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Brand Awareness in the Digital Era: A Study of Tokopedia Consumers in Jepara

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Abstract
Tokopedia is one of the largest e-commerce platforms in Indonesia and has played a significant role in driving the growth of the national digital economy. This study aims to analyze the influence of advertising appeal, celebrity endorsement, electronic word of mouth, and social media marketing on brand awareness among Tokopedia consumers in Jepara Regency. This research employs a quantitative approach with a sample size of 97 respondents who are Tokopedia users in Jepara Regency. The sampling technique used in this study is proportional sampling. The results of the study show that; Advertising appeal has a positive effect on brand awareness; Celebrity endorsement significantly influences brand awareness; Electronic word of mouth contributes positively to brand awareness; Social media marketing proves to be effective in improving brand awareness; and Advertising appeal, celebrity endorsement, electronic word of mouth, and social media marketing simultaneously have a positive effect on brand awareness among Tokopedia consumers in Jepara Regency.

Keywords: *Advertising Appeal, Celebrity Endorsement, Electronic Word of Mouth, Social Media Marketing, Brand Awareness*

1. INTRODUCTION

In the digital era, advancements in technology and science have had a significant impact on various aspects of life, including the economy, education, and socio-cultural dynamics (Timoty et al., 2024). The rapid development of the digital age has transformed the way people shop and conduct transactions, marked by the emergence of e-commerce as a primary channel of trade. Its growth is driven by increased internet access,

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advancements in digital payment technologies, and the widespread use of mobile devices (Hidayat & Kholik, 2024).Companies must swiftly adapt to technological developments and shifting consumer preferences. When managed effectively, e-commerce can expand market reach, strengthen customer relationships, increase loyalty, and open opportunities in the global market (Wulan, 2024).

With a large population and steadily growing digital connectivity, Indonesia has become a promising market for digital businesses such as e-commerce, delivery services, and technology applications (Judijanto, 2024). This growth is fueled by internet penetration, the adoption of technologies such as digital payments, fintech, and cloud services, as well as changing consumer behavior towards online shopping. However, these advancements also bring challenges, including the need for inclusive digital policies, data protection, and adequate infrastructure (Febri & Pramono, 2024).



Figure 1. Top Brand Award for E-Commerce Platforms

Source: topbrand-award, 2025 – retrieved on January 21, 2025, at 12:00 PM (WIB)

Figure 1 illustrates a survey conducted by Top Brand Award, which shows that Tokopedia has not yet become the top-of-mind e-commerce platform among the Indonesian public. According to the Top Brand Index Phase 2 in 2024, Tokopedia ranked third (Top Brand Award, 2024). Tokopedia continues to compete with its rivals by striving to increase brand awareness among the Indonesian population. However, it has not yet succeeded in becoming the leading e-commerce platform in the minds of Indonesian consumers.

Christodoulides et al. (2015) emphasize that successful digital branding should combine both emotional appeal and rational content to build meaningful relationships

with consumers. Pham & Avnet (2017) argue that messages infused with emotional content can improve consumers' memory of the brand and shape their buying decisions. (Lou & Yuan, 2019) argue that when advertising messages lack consistency or seem inauthentic, it can undermine consumer confidence and decrease their willingness to engage with the brand. However, there are still some negative comments from consumers regarding Tokopedia's advertisements, as presented in Table 1.

Table 1. Negative Comments on Tokopedia Advertisements

Number	account	Negative comments
1.	@Rename496	Bisa gak sih bikin iklan yang gak berisik
2.	@Metaforan	Plis jadi keganggu experience nonton yt nya gegara mbak mbak teriak ini
3.	@Tbtv6888	Yang punya ide "kreatif" bikin iklan ini mohon dipecat, siapa yang punya ide cemerlang bikin iklan jumscare? Teriaknya kayak banshee lagi
4.	@Aethernity17	Iklan paling annoying yang pernah gw lihat, sakit kepala gue dengar jedag jedug nya apalagi pakai earphone...mungkin cara terbaik beli Youtube premium atau pake vpn negara lain yang lebih simpel iklan nya

