



# The Effect of Social Media Campaign Adoption: Content and Message Quality to Brand Image as a Competitive Advantage

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DOI:

<https://doi.org/10.53697/emak.v5i3.1834>

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Received: 22-05-2024

Accepted: 24-06-2024

Published: 27-07-2024



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**Abstract:** The development of the digital world encourages business actors to innovate in the process of introducing brands to the public. Brand image greatly influences how consumers view a product, this also greatly influences the decision to purchase a product. This brand introduction process is carried out using several methods including using social media marketing. Several factors influence the process of introducing this brand, the use of the wrong message and the use of poor-quality content will affect the results. This study aims to analyze the Influence of Content Quality and Message Quality on Brand Image Brand in MSMEs in Tirtajaya Village. With a total of 50 respondents from MSME actors, data was collected using a questionnaire which made this research method Quantitative. Based on data analysis, it was found that Content Quality and Message Quality had a positive effect on how the public views the brand. Further research can be improved by measuring other variables such as the selection of marketing media.

**Keywords:** Brand Image, Content Quality, Message Quality, Social media marketing

## Introduction

Micro, Small and Medium Enterprises (MSMEs) in Indonesia have made a huge contribution to the nation's economic condition. MSMEs are proven to make a significant contribution to a nation's economy (Desi Hertin, 2023). The development of digital marketing in Indonesia continues to increase quite promisingly from time to time. Digital media offers a bright future for marketers because as technology advances, there will be more innovative, effective and better ways to serve customer needs.

Digital transformation has brought changes to the business sector in Indonesia. Social marketing is used to introduce business products to the public (Fuchs, 2014; Hilty, 2018; La, 2020). The introduction of brand awareness is an important thing that must be done by MSME business actors. The introduction of a product to the public will affect the brand image of a product in the eyes of the public. Choosing good content and correct grammar will influence people's views of the brand.

In addition to social media marketing, there's the idea of raising brand awareness for the business. Building a recognizable brand has long-term benefits. A product's brand serves as its identity or distinguishing mark when it is sold among other comparable products. If consumers are aware of a brand, they can recognize or recall it as a component of a specific product category (Salsabila et al., 2023). The ability and strength of a brand to stick in the minds of customers or the public, as well as how quickly it does so, is known as brand awareness. This is what occurs when consumers research various products. As to (Michelle et al., 2023) the Brand Awareness Indicator provides a metric representing the degree of brand awareness that consumers possess, ranging from the lowest to the highest.

1. Brand Ignorance (lack of brand awareness).
2. Brand Awareness (Brand Awareness)
3. Recalling a brand (brand recall)
4. Top of Thought (Mind's peak).

This research aims to determine the influence of content quality and message quality in social media marketing on brand image in MSMEs in TirtaJaya, Depok City. The benefit of this research for business actors is to provide insight into the importance of choosing content so that the business they own has a good image in the eyes of customers and ultimately will increase sales and provide brand sustainability.

### **Social Media Campaign**

Social media marketing is a type of marketing communication in which businesses use social media platforms to market their goods and services, wrapping them up in engaging content to draw in and persuade online shoppers (Aripin et al., 2023a). Direct marketing communication with the target market is made easier by the public's capacity to swiftly and extensively connect with other users thanks to social media marketing. Four essential elements, according to (Khanom, 2023) are necessary for the successful application of social media marketing. Content Generation (producing engaging content), Content Distribution (distributing fascinating contents), Connecting (making new connections and growing one's network), and Community Building (founding or joining a group of people in a similar field).

### **Content Marketing**

Content Marketing is one of the core aspects of Digital Marketing and marketing in general. Content Marketing is something that customers see in advertisements that are circulating including posters, captions, promotions. Therefore, digital marketing strategies will not succeed without quality Content Marketing (Desi Hertin & Pitra, 2024). In this situation, businesses must carry out in-depth target research to develop content marketing that appeals to their interests. Content marketing's primary function is to inform and educate the audience to establish a unique bond with them and gauge brand loyalty. The effectiveness of a company's online communication greatly depends on the caliber of its content marketing, since digital marketing necessitates it. In this situation, digital marketers need to do target analysis in addition to advocating for high-quality content marketing to

modify their content and select the most effective promotion strategy (Albert, 2014; Thorbjornsrud, 2014).

