
THE EFFECT OF CONTENT MARKETING, CELEBRITY ENDORSERS AND TESTIMONIALS ON CONSUMER BRAND AWARENESS AT EIGHTEEN COFFEE SUKAJADI

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ABSTRACT

This research aims to measure the influence of Content Marketing, Celebrity Endorser and Testimonials on Consumer Brand Awareness at Eighteen Coffee Sukajadi. In general, the influence of content marketing, celebrity endorsements and testimonials on consumer brand awareness can vary depending on various factors, such as consumer tastes and preferences. By using quantitative methods and a survey approach, the results of this research show that the influence of Content Marketing, Celebrity Endorser and Testimonials on Consumer Brand Awareness at Eighteen Coffee Sukajadi is not very significant because only the testimonial variable has a positive value, while Content Marketing and Celebrity Endorser have a negative value. This then emphasizes that the role of Testimonials in the current digital era is still quite influential. Even though the trend in marketing strategies continues to develop towards more advanced ones, such as Content Marketing and Celebrity Endorser, in fact, testimonials that are considered simpler actually have more influence.

KEYWORDS

Content Marketing, Celebrity Endorser, Testimonials, Brand Awareness



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INTRODUCTION

The creative industry in Indonesia is growing, especially those that are basic needs will develop into a promising business (Wulan, 2023). This development is influenced by several factors, such as demographics, economic growth and people's lifestyles (Nurcahyadi, 2023). This is reflected in the proliferation of various types of creative industries both small and medium in cities in Indonesia. one of them is the city of Bandung. Bandung is a city that is famous for its creative industry sector. This city also has a cultural heritage that is quite thick with the hospitality of its

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citizens which is an added value for every tourist who visits (Widianingtyas, 2019: 45).

The stigma of Bandung as a tourist city certainly encourages the progress of its supporting creative sectors, one of which is the accommodation and food and beverage/restaurant or culinary subsector (Adam & Hussain, 2017). The number of restaurants in Bandung City is 1,386 units, an increase of 12.32 percent from last year. After the economic recovery since 2021, the culinary subsector has increased. In 2022 this business field grew by 13.94 percent. This category played a major role in the economy of Bandung City in 2022. (BPS Kota Bandung, 2023)

Bandung's culinary tourism has become a prima donna for fans of unique food and beverage hunters both inside and outside the city (Widianingtyas, 2019: 48). The culinary business turnover that occurs makes a significant contribution (Dhurup et al., 2014). So that a new economic era began that prioritizes information and creativity as the Creative Economy driven by an industry called the Creative Industry. The following is data on the contribution of the creative industry subsector in Bandung City in 2018 as follows:

Table 1. Data on Creative Industry Contribution in Bandung City in 2018

No.	Creative Industry	GDP Subsector	Percentage
1	Advertising	8.305.034.367	7,93%
2	Architecture	4.134.446.695	3,95%
3	Art Market	685.870.805	0,65%
4	Crafting	10.170.688.435	10,82%
5	Fashion	16.080.768.980	15,62%
6	Design	6.159.598.596	5,88%
7	Culinary	45.803.769.843	43,71%
8	Video, Movie, Photography	250.431.983	0,24%
9	Interactive Games	337.392.321	0,32%
10	Music	3.824.179.411	3,65%
11	Performing Arts	124.467.644	0,12%
12	Publishing and Printing	4.283.989.793	4,09%
13	Computer and Software Services	1.040.637.861	0,99%
14	TV and Radio	2.136.827.023	2,03%

Source: Industrial Directory of Bandung City (2018)

Based on the data contained in Table 1.1, in Bandung City there are 14 subsectors that have been recognized by the Ministry of Trade as part of creative industries that contributed in 2018. In terms of the Gross Domestic Product (GDP) of the creative industries in Bandung, the three most prominent subsectors are the culinary industry, fashion industry, and craft industry. Of these three subsectors, the culinary industry dominates with a percentage of 43.71%, far surpassing the fashion industry at 15.62% and the craft industry at 10.82%. Over the past few years, the culinary industry has become the main choice for many businesses in Bandung.

