

# The Role of Social Media Marketing, Online Customer Engagement, and Website Quality in Building Brand Awareness

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## ABSTRACT

This study aims to examine how social media marketing, online customer engagement, and website quality on brand awareness. The method used is a survey with 100 active social media users as respondents who were taken by accident. Multiple linear regression analysis shows that social media marketing and website quality have a significant effect on brand awareness. The results of the study indicate that effective marketing strategies on social media, increasing online customer engagement, and good website quality can increase brand awareness. These findings provide important insights for companies to optimize their marketing approaches.

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## 1. INTRODUCTION

In today's digital era, marketing through social media has become one of the main strategies for companies in building brand awareness. This phenomenon can be seen from the increasing use of social media platforms such as Instagram, Threads, LinkedIn, Pinterest, Twitter, YouTube, and Facebook by various groups, both individuals and businesses. With more than 4.5 billion users worldwide, social media provides an effective channel to reach a wider audience. However, not all companies are able to maximize this potential (Tchelidze, 2023). Many still have difficulty in determining the right strategy to attract consumer attention and create meaningful engagement (Kaplan & Haenlein, 2010). In addition, a special phenomenon that occurs is the shift in consumer behavior that is increasingly active in interacting with brands through social media. Consumers are not only passively receiving information, but also want to be involved and provide feedback (Al-Dwairi et al., 2020). This creates a challenge for companies to post content, and to create a satisfying experience for customers. Online customer engagement is key to building loyalty and trust in brands. However, many companies still do not understand the importance of this aspect and often ignore it in their marketing strategy (Chivandi et al., 2019). Another problem that arises is website quality, which is often a determining factor in user experience (Tripathi, 2023). An unresponsive or difficult-to-navigate website can reduce online customer engagement and, ultimately, brand awareness. Many companies focus on social media marketing but ignore their website quality, which is the starting point for most customer interactions. This indicates an imbalance in the marketing approach that can hinder brand growth (Issalillah et al., 2022).

From a marketing theory perspective, it is important to explore the relationship between social media, online customer engagement, and website quality in building brand awareness. Previous studies have shown that social media can increase brand awareness through various means, such as increasing brand visibility and facilitating direct interaction with consumers (Dabbous & Aoun Barakat, 2020). However, there is still a gap in the literature that examines how these three aspects interact and influence each other.

In addition, the urgency of making this observation is based on the fact that many companies invest large budgets in digital marketing without understanding the factors that really influence brand awareness (Al-Dwairi et al., 2020). Without a proper and complete understanding, this investment can be in vain and not provide the expected impact (Alamin et al., 2021). Therefore, this study aims to provide clearer insights into the role of each factor in building brand awareness.

The variables of online customer engagement and website quality can mediate the effect of social media marketing on brand awareness (Yapa, 2017). Many companies focus on viral content on social media without considering how these interactions can translate into a better user experience on their website. This raises the question of how much online customer engagement and website quality contribute to supporting the effectiveness of digital marketing.

From a practical perspective, the results of this study can provide guidance for companies in designing more integrated marketing strategies (Nurhadi et al., 2023). By understanding the relationship between social media, online customer engagement, and website quality, companies can optimize their resources to achieve better results in building brand awareness (Yani et al., 2023). In addition, this study can be a reference for academics who are interested in further studying the dynamics of digital marketing in a broader scope.

The purpose of this study is to analyze the influence of social media marketing on brand awareness, as well as to explore the role of online customer engagement and website quality as other independent variables. Thus, this study is expected to provide a significant contribution to the understanding of how these three elements work synergistically in building brand awareness among consumers. Observation of the role of social media marketing, online customer engagement, and website quality in building brand awareness is very important in this digital era. With the many challenges and opportunities that exist, companies need to adopt a more integrated approach to ensure that they can compete effectively in the market. This study is expected to provide useful insights for practitioners and academics in dealing with changing marketing dynamics.

## 2. METHODS

The focus of this study is on active social media users who interact with various product brands. With the increasing use of social media as a marketing tool, it is important to understand how this affects brand awareness among consumers. The relationship between social media marketing, online customer engagement, and website quality on brand awareness is analyzed through associative methods and surveys.

The respondents in this study consisted of 100 people selected by accidental sampling, which is a sampling method that is carried out randomly without considering the specific characteristics of the population. Data collection was carried out by distributing a Google Form-based questionnaire designed to measure three independent variables: social media marketing, online customer engagement, and website quality and one dependent variable, namely brand awareness. This questionnaire includes questions about the behavior of social media users and their perceptions of the brands they follow on the platform.

