

Implementation of Digital Marketing and Brand Positioning to Build Brand Awareness at PT Bank SUMUT Medan Branch

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ABSTRACT

The research aims to identify and analyze the implementation of digital marketing and brand positioning on brand awareness at PT Bank SUMUT Medan Branch. The level of brand awareness of PT Bank SUMUT Medan Branch is at the brand recall level and has a low rating in comparison to other conventional banks based on online customer reviews. The research uses a descriptive and causality type with a quantitative approach. The methods to analyze the data employ classical assumption tests and multiple linear regressions using SPSS version 22. The sample in the research is the customers of PT Bank SUMUT Medan Branch, totalling 100 people. The sample is taken by accidental sampling technique. The research results show that the implementation of digital marketing partially has a positive effect on brand awareness at PT Bank SUMUT Medan Branch and brand positioning partially has a positive effect on brand awareness at PT Bank SUMUT Medan Branch.

Keywords: digital marketing, brand positioning and brand awareness

BACKGROUND

Now, the world of marketing is changing along with the very rapid development of technology, where traditional marketing carried out by companies from various sectors utilizes television advertisements, installation of billboards, and utilizes personal selling to sell goods and services and promote them then turns into digital

marketing, namely by utilizing various social media platforms available on the internet. The role of the internet is very large in the world of marketing because entrepreneurs can reach customers in all regions in Indonesia and internationally and can interact with consumers anytime and anywhere. The internet cannot be separated from the life of the international community, especially in Indonesia because all activities in human life are now very connected to the internet, starting from work, study, play, shopping and so on (Riyanto, 2020). The number of connected cellphones also increased by 6% or 15 million people, which can be seen in figure 1.1 explaining that the number of social network users also increased by 12 million people, which is an 8.1% increase. Therefore, companies must create a marketing strategy to attract consumers' attention by making a competitive advantage by creating a brand that is unique, easy to pronounce and also creates brand value so that consumers are willing to buy and even pay more for a brand if the brand has a position. The brand can attract the attention of consumers if the quality of products and services is superior to competitors. Brands can be trusted and enhanced by brand awareness because consumers will buy a product if the brand is unique in terms of design, accepts recommendations from family and friends, and has a pleasant experience with a brand.

According to Muzaqqi et al (2016), brand awareness is indicated by consumer acceptance of a brand and its relevance to the product or image. Efforts to promote the importance of a brand and also to increase brand equity are led by many similar companies. This can reduce competition and make it difficult for people to decide which product is right for their needs because all the features of the service or product type are almost the same. For this reason, the company makes something that distinguishes it from competitors both in terms of service and advertises its products to consumers in a unique way to increase consumer brand awareness. Building high or strong brand awareness is not easy, banks must build a positive image to the public through several platforms or social media that are currently trending. PT Bank SUMUT is ranked 3rd in online customer reviews with a rating of about 4.4, while in the first place it is held by PT Bank Central Asia Tbk with a rating of 4.8 and this proves that PT Bank SUMUT is already well known, especially in the City Medan.

This online customer review provides an overview or disappointment in using the bank's financial products and services and is used as a consideration in deciding whether to use it or not for prospective customers who have never used various products from PT Bank SUMUT. However, online customer reviews are not the only basis for raising the brand awareness of potential customers in deciding to buy a product from the regional bank.

There is another way to raise customer brand awareness which is used as the basis for making decisions in using banking products, namely by viewing a photo or video posts uploaded to PT Bank SUMUT's Instagram account and its website so that prospective customers can get clear and detailed information about various services and financial products of PT Bank SUMUT. Therefore, a company needs to use a brand awareness strategy to further find out and analyze the level of brand awareness of customers from PT Bank SUMUT. For this reason, researchers conduct a research pre-survey on brand awareness.

**Table 1 Brand Awareness Variable
Pre-Survey Results on Customers of PT Bank SUMUT**

No	Statements	Answer (%)		Number of Responses	Info
		Agree (1)	Disagree (2)		
1	I can recognize the PT Bank SUMUT brand by looking at the logo and the color of the building	12 (60%)	8 (40%)	20	Agree
2	I recognize PT Bank SUMUT without seeing the ad	5 (25%)	15 (75%)	20	Disagree
3.	When I saw and heard the word regional bank, I immediately remembered the brand PT Bank SUMUT	17 (85%)	3 (15%)	20	Agree

This table shows that in statements one and three, namely "I can recognize the PT Bank SUMUT brand by looking at the logo and the colour of the building" and "When I see and hear the word regional bank, I immediately remember the PT Bank SUMUT brand". Many customers who answered agreed with the first statement, namely 12 people or (60%) and the third

statement, namely, 17 people or (85%). This means that the PT Bank SUMUT brand is at the brand recall level where customers can recognize the bank by looking at brand attributes such as logos, building colours and hearing the word regional bank. Therefore, PT Bank SUMUT continues to improve its marketing performance to become top of mind in the minds of

customers by implementing digital marketing strategies. This is in line with Sjober's opinion (2017, p.9) that brand awareness can be increased by implementing digital marketing through social media.