Source: Tokopedia advertisement on YouTube, 2025 – retrieved on February 14, 2025, at 09:00 AM (WIB)

Tokopedia has consistently utilized celebrity endorsements as one of the key elements in its marketing strategy. In its advertisement, Tokopedia features Inul Daratista as a celebrity endorser (Tokopedia, 2025). Meanwhile, Shopee features El Rumi and Syifa Hadju in its advertisements (Shopee, 2025), and has also enlisted an international football star, Ronaldinho, as a celebrity endorser. Although Tokopedia collaborates with celebrities who have a large fan base, this effort has not been sufficient to rival Shopee's dominance, which leverages international celebrity endorsements to attract more users and enhance broader brand awareness. E-WOM refers to positive or negative statements about a product, service, or company made by customers and accessible to a wide audience through the internet (Prasetyaningrum & Rahmawati, 2023). However, there are still several negative comments found on Tokopedia's App Store page, as presented in Table 2.

Table 2. Examples of Negative User Reviews on Tokopedia's App Store

Number	Review	User reviews
1.	@Sudiarta Komang	Jika terjadi sesuatu terhadap barang yg di beli, Tokopedia hanya bisa membantu kalau bukti kerusakan barang terlihat pada video. Tetapi jika barang tersebut palsu namun tampak sama dg aslinya Tokopedia akan tetap menganggap barang itu asli dan sah meskipun barang tidak dpt d gunakan.
2.	@Fadhil1712	Aplikasi yang sangat buruk, pembelian barang rusak oleh kurir dan dilempar ke ekspedisi dg janji Tokopedia care mengganti 2x24 jam tetapi sudah 3 bulan penggantian dana tidak Kembali. Tidak rekomendasi dan sangat tidak bertanggung jawab.
3.	@Jia jiayo	Pelayanan service Tokopedia sangat disayangkan sekali tidak menyelesaikan masalah ataupun memberikan solusi. Bad service.
4.	@Kapten Hero	Tidak jelas metode pengirimannya, dan respon admin tokopedianya tidak bagus.

Source: App Store 2025, accessed on March 10, 2025, at 08:00 AM WIB.

Digital marketing is widely chosen as a business improvement strategy due to its low cost and effectiveness (Arumsari et al., 2022). Social media has become a highly effective tool for Tokopedia to reach and directly engage with consumers. However, compared to its competitors, Tokopedia has not fully optimized the use of Facebook, as indicated by its limited activity and minimal paid campaigns—reflecting a different approach in leveraging social media platforms.

Table 3. Frequency of Tokopedia and Shopee Advertisements on Facebook

Month	Tokopedia	Shopee
Februari	1 advertisement	139 advertisement
Januari	0 advertisement	165 advertisement
Desember 2024	1 advertisement	157 advertisement
November 2024	0 advertisement	141 advertisement
Oktober 2024	1 advertisement	133 advertisement

Source: Facebook profiles of Tokopedia and Shopee, 2025 – retrieved on March 10, 2025, at 4:00 PM (WIB)

Rizky et al. (2024) found that advertising appeal has a partially positive effect on brand awareness. A study by Wardhana et al. (2021) revealed that message structure and message source in television advertisements did not have a significant effect on brand

awareness of the GSM IM3 calling card. In the study conducted by Rizky et al. (2024), the findings also indicated that celebrity endorsement has a partially positive effect on brand awareness. A different result was found in the research conducted by Asgarini et al. (2020), which showed that celebrity endorsement had no significant effect on brand awareness. The study by Artamevia & Putri (2022) found a positive and significant influence of electronic word of mouth on brand awareness. Conversely, Andrea (2020) reported that electronic word of mouth had no significant effect on brand awareness. Research conducted by Prasetyo & Cokki (2022) showed that social media marketing activities have a positive effect on brand awareness. However, different findings were reported by Saputra & Kalbuadi (2022), whose study showed that social media marketing did not have a significant effect on brand awareness.

