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**The Influence of Brand Awareness Advertising on Instagram on
Interest in Purchasing Azarine Products (Case Study of Azarine
Consumers in Bandung City)**

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ABSTRACT

The purpose of this study is to determine the impact of brand awareness of Instagram ads on the tendency to buy Azarine products. This research is based on the phenomenon of low interest in buying Azarine products which may be caused by a lack of interest. The participants in this study were Azarine customers in Bandung City. The research was conducted with a sample size of 100 respondents and purposive sampling technique. Testing uses simple linear regression to validate the hypothesis. For the purpose of processing research data, IBM SPSS version 26 software for Windows is required. Brand Awareness is the independent variable, and consumer purchase intention is the dependent variable. In Bandung City, the Brand Awareness variable significantly and positively affects consumers' desire to buy Azarine products, with a significance level (Sign.) of $0.000 < 0.05$. As a result, customers will be more likely to buy Azarine goods and will be more aware of the brand.

Brand Awareness, Purchase Intention, Azarine

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INTRODUCTION

The development of times in today's modern era can facilitate all human activities to use technology anywhere and anytime. This is due to technological advances that are developing very rapidly. With the development of technology, all humans can find information as a tool for communication and make it easier to build business communication. As the years go by internet users are increasing, almost two-thirds of the world's population by the end of 2023 will be online.

The use of the internet for a business is done by marketing goods or services in E-Commerce and promoting goods or services on social media in the form of sponsored content, indirectly introducing online culture to the public by following various business trends in the ever-changing 4.0 era.

This can prove that an implementation of information technology, especially in the aspect of using electronic commerce that can provide benefits to promote products and services (Sim, Christopher, N, V Panjaitan, & R, 2023).

Social media marketing is one type of internet-based marketing whose network scope is only on social media (Anggia & Shihab, 2018). In conducting marketing, influencers must use social media as a tool to interact. Based on We Are Social data, the current platforms that are very popular in the world with the top 16 rankings are Facebook, YouTube, WeChat, Instagram, WhatsApp, Kuaishou, Douyin, Sina Weibo, QQ, X/Twitter, Pinterest, Messenger, Telegram and Snapchat. Here's a diagram of the most popular social networks around the world:

Instagram is a social networking site where various images, videos and messages (applications) to the audience can be shared in addition to a number of additional features such as stories, feeds, reels, DM (direct messages), comments, likes, hashtags, captions etc. (Nanda, 2021).

At this time Instagram is used as Social Media Marketing, which is a strategy to utilize the platform to build an audience. According to Kotler and Keller (Isyaturriyadhah, Muhammad, & Asnawati, 2023) is a marketing activity involving electronic media to attract consumers or companies in different structures, for example in the form of images / photos, visual videos, and articles so as to increase brand awareness, company image, and sales.

Companies in maintaining their existence need to build brand awareness in order to influence consumer buying interest so that Instagram users will remember their products more. With high brand awareness, it is likely to increase sales of the product itself.

One of Indonesia's local beauty brands is Azarine. Reporting from the official website azarinecosmetic.com (Story of Azarine, 2023) Azarine is a local Indonesian brand that focuses on skin and body care. Azarine was founded in 2002 which is now run by Brian Tjahyanto and his sister Cella Vanessa. PT Wahana Cosmetics Indonesia is a company that produces Azarine products precisely at Pergudangan Permai A - 20 Jl. Raya Gedangan 214 A, Sidoarjo, East Java. In addition, Azarine products have official registration from the Food and Drug Administration (BPOM) and in 2017 azarine products received Good Manufacturing Practices (GMP or CPKB) certification.

Azarine competes directly with local and global brands including Somethinc, Avoskin, Lacoco, Wardah, Emina, Dear Me Beauty, YOU, Purbasari, Scarlett, MOP Beauty, Secondate, Madam Gie, Make Over, Luxcrime, Pixy, Eqsa, Avoskin and other cosmetic brands. Local brand Azarine ranks eighth on Tokopedia and Bibli March 1 - 15, 2022 with a sales volume of 3.9% for the best-

selling facial toner set aside by Wardah, Emina, Avoskin, Whitelab, Somethinc, Ms. Glow, and Scarlett (Wiwaha, 2022).

Azarine has not been able to establish itself as one of the most popular and widely used local cosmetic brands to date. Meanwhile, according to data from studio.femaledaily.com, the Jakarta X Beauty 2023 exhibition presents the Best of Beauty Awards 2023, there are 30 favorite beauty brands including Pixy, Somethinc, Make Over, MOP Beauty, Barenbliss, Luxcrime, Eqs, Garnier, Dear Me Beauty, Y. O.U, Npure, Avoskin, Wardah, Rose All Day, Secondate, Tavi, Pinkflash, BLP Beauty, Studio Tropik, True to Skin, Derma Angel, Emina, D'Alba, Skintific, Pond's, Maybelline, Hanasui, Mad for Makeup, Instaperfect, and L'Oreal.

