

Digital Marketing, Social Media and Influencers on the Recognition of Airline Brands

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ABSTRACT

In the digital era, digital marketing, social media, and influencers play a crucial role in introducing brands to public. Internet technology allows for fast and accurate information dissemination, making it an effective and efficient tool for increasing brand awareness. The rapid growth of internet and social media usage in Indonesia has created opportunities for companies to leverage these platforms. The company, a private aviation company, aims to maintain its position as the preferred choice for customers by enhancing brand awareness. By utilizing digital marketing, social media, and influencers with the right strategies, the company can enhance its brand awareness. The research aims to analyze the influence of digital marketing, social media, and influencers on brand awareness. The study used a Quantitative research method with data analysis technique using Structural Equation Modeling based on partial least squares, a statistical method that examine the complex relationships between variables. The research shows that digital marketing, social media, and influencers have a significant and favorable impact on brand awareness. The study emphasizes the relevance of these digital tools in today's marketing landscape and gives practical information for companies to develop their strategies, ensuring the company's long-term success and market exposure.

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

A. Introduction

Shopping, like technology, makes things easier for everyone. This shifts the shopping experience from in-person to online (e-commerce) transactions. E-commerce in Indonesia has skyrocketed since the outbreak. E-commerce, in general, refers to the electronic purchase and sale of goods and services via the internet. Furthermore, e-commerce can be regarded as a process of doing business utilising electronic technology that connects enterprises, consumers, and society in the form of electronic transactions and the exchange or sale of goods, services, and information electronically (Sucipto, 2018).

Digital branding is utilizing a large

area of the media, including radio, television, mobile devices, and the Internet, where infographics about the company's numerous products are advertised, with a focus on the brand of the good or service, are provided. Smartphones and other mobile devices have enabled numerous social networking applications, with more in development (Yadav et al., 2015).

Businesses can greatly benefit from digital marketing, which includes search engine optimisation (SEO), Search Engine Marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimisation, e-mail direct marketing, display

advertising, e-books, optical discs, and games, and is becoming increasingly common as technology advances. It has been proved that we are all connected via WhatsApp and Facebook, and the growing use of social media is opening up new potential for digital marketers to acquire clients through digital platforms. (Bala & Verma, 2018)

Electronic Word of Mouth by social media users has a positive and substantial association with the para-social interaction that social media users have with social media influencers, and a negative and not significant relationship with them. Association with the social media users' intention to buy, follows that while purchasing intention is not increased by parasocial interactions. Additionally, the parasocial relationships among social media users show a strong and positive correlation between the trustworthiness of influencers and electronic word of mouth (Khan et al., 2022).

The internet has changed the way people interact with the brands they use, as well as traditional marketing strategies in the economy. As today's consumer attempts to develop a relationship and connection with a business, the existing methods of connecting with them have grown antiquated and are no longer sustainable. Consumers seek a guarantee from the brand in terms of values provided. (Sundaram et al., 2020)

Consumer behaviour changes necessitate a rethinking of digital marketing techniques for businesses. Currently, a substantial percentage of the associated research focuses on the client rather than the firm. To address this problem, this study takes the firm's perspective to better comprehend digital marketing and social media usage, as well as their benefits and drawbacks (Tiago & Verissimo, 2014).

Social networking websites facilitate online interactions between individuals, corporations, and organisations, fostering relationships and communities. When businesses join these social networks, customers can communicate with them directly. The Internet's ability to reach billions of people around the world has given online

word-of-mouth a loud voice and a wide reach. An influence network is characterised as the ability to swiftly modify purchasing patterns, product or service acquisition, and activity among a rising number of consumers. (Shamsudeen Ibrahim & P. Ganeshbabu, 2018).

Influencer marketing is another efficient way to connect with the target market. The majority of influencer followers behave or show interest in a similar way to their influencers. An influencer can promote a brand, and the target audience will learn about the brand from the influencer. When a food brand partners with a food influencer, for instance, the influencer's followers' interest in food makes the desired audience relevant. It's an influencer's responsibility to produce interesting material and reviews that give their followers confidence. (Siburian & Anggrainie, 2022).