2. LINTERATURE REVIEW

Brand Awareness

According to Kotler et al. (2016), brand awareness refers to the consumer's ability to identify a brand under various conditions, as reflected in brand recognition or the ability to recall it successfully. Brand awareness describes the extent to which consumers are familiar with a brand, including their ability to remember it or identify it when encountered (Zhang 2020). The indicators of brand awareness in this study include recall, recognition, purchase, consumption, top of mind, the ability to recognize the logo/symbol, and the ability to quickly remember the symbol/logo.

Advertising Appeal

Belch (2020) states that advertising appeal is a form of non-personal communication funded by a company with the purpose of delivering information about a specific product, service, or idea through a clearly identified sponsor. Advertising appeals involve methods crafted to draw in consumers' attention and evoke emotional reactions to a product or service, influencing how the audience perceives and reacts to the brand (Hussain et al., 2020). The indicators of advertising appeal in this study include advertising message, advertisement design, advertisement model, color and music, uniqueness, trustworthiness, and viewer interest while watching.

Celebrity Endorsement

Andrews & Shimp (2018) state that celebrity endorsement is one of the promotional strategies frequently used by companies to increase product sales. Celebrity endorsement is a marketing approach in which brands leverage a well-known person's reputation and public image to promote products or services, aiming to enhance brand visibility and trustworthiness (Schouten et al. 2020). The indicators of celebrity endorsement in this study include visibility, credibility, power, attractiveness, expertise, trustworthiness, and similarity with the target audience.

Electronic Word of Mouth

Electronic word-of-mouth refers to informal, non-commercial consumer-to-consumer communications such as reviews, ratings, and social media comments about brands, products, or services (Le et al. 2024). According to Erislan (2024), Electronic Word of Mouth (eWOM) is a form of marketing communication that utilizes internet technology to create a word-of-mouth effect that supports marketing strategies and objectives. The indicators of eWOM in this study include reciprocity, responsiveness, speed of response, intensity, valence of opinion, social benefits, and advice-seeking.

Social Media Marketing

Solomon & Michael (2015) state that social media marketing is the process of utilizing social media technologies, platforms, channels, and software to create, deliver, and communicate value, as well as to facilitate exchanges that benefit the organization. Social Media Marketing (SMM) refers to a set of strategies that leverage social media platforms to support marketing objectives. It involves using digital tools to design, share, and distribute valuable content to stakeholders, aiming to raise brand recognition, encourage interaction, and boost sales (Laradi et al. 2023). The indicators of social media marketing in this study include credibility, interaction, content sharing, accessibility, trendiness, and entertainment.

Hypotheses

Studies conducted by Umam et al. (2021), Lang et al. (2023), and Pratiwi & Nizam (2021) found that advertising appeal has a positive and significant effect on brand awareness. Therefore, the following hypothesis can be formulated:

H1: Advertising appeal has a positive and significant effect on brand awareness.

Research conducted by Putri et al. (2022) and Wilson (2020) found that celebrity endorsement has a positive and significant effect on brand awareness. Therefore, the following hypothesis can be formulated:

H2: Celebrity endorsement has a positive and significant effect on brand awareness.

Studies conducted by Artamevia & Putri (2022), Hoang & Van (2021), and Aljumah et al. (2023) found that electronic word of mouth has a positive and significant effect on brand awareness. Therefore, the following hypothesis can be formulated:

H3: Electronic word of mouth has a positive and significant effect on brand awareness.

Research conducted by Prasetyo & Cokki (2022) and Cheung et al. (2021) found that social media marketing has a positive and significant effect on brand awareness. Therefore, the following hypothesis can be formulated:

H4: Social media marketing has a positive and significant effect on brand awareness.