Social Media Marketing indicators according to Kim and Ko (2012) include entertainment, interaction, trendiness, customization, and word of mouth. Entertainment shows the extent to which social media content is able to entertain and attract the attention of the audience. Interaction measures two-way interactions between companies and customers, such as responses, comments, or private messages. Trendiness refers to the company's ability to present the latest and most current information that is relevant to consumer needs. Customization reflects the degree to which content is tailored to

individual customer preferences, while word of mouth assesses how users share and recommend their experiences to others through social media platforms. These indicators are used together to evaluate the effectiveness of social media marketing strategies.

Online customer engagement indicators according to Vivek, Beatty, and Morgan (2012) consist of vigor, dedication, and absorption. Vigor refers to the level of energy and enthusiasm of customers when interacting online with a brand, which is reflected in their active participation and interest in the digital activities offered. Dedication describes the level of emotional commitment and sense of attachment of customers to the brand, thus encouraging them to continue to engage and participate. Meanwhile, absorption shows the extent to which customers are fully immersed in the online experience, where they feel time passes without realizing it when interacting with brand content or services. These three indicators together reflect the quality and intensity of online customer engagement. Online website quality indicators according to Barnes and Vidgen (2002) include usability, information quality, and service interaction quality. Usability refers to the ease of use of the website, namely how users can easily navigate, search for information, and carry out activities in it without obstacles. Information quality assesses the extent to which the information presented on the website is accurate, relevant, up-to-date, and able to meet the needs of visitors. Meanwhile, service interaction quality describes the quality of service interactions provided by the website, such as response speed, customer support, to interactive features that increase user convenience and satisfaction. These three indicators complement each other in assessing the overall quality of a website comprehensively.

The measurement of brand awareness comes from Aaker's opinion (1997). According to Aaker, the main indicators of brand awareness include recognition (brand recognition), recall (brand memory), top of mind (the first brand remembered), and brand dominance (brand dominance in the minds of consumers).

The analytical tool used in this study is multiple linear regression, where the three independent variables will be analyzed for their influence on one dependent variable, namely brand awareness. Before conducting the regression analysis, this study will also conduct a classical assumption test to ensure that the data used meets the requirements for regression analysis. The classical assumption test includes the normality test, multicollinearity test, and heteroscedasticity test, which are important to ensure the validity and reliability of the regression model. In addition, to test the validity and reliability of the questionnaire, an analysis will be carried out using validity test techniques and reliability tests using Cronbach's Alpha. Both of these tests aim to ensure that the instruments used in this study are reliable and can measure what is intended to be measured. After meeting all the classical assumption tests and validity and reliability, a regression analysis will be carried out. In this analysis, there will be a t-test to measure the significance of each independent variable on the dependent variable, as well as an F-test to test the simultaneous significance of all independent variables. In addition, the coefficient of determination ( $R^2$ ) will be calculated to determine how much variation in brand awareness can be explained by the three independent variables. The results of this analysis are expected to provide deeper insight into the influence of social media marketing, online customer engagement, and website quality on brand awareness.

### 3. FINDINGS AND DISCUSSION

The results of data collection from 100 respondents to analyze the influence of social media on brand awareness. Respondents consist of various age groups, with the majority being in the age range of 18 to 24 years, which covers 43% of the total respondents. The age group of 25 to 30 years follows with 32%, while the age group over 30 years (31-35 years and 36 years and above) only contributes 25% of the total respondents. This shows that this study involves more of the younger generation, who are known as active users of social media.

In terms of gender, respondents consisted of 41% men and 59% women. This composition reflects the trend of social media use which is often higher among women than men. In terms of educational background, most respondents are undergraduate graduates (54%), followed by those with

postgraduate degrees (26%). There are 11 high school/vocational high school graduates and 9 diploma graduates. This percentage shows that respondents have a relatively high level of education, which can affect their understanding of social media and brands. The characteristics of social media usage show that 79% of respondents use social media every day, indicating a very high level of engagement. The most widely used platform is Instagram, with 36% of respondents, followed by TikTok (31%) and Facebook (24%). Only 9% of respondents use Twitter (X), indicating that this platform is less popular among respondents. In terms of content type, the majority of respondents (71%) prefer video, while image and text content are preferred by 22% and 7% of respondents, respectively. The preference for video content indicates that marketing strategies that focus on video formats can be more effective in attracting audience attention.

In terms of brand awareness, 41% of respondents are very aware of the brands they follow on social media, while 37% feel aware, and 22% are less aware. This shows that brand awareness among respondents is quite good, which can be indicated by the presence of brands on social media.

Respondents' engagement with brand content is also quite significant, with 59% of respondents often interacting (liking, commenting, sharing) with brand content. Only 12% of respondents rarely interact, indicating that many of them feel engaged with the brands they follow.