Coffee shops are the most popular among other culinary industries. The concept and presentation of coffee shops encourage high interest and attractiveness as if it has become a lifestyle for many people (Oktiani et al., 2018). Seeing this,

industry players moved quickly by opening various coffee outlets to reap profits (Widianingtyas, 2019: 46). The existence of coffee shops in the city of Bandung is increasingly becoming a common sight with its increasingly accessible existence. Apart from being an alternative destination to relax in shopping centers for urban communities, coffee shops are also the community's choice as a place to gather with friends (Dhanesh & Duthler, 2019).

The growth of Coffee Shop in Bandung City is growing rapidly. Judging from 2018 to 2023 the number of coffee shops continues to grow in Bandung (Bandung City Culture and Tourism Office, 2023) . This has a huge impact on the intense competition between coffee shop business people (Ayeh et al., 2013). In this situation, business actors must be more careful and innovative in determining policies that are considered important in order to maintain company quality. In this case, coffee shops in the city of Bandung must be able to develop good coffee shop quality to increase customer satisfaction optimally (Riyanto & Hatmawan, 2020). Due to the intense competition between coffee shop businesses to attract consumers, various efforts are made. The services offered include product quality, service quality prices and marketing that are carried out must always be considered as their efforts to increase Brand Awareness (Hakimi et al., 2011).

Below are some popular coffee shops with the most visitors in Bandung. The following is the average Daily Visit of the Coffee Shop:

Table 2. Data on Coffee Shop visits in Bandung City

No.	Coffee Shop Name	Daily Visitors	Monthly Visitors
1	372 Setiabudhi Coffee	200	5000
2	Eighteen Coffee	150	4500
3	Starbucks PVJ	80	2500
4	Coffee Pasundan Directions	60	2000

Source: BPS Researcher processed data (2023)

Based on the researcher's processed data sourced from each company above, it can be seen that 372 Setiabudhi Coffee has the highest daily visitors and monthly visitors compared to other coffee shops with Eighteen Coffee in second place with a not so far difference in numbers. This makes Eighteen Coffee's position even more interesting because in terms of marketing they offer more promotional schemes than 372 Kopi Setiabudhi such as the use of celebrities, in order to boost sales figures. Researchers made Eighteen Coffee as the object of research because they are one of the players in the coffee shop industry in Bandung who pay attention to Content marketing, Celebrity Endorsers and Testimonials to increase Brand awareness.

Eighteen Coffee is a business owned by Cinta Laura along with several colleagues that was established in 2021. Cinta Laura's initial mission with her partner in opening a business was to open a coffee shop with a minimalist semi outdoor concept and capital city vibes but at an affordable price. Eighteen Coffee has an active Instagram account with almost 20,000 followers. By using Instagram, Eighteen Coffee can share interesting photos of their coffee and food products, create interesting content and invite the interest of potential consumers which will then have an impact on Content Marketing, Celebrity Endorsers, and Testimonials which are good for Brand Awareness or consumer brand awareness.

The increase in coffee shops is accompanied by the high number of coffee lovers and also the source of coffee shop information sourced from social media. Social media is an important platform in culinary business promotion (Wardani, 2023: 2), especially in the cafe or coffee shop industry. This phenomenon reflects that this business has promising and reliable potential. In today's digital era, almost everyone has access to social media platforms such as Instagram, Facebook, Twitter, and others. This provides a great opportunity for culinary businesses, including coffee shops, to utilize social media as an effective promotional tool.

Based on the introduction above, the main objective of this research is to explore how Content Marketing, i.e. the use of engaging and relevant content on social and other digital media platforms, affects brand awareness among consumers. This research also aims to assess the impact of Celebrity Endorsers, i.e. the use of well-known public figures to promote a brand, on consumers' awareness and perception of Eighteen Coffee. In addition, this study will examine the role of Testimonials from customers, which is a form of Electronic Word of Mouth, in building and increasing brand awareness. This research aims to provide a comprehensive insight into how effective the marketing strategies implemented by Eighteen Coffee are in increasing Brand Awareness. This is important to assist Eighteen Café in formulating more effective marketing strategies in the future and to strengthen their position in a highly competitive market. By understanding the influence of the three components Content Marketing, Celebrity Endorsers, and Testimonials on Brand Awareness, this research aims to provide useful recommendations for Eighteen Coffee in improving the effectiveness of their marketing campaigns, while also providing useful insights for other coffee shop industries.

According to Kotler and Keller (2016), the Promotional Mix is a specific combination of marketing communication tools that companies use to achieve marketing objectives. The promotional mix includes five main elements, namely: Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing.

