

Analysis of Brand Awareness, Quality Service Program, dan Social Media Advertising towards Customer Campaign Use Decision at the Crowdfunding of BawaBerkah.org

(Case Study on Donors of BawaBerkah.org in Indonesia)

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Abstract:- The study aims to examine and analyze the influence of brand awareness, product quality, and advertising on social media towards customer use decisions at the BawaBerkah.org as a fundraising company. By using incidental sampling techniques, this study succeeded in gathering as many as 96 people who were willing to become research respondents. The method of analysis used in this study is by multiple linear regression analysis using SPSS 25.0. The results of this study indicate that the variables of brand awareness, product quality, and social media support positively towards customer use decisions. Partially, the variables of brand awareness, product quality, and social advertising media show a significant influence on customer use decisions. Meanwhile, the variables of brand awareness, product quality, and advertising social media have a significant influence on customer use decisions. While the dominant variable on the decision to use the service is the product quality variable.

Keywords:- Brand Awareness, Product Quality, Social Media Advertising, Buying Decisions, Crowdfunding.

I. INTRODUCTION

Along with the industrial development, the means of fundraising to aid the society are now more advanced and evolved than before. By using the internet as an intermediary, crowdfunding becomes a new payment system that connects supporters or investors. These are the people who get used to investing a small amount into profitable projects, entrepreneurs or beginners, who usually represent the brave of new ideas and have problems with attracting finance using other means (Jegeleviciute & Valenciene, 2015).

In Indonesia, many crowdfunding start-ups companies focus on donations to help other people in need. One of the following start-ups is Kitabisa.com which based on donation-based crowdfunding. It is one of the crowdfunding which aims at charity projects for people in need (Forbes & Schaefer, 2017). Since 2013, Kitabisa.com (2019) has reached about 611.147.315.250 rupiah for donations to all the Indonesian people until 2019. With

those numbers, Muhammad Alfatih as the founder of Kitabisa.com has successfully helped to connect almost Indonesian people who need aid.

With the same system of Kitabisa.com, Yayasan Dompot Dhuafa Republika created other crowdfunding based on the website which is called BawaBerkah.org. This crowdfunding which was established in 2017 has already made a huge influence on Indonesian people especially for small communities who wants to build a better Indonesia. Their regular campaigns are zakat, waqf, and infaq or alms. Several communities which already joined BawaBerkah.org are Tenda Visi Indonesia, Bali Fokus Foundation, Turun Tangan, and other communities or organizations.

To make a successful campaign, BawaBerkah.org provides an exclusive service especially the fundraisers who want to achieve their targets. In BawaBerkah.org, a fundraiser needs to meet several requirements such as their identities, backgrounds, until the purpose of their fundraising. This is an obligatory condition to contain fraud cases or any other unwanted attention to BawaBerkah.org itself or the donors of their campaigns.

From 2017 to 2019, BawaBerkah.org also has been making huge differences. They made their donation from 100 million to 17 billion and still rising until now. However, these numbers are not enough. According to the BawaBerkah.org database in 2018, the comparison between funded campaigns and targeted campaigns was not quite balanced. Over 67% of campaigns are successfully funded, but the rest of their campaigns are still a big question for this start-up company.

On the other hand, there are 5 (five) biggest crowdfunding brands in Indonesia such as Kitabisa.com, Wujudkan, Ayo Peduli, Crowdtivate, and Gandeng Tangan according to technasia.com. They are already making differences with over 100-300 million rupiahs for one of their biggest funded campaign. This data prove that BawaBerkah.org still needs to know whether their new brand could be the donors still donate even though the brand is still unknown to the public or not.

With this phenomenon, the researchers conducted a preliminary survey related to brand awareness and the 4 (four) marketing mix such as product, price, place, and promotion that influence customer use decision. This pre-survey is also based on the previous study which proved that there is a positive and significant influence of brand awareness, quality product, and trust toward donate decisions in Kitabisa.com (Sari, et al., 2019). Based on the pre-survey result, there are 100% positive influences of price, 96,30% positive influences of brand awareness, 92,60% positive influences of product, 70,40% positive influences of promotion, and 66,70% positive influences of place. In this case, the product is the campaign itself, the price is an administration fee, the promotion is social media advertising, and the place is the website of BawaBerkah.org.