Currently, digital marketing plays a major role in improving company performance, especially in the field of marketing. Digital marketing (digital marketing) is digital media used by companies as a medium for promoting a brand or product (Bala and Verma, 2018). One of the digital marketing techniques is social media such as Instagram. According to Sarwono and Prihartono from Pradiani's research (2017:

8), the method used to publish a text, image or video so that content or information can be widely known, namely through social media. Social media is changing the way people find, read, talk and share information, news and data. Marketing techniques through social media are considered more friendly to consumers and on target because of the use of social media such as Instagram, business people will quickly get a response from internet users regarding newly launched products by clicking like or dislike on a post on social media so that business people can analyze what the consumer needs.

**Table 2. Digital Marketing Variables
Pre-Survey Results on PT Bank SUMUT Customers**

No	Statements	Answer (%)		Number of Responses	Info
		Agree (1)	Disagree (2)		
1	Information about PT Bank SUMUT's products and services uploaded via Instagram is very complete and interesting	13 (65%)	7 (35%)	20	Agree
2	The prize program held by PT Bank SUMUT through Instagram is very interesting	9 (45%)	11 (55%)	20	Disagree
3.	The appearance of PT Bank SUMUT's Instagram feed is very good	6 (30%)	14 (70%)	20	Disagree

the results of the pre-survey of digital marketing variables generated in statements number 2 and 3 that many customers who answered disagreed with 11 people (55%) and 14 people (70%). This means that the appearance of the feed on Instagram that is used by PT Bank SUMUT in marketing its products and services and the gifted program is given to customers as a form of appreciation for customer loyalty does not attract customers' attention. The impact is that customers who are also internet users are not interested in following accounts on social media from PT Bank SUMUT which resulted in the brand awareness of PT Bank SUMUT not increasing. This is the opinion of Hendry Hartanto et al., (2013) where the research shows that digital marketing through the use of social media has no

significant effect on brand awareness. But another opinion in Rudi's research (2020) is that digital marketing variables using Instagram and Facebook have a significant influence on brand awareness. It is necessary to do further testing to prove the two studies.

In addition to digital marketing, brand positioning is also one of the factors that can build brand awareness. According to Kotler and Armstrong (2012: 245), brand positioning is a way of communicating the values and advantages contained in a brand or product so that it stays in the hearts of consumers. Meanwhile, Susanto and Wijanarko (2004:40) in Maharani's research (2014:746) state that the advantages and attributes of brands must be continuously communicated to consumers so that they are

embedded in their minds are called brand positioning. The conclusion from some of the expert opinions above is that brand positioning is placing the brand in the minds of customers by showing the advantages possessed by a brand that is far better than

competitors. Therefore, PT Bank SUMUT tries to communicate its tagline and company products to customers and prospective customers through its social media because taglines and products are closely related to brand positioning.

Table 3. Brand Positioning Variables
Pre-Survey Results for PT Bank SUMUT Customers

No	Statements	Answer (%)		Number of Responses	Info
		Agree (1)	Disagree (2)		
1.	PT Bank SUMUT give a promise in accordance with its tagline, namely "Providing the Best Service"	16 (80%)	4 (20%)	20	Agree
2.	PT Bank SUMUT have unique products and services	11 (55%)	9 (45%)	20	Agree

The two statements in the table above, many customers answered agree with the two statements. This means that PT Bank SUMUT has differentiation in its products and services and provides promises that are by its tagline based on customer experience. However, customer experience needs to be proven by deeper research to prove it so that researchers can get an objective answer. Brand positioning is a convincing promise that marketers make to win the minds and hearts of customers. Brand positioning is designed by companies to fulfil promises to

customers by making a special difference to appear in the minds of consumers based on the opinion of Anderson, J.R. & Bower, G.H. (1979) in Anggara's research (2016: 866). A strong brand position in the minds of consumers will increase consumer brand awareness of the company. Based on these reasons, the researchers are interested in taking the title "Implementation of Digital Marketing and Brand Positioning in Building Brand Awareness at PT Bank SUMUT Medan Branch"

