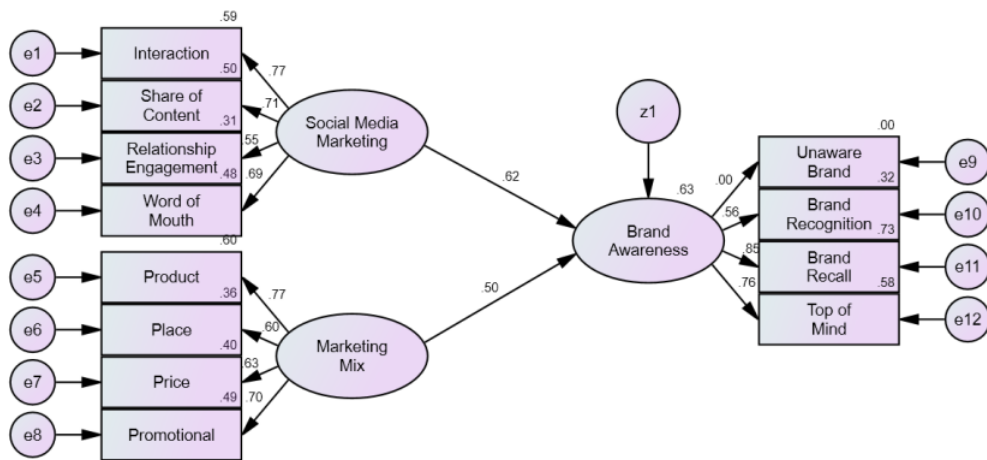
The loading estimates of Brand Awareness by Social Media Marketing is 0.62 and by Marketing Mix is 0.50. From the path analysis we can conclude that the highest loading estimates of brand awareness are the social media marketing, implementation of interaction, share of content, relation engagement, and word of mouth was implemented as social media marketing at Pochajjang was delivered.

Figure IV.10: Social Media Marketing & Marketing Mix Towards Brand Awareness

Brand awareness of Pochajjang concern to social media marketing is on relationship engagement with the lowest loading estimate as much 0.55. Instagram as the one of social media platform used by Pochajjang was shown Pochajjang have low engagement activity at Pochajjang that also because social media marketing strategy implemented in company tend to one way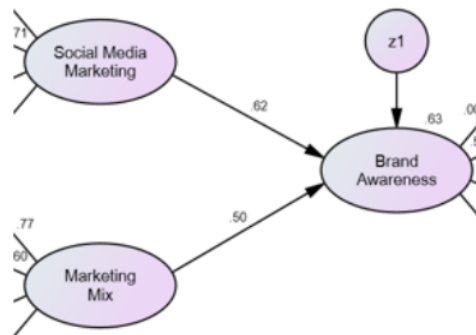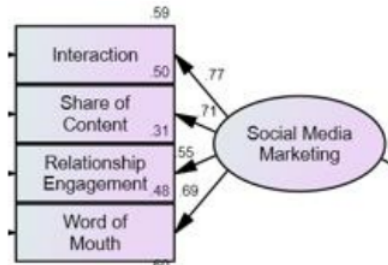 communicate, although there are some necessary contribution was implemented by Pochajjang restaurant to create both ways interaction. The highest loading estimate in social media marketing is interaction with contribution value 0.77 in social media marketing implemented in Pochajjang restaurant, means most of respondent was fill the distributed questionnaire in this research was share or inform their friends, family, or co-workers with showing Pochajjang Instagram account in the terms of menu list, outlet location, and update. The second rank value in social media marketing is share of content with contribution value as much 0.71, means every single post of content was share by Pochajjang is attractive and up to date with the situation and condition in the terms of Pochajjang information. The third rank value in social media marketing is word of mouth with contribution value as much 0.69, was marked on the Instagram official account of Pochajjang restaurant was active and create engagement towards customers especially followers of Pochajjang restaurant try to represented an attractive and update all about up to date information about Pochajjang restaurant. According to the chapter 2 interaction between the company and customers by pushing the limitation of time and space inside the business interactions with potential customers and promoting will bring the closeness engagement.