Content Marketing, Celebrity Endorsers, and testimonials as modern promotional strategies can be categorized in several elements of the promotional mix. Content Marketing is more dominant in the digital advertising category; Celebrity Endorsers reflect the effect of personal selling with an emotional touch; while Testimonials strengthen public relations through authentic consumer reviews.

The application of promotion mix theory helps analyze how Eighteen Coffee utilizes various marketing communication elements to increase consumer brand awareness. An integrated and consistent strategy on these elements will have a more significant impact in creating a strong brand image.

Previous studies have explored various marketing strategies to enhance brand awareness in the coffee shop industry. For instance, Septihani and Sari (2025) analyzed the use of Instagram content to increase brand awareness at ESS Coffeeshop, highlighting the effectiveness of consistent branding and engaging storytelling. Similarly, Amin and Wijaya (2024) examined the impact of celebrity endorsers on purchasing decisions at Starbucks in Pekanbaru, noting a positive but not significant effect. However, there is a gap in research specifically focusing on

the combined influence of content marketing, celebrity endorsers, and testimonials on brand awareness within the context of Bandung's coffee shop industry.

The primary objective of this research is to analyze the effectiveness of content marketing, celebrity endorsers, and testimonials in enhancing brand awareness at Eighteen Coffee. By understanding the interplay between these strategies, the study seeks to provide insights into how they contribute to consumer recognition and preference. The findings are expected to offer practical recommendations for Eighteen Coffee to optimize its marketing efforts and for other coffee shop businesses aiming to strengthen their brand presence in a competitive market.

RESEARCH METHOD

This research uses a type of quantitative research. Based on quantitative research methodology, the researcher took survey research technique. Survey method means examination and measurement method, a research method conducted to conduct examination and measurements of emperic symptoms that take place at the research location, which is located in Gorontalo City, Dumbo Raya District, Talumolo Village.

Quantitative method is the type chosen by researchers in this study. According to (Sugiyono, 2017: 13), defines quantitative method as a research method in which the stages of research, including population or sample analysis, data collection, data analysis through statistics, hypothesis determination, are based on the philosophy of positivism. Where the purpose of this study is to provide an explanation of whether there is an effect of Content Marketing (Strategy, Activity, Results), Celebrity Endorser (Visibility, Credibility, Attraction, Power) and Testimonials (Credibility, Attractiveness, Similarity, Content Quality, Emotional Appeal) on Brand Awareness (Brand Recognition, Brand Recall, Top-of-mind Awareness, Brand Dominance, Brand Knowledge).

The approach used in this research is a survey, using a questionnaire as a data collection tool. Sugiyono (2017: 113), says that the survey method is used to obtain data from a certain natural (not artificial) place, but researchers do treatment in data collection, for example by circulating questionnaires, tests, structured interviews and so on (treatment is not like in experiments). The use of survey methods will make it easier for researchers to obtain data to be processed with the aim of solving problems that become the ultimate goal of a study.

The population in this study are the followers of Instagram @eighteencoffee.bdg which amounted to 20.9 thousand followers. However, the large population level and also the limited research time, the sampling will be limited to Instagram followers @eighteencoffee.bdg who have visited Eighteen Coffee. To draw the sample, the researcher used the Lameshow formula. Lemeshow's formula is used because the population is unknown or infinite (infinite population). The Lameshow formula is as follows:

$$n = \frac{z^2 \cdot P \cdot (1 - P)}{d^2}$$

Ket:

n = Number of Samples

Z = Z score at 95% confidence = 1.96

d = Precision set at 10%

From the above formulation, the determination of the number of samples using the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%, the number of samples to be used can be calculated as follows:

$$n = \frac{19,6^2 \cdot 0,5 (1 - 0,5)}{0,01^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,4 = 100$$

The sample taken by researchers was 100 respondents from Instagram accounts who followed or followed the @eighteencoffee.bdg Instagram account as participants in the questionnaire that could be used in this study.

RESULT AND DISCUSSION

This research took place for 38 days at Eighteen Coffee Sukajadi (September 5 - October 12, 2024), with researchers distributing questionnaires to 100 Eighteen Coffee visitors who follow the Instagram account @eighteencoffee.bdg.

