Proceeding Book of
The 2nd International Conference on Business and Banking Innovations (ICOBBI) 2020
“Nurturing Business and Banking Sustainability”

Surabaya, 14 - 15th August 2020

Master of Management of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia

Collaboration with
Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya
Universitas 17 Agustus 1945 Surabaya
Universitas Surabaya
Universitas Dr. Soetomo Surabaya
Universitas Dian Nuswantoro Semarang
Sekolah Tinggi Ilmu Ekonomi 66 Kendari

Published by :
Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jalan Nginden Semolo 34th - 36th Surabaya
Phone : 082247845434
Website : http://pascasarjana.perbanas.ac.id/
Proceeding Book of
The 2nd International Conference on Business and Banking Innovations (ICOBBI) 2020
“Nurturing Business and Banking Sustainability”

Steering Committee
Dr. Yudi Sutarso, S.E., M.Si.
Dr. Drs. Emanuel Kristijadi, M.M.
Dr. Basuki Rachmat, S.E., M.M.

Organizing Committee
Manager : Prof. Dr. Dra. Tatik Suryani, Psi., M.M.
Vice Manager : Dr. Ronny, S.Kom., M.Kom., M.H.
Secretary and Treasury : Dewi Aliffanti, S.E.
                        Tanza Dona Pratiwi, S.E.
Publication and Proceeding : Munawaroh, S.S., M.Si,
                           Dio Eka Prayitno, S.Sos.
Journal Networking : Tri Suhartuti, S.S.
Technology Supporting : Hariadi Yutanto, S.Kom., M.Kom.
                        Risky Andriawan, S.T.
                        Sumantri, S.Kom.
Supporting : Riska Friski

Graduate Student Union
Steering Committee : Farhan Hisyam, S.M.
Manager : Nanda Diyah Syarifah, S.M.
Secretary : Lidya Aviolitta, S.I.Kom
Sponsorship : Citra Putri Ramadani, S.M.
              Gibson Randy Prathama, S.M.
              Atikah Resiana Fildzah, S.M.
               Uvy Dian Rizky, S.Sos.
               Ponta Dewa Saktiawan
               Amilia Jasmin Nabila
               Mochamad Arya Seta
Publication and Documentation : Chowal Jundy Kumoro, S.M.
                               Yesica Lola Arlinda, S.E.
Reviewers:

1. Prof. Angelica M., Baylon, Ph.D (Maritime Academy of Asia and the Pacific, Philippines)
2. Associate Prof. Dr. Ellisha Nasruddin (Universitas Sains Malaysia, Malaysia)
3. Prof. Reevani Bustami, Ph.D. (Universitas Sains Malaysia, Malaysia)
4. Associate Prof. Pallavi Paathak, Ph.D. (School of Management Sciences, Varanasi, India)
5. Chonlatis Darawong, Ph.D. (Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand)
6. Prof. Dr. Dra. Tatik Suryani, Psi., M.M (STIE Perbanas Surabaya, Indonesia)
7. Dr. Soni Harsono, M.Si (STIE Perbanas Surabaya, Indonesia)
8. Prof. Abdul Mongid, Ph.D. (STIE Perbanas Surabaya, Indonesia)
9. Dr. Lutfi, M.Fin. (STIE Perbanas Surabaya, Indonesia)
10. Burhanudin, Ph.D. (STIE Perbanas Surabaya, Indonesia)
11. Mohammad Shihab, Ph.D. (Universitas 17 Agustus 1945 Surabaya, Indonesia)
12. Dr. Yudi Sutarso, M.Si (STIE Perbanas Surabaya, Indonesia)
13. Dr. Ronny., S.Kom., M.Kom (STIE Perbanas Surabaya, Indonesia)

Editor and Layout:

1. Dr. Ronny, S.Kom., M.Kom., M.H.
2. Dewi Aliffanti, S.E.
3. Tanza Dona Pratiwi, S.E.
5. Dio Eka Prayitno, S.Sos.

Published 14th & 15th August 2020
Magister Manajemen Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya Indonesia
Jalan Nginden Semolo 34th - 36th Surabaya, East Java 60118
Telpon 082247845434
Website : http://pascasarjana.perbanas.ac.id/
Indexed by google scholar


The originality of the paper is the author's responsibility
FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2nd International Conference on Business and Banking Innovations (ICOBBI) with the topic “Nurturing Business and Banking Sustainability”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2nd International Conference on Business and Banking Innovations was held on 14th – 15th August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Ellisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetomo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website https://pascasarjana.perbanas.ac.id.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.
Tabel of Content

Cover ................................................................................................................................. i
Committee ......................................................................................................................... ii
Reviewers ........................................................................................................................... iii
Foreword ............................................................................................................................. iv
Table of Content ............................................................................................................... v