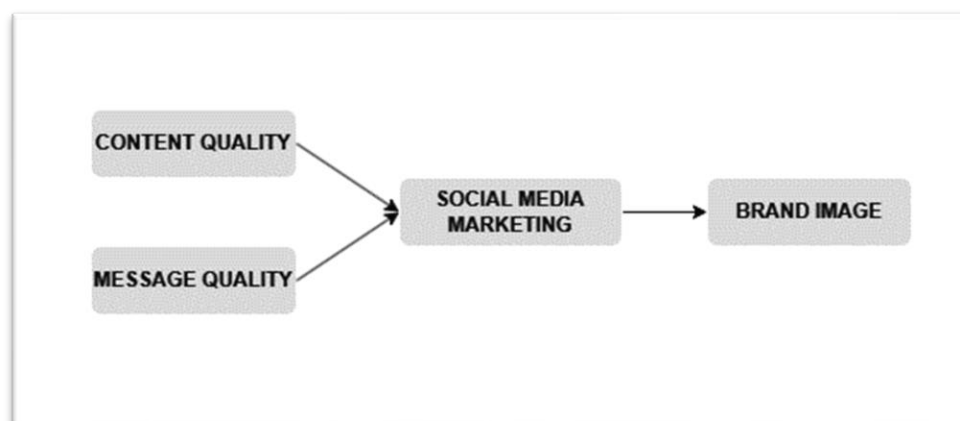
### Message Quality

It has been discovered that social media users' intentions to share messages and material from other users or businesses are influenced by the message's quality (Annisa Susanti, 2021). More specifically, the likelihood that a viral message will spread through communication channels increases with message quality. Moreover, message features and content are additional aspects that are included in the overall message quality. Message features are the ways in which the message is constructed (with incentives to act or not).

(Tsekouropoulos, 2019). Advertising messages that provide a customer with an incentive to act are, of course, more effective and more likely to be spread. However, the message's content speaks to using attention-grabbing strategies like humor as a creative appeal (Chang et al., 2015). According to (DeBono & Packer, 1991; Khanom, 2023), Online videos that emotionally resonate with viewers or convey a particular message are the only ones that certain customers would share.

### Brand Image

Improved brand trust, brand loyalty, and brand commitment are together referred to as brand equity, and they are largely driven by a strong brand image (Khan & Fatma, 2023). Customers are more likely to feel at ease, make decisions, and trust the quality of the things they purchase when a brand has a strong image (Michelle et al., 2023). Building a brand's image can lead to the acquisition of brand equity (Aripin et al., 2023). Even more important than the difficulty of differentiating a product based on physical characteristics is the brand equity that comes from the brand image. Furthermore, favorable opinions that consumers have about a brand indicate a high degree of trust in that brand. Since brand trust is seen as the path to specific marketing benefits and outcomes, it is the main factor influencing brand image (Boisen, 2018; Suthianto, 2023).



**Figure 1.** Research Framework

Hypothesis are initial responses, or educated guesses, to the formulation of problems in research posed as questions (Sugiyono, 2013). Hypotheses are also called preliminary, because the results are theoretical and have not been validated. As a result, apart from being an applicable solution, hypotheses can also be formulated as a solution to research problems. The formulation of hypotheses in this study, among others:

H1: Content Quality partially has a positive effect on Social Media Marketing

H2: Message Quality partially has a positive effect on Social Media Marketing

H3; Social Media Marketing has a positive effect on Brand Image

## **Methodology**

### **Research Variable**

This study will explain the effect of Content Quality and Message quality to brand image on MSMEs . This study will consist of independent variables, dependent variables, and mediation. The independent variables in this study are content Quality, message quality on social media Marketing. While the dependent variable in this study is Brand Image of MSMEs in Tirtajaya.

### **Research Approach**

Using a deductive process, the study started with a general concept and then concentrated on a more specific hypothesis. The research strategy used was the survey method, which is a methodology for obtaining information from or about individuals in order to describe, contrast, or explain their behaviors, knowledge, and opinions. The data used in this study are quantitative primary data obtained from questionnaires that will be distributed to MSMEs Entrepreneur in Tirtajaya Depok.