The pre-study provides that there are 3 (three) substantial positive influences such as price, brand awareness, and product. However, the information about the administration fee in each of every campaign is not provided by BawaBerkah.org. Therefore, the biggest positive influences towards the customer use decision that became the researchers' variable are brand awareness, a product which is its quality product, and promotion which is social media advertising.

II. THEORETICAL REVIEW

A. Product Quality

Product is one of the marketing mix which that can satisfy a need or want, such as one of the 10 (ten) basic offerings of goods, services, experiences, events, persons, places, properties, organizations, information, and ideas of any offering (Armstrong, et al., 2015). To have some qualities, a company needs to understand that it does not need to improve more than one quality of the product because it only needs one aspect. Therefore, a product should have an additional function as an important characteristic to their customer (Martynova, 2011).

To determine the quality of a product, it takes a human touch to assign it (Martynova, 2011). Other than that, product quality also influences another factor that only has a guaranteed effect on the conformity of the goods in question to consumer requirements, their valuation may be more expensive compared to the expected utility for the company. Thus, there are 3 (three) major components i.e. (1) the effect of product characteristics according to product quality on consumer comfort; (2) technical characteristics on product quality; and (3) financial results from company activities on product quality.

According to Tjiptono (2015), there are 8 (eight) dimensions to determine the quality of product such as:

1. Performance
2. Feature
3. Reliability
4. Conformance to Specifications
5. Durability
6. Service-ability

7. Aesthetic
8. Perceived Quality

B. Social Media Advertising

On the internet, digital marketing has become one of the biggest influences to advertise a product. One of them is social media. It is a part of means in communication that intended to not only two people but also received to its content creator (Deepa & Deshmukh, 2013). Therefore, a marketer could utilize social media with advertising called Social Media Marketing (SMM) (Keegan & Rowley, 2017).

To determine the dimensions of advertising in social media, the researchers use an EPIC model from Kotler and Keller (Syauqi & Hanifa, 2018). It is a tool to determine whether the advertising is to inform, persuade, and remind the customer to a product or not. There are 4 (four) dimensions of the EPIC model such as:

1. Empathy
2. Persuasion
3. Impact
4. Communication

C. Brand Awareness

Kotler (Armstrong, et al., 2015) identified that a brand is a name, sign, symbol or design, or a combination that aims to identify the product or service of one person or group of marketers and to distinguish them from competitors. It is an important aspect for a marketer that intended to communicate with their customer (Armstrong, et al., 2015).

Aaker on Lee and Leh (2011) explained that strong brand equity needs an important factor which is brand awareness. It is as a determinant of how a person to remember (recall) and recognize (recognition) a brand (Lee & Leh, 2011). Therefore, there are 2 (two) levels of brand awareness such as:

1. Brand Recall
2. Brand Recognition

D. Buying Decision

To understand our market player, a marketer needs to comprehend the reason a customer wants to buy a product. Therefore, buying decisions is one of the most important aspects of marketing to determine their consumer behavior. Silverman (Hafeez, et al., 2017) defines a comprehensive model of 5 (five) aspects of buying decisions which are:

1. Problem Recognition
2. Information Search
3. Alternative Evaluation
4. Buying Decision
5. Post Purchase Behavior

E. Crowdfunding

Crowdfunding is an activity or process of collecting money from many people (Metrejean, 2018). Although there is much crowdfunding in each of every country, it still a new business for Indonesia. Crowdfunding consists into 4 (four) types such as (1) reward-based crowdfunding; (2)

lending-based crowdfunding; (3) donation-based crowdfunding; and (4) equity-based crowdfunding (Khan & Baarmah, 2017).

F. Conceptual Framework

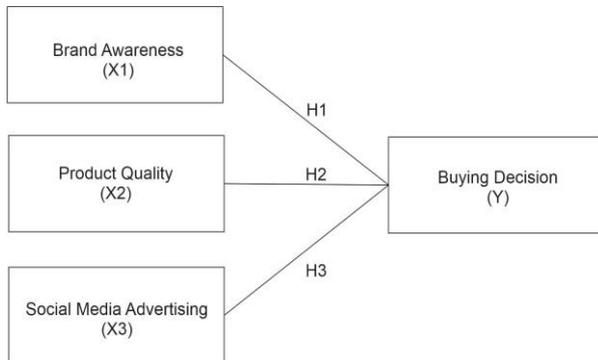


Fig 1:- Conceptual Framework.