Marketing

Analyzing Competitive Strategies in Food SMEs Post Pandemic Covid-19 (Case Study in Madiun Municipality) ................................................................. 1 - 9
Tatik Mulyati; Saraswati Budi Utami; Hendro Susi

Effect of Support Services And Relationship Quality on Customer Loyalty and Repurchase Intention on Johnson & Johnson Customers in Surabaya ........................................ 10 - 21
Feddy Ardiansyah

The Effect of Service Quality and Trust on Repurchase Intention Through Customer Satisfaction in Rollaas Cafe Mall City of Tomorrow Surabaya ........................................... 22 - 31
Brahma Satrya

Analysis of Logistics Services Quality Using SERVQUAL Method in Surabaya City: Literature Review and Research Suggestion ........................................ 32 - 36
Andini Anastasia Novitasari

Exploration of Factors Affecting Customer Satisfaction and Loyalty in Community Pharmacies in Thailand: A Qualitative Study ......................................................... 37 - 43
Ramida Maruay; Chonlatis Darawong; Boonkiat Wisittigars

The Effect of Social Media Marketing Activities, Brand Image, Customer Satisfaction on Shopee Customer Loyalty in Surabaya City ..................................................... 44 - 49
Farhan Hisyam; Tatik Suryani

Performance Analysis Through Intrinsic and Extrinsic Motivation with Work Satisfaction as Intervening Variables in Retail Company Employees in Surabaya (Case Study on Employees of PT. Lotte Mart Marvel Surabaya) ........................................... 50 - 55
Firdaus

Influence of Work Fatigue, Unclear Tasks and Management Career on Employee Turnover at PT. Sulselbar Bank ................................................................. 56 - 64
Rosnaini Daga; Armi Pasampang; Aminuddin Hamdad

Performance of Service In General Hospital City of Surabaya Era Covid-19 ............... 65 - 71
Feliks Anggia B.K. Panjaitan; Hwihanas; Adiati Trihastuti; Hotman Panjaitan
Workability and Self Awareness on Employee Engagement in Indonesian Manufacturing Industries
Siti Mujanah .................................................................72 - 78

Increasing Performance through Motivation and Competence at 17 August 1945 University Surabaya
Sri Budi Kasiyati; Endang Setyowati; Ida Bagus Cempena .................................................................79 - 89

Developing Brand Loyalty
Estik Hari Prastiwi .................................................................90 - 97

E-Marketing Adoption As an Alternative Solution For Fight Back The Covid-19
Febrianur Ibnu Fitroh Sukono Putra .................................................................98 - 105

The Approach of The Agility Social Innovation: A Dynamic Capability Strategy
Mufti Agung Wibowo .................................................................106 - 112

Quality of Work Life and Work Stress on Employee Performance
Sumiati .................................................................113 - 117

Word of Mouse: How e-WOM Influence Consumer Behavior (A Study of UNTAG Surabaya Student)
Nanis Susanti .................................................................118 - 128

The Effect of Service Quality, Customer Trust, Brand Image and Electronic Word of Mouth on Online Purchasing Decisions on Shopee Customers in Surabaya
Anis Fitriyasari .................................................................129 - 144

The Effect of Marketing Mix 7Ps, Customer Experience, and Customer Relationship Marketing on Customer Loyalty Mediated by Indomaret Customer Satisfaction in Surabaya
Citra Putri Ramadani .................................................................145 - 152

The Impact Of Celebrity Endorser And Self-Connection Of The Brand On The Equity Of The Brand
Mahmud; Mia Dika Anggraini .................................................................153 - 166

The Brand Loyalty Determining Factors: The Role of Self Brand Connection, Brand Love, Brand Trust And Brand Image (at PT. Eloda Mitra)
Budi Anandya; Ni Made Laksni Oktavia .................................................................167 - 174

The Effect of Website and Social Media on Customer Behavior Responses
Tatik Suryani; Abu Amar Fauzi; Mochamad Nurhadi .................................................................175 - 182

What Makes Tencent Becomes a Successful Business? a Case Study Analysis of Tencent
Binsar Energia Pratama Napitupulu 183 - 190
The Effects of Social Media Marketing Activities on Brand Love and Brand Trust That Have an impact on Brand Loyalty of Visval Bags Consumers.................................................................191 - 196
Novian Navas Mahardhika

Analysis the Effect of Marketing Mix on Consumer Decisions in Buying Paint Products...197 - 205
Febrianto Ramadhan

Analysis of The Impact of The Development of Inolobunggadue Central Park (ICP) on Micro, Small And Medium Enterprises in Konawe Regency.............................................................. 206 - 212
Abdul Razak

The Effect of Transformational Leadership and Work Commitment on Incentives and Disaster Preparedness for Southeast Sulawesi Province Disaster Preparedness ....................... 213 - 222
Bakhtiar Abbas