The growth of information technology and the internet has altered traveler planning and decision-making processes as well as the information available about tourism. The growth of social media websites, including blogs, forums, wikis, social networks, and YouTube, has been influenced by the internet's continued spread. These websites have been increasingly popular among travelers. On these websites, travelers exchange and submit comments, ideas, and experiences about their journeys, including those that occurred during the trip. This material eventually becomes available to other users. (Jaya & Priantara, 2020).

The telegraph, telephone, radio, and television are the previous technological advances in interpersonal communication, with the Internet being the most recent. It combines the cutting-edge capabilities of its forerunners, like broad audience reach and long-distance bridge building. But the Internet also offers new advantages, the most important of which are the relative anonymity users are granted and the availability of group spaces where users can meet people who share their interests and views.

Interpersonal communication is one aspect of Internet use that has drawn the interest of investigators. This is because the expressive and social features of femininity—such as the ability to express oneself and easily communicate with loved ones—are linked to certain functions made possible by electronic communication.

Converting social media big data into actionable information has become a distinct problem for marketing decision-makers due to its increased availability. Influencer marketing is one of the major growth areas in digital marketing, but finding these influencers in large data sets is a never-ending task. (Harrigan et al., 2021).

Many research has not explored in depth the impact of other external variables that may affect airline brand awareness in Indonesia, such as economic conditions, government regulations, or consumer travel trends. It has not compared the impact of digital marketing, social media, and the influence of social media activists on airline brand awareness in Indonesia with other countries with similar aviation markets.

The following are the levels of brand

awareness that are put forward as follows:

Unware of brand, Brand recognition, Brand recall, Top of mind. A brand's equity will be significantly impacted by brand awareness. Consumer behavior and perception are influenced by brand awareness. Consequently, raising brand recognition among consumers is a top concern for the business in order to develop strong brand equity. There are four indicators that can be used to determine how far consumers are aware of a brand, among others: 1) Recall, (2) Recognize, (3) Purchase, and (4) Consumption.

A preliminary but testable statement that forecasts what anticipate discovering in the empirical data is called a hypothesis. The theory that underpins conceptual model is the source of hypotheses, which are frequently relational in nature (Sekaran & Bougie Roger, 2016). Hypotheses are conjectures or temporary statements used to solve a problem in research whose truth must be tested empirically. Based on the research framework above, the hypothesis of this study is H1 : Digital Marketing affects Brand Awareness, H2 : Social Media affects Brand Awareness, H3: Influencers have an effect on Brand Awareness.