The study conducted by Rizky et al. (2024) showed that celebrity endorsement and advertising appeal jointly have a positive and significant effect on brand awareness. Another study by Anastasia (2021) revealed that electronic word of mouth and celebrity endorsement together significantly influence brand awareness. Findings from Cita et al. (2023) indicate that social media marketing and celebrity endorsement collectively have a significant effect on brand awareness. Therefore, the following hypothesis can be formulated:

H5: Advertising appeal, celebrity endorsement, electronic word of mouth, and social media marketing simultaneously have a positive and significant effect on brand awareness. Based on the explanation above as Figure 2.

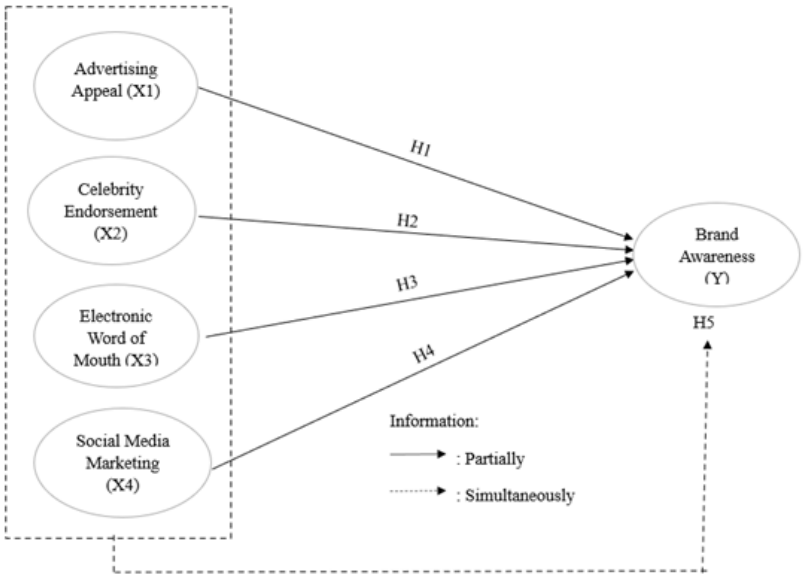


Figure 2. Theoretical Framework

3. RESEARCH METHOD

This study is a quantitative research. The object of this research is Tokopedia, with the subjects being residents of Jepara Regency who have made purchases on Tokopedia. The data obtained in this study are primary data. The data were analyzed quantitatively and processed using SPSS version 26. The population in this study consists of people in Jepara Regency who have previously made purchases on Tokopedia, with the exact number being unknown. The sample size in this study is 97 respondents, determined using the Lemeshow formula. The sampling technique used is non-probability sampling, specifically proportional sampling. All variables in this study were measured using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The results of the validity test in this study show that all items are valid, with values above 0.1680 and above 0.05. Meanwhile, the reliability test results indicate that all items are reliable, with values above 0.60. The normality test shows a value of 0.200, indicating that the data is normally distributed. The multicollinearity and heteroscedasticity tests in this study show that all independent variables are free from multicollinearity and

heteroscedasticity.meaning that the questionnaire is suitable to be used for research purposes.

4. RESULTS AND DISCUSSION

The majority of respondents in this study were male, totaling 56 individuals (57.7 percent), while 41 respondents (42.3 percent) were female. Most of the respondents were aged between 21 and 25 years, with a total of 75 individuals (77.3 percent). In terms of education, the majority of respondents had a high school diploma, accounting for 64 individuals (66.0 percent). Furthermore, most respondents had made purchases more than once in the past six months, with 71 individuals (73.2 percent).