The Effect of Service Quality on Civil Population Document Towards Society’s Satisfaction and Trust for Population and Civil Registry Office of Kendari City.................................................. 223 - 232
Nofal Supriaddin

CRM Impact on Customer Satisfaction and Customer Loyalty at Garuda Indonesia: The Airline of Indonesia............................................................................................................. 233 - 240
Muhamad Reynaldi Adhyaksa

The Implementation of Simple Form Gamification In Companies ........................................ 241 - 246
Nathania Agatha Benita

Social Entrepreneurship dan Peningkatan Ekonomi pada Siswa SMA Selamat Pagi
Indonesia................................................................................................................................. 247 - 254
Azwar Cholili

Leaping Innovation Barriers For Business Longevity Purpose Based on Different Measurements of Innovation .................................................................................................................. 255 - 261
Mia Novinda Mudjiono

Business Model Analysis: A Study Case in Wood Pellet Industry.......................................... 262 - 267
Kadek Budiadnyana Putra

Drivers And Barriers Of Purchasing Groceries Online In Surabaya :Age, Gender, Educational Level And Experience As Moderating Variables ......................................................... 268 - 273
Diky Murdoyo Rahadiarto

Optimization Services and Strategies Toward Satisfaction Value of Training Participants Held by Integrated Service Unit Surabaya ........................................................................... 274 - 282
Sukesi
The Influence of Investment Knowledge, Investment Motivation, Investment Capital and Investment Risk Perception on Investment Interest in Capital Markets (Study On Feb Dr. Soetomo University Students) ................................................. 283 - 288
Sri Handini

The Effects Of Human Capital And Strategic Partners On Strategic Planning And Organizational Performance (Study at PT. Segar Murni Utama) ................................................................. 289 - 296
JFX. Susanto Soekiman

The influenxe of Utilitarian Value, Hedonic Value, and Perceived Risk on Customer Satisfaction and Customer Loyalty to Shopee Customers in Surabaya ........................................................................ 297 - 303
Nensi Laurence Nggai; Dudy Anandya

Unisfat The Pattern of Spatial Interaction of Workers in Central Java Province using the Explanatory Spatial Data Analysis (ESDA) Approach ........................................................................ 304 - 315
Caroline; Achmad Nuruddin S.; Etty Puji Lestari; Ceasilia Srimindarti; Teguh Imam Rahayu

Analysis Web-Based Customer Relationship Management Strategy at PT. ABC ............ 316 - 320
Alfred Turisnol

The Influence of Planned Behavior On The Level of Customer Trust And Satisfaction In Determining Loyalty In Green Hotels In Indonesia ................................................................. 321 - 328
Hayuning Purnama Dewi

Financial

Independence Financial Expertise in Audit Committee and Tax Avoidance: is business strategy moderate this relationship? ................................................................. 329 - 337
Ms. Lisa Gabrielle; Devie; Juniarti

Effect of Asset Quality, Liquidity, Solvability, Efficiency and Good Corporate Governance (GCG) Towards Go Public Bank Profitability In Indonesia ........................................................................ 338 - 350
Ramlan

Credit Quality Stress Tests Based on Macroeconomics at Bank Persero in Indonesia in 2008 - 2016 ................................................................. 351 - 359
Elna Arlina Nandasari

Decision On The Utilization Of Digital Payment In Millennial Generation Based On Perceived Experience ........................................................................ 360 - 365
Karta Negara Salam; Muh. Imam Taufiq

Determining Factors of Thin Capitalization Practices in Indonesia .................................... 366 - 381
Jepri Duwi Safrudin; Diah Hari Suryaningrum

viii
Factors That Become A Customer Considerations Become A Brachless Bangking Agent .382 - 388
Novita Rosanti

Going Concern and Liquidity Perspective in Indonesia Manufacture Industry ......................389 - 394
Tri Ratnawati; Widi; Rahmiyati; Nekky

Influence Of Debt Policy And Cash Ratio On Dividend Policy On IDX30 Index In Indonesia Stock
Exchange .................................................................395 - 400
Muhammad Ashary Anshar; Ichbal Warimin

Performance Analysis Of Share And After Online Application On The Sector Registered
Transportation In Indonesia Exchange ..................................401 - 406
Rachman Suwandaru; Hartina

Measuring The Performance of the Surabaya City Regional Budget Value For Money
Analysis .................................................................407 - 414
Risanda Alirastra Budiantoro; Tito Aditya Perdana

A Syestematic Literature Review of Liquidity, Asset Quality, Size, Solvability and Efficiency of
Probability on National Private Commercial Banks Go Public ......................415 - 421
Devinta Ayu Ramadhani

The Effect of Multiple Role Conflict on Employees Performance Moderated By Self
Efficac .................................................................422 - 428
Awanis Linati Haziroh, S.M, M.M.; Amanda Dyla Pramadanti; Raden Ayu Aminah R.P.S;
Febrianur Ibnu Fitroh Sukono Putra