### **Population and Sample**

The population of this study is MSMEs in Tirtajaya with total around 300s, where the sample design that will be used is probability sampling with convenience sampling (Bermeo, 2020; Chan, 2020; van der Sanden, 2015). Convenience sampling is used to facilitate the data collection process, due to limited time and energy. The number of samples will be calculated and determined using the Slovin formula. The respondents in this study were 50 prospective MSMEs in Tirtajaya.

### **Testing of Research Instruments**

The development of the research instrument utilized in this study, a questionnaire, will begin with the operational definition of each variable, followed by the identification of each variable's dimensions or indicators. Next, a Likert scale with a value range of 1 to 5 will be employed as the measurement scale. The created instruments will be given to ten respondents to complete to conduct the instrument test. Following that, the SPSS 26 program will be used to assess the validity and reliability of the questionnaire responses.

## Data Collection Method

The next step is to collect data by distributing questionnaires to respondents after verifying that the instrument to be used is valid and reliable. The questionnaires will be created in two formats, namely Microsoft Word files and Google forms, so that respondents can complete them online. They can also be distributed via email, WhatsApp, or other methods, and if circumstances permit, it is also possible to collect data directly from questionnaire respondents.

## Data Analysis

Subsequently, data testing was done using path analysis, classical assumption testing, hypothesis testing, and descriptive analysis. Path analysis employs regression analysis to estimate the causal relationship between variables that have already been established based on theory. In other words, path analysis is an extension of multiple regression analysis (Martilla and James 2013). The entire process of the method used in this study can be described in the chart below.

## Result and Discussion

### Descriptive Analysis

This section provides a descriptive overview of the data related to respondents' answers. Additional information is provided to help better understand the status and characteristics of respondents.

**Tabel 1** The Result of Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Content Quality	50	22	45	37.14	5.471
Message Quality	50	9	45	34.63	6.034
Brand Image	50	32	75	55.06	10.273
Valid N (listwise)	50				

### Data Test

The data testing used in this study is the validity test and reliability test. The testing process was carried out using SPSS version 26 software.

### Validity Test

The validity test leads to the process of ensuring conformity between field data and data reports (Sugiyono, 2013). Researchers used 20 question items and involved 50 respondents and assumed a significance level at the 5% level using SPSS statistical software in conducting validity tests. From the validity results, the  $r$  table value is 0.171 using the formula  $df = n - 2$  ( $132 - 2 = 130$ ). The result of validity is valid because  $r \text{ count} > r \text{ table}$ .

### Reliability Test

The reliability test refers to how stable and consistent the data or results are (Sugiyono, 2013). Within the scope of this study, Cronbach's alpha was used to assess

reliability. An indicator or question is said to be satisfactory if the Cronbach alpha value passes the threshold value of 0.6 or is equivalent to 60%. This shows that the instrument can be trusted or has sufficient consistency.

**Tabel 2 The Result of Reliability Test**

No	Variable	Cronbach's Alpha	Sig.	Description
1	Content Quality	0.856	> 0.6	Reliabel
2	Message Quality	0.887	> 0.6	Reliabel
3	Brand Image	0.862	> 0.6	Reliabel

### Multiple Linear Regression Test

According to Hafni (2022) multiple linear analysis is an analytical method involving two or more independent variables and one dependent variable. This test is used to determine the strength and direction of the relationship between several independent variables on the dependent variable.

**Tabel 1.1 The Result of Multiple Linear Regression Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.576	4.689		1.865	.080
	Content Quality(X1)	.583	.126	.281	3.123	.002
	Message Quality (X2)	.732	.132	.456	5.678	.000
a. Dependent Variabel: Brand Image (Y)						

### Discussion

Based on these results, it can be explained that:

1. At constant, the value of 8.221 is obtained from the multiple linear regression test. This shows that Content Quality and Message quality have a consistent influence of 8.576 on Brand Image
2. The regression coefficient on the Content Quality variable shows a positive correlation of 0.583 with the Brand Image variable.
3. The regression coefficient on the Messafe Quality variable shows a positive correlation of 0.732 with the Brand image variable.

### Conclusion

Based on the results of data analysis, it can be concluded that there is a positive influence of Content Quality on the Brand Image of a brand, just as Message Quality also has a positive influence on Brand Image which will ultimately affect brand awareness and sales of business products. The results of this study should be able to be utilized by MSMEs both in Tirtajaya and in other regions in Indonesia.



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