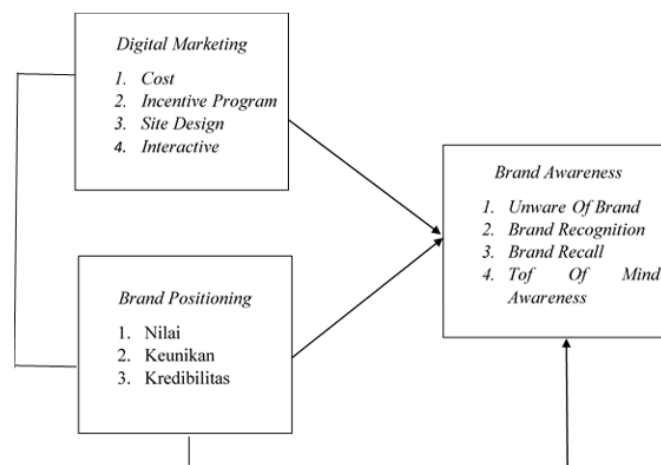


Figure 1. Conceptual Framework

Hypotheses

H1: The implementation of digital marketing and brand positioning simultaneously has an effect on brand awareness at PT Bank SUMUT Medan Branch.

H2: The implementation of Digital Marketing partially has a positive effect on Brand Awareness at PT Bank SUMUT Medan Branch.

H3: Brand Positioning partially has a positive effect on Brand Awareness at PT Bank SUMUT Medan Branch.

RESEARCH METHOD

This type of research is descriptive and causal and uses a quantitative approach. The population of this study consisted of 48,706 people at PT Bank SUMUT Medan Branch in December 2020. The researcher used an accidental sampling technique for sampling. In this study, the sample criteria used are as follows:

a. Customer of PT Bank SUMUT,

b. Customers who follow PT Bank SUMUT's Instagram,

c. Customers who make transactions such as checking balances, paying taxes, paying electricity, etc. at least 2x in 1 month at PT Bank SUMUT

The formula used to draw the number of samples is the SLOVIN formula. So that the sample that can be taken based on the formula is $99.79 = 100$ people. In this study, researchers must take data from a sample of 100 people. Furthermore, the data is processed with SPSS version 22.0 software

RESULT AND DISCUSS

Multiple Linear Regression Analysis

The influence of the independent variable and the dependent variable can be determined by using multiple linear analyses and can also determine what decisions should be taken by looking at the results obtained with the analysis.

Table 4. Multiple Linear Regression Analysis Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.371	1.808		1.312	.193
	Digital Marketing	.112	.051	.194	2.176	.032
	Brand Positioning	.564	.084	.598	6.700	.000

a. Dependent Variable: Brand Awareness

- a. The constant score (b0) shows a value of 2,371 meaning that in this study the influence of digital marketing and brand positioning is worth 0 (zero) or in the absence of other variables, the level of brand awareness is worth 2,371 units. It means that without the influence of the independent variables, the value of brand awareness or brand awareness will remain at 2,371.
- b. Digital marketing variable value (b1) = 0.112. So if the digital marketing value

- is increased by 1 unit and other variables are assumed to be constant, it can increase brand awareness by 0.112 units.
- c. Value of brand positioning regression coefficient (b2) = 0.564. It can be concluded that if the value of brand positioning is increased by 1 unit and it is assumed that digital marketing or other independent variables have a fixed value, then brand awareness will increase, which is 0.564 units.

Simultaneous Test (F Test)

Table 5
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	414.171	2	207.085	57.591	.000 ^b
	Residual	348.789	97	3.596		
	Total	762.960	99			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Brand Positioning, Digital Marketing

In the ANOVA table above, the sig result is $0.000 < 0.05$ so that H1 is accepted, then the researcher looks at the F-count is $57.591 > F\text{-table } 3.09$, then $F\text{-count} > F\text{ table}$ and means that H1 is accepted. So it can be

concluded that the implementation of digital marketing and brand positioning has a simultaneous effect on brand awareness at PT Bank SUMUT Medan Branch.

Partial Test (T-Test)

Table 6. Partial Test (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.371	1.808		1.312	.193
	Digital Marketing	.112	.051	.194	2.176	.032
	Brand Positioning	.564	.084	.598	6.700	.000

a. Dependent Variable: Brand Awareness

1. In the coefficients table there is a digital marketing regression coefficient score (X1), which is 2.176 and in the t-table, it is 1.985. So, t count ($2.176 > t\text{ table } (1.985)$) and sig ($0.032 < \text{real level } (0.05)$) so that H2 is accepted. It is concluded that the implementation of Digital Marketing partially has a positive effect on Brand Awareness at PT Bank SUMUT Medan Branch. This explains that the implementation of digital marketing that has been carried out is good and can increase brand awareness at the bank and this provides a positive signal for the company to attract more potential customers to

choose this brand over competing brands.
2. The t-test score on brand positioning (X2) is 6.700 and the t-table is 1.985. So, t count ($6.700 > t\text{-table } (1.985)$) and sig ($0.000 < \text{significance level } (0.05)$) so that H3 is accepted. This means that Brand Positioning partially has a positive effect on Brand Awareness at PT Bank SUMUT Medan Branch. This finding informs researchers that banks already have advantages in terms of service and lower administrative costs than competitors so customers and prospective customers prefer this bank brand over other conventional banks.

