



THE EFFECT OF INTERNET MARKETING ON WORD OF MOUTH AND ADVERTISING  
EFFECTIVENESS IN IMPROVING BRAND AWARENES

*Retno Rosyati*

*Muhammadiyah University of Yogyakarta  
Yogyakarta, Indonesia  
ennorosyati3@gmail.com*

*Susanto*

*Muhammadiyah University of Yogyakarta  
Yogyakarta, Indonesia  
susanto@umy.ac.id*

*Nuryakin*

*Muhammadiyah University of Yogyakarta  
Yogyakarta, Indonesia  
nuryakin@umy.ac.id*

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*Abstract*

*Intagram is a social networking account that is now popular in all circles. Widely used by many people even now there are many companies that also take advantage of these social networking accounts to market their products. This study looks at how to increase brand awareness from SOSRO intagram followers by looking at internet marketing conducted by SOSRO which is mediated by the effectiveness of advertising and word of mouth. This research method is a survey directly to SOSRO Instagram followers. Reliability and test of instrument validity is tested. Research respondents consisted of 150 customers. The collected data were analyzed by SEM AMOS method. The results showed that: 1) Internet marketing had a significant effect on word of mouth; 2) Internet Marketing has a significant effect on the effectiveness of advertising; 3) Internet marketing has no significant effect on brand awareness; 4) word of mouth does not have a significant effect on brand awareness; 5) advertising effectiveness has a significant effect on brand awareness.*

**Keywords:** Internet Marketing, Word of Mouth, Advertising Effectiveness and Brand Awareness

## I. INTRODUCTION

Information development provides increasingly intense competition for businesses. Business people at the company are currently developing ways to get marketing that have a big impact



and bind consumers through the internet. The internet is a source of communication, information, and entertainment, the internet also acts as a tool for commercial transactions by presenting new challenges, new opportunities and changing business scope (Vukasovic and Strasek, 2014). The internet creates opportunities for companies to reach more broadly the interests of consumers and make advantages more attractive than before, by providing new tools for promotion, interaction, and building relationships (Vukasovic, 2013). The ease of using internet marketing makes it a hope to compete in marketing a product from each company. According to Chaffey and Smith (2008) internet marketing has an impact on all aspects of marketing from strategy and planning through marketing mix, marketing communication and buyer behavior to marketing research. Internet marketing grows in a very dramatic and dynamic way, not only creates opportunity for business but also reduces or eliminates many threats (El-Ghoray, 2010).

Word of Mouth (WOM) is suitable for influencing in making decisions about purchasing a product individually or in groups and is a marketing target of the company. According to Yildiz and Akyol (2016) WOM is an effective method for stimulating repeated purchases, a tendency to prioritize certain brands, and trust in high corporate brands. The effectiveness of advertising must have its own appeal to a product, having creativity in displaying products, and of course giving a message to advertisements to support a product. According to Tabbsum (2013), the importance of creativity in advertising as one of the main factors for professional advertising by developing an impression for the brand in creating greater opportunities. According to Handoko (2006), advertising must have a specific purpose, namely the awareness of a product by informing product features and advantages, forming perceptions of products, forming product tastes, and persuading consumers by displaying product packaging.

Customers who have high satisfaction and high loyalty for a company's product are assets, the customer has a brand awareness that can influence other customers in decision making. According to Kotler (2014) customers who have high satisfaction with products and high loyalty, these customers are very likely to buy back even aware of brand excellence.

Packaging companies in Indonesia compete in developing internet marketing strategies, one of the packaging beverage companies is Sosro. The PT Sinar Sosro company created a social media account on Instagram with the aim of finding followers (followers) to get a group part of the forum or community that can provide opportunities to inform the product of the Sosro account on Instagram. Based on the information or description, it can be seen the direction of this study, which is to examine the influence of internet marketing variables on word of mouth variables, advertising effectiveness variables, and brand awareness variables. As well as the influence of word of mouth variables and advertising effectiveness on brand awareness variables.