G. Hypothesis

According to the purpose of this study, the researchers concluded 3 (three) hypothesis such as:

- H₁:** Brand Awareness has a significant positive effect on the Buying Decision at the BawaBerkah.org.
- H₂:** Product Quality has a significant positive effect on the Buying Decision at the BawaBerkah.org.
- H₃:** Brand Equity has a significant positive effect on the Buying Decision at the BawaBerkah.org.

III. METHODOLOGY

This research was conducted using a quantitative method. The data were analyzed with multiple linear regression which is a statistical analysis technique to predict how the situation (rise and fall) of the dependent variable whether two or more variables that become independent variables as a predictor factor (Sugiyono, 2007). The analysis was using an application called SPSS 25.0. The results were tested by using data quality tests,

classic assumption tests, regression equations, coefficient of determination, partial tests and simultaneous tests.

This study uses a sample of all of the donors from online to offline donors that already donate to BawaBerkah.org. Its samples are counted by the number of donors population who already donate in BawaBerkah.org which is about 2.740 donors from the secondary data of BawaBerkah.org. Using Bungin’s formula (Bungin, 2005), the calculation sample of the donors will be:

$$n = \frac{N}{N(d)2 + 1}$$

Explanation:

- n: Number of sample calculations sought
- N: Number of population (donors) BawaBerkah.org (251+703+1.786=2.740)
- d: Precision value (degree of confidence is 90%, therefore α = 0,1)

Based on the formula, the result of the calculation will be:

$$n = \frac{2.740}{2.740(0,1)2 + 1}$$

$$n = 96,47$$

According to the calculation above, the number of minimum sample is 96 respondents. The data were collected by the researchers using non-probability sampling with incidental sampling i.e. sampling technique based on the chance that anyone who accidentally or incidentally met with the researchers so that it can be used as a sample whether deemed suitable as a data source (Sugiyono, 2018).

IV. RESULTS AND DISCUSSION

A. Demographic Characteristics of Respondents

The characteristics of the 96 respondents who are the donors who already donated at BawaBerkah.org in Indonesia are as follows:

No.	Description	Frequency (Person)	Percentage (%)
1	Gender		
	- Male	55	57.29
	- Female	41	42.71
2	Education Level		
	- High School	24	25.00
	- Diplomat I-IV	14	14.58
	- Bachelor Degree (S1)	51	53.13
	- Postgraduate (S2/S3)	7	7.29
3	Occupation		
	- General Employees	59	61.46
	- State Employees	3	3.13
	- Entrepreneur	22	22.92
	- Student	3	3.13
	- Housewife	4	4.17
	- Others	5	5.21

Table 1:- Demographic Characteristics of Respondents
Source: Researchers’ Processed Data (2019)

B. Analysis Results

This study uses multiple regression analysis because it is more than one independent variable, including Brand Awareness (X_1), Product Quality (X_2), and Social Media Advertising (X_3) to determine its effect on the dependent variable, namely the Decision to Use Services (Y) on the Donated Bawaberkah .org. Data processing using SPSS (Statistical Package for Social Sciences) 25.0.

➤ *R-Square Test*

The coefficient of determination (R^2) essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between 0 and 1. A small R^2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. Values that close to 1 independent variable provide almost all the information needed to predict variations in the dependent variable.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910 ^a	0.828	0.823	0.109
a. Predictors: (Constant), Social Media Advertising, Brand Awareness, Product Quality				
b. Dependent Variable: Service Use Decision (Buying Decision)				

Table 2:- R-Square Test
Source: Researchers' Processed Data (2019)

The R-Square of the dependent variable "Service Use Decision" or "Buying Decision" is 0.823 or 82,3% which means 82,3% of the Decisions on the Use of Services (Y) are influenced by the Brand Awareness variable (X_1), the Product Quality variable (X_2), and the Social Media Advertising variable (X_3) while the rest (100% - 82.3%) is 17,7% Decision on the Use of Services (Y) is influenced by other factors outside this study.