In this study, researchers will use the SPSS program from IBM version 26 to conduct analytical tests using simple linear regression analysis. Before we analyze regression. The requirements that must be met by researchers first are the validity and rehabilitation tests of the test items. The study was conducted as a benchmark for consumers after seeing information about Content Marketing, Celebrity Endorsers, and Testimonials on Brand Awareness at Eighteen Coffee. In this research chapter, the researcher will present the data for each variable, the results of hypothesis testing, and the researcher's findings from the research results.

Based on the results of gender, it can be seen that the dominant respondents out of a total of 100% based on the results of the study were 65 respondents (65%) women and 35 respondents or around (35%) men. This shows that the distribution who took the research questionnaire of women dominates over men, even the difference is twice as much.

For the age category, researchers use descriptive analysis, this is done to make it easier for researchers to conclude that the age of respondents ranges from 17 to 40 years and above, while the highest age is 21-30 years old at 43% of the total number of respondents.

Meanwhile, for the employment category, 55 respondents (55%) were student respondents and 45 respondents or around (45%) were working respondents. This shows that the distribution who took part in the research questionnaire of working respondents dominates over students, although the difference is not so significant.

Statistical Analysis to Test the Hypothesis of the Effect of Content Marketing, Celebrity Endorsers and Testimonials on Consumer Brand Awareness at Eighteen Coffee Sukajadi

As explained in the previous chapter, this research also uses statistical analysis techniques as one of its main methods. This technique focuses on analyzing the numerical data obtained and then processed using various statistical formulas to test the hypotheses that have been formulated. In the context of this research, statistical techniques are used to evaluate four main hypotheses, namely:

1. H_0 : Content marketing, Celebrity Endorser, and Testimonials have no effect on Brand Awareness.
2. H_1 : Content Marketing affects Brand Awareness
3. H_2 : Celebrity Endorser affects Brand Awareness
4. H_3 : Testimonials influence Brand Awareness

The main purpose of this analysis is to determine whether there is a real influence between Content Marketing, Celebrity Endorsers and Testimonials on Consumer Brand Awareness at Eighteen Coffee Sukajadi. To test this hypothesis, data collected through a questionnaire that has been filled out by 100 respondents who are followers of the Instagram account @eighteencoffee.bdg who have visited Eighteen Coffee Sukajadi and will be analyzed.

This study examines four variables, namely Content Marketing variables, Celebrity Endorsers, Testimonials, and Brand Awareness variables. Based on the research data presented, Content Marketing conducted by Eighteen Coffee Sukajadi is included in the "sufficient" category. This is indicated by the results of the questionnaire which reached an average score of 31.8 (taken from the total value of the respondents) The category is fairly based on the category interval as follows:

Based on the questionnaire results, it is also known that Content Marketing which has the highest score is the "Company values" indicator (average score of 4.3 taken from the questionnaire data results). This shows that sufficient content marketing through good content value can affect the level of brand awareness. This means that consumers believe that Eighteen Coffee's Instagram content has good company values. This strategy makes consumers more interested in visiting, because they get good information for them.

Based on the results of the Celebrity Endorser questionnaire, it is also known that Celebrity Endorser is dominated by the indicator Having a Reputation (average score of 4.6 taken from the results of questionnaire data). This shows that Celebrity Endorser is more dominant than other variables in influencing Brand Awareness is the selection of celebrities who have a good reputation in terms of promoting Eighteen Coffee products. In addition to the big name of Cinta Laura as one of the owners of Eighteen Coffee and also doubles as the main Celebrity Endorser of this brand due to her good name as a trusted and influential public figure.

Based on the results of Testimonial questionnaire, it is known that Testimonials are dominated by the Honesty indicator in conveying experience (average score of 4.1 taken from the results of questionnaire data). This shows that good testimonials through honesty in conveying experiences can affect the level of brand awareness. This means that consumers believe that people's testimonials of Eighteen Coffee are honest about their experience. This is effective for most people to increase brand awareness. The credibility built by Eighteen Coffee visitors through their Testimonials aligns with the goal of building brand awareness.

Multiple Linear Regression

To find out whether there is an influence between these two variables, from the two tabulation tables of the questionnaire results on people's perceptions of female candidates in the 2024 legislative elections in Talumolo Village, then further analyzed using simple linear regression analysis with the help of SPSS. The out put results generated using SPSS are as follows:

Multiple linear regression analysis is a linear relationship between two or more independent variables and the dependent variable. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable is positive or negative and to predict the value of the dependent variable if the independent variable increases or decreases.