The low interest in purchasing Azarine products may be due to this lack of interest. This condition motivates Azarine to focus more on developing product quality or utilizing Social Media Marketing in order to foster consumer interest in making purchases and minimize the number of consumers who choose rival products.

According to Durianto in (Nurhayati & Ariani, 2023) exposes a product to potential customers who review a brand as part of a particular product classification. Therefore, consumers will be more inclined to interest and buy brands that are well known by many people because consumers will feel very safe with products that are well known to many people.

Based on the description that has been presented by the researcher, the researcher is very interested in further examining the influence of Brand Awareness of Ads on Instagram which encourages consumer buying interest in Azarine Cosmetics products. Thus the title that the researcher will raise is "The Effect of Brand Awareness of Ads on Instagram on Buying Interest in Azarine Products (Case Study on Azarine Consumers in Bandung City)". This research is focused on Azarine consumers in Bandung City.

Keller and Swaminathan define the extent to which the customer's ability to remember a brand indicates how deeply the brand is embedded in the consumer's memory in a variety of different conditions (Priyatna & Kamilah, 2023). Consumers will more easily remember unique brand names and brand slogans, this will have a good impact on expanding offers in product sales, and brand awareness is also one of the important things in maintaining company products so that they are not substandard compared to competitors (Pratamasari & Sulaeman, 2022).

It can be concluded that brand awareness is an object in marketing communication based on experts' understanding of the term to consumers where consumers will remember or be aware of certain brands, which can indirectly

become a measure of consumer knowledge of brand existence when making decisions, besides that consumers will usually remember packaging, images, colors, slogans or see influencers who are promoting their products.

Consumer behavior to meet their needs and the extent of commitment in purchasing a product or service is also called purchase intention. Purchase interest according to Durianto (Purbohastuti & Hidayah, 2020) is something related to customer intentions to choose which product to buy or how many product units are needed within a certain period of time.

In meeting the needs according to (Rahima, 2018) consumer buying interest is something that empowers consumers in buying products or services. In buying interest there are things that influence the following:

1. Encouragement from oneself (individual)

The encouragement in question is to stimulate interest in oneself in order to achieve goals.

2. The existence of social motives

In generating the desired interest such as carrying out certain activities in dressing to get attention.

3. The existence of Emotional Factors

This factor is continuous with feelings such as when you have the desire to achieve success, you will continue to maintain it and vice versa if you get failure.

So that buying interest can create a motivation in his mind so that in the end it becomes something that will appear when making decisions and comparing what he expects.

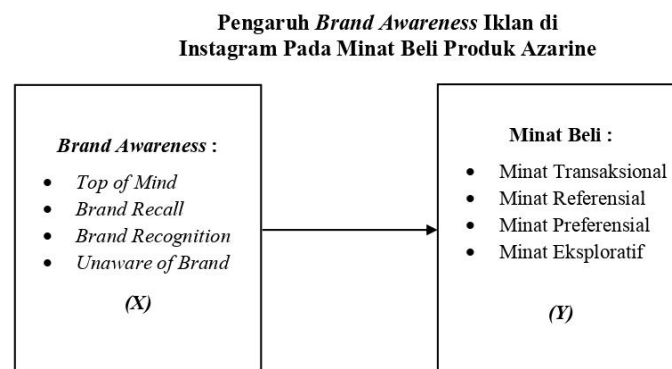


Figure 1.
Framework

The definition (Sugiyono, 2021, p. 99) of a hypothesis is a temporary answer to the formulation of the problem where the formulation is stated in sentence form.

(Rafino, 2021) the majority of respondents have a good level of Brand Awareness towards Purchase Intention. According to (Mayasari, 2023) research

findings show that Tehman's buying interest is significantly influenced by its brand awareness. So, brand awareness can be one of the factors that influence consumer buying interest to buy in accordance with what has been mentioned by previous researchers. Factors that influence consumer buying interest. So that it produces the following hypothesis:

H0 : There is no Effect of Brand Awareness Advertising on Instagram on Buying Interest in Azarine Products

Ha: There is an influence of Brand Awareness Advertising on Instagram on Buying Interest in Azarine Products

RESEARCH METHODE

In accordance with the problem of this research using quantitative approach techniques. . The population of this study was determined from 10% of the population of Instagram followers @azarinecosmeticsofficial, namely 706k followers, the reason researchers chose Azarine's Instagram followers was because it fit the theme of digital marketing, namely advertising on Instagram so that it had a connection.