The Factors of Banking Capital Structure Determination in Indonesia ......................429 - 434
Foza Hadyu Hasanatina; Amalia Nur Chasanah; Vicky Oktavia

Identification and Analysis of Regional Economic Growth Patterns in the New Autonomous
Region of Southeast Sulawesi Province ................................435 - 448
H. Mahmudin A. Sabilalo

Corporate Partnership of PT. SKLT with Crackers MSME in Sidoarjo As a Form Corporate Social
Responsibility (CSR) ..............................................................449 - 463
Jimmy Herlambang

Influencing Factors Safety Quality Cost Delivery People (SQCDP) on Lean Manufacturing
Implementation at Directorate Production Indonesian Aerospace (IAe) ..........................464 - 471
Niza Nurmalasari; Ida Aju Brahmasari; Ida Aju Brahma Ratih

Increasing the Role Of Bank Financial Institutions and Non-Bank Financial Institutional in Providing
Optimal Distribution For Communities During The COVID-Pandemic ..................472 - 479
Matdio Siahaan
Utilization of Payment Gateway in Fundraising from a Management Perspective of Zakat, Infaq, and Alms: A Case Study of Baitul Maal Hidyatullah Surabaya .................................................................480 - 486
Sarah Lutfiyah Nugraha and Ika Yunita Fauzia

The Impact of Capital Structure Towards Firm Performance Moderated by Corporate Governance in LQ-45 Company in BEI at 2013-2018 ..................................................................................487 - 495
Gabby Markus Angkasajaya; Putu Anom Mahadwartha
The Effect of Website and Social Media On Customer Behavior Responses

Tatik Suryani¹, Abu Amar Fauzi² Mochamad Nurhadi³

¹,²,³ Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Nginden Semolo 34 – 36 street, 60118, Surabaya, East Java, Indonesia

A R T I C L E  I N F O

Article history:
Received 10 August 2020
Revised 14 August 2020
Accepted 29 August 2020

Key words: Social media, brand awareness, E-WoM, purchase Decision

A B S T R A C T

Website and social media as a marketing communication tool has an important role for influencing customer behavior. Not many research integrated both of these marketing communication tool, even though this results very fruitful benefits to know further each contribution for enhancing positive customer behavior. The objectives of this research are to examine the effect of website and social media on customer behavior response such as Brand Awareness, E-WOM, Brand Image and Purchase decision. Research involved 402 online consumers of small and medium enterprises in Indonesia. Data was analyzed by Partial Least Square (smart PLS). The result found that website and social media have positive effect on customer behavior responses. Website and social media have positive effect on Brand Awareness. Research also found that Brand Awareness has positive effect on Brand Image, E-WOM and Purchase decision. Brand Image also have positive significant effect on Purchase Decision. The effect of social media is bigger on Brand Awareness than website. The implication of this research is that company should improve the quality of website and social media to influence customer behavior responses.

1. INTRODUCTION

Websites and social media have become an effective means of communication in the digital era. According to the 2020 Hootsuite report, worldwide penetration of internet users has reached 59% and in Indonesia it has reached 64%. The average use of social media in the world reaches 49%, while in Indonesia it is higher by 59%. A large number of digital media users is a great potential for marketers to communicate their products through websites and social media.

Recently, social media is being used more as a marketing tool because it is cheap, easy, and practical. In addition, social media provides inexpensive alternative options for analysis, publishing and content management, tracks conversions and targeted consumers (Ahmad, S.Z, Abu Bakar and Ahmad, 2019).

The role of websites and social media in supporting marketing performance has been studied in several studies. The website is seen as having a significant role in influencing consumers because it provides opportunities to interact with consumers, provides space for consumers to provide feedback, online purchases (Berthon et al., 2012). Several previous studies have shown that website quality has an impact on repurchase intention (Wilson, Keni and Tan, 2019), purchase intention (Hutter, Hautz and Fu, 2013; Gao and Li, 2019); and customer satisfaction (Laureti, Piccarozzi and Aquilani, 2018; Rahi, Ghani and Ngah, 2020). Websites can also influence customer perceptions of brands (Mukerjee, 2016). Social media as a means of marketing communication also has almost the same role in supporting the development of brands. In the form of positive consumer behavior such as brand awareness, brand image and purchasing behavior. Studies show that the quality of social media has a positive effect on brand awareness and brand image (Bilgin, 2018; Suryani, Fauzi and Nurhadi, 2020).

Consumer brand awareness can influence other perceptual aspects of the brand such as brand image and other purchasing behavior. Previous studies have shown that the higher the consumer’s brand awareness, the higher the tendency of consumers to do E-WoM (Stojanovic et al., 2018). This study is supported by previous research results which show that brand awareness has an effect on E-WoM and purchase intention (Hutter et al., 2013). Another study shows that brand awareness has a positive effect on brand image (Bilgin, 2018).