## II. THEORETICAL FRAMEWORK

Internet marketing can be seen as a new philosophy and modern business practices that are involved with the marketing of goods, services, information and ideas through the internet and other electronic means (El-Gohary, 2010). An internet marketing strategy is designed to provide consistent direction for an organization's internet marketing activities so that it is integrated with



other marketing activities and supports its objectives (Chaffey et al, 2008). According to Andriyanto and Haryanto (2010), internet marketing is a marketing action that is carried out through internet media where the reach of the world seems to have no space and time limits. Word of Mouth (WOM) is information about products delivered or disseminated by many mouths from one individual to many individuals (Andriyanto and Haryanto, 2010). According to Al Khazim (2016), WOM influences consumers' short and long-term decisions to buy a product. This will be an important role in consumer behavior to make decisions. An important role is the key that needs to be considered by the company to influence consumer behavior in making decisions. Advertising is a way to present an idea for promotion in the form of services and goods with financing by sponsors of the company. According to Kotler and Keller (2012) there are three advertising objectives that are grouped, namely conveying information, persuading, and reminding. According to Puspitasri (2009), ad messages have 3 characteristics, namely:

1. Meaningful, which is to provide product benefits by showing the product advertised so that consumers prefer or are more interested in the product.
2. Distinctive, namely the superiority of the attractiveness given to products to make their products better than competing products.
3. Believable, trustworthy and confident. In general for these three is not easy because some consumers doubt the truth of the ad.

Brand awareness is the advantage of a brand to be present in the minds of consumers when they are thinking about certain types and categories of products and how easily they are mentioned (Shimp, 2003). According to Rangkuti (2004) brand awareness is the ability of customers to spontaneously mention a particular brand or a particular ad with keywords. According to Aaker (1997) brand awareness is divided into four level categories from the lowest (unaware of brand) to the category of the highest level (top of mind).

### **1.) Is there a relationship between the influence of internet marketing on word of mouth?**

Significant influence of internet marketing on word of mouth, said that creative internet marketing in the delivery of messages will grow the word of mouth for customers (Azaria, et al 2014).

**H1: Internet marketing has a positive effect on word of mouth**

### **2.) Is there a relationship between the influence of internet marketing on advertising effectiveness?**

The internet has a strong influence and the effectiveness of advertising is easier to enter in different online forums (Nuseir, 2015). Positive results from internet marketing on the effectiveness of advertising, that to create good advertising requires creativity, so that consumers are always easy to remember a product (Azaria et al 2014).

**H2: Internet marketing has a positive effect on advertising effectiveness**



**3.) Is there a relationship between the influence of internet marketing on brand awareness?**

The positive influence of internet marketing on brand awareness, states that the more advertisements received, the consumers will be more aware of the brands of these products (Andiryanto and Hariyanto 2010).

**H3: Internet marketing has a negative effect on brand awareness.**

**4.) Is there a relationship between word of mouth influence on brand awareness?**

The positive influence of word of mouth on brand awareness, that if positive information is given to customers from the buying experience, the information will spread from one customer to another (Murtiasih, et al 2014).

**H4: Word of mouth has a negative effect on brand awareness.**

**5.) Is there a relationship between the effectiveness of advertising on brand awareness?**

Positive influence, that effective advertising must increase the awareness of the brand by linking to the ad with the brand being advertised (Till and Baack, 2005).

**H5: The effectiveness of advertising has a positive effect on brand awareness.**

### III. RESEARCH METHODS

This type of research is explanatory research, using a quantitative approach. The purpose of explanatory research according to Sugiyono (2014), is a research method that intends to explain the position of the variables studied as well as the influence of one variable with another variable. Based on the type of explanation level research, this type of research is to test the theory of several hypotheses to strengthen or reject the results of existing research. The research was conducted online on Instagram social networks.

Population is an area of generalization consisting of objects / subjects that have certain qualities and characteristics set by the study to be studied and then drawn conclusions (Sugiyono, 2015). The population that was conducted in this study was Instagram Sosro followers with only 150 followers. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2015). In this study incidental sampling was carried out, which is the determination of samples based on chance, the chance that incidentally or incidentally met with the researcher can be used as a sample, when the sight of a person encountered is suitable as a data source, so the sample used is 150 respondents in the Sosro account follower on Instagram. Sampling technique is a sampling technique with the aim of determining the sample used in the study (Sugiyono, 2015). In this study the technique that will be used is simple random sampling.

#### Research Variables and Operational Definitions

Research variable is an attribute or activity set by a researcher to be studied and then drawn a conclusion (Sugiyono, 2015).

##### 1. Internet marketing (X1)

Internet Marketing changes in the brand or "landscape" environment, new strategies and tools to build brands with interactive approaches to attract customers and build loyalty (Vukasovic, 2013).