Multiple linear regression analysis is performed by setting the equation $\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ The results of the calculation of the values are as follows:

Table 3. Regression Coefficient					
	Model	Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	24.471	4.911		.000
	Content Marketing	-.149	.117	-.139	.206
	Celebrity Endorser	-.081	.142	-.058	.568
	Testimonial	.559	.135	.437	.000

a. Dependent Variable: Brand Awareness

Source: SPSS V26 output

The results of this multiple linear regression equation:

$$\hat{Y} = 24.471 + 0.149 X_1 + 0.081 X_2 + 0.559 X_3 + e$$

Which means

- The constant value $a = 24.471$ means that if the Content Marketing, Celebrity Endorser and Testimonial variables are not included in the study, the Brand Awareness of Eighteen Coffee Sukajadi still increases by 24.471%.
- The coefficient value $b_1 = -0.149$ or negative value (-) means that if the Content Marketing variable is improved even better (such as Company Value, Company Image , Content Relevance, Content Accuracy, Customer Assessment and Customer Trust) then Consumer Brand Awareness at Eighteen Coffee Sukajadi will decrease by 0.149% and vice versa.
- The coefficient value $b_2 = -0.081$ or negative value (-) means that if the Celebrity Endorser variable is increased even more (such as the ability to be noticed by many people, knowledge, expertise, trust, charm, similarity and reputation) then Consumer Brand Awareness at Eighteen Coffee Sukajadi will decrease by 0.081% and vice versa.
- The coefficient value $b_3 = 0.559$ means that if the Testimonial variable is improved even better (such as experience using the product, honesty in

conveying messages, positive impressions, popularity among the audience, similarity of experience, and expression of satisfaction) then Consumer Brand Awareness at Eighteen Coffee Sukajadi will also increase by 0.559%. and vice versa if assuming other independent variables are constant.

Table 4. ANOVA (Analysis of Variance)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	514.277	3	171.426	5.743	.001 ^b
	Residuals	2865.723	96	29.851		
	Total	3380.000	99			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Testimonial, Celebrity Endorser, Content Marketing
Source: SPSS V26 output

The SPSS output table above shows the value of $F 5.734 >$ the value of f table 2.70 and the significance of $0.001 < 0.05$ H_3 is accepted H_0 , H_1 , and H_2 are rejected. It can be concluded together that only the Testimonial variable has a significant effect on Brand Awareness at Eighteen Coffee Sukajadi.

Table 5. Test R^2 (Coefficient of Determination Test Results)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390 ^a	.152	.126	5.464

a. Predictors: (Constant), Testimonial, Celebrity Endorser, Content Marketing
Source: SPSS V26 output

When viewed from the R-Square value of 0.152, it shows that the proportion of the influence of the Content Marketing, Celebrity Endorser and Testimonial variables on the Brand Awareness variable is 15.2%. This means that Content Marketing, Celebrity Endorsers and Testimonials carried out by Eighteen Coffee Sukajadi, have a proportion of influence on Brand Awareness at Eighteen Coffee Sukajadi of 15.2% while the rest, namely 84.8% (100% - 15.2%) is influenced by other variables that are not in this linear regression model.

CONCLUSION

Based on the analysis results, this study concludes that among the three variables examined, only Testimonials have a significant and positive influence on Brand Awareness at Eighteen Coffee Sukajadi. The t-test shows that the Testimonial variable has a t-count of 4.134 (greater than the t-table value of 1.664) with a significance value of 0.000 (less than 0.05), indicating a strong effect. Meanwhile, Content Marketing and Celebrity Endorser show no significant influence, as both yield negative t-count values and significance levels greater than 0.05. This indicates that these two strategies have not been optimally implemented or perceived effectively by consumers at Eighteen Coffee. The R-Square value of 0.152 further shows that only 15.2% of the variation in Brand Awareness is

explained by the three independent variables, suggesting that 84.8% is influenced by other factors not included in the model.

For future research, it is advisable to expand the scope of the study by increasing the number of respondents and incorporating a wider range of variables such as digital interaction, service quality, customer engagement, or brand personality. Employing qualitative methods such as interviews or focus group discussions may also uncover deeper consumer insights that are not captured through quantitative surveys. Additionally, conducting a comparative study with other coffee shops in Bandung could help generalize the findings and provide a broader perspective on the effectiveness of various marketing strategies in the growing and competitive coffee shop industry.

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