➤ *Simultaneous Significance Test (f Test)*

According to Ghozali (2018), the f Test or the regression coefficient test together is used to find out whether together the independent variables significantly influence the dependent variable. The test uses a significance level of 0.05. Simultaneous regression test (f Test) can be formulated as follows:

- If Sig. < 0.05 then H_0 is rejected, and H_a is accepted (significant).
- If Sig. > 0.05 then H_0 is accepted, and H_a is rejected (insignificant).

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.315	3	1.772	147.896	.000 ^b
	Residual	1.102	92	0.012		
	Total	6.417	95			
a. Dependent Variable: Service Use Decision						
b. Predictors: (Constant), Social Media Advertising, Brand Awareness, Product Quality						

Table 3:- F Test
Source: Researchers' Processed Data (2019)

➤ *Partial Test (t Test)*

t test is done as hypothesis testing to determine the effect of each independent variable individually on the dependent variable. According to Ghozali (2018) to calculate the t -table used the provisions $df = nk = 96 - 4 = 92$ = 1.98 at the level of significant (α) of 5% (error rate of 5% or 0.05) or the level of confidence 95% or 0.95, so if the error rate of variable is more than 5% means that the

variable is not significant. The method of decision making is:

- If probability/ significant > 0.05 or t arithmetic < t table, H_0 is accepted.
- If probability/ significant < 0.05 or t arithmetic > t table, H_0 is rejected.

Coefficients ^a						
Model		Unstandardized Coefficients		t	Sig.	Explanation
		B	Std. Error			
1	(Constant)	1.856	0.092	20.266	0.000	
	Brand Awareness	0.142	0.019	7.603	0.000	Affected Significantly Positive
	Product Quality	0.244	0.021	11.384	0.000	Affected Significantly Positive
	Social Media Advertising	0.155	0.021	7.333	0.000	Affected Significantly Positive
a. Dependent Variable: Service Use Decision (Buying Decision)						

Table 4:- Partial Test

Source: Researchers' Processed Data (2019)

According to the Table IV, the relation between variables will be:

- (1) The relation between Brand Awareness (X_1) with the Decision to Use Services (Y) is significant with a t-count of 7.603 ($t\text{-count} > t\text{ table (df = 92) = 1.98}$) and the Sig. = 0,000. The coefficient value is positive that is 0.142 which shows that the direction of the relationship between Brand Awareness (X_1) and the Decision on the Use of Services is positive at 14.2%. Thus, the H_1 which states that "Brand Awareness (X_1) has a significant effect on Decisions on the Use of Services (Y)" is accepted.
- (2) The relation between Product Quality (X_2) with Service Use Decisions (Y) is significant with a t-count of 11,384 ($t\text{-count (df = 92) > 1.98}$) and Sig. = 0,000. The coefficient value is positive that is 0.244 which shows that the direction of the relationship between Product Quality (X_2) with the Decision to Use Services is positive at 24.4%. Thus, the H_2 which states that "Product Quality (X_2) has a significant effect on Decisions on the Use of Services (Y) partially" is accepted.
- (3) The relation between Social Media Advertising (X_3) with the Decision to Use Services (Y) is significant with a t-count of 7.333 ($t\text{-count (df = 92) > 1.98}$ and Sig value = 0.000. The coefficient value is positive that is 0.155 which shows that the direction of the relationship between Social Media Advertising (X_3) and Decisions on the Use of Services is positive at 15.5%. Thus, the H_3 which states that "Social Media Advertising" (X_3) has a significant effect on Decisions on the Use of Services (Y) partially" is accepted.

C. Discussion of Research Results

➤ The Effect of Brand Awareness on Service Use Decision

The hypothesis result indicates H_1 is accepted and concluded brand awareness has a positive and significant impact on service use decisions. The result shows how the company noticed their brand awareness to consciously or unconsciously be remembered to their donors. It also could make the donors as consumers identify BawaBerkah.org as

a brand that will make them know about crowdfunding that based on society before they decided to donate.

The result also supported previous research by Shahid, Hussein and aZafar (2017) which results in brand awareness is positively and significantly affected on service use decision. They built their brand using social media which prove positively impact their branding.

With these explanations, we can conclude the higher level of brand awareness on BawaBerkah.org means more increased the donors' service use decision. Despite BawaBerkah.org's brand still a new one, it is not stopping the donors to donate in this online donation-based crowdfunding.