The study on the impact of websites and social media is also important to determine the effectiveness

Tatik Suryani, tatik@perbanas.ac.id
of these two digital promotions mixes in the form of positive responses, particularly on brand awareness and brand image, E-WoM and purchase decisions. E-WoM and purchase decisions are important customer behavior for companies to understand because E-WOM can help promote products that are cheaper and more reliable while purchasing decisions are factors that will influence purchasing behavior. Therefore this study aims to examine: (1) the effect of website and social media on brand awareness, (2) the effect of brand awareness on E-WoM, brand image and purchase decision, and (3) the effect brand image on purchase decision.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Website, Social media and their effect on Brand Awareness and Purchase Intention

Website has a significant contribution to online business performance making transactions easy between customers and companies. Furthermore, it can be used to attract customers to visit and revisit online store pages (Shin et al., 2013). Therefore many companies is trying to improve their website quality to compete with each other.

Many studies have examined the effect of websites on customer satisfaction and purchase intention. Studies on travel websites showed that when consumers visit the website with good quality, the consumers will experience increased emotions and feelings of interest (Jiménez-barreto et al., 2018). Hence, the website can influence emotions and appeal to customers.

There are not many studies on the impact of websites on brand awareness, however, there are studies on another type of digital media, namely social media. Studies on SME customers showed that social media has a positive effect on brand awareness (Suryani, Fauzi and Nurhadi, 2020). Other studies on social media in the travel industry also show consistent results. Both studies show the better and well-managed social media is, the higher the customer's brand awareness (Stojanovic et al., 2018). Referring to this result, the website as a digital marketing communication tool is also likely to affect brand awareness. Companies or SMEs design their websites as part of integrated marketing communication are to communicate products and companies (Kotler and Armstrong, 2017) Another study on the impact of websites on customer behavior has been conducted. A quality website allows identification of customers on the website, so that it can affect purchase intentions (Gao and Li, 2019).

A part from websites, social media is a digital marketing communication medium that is widely used by companies today. Many SMEs use social media because it is a viable means of building relationships with customers and a faster communication connection than face-to-face interactions (Gavino et al., 2019). There are various types of social media grouped according to their activities, such as media that facilitate communication through photos, videos and/or text and share sources of information (e.g. Facebook, Instagram, Snapchat, media that specialize in professional relationships (e.g. LinkedIn, Academia.edu) , Research gate), social media that can be used for special tasks such as creating blogs (text or photo), and writing (for example Blogger, Tumblr, WordPress), sharing photos, videos, images, and/or text (for example Vine, Snapchat, Instagram, Twitter), etc. According to Hootsuite’s report in 2020, the most-used social media platforms in Indonesia are: Youtube, WhatsApp, Facebook, Instagram, and Twitter.

There are several studies on the influence of social media on brand awareness and decision making. Research conducted on SME customers shows that the better the quality of social media, the higher the brand awareness (Suryani, Fauzi and Nurhadi, 2020). Studies conducted in the UK show that the content of social media has a positive effect on brand awareness (Poulis, Rizomyliotis and Konstantoulaki, 2019). Other studies on social media also show that social media affects brand awareness (Barreda et al., 2015). Studies conducted on tourism objects show that the more often consumers see the social media page of a tourism object, the higher the brand awareness of the tourism object (Stojanovic et al., 2018).

Hence, based on previous studies, a hypothesis is formulated as:

H₁: The website affects brand awareness.
H₂: Social media affects brand awareness

The influence of brand awareness on E-WoM, Decision Making and Brand Image

Brand awareness plays an important role in supporting business performance, companies with strong brand awareness will gain an edge over the competition (Latif, Islam and Noor, 2014). Studies from Keller (1993), stated that brand awareness is the consumer ability to recognize and recall the brand in different
Brand awareness allows consumers to distinguish a brand. According to Keller, there are two dimensions of brand awareness, namely brand recognition and brand recall performance (Latif, Islam and Noor, 2014). Studies conducted show that the higher the brand awareness, the stronger the brand image of consumers. The information presented through the website and corporate social media will be shown and assessed by the customers. Information and images displayed in these media will affect consumer brand awareness (Hutter et al., 2013). Continuous impressions and information that is in the minds of consumers will form a brand image. So brand awareness has a positive effect on brand image from both the cognitive and affective dimensions (Stojanovic et al., 2018). Referring to the previous research, the following hypothesis is formulated:

H₃: Brand awareness affects E-WoM.

Consumers who have high brand awareness will be easier to recognize and remember a brand. When consumers make decisions, consumer knowledge and memories about the brand will influence the decision. Studies conducted in Vietnam show that brand awareness has a significant effect on purchase decisions (Khuong, Ngoc and Tram, 2015). Most of the previous studies concluded that brand awareness affects purchase intention. Purchase intention is part of a series of decision-making processes (Suryani, 2013).