(Sugiyono, 2021, p. 127) makes it clear that the sample reflects the size and composition of the population. The percentage of the population taken from the data source and the phenomenon or object under study must be included in the research sample in order to accurately represent the entire population. Purposive sampling was used in this study as for the statement according to (Sugiyono, 2021, p. 133) this sampling is a technique with certain considerations.

This shows that the sampling process is based on factors or criteria that have been determined and developed by the researcher including:

1. Individuals domiciled in the city of Bandung
2. Have used Azarine cosmetic products in the Bandung City area.

$$n = \frac{70.600}{1 + 70.600 (0,05)}$$

$$n = \frac{70.600}{1 + 70.600 (0,005)}$$

$$n = \frac{70.600}{354}$$

$$n = 199,4 \approx 200$$

Based on the results of the calculation with the Slovin formula, the number of samples needed is 200 respondents, Azarine uses the @azarinecosmeticsofficial account which has more than 706,000 followers and an engagement rate of 0.37% with an average of 209 comments and 2,672 likes on each upload, to increase brand awareness. The purpose of this study is to

determine how brand awareness knowledge affects the tendency to buy Azarine products. Therefore the researcher selected 100 Instagram followers, ages 13 to 37, of the @azarinecosmeticsofficial account to serve as the research sample, to test the hypothesis, simple linear regression was used along with the quantitative explanatory approach research method during the research process.

RESULT AND DISCUSSION

With regard to 2 (two) variables, namely Brand Awareness (X) and Purchase Intention (Y) in this study. In addition, the participants of this research respondent are individuals who have bought or used Azarine products, precisely in Bandung City. For 2 (two) weeks using the platform, namely Google Form, to be used in collecting research data with a total of 115 respondents, but the questionnaire was processed only 100 respondents' answers because 15 respondents' answers were only used for backup. In processing research data, the help of IBM SPSS software version 26 for windows is needed. The variables of this study are estimated to be represented by 16 statements.

Table 1.
Validity Test Results

Variabel	r hitung	Sig	r tabel	Ket
<i>Brand Awareness</i>				
X1	0,711	0,000	0,197	Valid
X2	0,543	0,000	0,197	Valid
X3	0,702	0,000	0,197	Valid
X4	0,627	0,000	0,197	Valid
X5	0,735	0,000	0,197	Valid
X6	0,639	0,000	0,197	Valid
X7	0,672	0,000	0,197	Valid
X8	0,713	0,000	0,197	Valid
<i>Minat Beli</i>				
Variabel	r hitung	Sig	r tabel	Ket
Y1	0,486	0,000	0,197	Valid
Y2	0,532	0,000	0,197	Valid
Y3	0,839	0,000	0,197	Valid
Y4	0,749	0,000	0,197	Valid
Y5	0,848	0,000	0,197	Valid
Y6	0,482	0,000	0,197	Valid
Y7	0,764	0,000	0,197	Valid
Y8	0,725	0,000	0,197	Valid

The results of table 1 above show that the brand awareness variable is considered valid, which is indicated by the number of r_{hitung} for each statement item $> r_{tabel}$ (0.197).

Table 2.
Reliability Test Results

Variabel	Cronbach's Alpha	r tabel	Keterangan
Brand Ambassador (X)	0,821	0,197	Reliabel
Minat Beli (Y)	0,822	0,197	Reliabel

As we can see from table 2 above, the Cronbach's Alpha value > the limit value is $0.821 > 0.6$ for brand awareness (X) while the Cronbach's Alpha value > the limit value is $0.822 > 0.6$ for the purchase intention variable (Y). Then the category results of both variables show the reliable category.

Table 3.
Kolmogrov-Smirnov Test Results

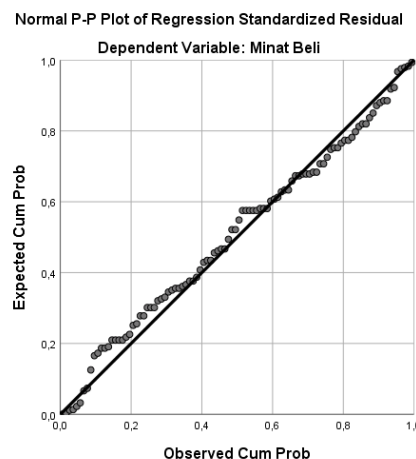
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,79964549
Most Extreme Differences	Absolute	,076
	Positive	,049
	Negative	-,076
Test Statistic		,076
Asymp. Sig. (2-tailed)		,174 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The results in table 3 above that the Kolmogorov - Smirnov sample test can be considered based on the level of significance, then in the Kolmogorov - Smirnov sample test results the value is $0.200 > 0.05$ then the data that has been studied can be declared normally distributed.