➤ The Effect of Product Quality on Service Use Decision

The result of the second hypothesis indicates H_2 is accepted and concluded product quality has a positive and significant impact on service use decisions. It means better product quality will also increase the service use decision of the donors. Moreover, the result shows how the company noticed their quality product which is their campaigns are well enough. With this huge attention on their quality product, the people who sincerely donate their zakah, infaq, waqf and any other humanity donations will get to know the value of the company and willingly help them all.

The result also supported by previous research from Izaaz and Rinabi (2019) which proved in service quality is positively and significantly affected on customer satisfaction. The same result also proved by Perdiana (2015) that showed buying decisions is significantly affected by product quality.

With the above explanations, we can conclude the higher level of product quality on BawaBerkah.org's campaigns means more increased the donors' service use decision on the BawaBerkah.org website. Every campaign that has a good product quality can be seen by its content whether it can attract the donors' sympathy or not. In this case, BawaBerkah.org's campaign quality proves they can attract donors' sympathy with their campaign.

➤ *The Effect of Social Media Advertising on Service Use Decision*

The third hypothesis result shows H₃ is accepted and concluded social media advertising has a positive and significant impact on service use decisions. It means the better information on social media advertising provide then more increase the donor's service use decisions. The result also shows how the company's attention are doing well to its social media advertising at BawaBerkah.org.

To support the result of this study, there is also a support previous research which studied by Susanto et al (2019) that social media advertising is a main source to affect social market in a positive way. Another research also proven by Aleksiana et al (2019) that one of the factor which has a highest successful rate campaign especially in the health field is using advertising in the social media.

From the explanation above, we can conclude that the higher rates of advertising in social media then the higher possibilities to draw attention to the potential donors to donate at BawaBerkah.org. However, the outermost factor of a crowdfunding is a good campaign quality which makes advertising and any other aspect will continue to adjust. As long as they have a great campaign with quality contents and pictures the more attractive the donors will donate to BawaBerkah.org.

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

- Brand Awareness particularly the dimension of "Brand Recall" has a significant positive effect on the Service Use Decision the dimension of "Buying Decision" at the BawaBerkah.org
- Product Quality particularly the dimension of "Conformance to Specifications" has a significant positive effect on the Service Use Decision the dimension of "Buying Decision" at the BawaBerkah.org.
- Brand Equity particularly the dimension of "Persuasion" has a significant positive effect on the Service Use Decision the dimension of "Buying Decision" at the BawaBerkah.org

B. Suggestions

After conceiving the conclusions obtained from the data processing results of this study, the suggestions that can be taken into consideration for the company or the following researchers are presented as follows:

➤ *For BawaBerkah.org*

- Comprehending the variable of brand awareness, the result of this study indicates that it has a significant influence on service use decisions at BawaBerkah.org. That result must be a new invention even BawaBerkah.org has not yet as one of the 5 (five) biggest crowdfunding in Indonesia. The researchers hope this study will make the company keep pay huge attention and make a broad branding as humanitarian crowdfunding using social media advertising or

attending any social events which refer to society and humanity. In their blogs or websites, BawaBerkah.org also could make articles about society and humanity which contain branding in it. It is important to make sure our branding in any single media because it could make our public knows about our business.

- For the variable of social media advertising, the research result is proven it has a significant and positive influence on service use decisions at BawaBerkah.org. This result verifies BawaBerkah.org's advertising on social media has got people's attention by their clear and suitable content until they interested to donate and follow the promoted advertising. Although it's proven, BawaBerkah.org still needs to "branding" their brand to make sure their donors understand about BawaBerkah.org business purpose. Therefore, they need to boost up their advertising with branding.
- Between the 3 (three) independent variables, the quality product's variable is the highest influence toward the variable of service use decision. This proves every campaign on BawaBerkah.org's website has suitable terms and conditions as a fundraising website. This result is expected to be referred by the company to keep their quality from their information until their display in creating a proper campaign. Nevertheless, this output also becomes a note for the company because the respondents of this research are only the donors who already donated to BawaBerkah.org. Therefore, the first thing to do for the company is they must pay attention to increasing its level of awareness of BawaBerkah.org's brand.

➤ *For Academics*

- Examining the complications of fundraising brand in other social fields with a preference of whether brand awareness factors, product quality, and social media advertising influence the service use decision.
- Researching the company BawaBerkah.org with other independent variables preferences that have not been discussed in this study.

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