Table 4. Regression Analysis Results

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	1,495	1,054		1,418	0,159
Advertising Appeal	0,205	0,061	0,218	3,333	0,001
Celebrity Endorsement	0,290	0,059	0,315	4,887	0,000
Electronic Word of Mouth	0,157	0,064	0,164	2,458	0,016
Social Media Marketing	0,376	0,075	0,337	5,045	0,000
a. Dependent Variable: Brand Awareness					

Source: processed primary data, 2025

$$Y = 1{,}495 + 0{,}205\ X_1 + 0{,}290X_2 + 0{,}157X_3 + 0{,}376X_4 + e$$

Based on the obtained equation, the value of 1.495 represents the constant term, which means that in the absence of influence from the five independent variables, brand awareness remains at this level. A regression coefficient of 0.205 indicates that every one-unit increase in advertising appeal will lead to an increase in brand awareness. A regression coefficient of 0.290 indicates that every one-unit increase in celebrity

endorsement will increase brand awareness. A regression coefficient of 0.157 suggests that a one-unit increase in electronic word of mouth will enhance brand awareness. Lastly, a regression coefficient of 0.376 indicates that every one-unit increase in social media marketing will result in an increase in brand awareness.

Table 5. t-Test Results

Variabel	t_{count} : t_{table}		Prob Sig		Keterangan
	T_{count}	t_{table}	Sig	$\alpha = 0,05$	
Advertising Appeal (X_1)	3,333	1,662	0,001	0,05	Positive and significant effect
Celebrity Endorsement (X_2)	4,887	1,662	0,000	0,05	Positive and significant effect
Electronic Word of Mouth (X_3)	2,458	1,662	0,016	0,05	Positive and significant effect
Social Media Marketing (X_4)	5,045	1,662	0,000	0,05	Positive and significant effect

Source: processed primary data, 2025

Based on the table above, it is evident that all variables have values greater than 1.662 and greater than 0.05. Therefore, it can be concluded that all variables have a positive and significant effect.

Table 6. F-Test Results

ANOVA[a]					
Model	Sum of Square	df	Mean Square	F	Sig
Regresion	1008,280	4	252,070	181,222	,000[b]
Residual	127,967	92	1,391		
Total	1136, 247	96			
a. Dependent Variable: Brand Awareness b. Predictors: (Constant), Social Media Marketing, Celebrity Endorsement, Advertising Appeal, Electronic Word of Mouth					

Source: processed primary data, 2025

Based on the table above, the $F_{count} > F_{table}$ (181.222 > 2.47). Another way to interpret this is by referring to the significance value, which is 0.000 < 0.05. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted.

Table 7. Results of the Coefficient of Determination Analysis (Adjusted R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,942[a]	,887	,882	1,179
a. Predictors: (Constant), Social Media Marketing, Celebrity Endorsement, Advertising Appeal, Electronic Word of Mouth				

Source: processed primary data, 2025

The results of the determination coefficient analysis (adjusted R square) in Table 9 show that the adjusted R square value is 0.882. This indicates that the independent variables, consisting of advertising appeal, celebrity endorsement, electronic word of mouth, and social media marketing, contribute 0.882 × 100% = 88.2% to brand awareness among Tokopedia consumers. The remaining 11.8% is influenced by other independent variables not included in this regression model.

The Effect of Advertising Appeal on Brand Awareness

The results of this study indicate that advertising appeal has a positive and significant influence on increasing brand awareness among Tokopedia consumers. These findings are in line with the opinion of Kotler & Keller (2019), who stated that advertisements designed with strong appeal are able to attract audience attention, generate interest, and build a positive image of a brand. The more attractive an advertisement is, the greater the chance that the brand will be remembered by consumers. This finding is consistent with studies conducted by Umam et al. (2021), Lang et al. (2023) dan Pratiwi & Nizam (2021), which also found that advertising appeal has a positive and significant effect on brand awareness. Advertising appeal that is delivered appropriately, whether through emotional or rational approaches, can enhance consumer engagement with the conveyed message and leave a strong impression of the advertised brand.