Based on this studies, a hypothesis can be formulated:

H₄: Brand awareness affects the purchase decision.

The effect of Brand Image on Purchase decision

Communication through social media has an impact on the consumer mindset. There are three important things in the consumer mindset in the context of consumer-based brand equity, namely: brand awareness, functional brand image, and hedonic brand image. The three dimensions of brand equity will shape attitudes and influence consumer behavior in decision making (Bruhn et al., 2015). Brand image is related to functional image and emotional image (Martínez et al., 2014).

Several previous studies have shown that brand image influences purchasing decisions, both on an intentional (purchase intention) (Hutter et al., 2013), (Setiawan and Suryani, 2014) and purchase decision (Widyastutir and Said, 2017). Based on this, a hypothesis can be formulated:

H₅: Brand image affects purchase decision.

3. RESEARCH METHOD

This research is a quantitative study using a survey method. The questionnaire was developed with the reference to previous research. The study involved 393 respondents from SME customers who usually buy online through websites or social media.

The variables and their definitions are as follows.

a. The website is measured from consumer perceptions of the website dimension which includes: system quality, information quality, e-service (Tsao et al., 2016) and image (Suryani, Fauzi and Nurhadi, 2019).

b. Social media is the respondent's perception of the dimensions of social media which include clarity, attractiveness, inter activeness and relevance (Suryani, Fauzi and Nurhadi, 2020).

c. Brand awareness is the knowledge and ability of consumers to recognize and remember a brand (Poulis, Rizomyliotis and Konstantoulaki, 2019).

d. Brand image is a consumer's perception of a brand based on affective and functional aspects (Martínez et al., 2014).
e. E-WoM is the intention to engage E-WoM by sharing opinion and experiences (Zhang, Abound Omran and Cobanoglu, 2017).

f. Purchase decision is a consumer's decision to buy a product (Setiawan and Suryani, 2014).

The questionnaire was designed on a Likert scale with rating points from 1 (very strong disagree) to 5 (very strong agree). All measurement scales were tested for validity and reliability. Data analysis was performed using Partial Least Square (PLS) software. This analysis method was chosen because the two variables studied were formative variables, namely website and social media.

4. DATA ANALYSIS AND DISCUSSION

An overview of the research subjects is presented in table 1,

Table 1
Respondents Demography

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surabaya</td>
<td>99</td>
<td>25.19</td>
</tr>
<tr>
<td>Bandung</td>
<td>122</td>
<td>31.04</td>
</tr>
<tr>
<td>Jakarta</td>
<td>84</td>
<td>21.37</td>
</tr>
<tr>
<td>Yogyakarta</td>
<td>88</td>
<td>22.39</td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>138</td>
<td>35.11</td>
</tr>
<tr>
<td>Female</td>
<td>255</td>
<td>64.89</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 - 20 y/o</td>
<td>111</td>
<td>28.24</td>
</tr>
<tr>
<td>21 - 30 y/o</td>
<td>224</td>
<td>57.00</td>
</tr>
<tr>
<td>31 - 40 y/o</td>
<td>44</td>
<td>11.20</td>
</tr>
<tr>
<td>41 - 50 y/o</td>
<td>10</td>
<td>2.54</td>
</tr>
<tr>
<td>&gt; 50 y/o</td>
<td>4</td>
<td>1.02</td>
</tr>
<tr>
<td><strong>Duration shopping from website &amp; social media:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 3 month</td>
<td>204</td>
<td>51.91</td>
</tr>
<tr>
<td>3 - &lt; 6 month</td>
<td>79</td>
<td>20.10</td>
</tr>
<tr>
<td>6 - &lt; 1 year</td>
<td>62</td>
<td>15.78</td>
</tr>
<tr>
<td>≥ 1 year</td>
<td>48</td>
<td>12.21</td>
</tr>
</tbody>
</table>

Respondents came from four major cities in Java, Indonesia, namely Surabaya (25.19%), Bandung (31.04%), Jakarta (21.37) and Yogyakarta (22.39). Based on the gender variable, most respondents were women 64.89% while the men are 35.11%. Mostly the respondents are aged from 21 to 30 years old, with a percentage of 57.00%. Based on the length of time shopping through the SME website, the highest was in the < 3 months category, which amounted to 51.91%.

The description of each variable is presented in table 2.

Table 2
Variables Description

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>3.84</td>
<td>High</td>
</tr>
<tr>
<td>Social Media</td>
<td>3.71</td>
<td>High</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>3.85</td>
<td>High</td>
</tr>
<tr>
<td>Brand Image</td>
<td>3.85</td>
<td>High</td>
</tr>
<tr>
<td>E-WoM</td>
<td>3.82</td>
<td>High</td>
</tr>
<tr>
<td>Purchase Decision</td>
<td>3.74</td>
<td>High</td>
</tr>
</tbody>
</table>
According to Table 2, it is depicted that if the consumers perceived that the SMEs websites and social media are good, they will also influence brand awareness, brand image of E-WoM and Purchase decision. Judging from its value, both brand awareness and brand image have the highest and the same score, while the lowest is social media.