Figure IV.12: Marketing Mix Indicators
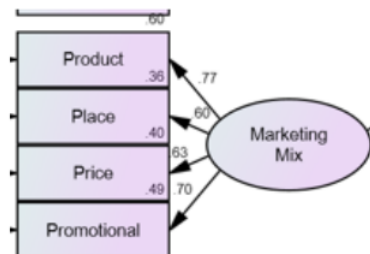
The highest loading estimates of marketing mix are product as much 0.77 contribution in the case of Pochajjang restaurant, and following with promotional at the second at 0.70 contribution, at the third rank price have contribution as much 0.63 of contribution towards marketing mix, and the last is place of pochajjang with 0.60 with the lowest contribution towards marketing mix. According to the data collection and questionnaire responses and analyze with AMOS software Pochajjang was strong in the terms of strategy implementation of product is have a significant influence towards marketing mix, is represented the product of Pochajjang restaurant serve with many variety of food available and the level of beef freshness is pretty good. Promotional contribution towards implementation strategy at Pochajjang restaurant meet the expectation, which means it represented Pochajjang promotional campaign was deliver correctly also the campaign of promotional was made by Pochajjang is easy to understand in the side of terms and condition. Price was given another contribution towards marketing mix which means is represented Pochajjang product offers is create commensurate value with the price was offers by Pochajjang, even more customers of Pochajjang have perspective that Pochajjang is the cheapest all-you-can-eat buffet restaurant with Korean BBQ style. The last contribution was supported marketing mix is place with the lowest contribution, with meaning that access to reach Pochajjang restaurant seems found difficulties by customers of Pochajjang, especially at the eating time such as lunch time and dinner difficulties to find parking lot by customers is increase.

Figure IV.13: Brand Awareness Indicators
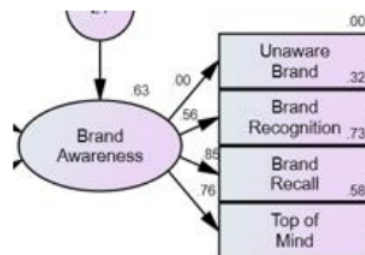
From the data analysis customer seems on brand awareness loading estimates shows that customer has tendency to aware Pochajjang brand as brand recall with loading estimate value 0.85, which is represent customer know Pochajjang brand with just a simply know the variant of authentic sauce that was offered by Pochajjang, such as Bulgogi, Kalbi, and Saikoro make the customers recognize that was coming from Pochajjang restaurant.

IV.8.   Validity Testing

The output of AMOS software application between social media marketing (X1) and marketing mix (X2) towards brand awareness (Y1) below shown the fit model to determine whether the expected values model's variables match with observed variables. Based on AMOS output, the default model is 5.00. CMIN values shows minimum value of difference and DF value presented the degree of freedom. CMIN/DF that is considered fit to reduce dependency on sample size as much ≤ 3 according to the theory model fit. As can be seen on table 4 shown below the value of CMIN/DF as much 5.689. RMSEA stands for Root Mean Square Error of Approximation. The standard value of RMSEA ≤ 5 is a sign the measurement model is valid. RMSEA value as much 1.33.

Table IV.3: Model Fit - CMIN/DF

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	38	295.838	52	.000	5.689
Saturated model	90	.000	0		
Independence model	12	1329.201	78	.000	17.041

Table IV.4: Model Fit - RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.133	.118	.148	.000
Independence model	.246	.234	.257	.000

Table IV.5: Model Fit - CFI

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.777	.666	.809	.708	.805
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Table IV.6: Model Fit - PNFI

Model	PRATIO	PNFI	PCFI
Default model	.667	.518	.537
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

IV.10 Hypothesis Analysis

The hypothesis analyzes using AMOS. Tables below are the result from path analysis, the regression weights, standardized regression weights, correlations, and also covariance.

Table IV.7: Regression Weight

			Estimate	S.E.	C.R.	P	Label
BA	<---	SMM	.000	.002	.071	.943	par_10

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			Estimate	S.E.	C.R.	P	Label
BA	<---	MM	.000	.002	.071	.943	par_11
AWOM	<---	SMM	1.000				
ARE	<---	SMM	.711	.093	7.612	***	par_1
ASOC	<---	SMM	.946	.100	9.434	***	par_2
AI	<---	SMM	.975	.100	9.746	***	par_3
APROM	<---	MM	1.000				
APRI	<---	MM	.913	.102	8.965	***	par_4
APL	<---	MM	1.020	.127	8.056	***	par_5
APRO	<---	MM	1.072	.117	9.194	***	par_6
AUB	<---	BA	1.000				
ABR	<---	BA	3849.740	53914.314	.071	.943	par_7
ABC	<---	BA	5682.997	79586.438	.071	.943	par_8
ATOM	<---	BA	5216.090	73048.225	.071	.943	par_9

Regression weight provides the data that are required to indicate the significance of the influence in SEM (Structural Equation Model). A relationship between the variables and its indicators can be stated as significant if the p-value is less than 0.05 the smaller the p-value, the higher the significance of the influence will be the covariance shows estimates among exogenous variables. Meanwhile, the table below shows the standardized regression weights values that are used to indicate how strong the relationship between the variables and its indicators. Also the estimates of correlation among exogenous variables.