The influence of social media on purchasing decisions is also an important finding. As many as 45% of respondents stated that social media has a great influence on their purchasing decisions, while 31% stated that it has an influence, and 24% do not feel influenced. This shows that social media plays a significant role in influencing consumer behavior.

From the analysis, it is known that the respondents are the younger generation, especially those aged 18 to 30 years, are active social media users who have a high level of engagement with brand content. They show good brand awareness and consider social media as an influential platform in purchasing decisions. Companies should focus more on video content marketing, considering that the majority of respondents prefer this format. Using platforms such as Instagram and TikTok to spread interesting video content can increase engagement and brand awareness. Given the high level of interaction of respondents with brand content, companies should create content that encourages interaction, such as competitions, quizzes, or shareable content. This will help increase audience engagement and strengthen the relationship between brands and consumers. With the majority of respondents being highly educated, companies need to ensure that their marketing messages are clear and provide value. Informative and useful content can attract the attention of this audience and encourage purchasing decisions. Companies must continue to develop strategies to increase brand awareness among consumers, especially among the younger generation. Using influencers or brand ambassadors who are relevant to the target audience can help expand the reach and influence of the brand. By understanding demographic characteristics, social media usage behavior, and brand perceptions, companies can design more effective and relevant marketing strategies, increase brand awareness, and ultimately, drive purchasing decisions among consumers.

In the inferential test, it begins with a validity test conducted using the Corrected Item-Total Correlation (CITC) method. The results of the validity test show that all question items in the questionnaire have a CITC value greater than 0.3, which indicates that all items are valid and can be relied on to measure the intended variables. This shows that this research instrument is effective in capturing the aspects to be measured.

Furthermore, the reliability test was conducted using Cronbach's Alpha obtained by each social media marketing - X1 is 0.852, online customer engagement - X2 is 0.795, website quality - X3 is 0.769, brand awareness is 0.807. The results show a Cronbach's Alpha value greater than 0.7 for the entire instrument, which indicates that the questionnaire has good reliability. This means that this research instrument is consistent in measuring the same variables over time. The results of multiple linear regression analysis obtained from SPSS output show that the model built has a significant relationship between the independent variables (social media marketing - X1, and website quality - X3) with the dependent variable (brand awareness - Y). The model summary shows an R value of 0.727, which

indicates a strong relationship between these variables. The R Square value of 0.528 indicates that 52.8% of the variation in brand awareness can be explained by the three independent variables studied. The remaining variation (47.2%) may be influenced by other factors not included in this model.

Tabel 1. Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .727 <sup>a</sup> | .528     | .513              | 8.327                      | 1.976         |

Furthermore, the results of the ANOVA analysis show that the F count is 35,809 with a significance (Sig.) of 0.000. This shows that the overall regression model is significant and can be used to predict brand awareness. A significance value of less than 0.05 indicates that there is a significant influence of the three independent variables on the dependent variable.

Tabel 2. ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 7448.163       | 3  | 2482.721    | 35.809 | .000 <sup>b</sup> |
|       | Residual   | 6655.947       | 96 | 69.333      |        |                   |
|       | Total      | 14104.110      | 99 |             |        |                   |

In the coefficient table, it can be seen that for social media marketing (X1), the unstandardized coefficients (B) are 0.273 with a t value of 3.853 and a significance of 0.000. This shows that every one unit increase in social media marketing, assuming other variables remain constant, will increase brand awareness by 0.273 units. This value shows a very significant and positive influence of social media marketing on brand awareness.

Tabel 3. Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | 11.885                      | 7.781      |                           | 1.527 | .130 |                         |       |
|       | X1         | .273                        | .071       | .458                      | 3.853 | .000 | .348                    | 2.877 |
|       | X2         | .176                        | .100       | .213                      | 1.770 | .080 | .339                    | 2.952 |
|       | X3         | 1.717                       | .562       | .222                      | 3.057 | .003 | .934                    | 1.070 |

For online customer engagement (X2), the unstandardized coefficients (B) are 0.176 with a t-value of 1.770, and a significance of 0.080. Although the effect is positive, a significance value greater than 0.05 indicates that the effect of online customer engagement on brand awareness is not significant at the 95% confidence level. This indicates that although online customer engagement has a positive impact, its effect may not be strong enough to be considered significant in this study.

Meanwhile, for website quality (X3), the unstandardized coefficients (B) are 1.717 with a t-value of 3.057 and a significance of 0.003. This indicates that website quality has a significant positive effect on brand awareness, where every one unit increase in website quality will increase brand awareness by 1.717 units. The effect of website quality also shows the importance of the quality of user experience in increasing brand awareness.