Validity and reliability tests were carried out by measuring its internal consistency (Cronbach alpha) and composites. While the validity test, were measured by the contract validity and discriminant validity tests. The results are presented in table 3.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach Apha</th>
<th>Composite Reliability</th>
<th>Average Variances Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>0.940</td>
<td>0.945</td>
<td>0.341</td>
</tr>
<tr>
<td>Social Media</td>
<td>0.912</td>
<td>0.922</td>
<td>0.346</td>
</tr>
<tr>
<td>BrandAwareness</td>
<td>0.817</td>
<td>0.868</td>
<td>0.523</td>
</tr>
<tr>
<td>Brand Image</td>
<td>0.797</td>
<td>0.861</td>
<td>0.544</td>
</tr>
<tr>
<td>E-WOM</td>
<td>0.783</td>
<td>0.847</td>
<td>0.481</td>
</tr>
<tr>
<td>Puhase Decision</td>
<td>0.879</td>
<td>0.894</td>
<td>0.501</td>
</tr>
</tbody>
</table>

Referring to Table 3, it is known that all measurement instruments of both reflective and formative variables have satisfactory reliability. This is shown by its Cronbach alpha value > 0.7 and Composite reliability value above 0.6. The discriminant validity for each variable for the website and social media which is a reflective model fulfills the conditions. Similarly, the reflective variable which includes brand awareness, brand image and purchase decision also fulfills the criteria.

The results of the analysis seen from the $R^2$ value regarding the variable ability to explain the brand awareness variable are 0.35, Brand Image is 0.38, and Purchase Decision is 0.434. This value is above 0.33 so it is classified as a moderate effect. The one whose ability to explain it is weak is the E-WOM variable, whose $R^2$ value is 0.169β.

The results of the analysis regarding the formulated hypotheses are presented in table 4.

<table>
<thead>
<tr>
<th>Hypothesis &amp; Path</th>
<th>$\beta$</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: W (\rightarrow) BA</td>
<td>0.136</td>
<td>Supported</td>
</tr>
<tr>
<td>H2: SM (\rightarrow) BA</td>
<td>0.495</td>
<td>Supported</td>
</tr>
<tr>
<td>H3: BA (\rightarrow) E-WoM</td>
<td>0.411</td>
<td>Supported</td>
</tr>
<tr>
<td>H4: BA (\rightarrow) PD</td>
<td>0.338</td>
<td>Supported</td>
</tr>
<tr>
<td>H5: BA (\rightarrow) BI</td>
<td>0.598</td>
<td>Supported</td>
</tr>
<tr>
<td>H6: BI (\rightarrow) PD</td>
<td>0.398</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Referring to the research results presented in Table 4, the following analysis is carried out according to the formulated hypothesis.

The influence of websites and social media on brand awareness

The results showed that the website and social media had a significant positive effect on brand awareness. Following the objectives, websites and social media are a form of digital marketing, one of the marketing promotion mix. As the objective of the promotional mix, the purpose of communication through the website and social media is to build awareness, so that consumers able to know, like, choose and buy the products (Kotler and Armstrong, 2017). Hence it shows that the websites and social media designed by SME are effective in influencing brand awareness. The better the website and social media, the higher the consumer’s brand awareness. In this study, the consumers rated the SME website and social media as “good”, hence they were interested to find out and remembering the brand.

The influence of the two digital media (website and social media) is rated as moderate. This is because there are many other marketing communication mix such as advertising, sales promotion, personal selling, public relations, and direct marketing which were not studied in this study (Kotler and Armstrong, 2017).
Good website and social media contribute to the company in the long run because when consumers visit the website, they will experience increased emotional feelings and interest (Jiménez-Barreto and Campo-Martínez, 2018).

This study is consistent with several previous studies regarding the positive effect of social media on brand awareness (Suryani, Fauzi and Nurhardi, 2020); (Stojanovic et al., 2018). Another study on online social networks also shows that online social networks affect brand awareness (Barreda et al., 2015).

An interesting finding is that social media has a greater effect than websites on brand awareness. This is inseparable from the characteristics of respondents who use social media more. In addition, it also strengthens the belief that both websites and social media are viable marketing communication tools to build relationships with customers and a communication connection that is faster than face-to-face interactions (Gavino et al., 2019).

The influence of brand awareness on E-WoM, Decision Making and Brand Image

The results showed that brand awareness had a significant effect on consumer response (E-WOM, Decision Making, and Brand Image). In the following chapter, we discuss the influence of brand awareness on E-WOM, brand image and decision making.