Table IV.8: Standardized Regression

			Estimate
BA	<---	SMM	.618
BA	<---	MM	.498
AWOM	<---	SMM	.691
ARE	<---	SMM	.553
ASOC	<---	SMM	.711
AI	<---	SMM	.766
APROM	<---	MM	.702
APRI	<---	MM	.634
APL	<---	MM	.597
APRO	<---	MM	.774
AUB	<---	BA	.000
ABR	<---	BA	.561
ABC	<---	BA	.853
ATOM	<---	BA	.759

From the information that table 9 and table 10 has, the various inter-variable are summarized as follows:

• Social Media Markteting to Brand Awareness: estimate value at 0.618 indicates a significant relationship.

• Marketing Mix to Brand Awareness: estimate value at 0.498 indicates a significant relationship.

The table shown above is the Hypothesis 1 and Hypothesis 2. Hypothesis 1 is social media marketing of a firms significantly impacts brand awareness. From the table above the p-value of H1 is *** which indicates that the p-value is smaller than 0.05. Therefore, it indicates that social media marketing has a positive impact on brand awareness. It can be concluded that social media marketing can be a tool to creating branding awareness in company.

Hypothesis 2 is about the marketing mix of pochajjang restaurant that has a direct impact on the brand awareness. The hypothesis 2 is significantly impact because the p-value is *** which indicates the p-value is smaller than 0.05. Therefore, it indicates that social media marketing has a positive impact in the terms of influencing on brand awareness.

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CHAPTER V: Conclusion and Recommendation

This research is try to analyze the significant influence of social media marketing and marketing mix towards brand awareness to find suggestion and recommendations for Pochajjang restaurant performance in the terms of implementation strategy marketing with purpose of measuring awareness the brand of Pochajjang restaurant, even more KULO Group. All the data gathered in this research study from primary data which are collected from questionnaire also gathered through the observation and interview with brand manager of KULO Group. Because of this research study use both of data gathered, secondary data also used in this research study, which are gathered from Pochajjang restaurant (KULO Group) through the brand manager, website, news, and journals to gain information as much as this research study needed. All data is calculated by SPSS for the purpose of see the vision of validity and reliability for the pre-test and post-test. This research study also used AMOS software for the purpose of hypothesis calculation testing. This research also used a qualitative approach to determine social media marketing and marketing mix towards brand awareness in Pochajjang restaurant implemented and practically implementation.

V.1. Conclusion

V.1.1. Social Media Marketing to Brand Awareness

The influence of social media marketing on brand awareness shows in the figure on chapter 4 has a bigger significant influence as much 0.618 and can conclude that social media marketing strategy implementation at Pochajjang restaurant take a role towards brand awareness that give an output on brand recall as much 0.853.

V.1.2. Marketing Mix to Brand Awareness

The influence of marketing mix on brand awareness shows that figure on chapter 4 as much 0.498. With the number lower than social media marketing on brand awareness marketing mix on brand awareness is still give a contribution towards brand awareness, even though its lower than social media marketing.

V.2. Recommendation

V.2.1. Social Media Marketing to Brand Awareness

Following with chapter 4 especially AMOS software output, Pochajjang restaurant need to improve performance in social media to reach more audience with solid update information about Pochajjang restaurant itself. In overall, the fourth element of social media result give a good contribution numbers, except the relationship engagement, which means in Pochajjang

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official account in social media does not give a quick responses due to answer and giving informative question from the customers of Pochajjang restaurant.

V.2.2.   Marketing Mix to Brand Awareness

Following with AMOS software diagram path output, Pochajjang restaurant need to improve performance in marketing to reach more audience with solid element of marketing mix Pochajjang restaurant itself. In overall, the fourth element of marketing mix result give a weak contribution numbers, especially the terms of place, which means in Pochajjang restaurant have difficulties in orders of big amount people dine-in at the same time (eating time), such as dinner and lunch time customers got difficulties to find parking lot also access to reach Pochajjang restaurant at JABODETABEK.

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