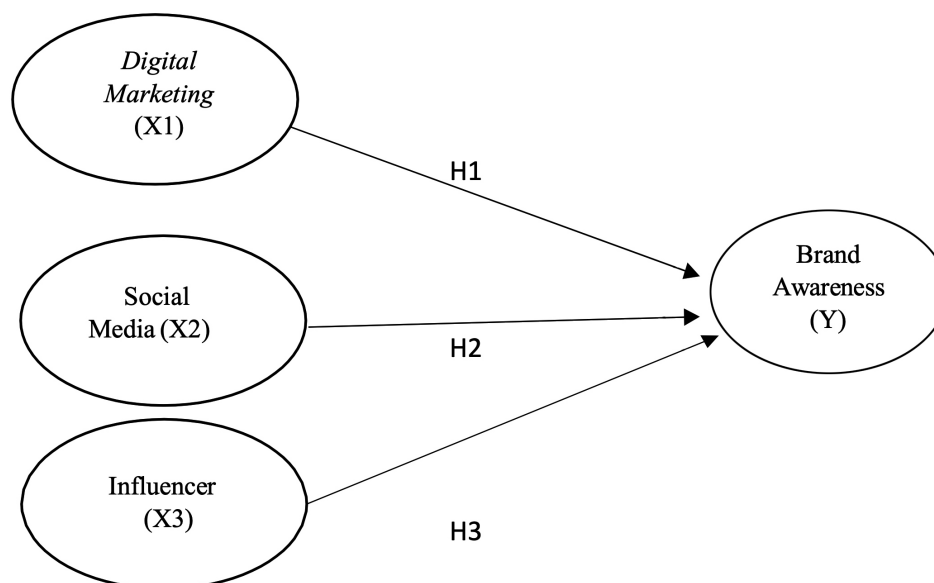


Figure 1. Research model

B. Methods

The research was conducted with a field research method by means of a survey, namely research that takes a number of samples and populations using a questionnaire as a data collection tool. The population in this study were passengers who used flight services as one of their modes of transportation or who followed PT X social media account, namely Instagram. 100 samples was taken to facilitate data processing and to get better test results. The sample used in this study was based on probability sampling technique with simple random sampling method by setting certain criteria that should be met by the samples used in this study. The data collection method used in this research was a questionnaire, the questionnaire were distributed to respondents with age ranging from 18 to 40 years and gender consists of 75 men and 25 women. The digital marketing variable has five indicators that are Accessibility, Interactivity, Entertainment, Credibility, Informativeness (informative). Social media variables have Convenience,

Trust, and Information Quality. Influencer variables have indicators of Information, Encouragement, Role, and Status. The Brand Awareness variable has indicators of Recall, Recognize, Purchase, and Consumption. The data analysis technique in this study was using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) (SEM-PLS) (David Garson, 2016).

C. Results and Discussion

The study uses 4 variables, namely Variable X1 (Digital Marketing), Variable X2 (Social Media), Variable X3 (Influencer), and Variable Y (Brand Awareness). In analyzing this research, the authors used data collection methods through questionnaires given to respondents. For this study, the authors took a sample of 100 respondents at PT X. In the questionnaire, respondents were divided based on their characteristics, in the form of Gender, Age, Education, and Employment Status.

Convergent validity attempts to figure out whether each association between indicators

Table 1. Outer Loadings Value

Variable	Indicator	Outer Loading
Digital Marketing	DM1	0.779
	DM2	0.625
	DM3	0.704
	DM4	0.691
	DM5	0.769
	DM6	0.696
Social Media	SM1	0.826
	SM2	0.702
	SM3	0.724
	SM4	0.708
	SM5	0.745
	SM6	0.720
	SM7	0.782
Influencer	I 1	0.797
	I 2	0.755
	I 3	0.822
Brand Awareness	BA1	0.780
	BA2	0.663
	BA3	0.820
	BA4	0.740