This study found that brand awareness had a positive effect on E-WOM. The higher the consumer's brand awareness, the higher the tendency to do E-WOM. Consumers who have high brand awareness have a lot of knowledge, easier to recall, and convey their knowledge about the brand to other consumers through E-WOM. In this study, it was found that consumers have a desire to share and convey their experiences to other consumers through digital media. The results of this study support previous studies which show that brand awareness has a positive effect on E-WoM (Hutter et al., 2013).

Brand awareness, which is one of the dimensions of brand equity, in this study has a significant positive effect on purchase decisions. The stronger the consumer's brand awareness, the higher the purchase decision. The effect of brand awareness on purchase decision is lower than the effect on E-WoM and brand image. In the context of the decision-making stages, brand awareness is an initial process, the most basic level that will influence interests, preferences and purchase decision (Kotler and Armstrong, 2017). The results of this study support a similar study in Vietnam which shows that brand awareness has a significant effect on purchase decisions (Khuong, Ngoc and Tram, 2015).

Besides having a significant effect on E-WoM and purchase decision, brand awareness also has a positive effect on brand image. The higher the brand awareness, the stronger the brand image. The higher the knowledge and ability to remember a brand, the higher the consumers’ perception of a brand.

Brand awareness could be formed because of the amount of information and images shown on digital media (Hutter et al., 2013). These results support previous studies that brand awareness has a positive effect on the cognitive and affective aspects of brand image (Stojanovic et al., 2018). Consumers become clearer in perceiving brands from both affective and functional aspects. When consumers know and able to remember brands well, psychologically the perceptual process in the form of associating between various knowledge of the brand will be easier, hence the brand image will be stronger.

The Effect of Brand Image on Purchase Decision

The brand image in this study includes the affective and functional aspects of a brand in the minds of consumers. The results showed that brand image had a significant positive effect on purchase decisions. Brand image is one of the dimensions of equity. The brand image shaped by consumers will influence consumer behavior in decision making (Bruhn et al., 2015). Several previous studies have shown that brand image plays an important role in influencing purchase decisions and purchase intentions (Hutter et al., 2013) (Hutter, Hautz and Fu, 2013), (Setiawan and Suryani, 2014).

The results of this study supported previous research conducted on a fashion (shoes) brand products in Indonesia. The study found that Brand Image has a positive effect on purchase decisions (Widyastutir and Said, 2017). Consumers who have both affective and functional impressions about a brand will influence them in making decisions to buy a product. Consumers who have the impression that a brand is meaningful, attractive, has good quality, has advantages over its competitor, and useful, will encourage them to choose the brand. In this study, consumers have a high brand image. Thus, it can be concluded that brand image affects purchase decisions.
5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

The results of this study enrich previous research that has not been done much, especially focusing on the influence of digital media and communication tools, namely websites and social media on positive customer responses, E-WOM, brand awareness, brand image, and purchase decision.

This study found that websites and social media have a positive effect on brand awareness. In addition, it was also found that brand awareness had a positive effect on E-WOM, purchase decisions, and brand image. The influence of brand awareness on brand image has the greatest influence. Furthermore, this study found that brand image has a significant positive effect on purchase decision making.

According to the research results, social media has a greater influence on brand awareness than websites. Hence, it is advised that SME should improve the dimensions of social media so that it has higher quality as customers expect. Referring to previous studies and the results of this study, the dimensions of social media quality that should be improved are the dimensions of clarity, attractiveness, inter-activity, and frequency updates (Suryani, Fauzi and Nurhadi, 2020). Furthermore, clear information, accurate, and relevant to customer needs, attractive and unique, interactive designs are very important to build customer brand awareness.

Companies need to provide a means of interaction with customers in their social media, whether by providing opportunities for customers to communicate, review products, and convey problems during their relationship with the company. If this is implemented, it will have an impact on the formation of customer engagement and marketing relationships which in turn can support long-term business performance.

This study also has a weakness that needs to be considered in future research. In specific, the websites and social media have lower value in explaining brand awareness. This might indicate that there are many other variables in marketing communication tools that affect brand awareness. Therefore, this study advised to examine the influence of advertising, personal selling, sales promotion, public relations, and other forms of digital marketing such as direct marketing. This is because it is important to determine the contribution proportion of the promotional mix variable that could affect brand awareness.

Lastly, The E-WOM instrument should be modified so that it has a high discriminant value. The E-WOM measurement instrument should be adapted to suit the research context.

Acknowledgement
This research is funded by the Ministry of Research, Technology of the Republic of Indonesia, 2020. Additionally, the authors also would like to thank the Center for Research and Community Services of Sekolah Tinggi Ilmu Ekonomi Perbanas Surabaya, Indonesia, for helpful guidance.

REFERENCES