**2. Word of Mouth (X2)**

Word of mouth invites consumers to tell the positive value of the company to other consumers (Azaria et al, 2014).

**3. Advertising Effectiveness (X3)**

Advertising effectiveness is a means to invite consumers and pay attention to the media used to advertise (Sukmadkk, 2015). The effectiveness of advertising is an approach to consumers with messages that are easily accepted in order to have appeal (Puspitasari, 2009).

**4. Brand Awareness (X4)**

Brand awareness is a hope for positive brands Conscious consumers and purchases then repurchase purchases (Puspitasari, 2009).

**IV. RESULT AND DISCUSSION**

Description of the research variable is obtained from the respondent's answer to each statement that measures the variable. For the categories of each variable, the class interval calculated from 1-1.8 (very low), 1.81-2.60 (low), 2.61-3.40 (enough ), 3.41-4.20 (high), and 4.21-5.00 (very high), see table 1

**Table 1** Average Variable Value

<b>Variable</b>	<b>AverageValue</b>	<b>Category</b>
Internet Marketing	4.07	High
Word of Mouth	4.21	Very High
Advertising Effectiveness	4.16	High
Brand Awareness	4.12	High



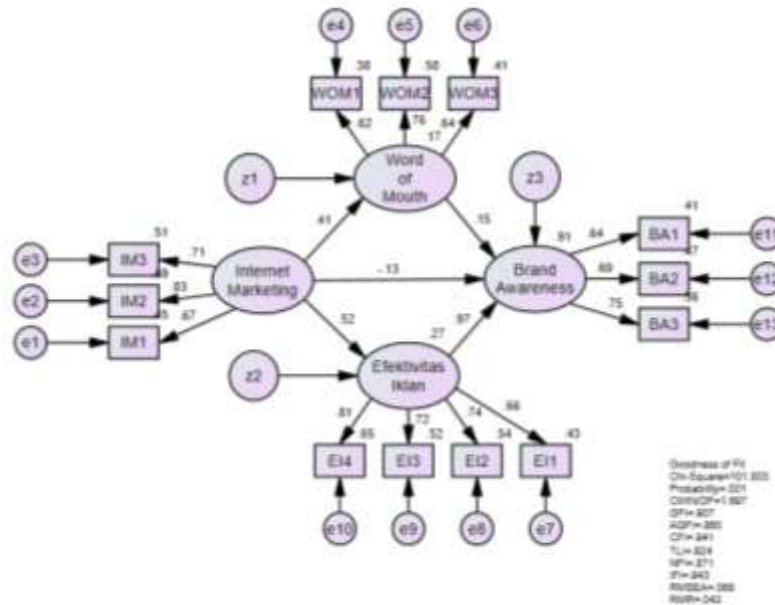


Figure 1 Full Model Results

### Hypothesis Test

			Estimate	S.E.	C.R.	P	Label	Conclusion
Internet_Marketing	→	Word_of Mouth	.353	.103	3.418	0.00	par_1	H1 Accepted
Internet_Marketing	→	Advertising Effectiveness	.477	.105	4.533	0.00	par_3	H2 Accepted
Internet_Marketing	→	Brand Awareness	-.100	.083	-1.212	0.225	par_4	H3 Rejected
Word_of_Mouth	→	Brand Awareness	.139	.082	1.698	0.090	par_2	H4 Rejected
Advertising Effectiveness	→	Brand Awareness	.845	.140	6.037	0.00	par_5	H5 Accepted

1. H1 is said to be rejected with P value 0.00 greater than  $\alpha 0.05$ . So this research does not support the hypothesis.
2. H2 is received with a P value of 0.00 below  $\alpha 0.05$ . So this study supports the hypothesis.
3. H3 is said to be rejected with a P value of 0.225 greater than  $\alpha 0.05$ . So this research does not support the hypothesis.
4. H4 is said to be rejected with a P value of 0.090 greater than  $\alpha 0.05$ . So this research does not support the hypothesis.
5. H5 is rejected with a P value of 0.00 greater than  $\alpha 0.05$ . So this study supports the hypothesis.