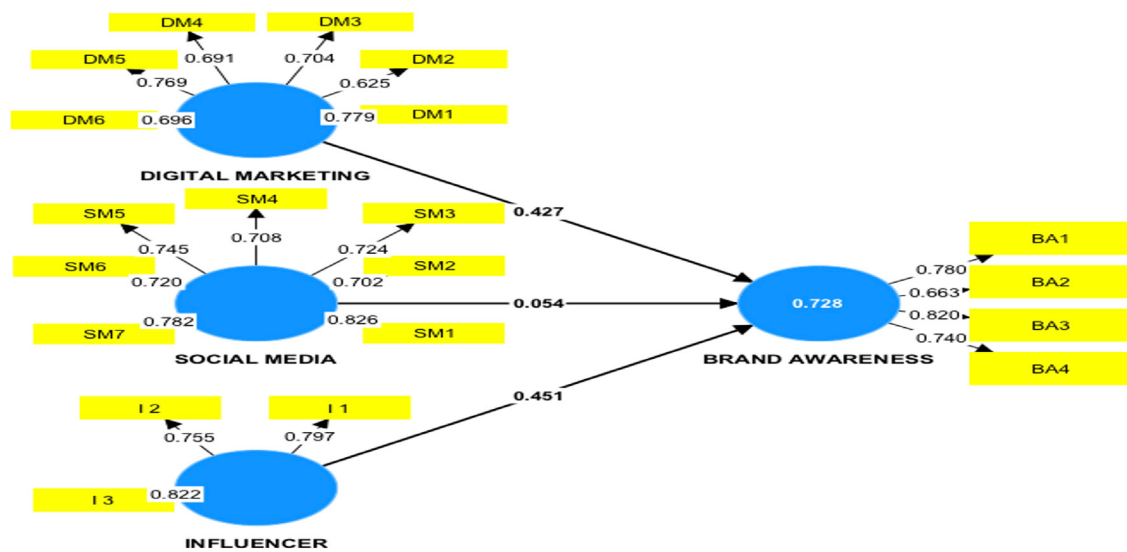


Figure 2 PLS Path Model

and their underlying concepts, or latent variables, is legitimate. This investigation will employ a loading factor limit of 0.60. After data processing using SmartPLS 4.0, the results of the loading factor value can be seen in Table 1.

The processing results using Smart PLS can be seen in Table 1 and Figure 2 demonstrates that all loading factors have values greater than 0.60, indicating that the model's structures for all variables have not been removed. In summary, the construct has fulfilled the convergent validity criteria.

To evaluate discriminant validity following this step, the AVE (Average Variance Extracted) method can be seen for every latent variable or construct. If the square root of the AVE (Average Variance Extracted) for each construct is higher than the correlation between the two constructs in the model, the discriminant validity of the model is improved.

Table 2 shows the AVE (Average Variance Extracted) value for all constructs has a value of > 0.50 . Therefore, there is no convergent validity problem in the tested model.

1. Discriminant Validity

To make sure that every concept in any latent model is distinct from other variables, discriminant validity is used. Every latent model is unique with respect to other factors. By examining the cross loading value, the results of the study model's discriminant validity are displayed in the table below.

From the cross loading estimation results in table 3, It demonstrates how each indicator item's loading value on its construct comes from the cross-loading value. Thus, it can be said that the discriminant validity of all constructs or latent variables is already superior to that of indicators in other blocks.

2. Composite Reliability Test and Cronbach Alpha Test

Cronbach Alpha gauges a variable's low-bound value, whereas Composite Reliability gauges a variable's true reliability value. variable, whereas Cronbach Alpha assesses a variable's lowest value (lower bound) reliability when both the Composite Reliability and Cronbach Alpha values are more than 0.70.

Table 2. AVE (Average Variance Extracted)

Variable	AVE (Average Variance Extracted)
Digital Marketing	0.567
Social Media	0.508
Influencer	0.627
Brand Awareness	0.555

Table 4 shows the Composite Reliability value for all constructs is above the value of 0.70. Thus it can be concluded that all constructs have good reliability.

By looking into the indicator block's Cronbach Alpha value, which gauges the construct. If the construct's Cronbach Alpha value is higher than 0.70, it is deemed dependable. Table 4 thus indicates that the dependability of the Usability and Learnability constructs does not meet the necessary

minimum value limit. The others, however, are deemed trustworthy since their values exceed 0.70.

3. Structural Model Testing (Inner Model) Result

a) R-square value

The R-squared (R^2) value is used to assess how much influence certain independent latent variables have on the dependent latent variable.

The Brand Awareness construct in the

Table 3 Cross Loading

	Brand Awareness	Digital Marketing	Influencer	Social Media
BA1	0.780	0.636	0.523	0.549
BA2	0.663	0.502	0.571	0.494
BA3	0.820	0.631	0.634	0.526
BA4	0.740	0.589	0.635	0.556
DM1	0.574	0.779	0.580	0.580
DM2	0.559	0.625	0.426	0.503
DM3	0.647	0.704	0.460	0.651
DM4	0.427	0.691	0.447	0.538
DM5	0.524	0.769	0.463	0.581
DM6	0.572	0.696	0.593	0.559
I 1	0.644	0.538	0.797	0.574
I 2	0.629	0.567	0.755	0.512
I 3	0.590	0.555	0.822	0.538
SM1	0.587	0.656	0.531	0.826
SM2	0.488	0.566	0.588	0.702
SM3	0.496	0.615	0.452	0.724
SM4	0.507	0.582	0.574	0.708
SM5	0.491	0.628	0.451	0.745
SM6	0.450	0.571	0.422	0.720