Figure 2.
Normal P-P Test Results of Regression Standardized Residuals



The dot plots in graph 1 above follow or approach the diagonal line which indicates a normal graph pattern. Regarding this, the data is well distributed and the regression model can be used.

Table 4.
Multicollinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,421	1,807		3,554	,001		
	Brand Awareness	,808	,059	,809	13,643	,000	1,000	1,000

a. Dependent Variable: Minat Beli

In table 4, the VIF (Variance Inflation Factor) value of the brand awareness variable (X) is 1.000 < 10 while the tolerance value is 1.000, therefore there is no multicollinearity.

Table 5.
Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,680	1,148		4,077	,000
	Brand Awareness	-,085	,038	-,223	-2,264	,026

a. Dependent Variable: Abs_RES

Table 5 the significance value (Sig.) on the brand awareness variable (X) is 0.026. From the data in the Glejser test, it can be concluded that heteroscedasticity occurs in the regression model with its significance <0.05.

Table 6.
Autocorrelation Test Results

Correlations

		Brand Awareness	Minat Beli
Brand Awareness	Pearson Correlation	1	,809**
	Sig. (2-tailed)		,000
	N	100	100
Minat Beli	Pearson Correlation	,809**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the guidelines for interpreting the correlation value in table 6, the correlation coefficient value of brand awareness is 0.809. This value is in the range "0.800 - 0.999", meaning that the level of relationship between brand awareness and purchase intention is "Very Strong".

Table 7.
Simple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,421	1,807		3,554	,001
	Brand Awareness	,808	,059	,809	13,643	,000

a. Dependent Variable: Minat Beli

The constant value a of 6.421 indicates that the dependent variable (Y) has a value of 6.421 without any change in the independent variable (the value of X is 0). Purchase intention will increase by 0.808 for every 1% increase in brand awareness value according to the regression coefficient value of variable X (brand awareness) which is positive. So it is concluded that the variable representing Brand Awareness (X) and the Purchase Intention variable (Y) have a positive relationship.

Table 8.
T Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,421	1,807		3,554	,001
	Brand Awareness	,808	,059	,809	13,643	,000

a. Dependent Variable: Minat Beli

In table 8, the T_Count value is 13.643 > 1.984 and the significance (Sign.) 0.000 < 0.05, then H^a can be accepted and H⁰ is rejected. Therefore, this can indicate that the brand awareness variable on the Purchase Intention variable has a significant influence.

Table 9.
F Test Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1473,747	1	1473,747	186,126	,000 ^b
	Residual	775,963	98	7,918		
	Total	2249,710	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Awareness

Table 9 states the value of F_(count) 186.126 > F_table 3.09 and 0.000 < 0.05 significance value (Sign.). This indicates that a H⁰ has been rejected and H^a accepted. This indicates that the independent variable and the dependent variable are significantly influenced simultaneously.

Table 10.
Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,809 ^a	,655	,652	2,81389

a. Predictors: (Constant), Brand Awareness

Table 10 brand awareness variable (X) simultaneously affects the purchase intention variable (Y) by 65.5%, according to the R square value of 0.655 or 65.5%. The remaining 34.5% is influenced by variables not included in the study.

In accordance with the hypothesis test on the research results collected through a total of 100 respondents, the brand awareness variable (X) with a total TCR score of 75.3% is in the good category while the purchase intention variable (Y) with a total score of 76.9% is in the good category. In the hypothesis test results that the T_Count value is 13.643 > T_Table 1.984, then H^a can be accepted while H⁰ is rejected. Brand awareness has a big influence on increasing Buying Interest in Azarine products themselves.

This is in line with research (Pradipta, 2023) showing that the brand awareness variable hypothesis is proven to have a significant effect on the purchase interest variable. According to research (Mayasari, 2023) shows brand awareness has an effect on buying interest. (Prasetyo, 2022) shows that the results of data analysis partially show that Brand Awareness has a positive effect on buying interest. This is in line with the results of research (Rafino, 2021) that the results of the hypothesis that has been carried out show the influence of brand awareness on buying interest.

Based on this research after processing the data by researchers, it can also be proven by the significance value (Sign.) 0.000 < 0.5 while the coefficient value is 0.809. The magnitude of the contribution of this study is 65.5% which shows that brand awareness (X) affects buying interest (Y) Azarine products simultaneously while the rest is outside the scope of research research by 34.5%.

CONCLUSION

Brand awareness variables have a positive and significant effect on buying interest in Azarine products in Bandung City based on data analysis from those used for hypothesis testing. The T_Count value of 13.643 > T_Table 1.984 and significance (Sign.) 0.000 < 0.05 indicate the validity of these results which means that H^a is acceptable and H⁰ is rejected. The result is that consumers will be more interested in buying Azarine products at an increased level of brand awareness.

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