Determinant Coefficient

Table 7. Determinant Coefficient Test Results

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.737 ^a	.543	.533	1.89625	.543	57.591	2	97	.000

a. Predictors: (Constant), Brand Positioning, Digital Marketing

b. Dependent Variable: Brand Awareness

The model summary table above shows that the total determinant coefficient or R square is 0.543. This explains that 54.3% of the brand awareness variables can be identified by digital marketing and brand positioning variables. While the remaining 46.9% is explained by other variables outside of digital marketing and brand positioning variables.

Implementation of digital marketing on brand awareness at PT Bank SUMUT Medan Branch

Based on these findings, it shows that the implementation of digital marketing on brand awareness at PT Bank SUMUT Medan Branch obtained a t-count of (2.176) > t-table (1.985) and sig 0.032 < 0.05 and the unstandardized coefficient has a positive value of 0.112, so H2 is accepted. This means that the implementation of digital marketing has a partial positive effect on brand awareness at PT Bank SUMUT Medan Branch. This finding proves that digital marketing carried out by regional banks in Sumatera Utara Province through social media such as Instagram has succeeded in increasing customer brand awareness. Consumer behaviour towards increasingly sophisticated technological developments is currently influenced by the role of digital marketing so that business existence can be realized properly (Nadya, 2016). If this is done consistently, PT Bank SUMUT customers will be more aware of the PT Bank SUMUT brand and if their posts get lots of likes, comments and also brand mentions from customers to their friends and family.

This is reinforced by the opinion of Kinanti (2021) that brand awareness is partially and significantly affected by digital marketing. The regional bank continues to innovate and develop products and services by creating digital services such as SUMUT Mobile to further increase customer brand awareness, but PT Bank SUMUT's SUMUT Mobile service is not good according to customers

based on online customer reviews listed on its website.

Brand Positioning on brand awareness at PT Bank SUMUT Medan Branch

Based on these findings, it explains that brand positioning has a t-count of 6.700 > t-table 1.985 with a significance value of 0.000 < 0.05 level of significance and the regression coefficient has a positive value of 0.564, so H3 is accepted, namely Brand Positioning partially has a positive effect on Brand Awareness in PT Bank SUMUT. This means that customers can already feel the brand positioning indicators, namely the value, uniqueness and credibility of the PT Bank SUMUT brand. To generate brand awareness through brand positioning to customers is to communicate the value or benefits of PT Bank SUMUT's products or services through social media and television advertisements as well as market differentiation. The more the product is innovative and unique or different from the others, the brand awareness of customers will increase. This research also shows that PT Bank SUMUT Medan Branch is still at the brand recall level and has not become the top of mind in the minds of customers because the products and services of the bank do not yet have added value or comparative advantage where the products can be said to have similarities to products from other conventional banks.

The regional development bank of Sumatera Utara Province has positioned itself as a "reliable regional bank for the people of Sumatera Utara that provides the best service" where PT Bank SUMUT makes products that are economical and provide a pleasant experience for customers so that the middle and lower classes can save at the bank. My findings in this study are that many customers agree with the 7 (seven) statement items on the PT Bank SUMUT brand positioning variable but have not been able to shift the position or place of other banks such as PT Bank Mandiri in the minds of consumers. This makes customers

not willing to recommend the PT Bank SUMUT brand to their friends and family and is in line with Amanda (2016)'s opinion that brand positioning on brand awareness has a strong enough influence based on the elements of brand positioning, namely: value, uniqueness, credibility, sustainability, and suitability

CONCLUSION

1. The results of this research show that digital marketing can increase brand awareness by communicating its products or brands through advertisements posted on PT Bank SUMUT's Instagram and many customers like the photo and video marketing display, but PT Bank SUMUT is still at the brand recall level from the level of brand awareness.
2. Brand positioning can increase customer brand awareness with the value, uniqueness and credibility of PT Bank SUMUT. The bank has the advantage of lower administrative costs and the best service than other conventional banks. Many customers answered agreed on the statement item on the brand positioning variable that PT Bank SUMUT has high-security standards for its financial products and added the Sumut Mobile feature that can withdraw cash directly at Indomaret.

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