The Effect of Celebrity Endorsement on Brand Awareness

The results of this study reveal that celebrity endorsement has a positive and significant effect on brand awareness among Tokopedia consumers. This finding is consistent with the view of Belch (2024), who stated that celebrities acting as endorsers can attract attention, build trust, and create an emotional impression that strengthens consumers' memory of a brand. This finding is also in line with studies conducted by Putri et al. (2022) dan Wilson (2020), which found that celebrity endorsement has a positive and significant influence on brand awareness. The effectiveness of a celebrity is influenced by their expertise, trustworthiness, and attractiveness. When there is a match between the celebrity and the product, brand awareness tends to increase.

The Effect of Electronic Word of Mouth on Brand Awareness

The results of this study show that electronic word of mouth has a positive and significant effect on brand awareness among Tokopedia consumers. This finding is in line with Solomon (2018), who stated that information from other consumers on digital platforms tends to be perceived as more authentic and trustworthy compared to conventional advertising. This finding is also consistent with studies conducted by Artamevia & Putri (2022), Hoang & Van, (2021) dan Aljumah et al. (2023), which found that electronic word of mouth has a positive and significant influence on brand awareness. This makes e-WOM one of the key factors in shaping consumers' initial perceptions of a brand, particularly during the pre-purchase stage.

The Effect of Social Media Marketing on Brand Awareness

The results of the study show that social media marketing has a positive and significant effect on brand awareness among Tokopedia consumers. This finding aligns with the opinion of Solomon & Michael (2015), who stated that implementing marketing strategies through social media enables companies to build a brand image that is closer and more responsive to consumers. This finding is also consistent with studies conducted by Prasetyo & Cokki (2022) dan Cheung et al. (2021), which found that social media marketing has a positive and significant influence on brand awareness. It contributes to

forming positive perceptions and increasing brand awareness. Additionally, the regular, relevant, and interactive presentation of content on social media can encourage user participation, making the brand more recognizable and memorable to the audience.

The Simultaneous Effect of Advertising Appeal, Celebrity Endorsement, Electronic Word of Mouth, and Social Media Marketing on Brand Awareness

Kotler & Keller (2019) stated that advertisements designed with strong appeal are able to attract audience attention, generate interest, and build a positive image of a brand. Belch (2024) explained that celebrities serving as endorsers can attract attention, build trust, and create an emotional impression that strengthens consumers' memory of a brand. Kotler et al. (2017) stated that in the era of modern marketing, social media and electronic word of mouth (e-WOM) serve as primary channels that drive the rapid spread of information while also strengthening the emotional connection between consumers and brands. The findings of this study are in line with research conducted by Rizky et al. (2024), which showed that celebrity endorsers and advertising appeal jointly have a significant effect on brand awareness. Another study by Anastasia (2021) revealed that electronic word of mouth and celebrity endorsers together significantly influence brand awareness. Findings by Cita et al. (2023) also indicated that social media marketing and celebrity endorsers jointly have a significant impact on brand awareness. Tokopedia should further enhance the design elements in its advertisements to strengthen advertising appeal and deliver marketing messages that are clear and easy to understand. In terms of celebrity endorsement, it is important to carefully select credible celebrities to maintain trust and relevance. For electronic word of mouth, attention should be given to the valence of opinions to ensure effectiveness by encouraging positive reviews from credible users and including product education. With regard to social media marketing, interaction should be optimized to reinforce the overall brand image.

5. CONCLUSION

This study aims to examine the influence of advertising appeal, celebrity endorsement, electronic word of mouth, and social media marketing on brand awareness among Tokopedia consumers. The findings indicate that advertising appeal, celebrity

endorsement, electronic word of mouth, and social media marketing each have a positive and significant effect on brand awareness. Moreover, these four variables simultaneously have a positive and significant effect on brand awareness.

The limitations of this study include having only 97 respondents, a limited number of variables, and focusing solely on Tokopedia. The researcher recommends that future studies increase the number of respondents and expand the research object beyond Tokopedia to include other e-commerce platforms in order to obtain a more comprehensive comparison. In addition, it is suggested that future research consider adding or examining other variables such as brand ambassadors, brand exposure, and customer engagement, which may have the potential to influence brand awareness.

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