## V. DISCUSSION

### 1. Effect of Internet Marketing on Word of Mouth

Sosro's Internet Marketing on Instagram affected followers of Sosro Instagram accounts, so followers liked a lot and commented on the comment column. In the comments column followers submit Word of Mouth to other followers by mentioning / tagging (calling) friends, besides that followers are happy to share moments of happiness and togetherness by giving mentions or comments to Sosro Instagram accounts. The results of this study in accordance with the research of Andriyanto and Haryanto (2010) in internet marketing research there is a significant effect on word of mouth. Internet marketing conducted by PT. Crocs Indonesia has marketed its products through the internet by using the concept of word of mouth marketing by utilizing the network and the high level of connectivity among members. In Azaria's research, et al (2014) pointed out the significant influence of internet marketing on word of mouth, stating that creative internet marketing in the delivery of messages will grow the word of mouth for customers.

### 2. Effect of Internet Marketing on Ad Effectiveness

Advertisement delivered through internet marketing are very effective. Evident from the effectiveness of advertisements delivered through Instagram Sosro according to and remain targeted, video posts, photos, instant stori and written captions provide awareness of followers of Sosro's Instagram account by knowing Sosro further with its advantages and advantages of the product. The message delivered is very easy to understand by Sosro account followers, so that a positive moment for each activity from Sosro can influence customers to follow it. The results of this study are consistent with Azaria, et al. (2014) pointing out the significant influence of internet marketing on advertising effectiveness, stating that the message delivered and the advertising media used will influence the effectiveness of advertising of a product.

### 3. The Influence of Internet Marketing To Brand Awareness

Posting an advertisement on Instagram media if it does not match the conditions on the user of an Instagram account will not touch the user to always remember certain brand products. Naturally consumers or customers will not choose a product to consider in product selection because there is no sense of trust in the product in the consumer. The results of this study are supported by the research of Azaria, et al. (2014) in his research has a negative influence, that the lack of repeaters of the product in order to build awareness. In contrast to the research conducted by Andriyanto and Hariyanto (2010) showing the positive influence of internet marketing on brand awareness, stating that the more advertisements received, the more consumers will be aware of the brand's products.

### 4. Influence of Word of Mouth To Brand Awareness

Advertising on Instagram does not all support every moment in the user where the user has many activities that are not possible to always use the product. Users of Instagram account when they want to share the togetherness with Botol Sosro by mentioning the Sosro account lack the sympathy from the Sosro Instagram admin, there is no like response that can create a



sense of happiness from customers from the consumer experience. The results of this study are in accordance with Azaria's research, et al (2014) and Gardener in Nuh (2010) states that every human being has different brain intelligence, so the brand recall process is also influenced by the brain's intelligence system. Different from Hanaysha's (2016) research, it has a significant influence, that marketers must pay attention to word of mouth as a significant marketing tool in order to influence brand equity and competitiveness. Murtiasih's research, et al (2014) shows the results of the positive influence of word of mouth on brand awareness, that if positive information is given to customers from the buying experience, the information will spread from one customer to another.

#### **5. Effect of Ad Effectiveness on Brand Awareness**

Postings from the Sosro account provide information and an introduction to the brand from Sosro, easily understood from the advantages and advantages of Sosro products making Sosro able to always be remembered by followers of Sosro Instagram accounts. Delivering the good from the Sosro account to become a Sosro bottle tea product is no stranger to the eyes of customers and followers of Sosro Instagram accounts. This study is in accordance with Puspitsari (2009) that advertising effectiveness has a positive effect on brand awareness. The research of Till and Baack (2005) has a positive effect, that effective advertising must increase brand awareness more by linking to advertisements with the brand being advertised. In the study Sukma, et al (2014) showed the effect of the effectiveness of advertising on brand awareness, that the ads displayed must be easy to remember, easy to understand, and illustrate product excellence that ultimately builds positive trust in the product .

## **VI. CONCLUSION**

Based on the results of research and test data on respondents about the influence of internet marketing on the effectiveness of advertising, word of mouth, and brand awareness, the following conclusions can be drawn:

1. Based on the results of Hypothesis 1 (H1) which have been presented in the previous chapter, the results show that internet marketing has a significant effect on word of mouth.
2. Based on the test results of Hypothesis 2 (H2) that have been presented in the previous chapter, the results show that internet marketing has a significant effect on the effectiveness of advertising.
3. Based on the results of the Hypothesis 3 (H3) test presented in the previous chapter, the results show that internet marketing has a negative effect on brand awareness.
4. Based on the results of the Hypothesis 4 (H4) test presented in the previous chapter, the results show that word of mouth negatively affects brand awareness.
5. Based on the results of the Hypothesis 5 (H5) test that has been presented in the previous chapter, the results show that advertising effectiveness has a significant effect on brand awareness.





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