From the collinearity analysis, the Tolerance value for all variables is above 0.1, and the Variance Inflation Factor (VIF) value of each variable is also quite low (no more than 5), indicating that there is no significant multicollinearity problem among the independent variables in this model. The Durbin-Watson (DW) value obtained from the SPSS output is 1.976. This value is close to 2, indicating that there is no significant autocorrelation in the residuals of this regression model. This indicates that the

residuals of the regression model have a random and uncorrelated pattern, so that the assumption of residual independence is met.

Overall, the results of this analysis indicate that social media marketing and website quality have a significant influence on brand awareness, while online customer engagement shows a positive but insignificant influence. This finding underlines the importance of an effective marketing strategy through social media and website quality in an effort to increase brand awareness among consumers.

The results of the study indicate that there is a significant influence of both independent variables, namely social media marketing (X1), and website quality (X3) on brand awareness (Y). while the online customer engagement variable (X2) does not have a significant influence on brand awareness. Through multiple linear regression analysis, a regression coefficient is obtained which shows that each increase of one unit in each independent variable will contribute to a significant increase in brand awareness.

First, social media marketing (X1) is proven to have a significant positive influence on brand awareness (Y). This is in accordance with the findings of several previous studies (Al-Dwairi et al., 2020; Tritama & Tarigan, 2016; Yapa, U. A. S., 2017; Yusoff & Azmel, 2022) and indicates that the more effective the marketing strategy on social media, the higher the level of brand awareness among users. The conformity of these findings with Aaker's theory (1991) which emphasizes the importance of proper brand management and promotion in increasing brand awareness is very clear. Entrepreneurs need to utilize various social media platforms to reach a wider audience and create content that is interesting and relevant to their target market. Furthermore, online customer engagement (X2) did not show a significant effect on brand awareness (Y). This result is inconsistent with the theory of Vivek et al. (2012) and the findings of Al-Dwairi et al. (2020); Vanitha and Subramanian (2020), and Tchelidze (2023) which stated that online customer engagement can actively increase loyalty and brand awareness. By creating positive interactions through social media, such as comments, likes, and sharing content, brands can build stronger relationships with customers and increase their visibility in the market. Therefore, strategies that emphasize customer interaction should be a primary focus for companies.

Website quality (X3) also shows a significant influence on brand awareness (Y). This is in accordance with previous studies that underline the importance of website quality in creating a good user experience (Sastika et al., 2016; Waluya et al., 2019; Singh, 2022). The consistency of these findings with the theory of Barnes and Vidgen (2002) shows that the quality of information and ease of website navigation greatly affect user perceptions of the brand. A responsive, informative, and easy-to-use website will increase user satisfaction, which will further contribute to increasing brand awareness.

The managerial implications of the results of this study are significant. Companies need to allocate sufficient resources for the development of social media marketing strategies, including the development of content that is interesting and relevant to the audience. In addition, companies should consider ways to increase online customer engagement through various initiatives, such as interactive campaigns, contests, or discussion forums that directly involve customers. Companies need to ensure that their websites are of high quality. This includes responsive design, accurate and up-to-date information, and ease of access for users. Investing in developing a high-quality website will increase brand awareness and strengthen the brand image in the eyes of consumers.

By finding that all three variables have a significant influence, companies should integrate social media marketing strategies, online customer engagement, and website quality into one harmonious whole. An integrated approach will allow companies to leverage the strengths of each element to increase overall brand awareness. In addition, companies should also continue to monitor and evaluate the effectiveness of the strategies implemented. By using analytics and data from social media campaigns and customer feedback, companies can adjust their approach to achieve better results. This will also help companies stay relevant in a changing and dynamic market.

This study also contributes to the marketing literature by adding to the understanding of the interaction between social media, online customer engagement, website quality, and brand awareness. Further research can be conducted to explore other factors that may influence brand awareness, such

as overall customer experience or external factors such as market trends. Overall, the findings of this study suggest that social media marketing, online customer engagement, and website quality are key factors in building brand awareness. By understanding and implementing the results of this study, companies can improve their competitiveness in the market and create better relationships with customers.

#### 4. CONCLUSION

This study shows that social media marketing and website quality have a significant influence on brand awareness while online customer engagement does not have a significant influence. The results of multiple linear regression analysis confirm that both independent variables, namely social media marketing and website quality, contribute positively to increasing brand awareness among social media users. By utilizing social media effectively, increasing interaction with customers, and ensuring good website quality, companies can build stronger relationships with consumers and increase their brand visibility. These findings are in line with existing theories and show the importance of an integrated approach in marketing strategy. Suggestions that can be given are that companies should focus on developing interesting content on social media and creating a satisfying user experience on their website. In addition, companies need to periodically evaluate their marketing strategies to adjust to changes in consumer behavior. Further research can be done to explore other factors that influence brand awareness and to analyze the long-term impact of the marketing strategy implemented.

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