Table 4. Composite Reliability

Variable	Composite Reliability
Digital Marketing	0.839
Social Media	0.860
Influencer	0.834
Brand Awareness	0.897

Table 5. Cronbach Alpha

Variable	Cronbach Alpha
Digital Marketing	0.742
Social Media	0.805
Influencer	0.702
Brand Awareness	0.866

Table 6. R-square value

Variable	R-square Value
Brand Awareness	0.728

above table has a value of 0.728, meaning that 72.8% of the variation in Brand Awareness can be explained by Digital Marketing, Social Media, and Influencers, with the remaining portion being influenced by other factors.

b) F^2 Test

The f^2 test is carried out to determine whether there is an effect size of a variable predictor in a measurement model, the value of the effect size can be shown in table 7 below:

From the calculation results obtained by the f-square value in table 7, it shows that the effect size value of the influence of Digital Marketing on Brand Awareness and the influence of Influencers on Brand Awareness is

included in the medium category, while for the weak size effect category there is the influence of Social Media on Brand Awareness.

4. Hypothesis Test result

a) Bootstrapping result

PLS uses simulation and the Bootstrapping method on a sample to test each association. The goal of this test is to reduce the non-normality of the study data issue. Test outcomes using the PLS analysis bootstrapping method are as follows:

Hypothesis 1

The test results of the Digital Marketing variable are significant to the Brand Awareness

Table 7. F-square value

Variable	F-square
Digital Marketing -> Brand Awareness	0.209
Influencer -> Brand Awareness	0.350
Social Media -> Brand Awareness	0.003

Table 8. Path Coefficient Value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O-STDEV)/)	P Values
DM -> BA	0.427	0.423	0.102	4.171	0.000
IN -> BA	0.451	0.438	0.100	4.512	0.000
SM -> BA	0.054	0.064	0.108	0.499	0.618

variable with a P value of $0.000 < 0.05$ and show the results of the calculation of the Digital Marketing t-statistic on Brand Awareness ($4.171 > t\text{-table } (1.96)$). Thus, hypothesis 1 in this study is accepted.

Hypothesis 2

The test results of the Social Media variable are not significant to the Brand Awareness variable with a P value of $0.618 > 0.05$ and show the results of the calculation of the Social Media t-statistic on Brand Awareness ($0.499 < t\text{-table } (1.96)$). Thus, hypothesis 2 in this study is rejected.

Hypothesis 3

The test results of the Influencer variable are significant to the Brand Awareness variable with a P value of $0.000 < 0.05$ and show the results of the calculation of the Digital Marketing t-statistic on Brand Awareness ($4.512 > t\text{-table } (1.96)$). Thus, hypothesis 3 in this study is accepted.

When considering an airline brand, it is essential to comprehend customer behavior in order to draw in new clients and keep existing ones. The purpose of frequent flier programs (FFPs) of most airlines is to influence consumers' selections about which

airline brand to choose. But there isn't much information available about what influences people's opinions of FFPs and how it influences their choice of airline brand (Koech et al., 2023).

Social media is becoming more and more useful, which is why many businesses are using it for internal staff interactions as well as external marketing, customer service, and promotions (Seo & Park, 2018).

Social media has grown to be crucial to airline operations. Before its full potential was realized, it was only thought of as a toy. Now, people utilize it for crisis communication, revenue growth, and other purposes. Some airlines are still hesitant to allow young people to board. This essay describes how airlines are gaining control over and taking advantage of the social media space, providing examples of how feelings and thoughts are being used. This has altered recently, as airlines are beginning to investigate social media. A few of them have already discussed how airlines use social media to communicate during emergencies and how it can help with revenue collection for the airlines. When it reached its maximum potential, they started using it for crisis communication, revenue growth, etc. Even now, several airlines are hesitant to go

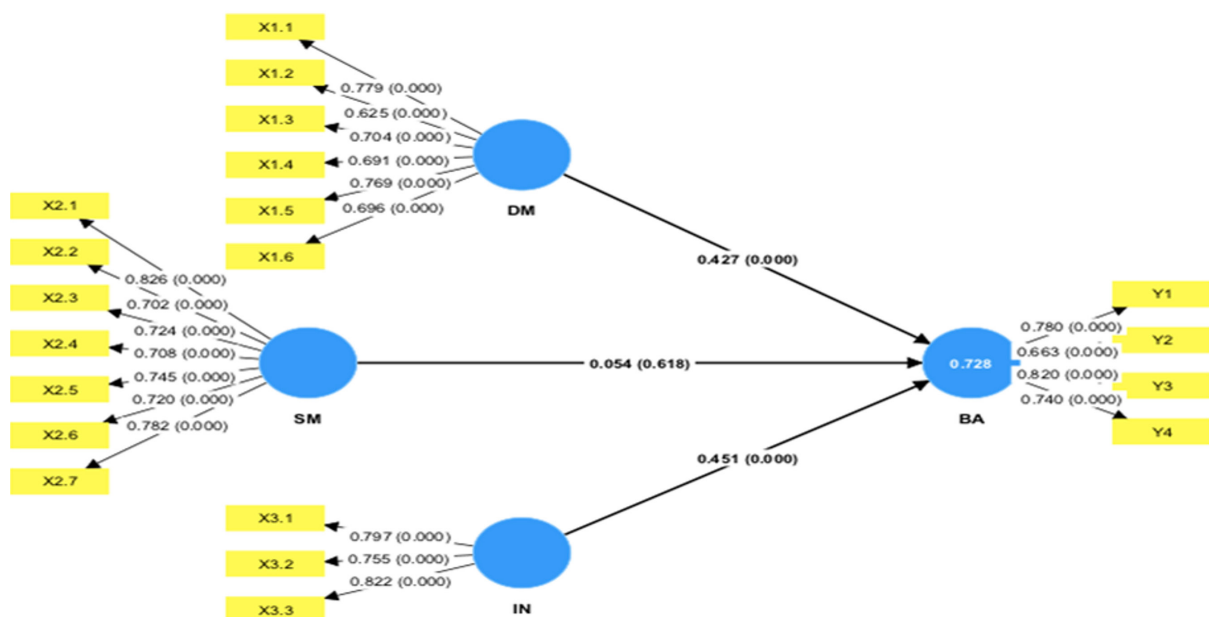


Figure 3 Research Model Result

Table 9. Hypothesis Test Result

Hypothesis	Construct	Decision
1	Digital Marketing affects Brand Awareness	Hypothesis 1 acceptable
2	Social Media affects Brand Awareness.	Hypothesis 2 rejected
3	Influencers have an effect on Brand Awareness.	Hypothesis 3 acceptable

above (Bartoš & Badánik, 2019)

Online Social Networks (OSNs) have remarkable interactive and communication capabilities, helping destinations and enterprises increase brand recognition. Many tourist attractions and hospitality brands are exploring the usage of OSNs to raise brand recognition and generate good word-of-mouth (Barreda et al., 2015). Additionally Electronic word of mouth (eWOM) on social networking sites (SNS) has become significant in molding online consumers' purchase intents, demonstrating the rising reliance on the richness of user-generated material and suggestions provided (Ngo et al., 2024)

Electronic word of mouth (eWOM) has expanded rapidly over the last 20 years, significantly affecting modern consumer behaviors and altering marketing management dynamics across both consumer and industry sectors (Liu et al., 2024).

Digital marketing, social media, and influencers considerably increase brand exposure, particularly for the private aviation company under consideration. The analysis shows that these digital tools are extremely effective in today's marketing scene, giving the organization with important insights for fine-tuning its strategy. By exploiting these digital platforms effectively, the company can not only increase brand awareness but also ensure long-term success and market exposure.

D. Conclusion

Digital marketing and influencers play an

important role in influencing brand awareness, while social media without a proper digital marketing strategy tends to have limited impact. In this digital age, an online presence and effective interaction with audiences are key to business success. Influencers, as part of digital marketing, could help to build brand awareness quick and efficient through their influence on social media platforms.

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