

## **The Effect of Brand Awareness, Customer Engagement and Marketing Channel on Purchase Interest in Wedding Organizer Promises**

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### **Abstract**

Janji Nikah Wedding Organizer is a wedding organizer, which serves consumers who want to hold traditional and non-traditional wedding ceremonies. This study aims to determine the effect on the variables of brand awareness, customer engagement and marketing channels for buying interest. This research is an analytical survey with a quantitative approach, cross-sectional design. The data were collected through filling out a questionnaire using a total sampling technique, a population of 120 people as respondents. Analysis of the data used in this study is SEM-PLS (Partial Least Square). The results of this study indicate that several of the tested hypotheses gave positive and negative results, positive hypotheses were found in the customer engagement variable and marketing channels. While the results of the negative hypothesis are found in the brand awareness variable, partially this hypothesis has an effect and some does not affect Purchase Interest. The conclusion of this study is that each variable has its own influence, there is a negative and positive influence. Suggestions from this research on the Promise of Marriage Wedding Organizer, Brand awareness is not the only thing that can increase buying interest, but awareness of a brand also remains important to build trust in a brand, the company is expected to pay more attention to input and suggestions from consumers so that they are better known by the general public and increase buying interest.

**Keywords:** Purchase intention, brand awareness, customer engagement, marketing channels.

## INTRODUCTION

The growth of the Wedding Organizer (WO) is currently increasing, Krisnanto Sutrisman (Richard, 2019) said the WO industry has a growth of around 15% to 20% with an industry value of more than IDR 500 trillion. Currently, there are around 4,000 business actors with approx. formal workforce absorption

40,000 people. WO is a field of service business which is currently becoming a distinct trend among the middle and upper class to assist in preparing for weddings, getting convenience and practicality and in managing weddings. In the era of the Covid-19 pandemic, WO experienced a major change in the trend of customer behavior in choosing the WO that customers needed. Various things are very important to pay attention to, according to directives and policies from the government that gave birth to a new era

norm. Where customers not only choose WO who can create wedding concepts and assist with the process at weddings, but also those who can implement health protocols according to government recommendations. Another impact is that wedding reception activities, which become business areas in the WO sector, must be limited, even banned for an indefinite period of time. Lots of WO business actors have suffered losses, thus weakening the economic conditions of every entrepreneur. This is what makes many entrepreneurs have to think about overcoming the impact of the Covid-19 Pandemic.

19 in order to be able to adapt and minimize the losses experienced. Based on the data obtained in February 2022, according to the source, the WO Marriage Promise, the WO Marriage Promise experienced

a significant decrease of about 25% of or only five (5) events. Janji Nikah WO has carried out activities to build brand awareness, such as promoting wedding packages, through digital marketing activities to venue showings. It turns out that all the activities that have been carried out by the 2 marketing teams for the WO Promise Marriage have not been maximized, this can be seen from the lack of memory and customer recognition of the WO Promise Marriage package that has not gone well, because customers, especially prospective customers, are still confused about the WO Promise Marriage package, so many prospective customers do not understand and are hesitant to use the WO Promise Marriage service. WO Marriage Promises in binding customers must be smart so that the continuous promotion process can occur in a long time, even involving customers in all matters relating to wedding packages. To maintain a good relationship between the company and its customers, one of the efforts is customer engagement. Research on customer engagement that was studied by (Sanaji, 2018) resulted in the conclusion that the customer engagement variable has a significant effect on customer satisfaction and brand trust, but customer engagement has no significant effect on brand loyalty. Customer satisfaction has a significant effect on brand trust, but customer satisfaction has no significant effect on brand loyalty. As well as brand trust has a significant effect on brand loyalty, this is something that needs to be studied in depth with the same variables as well as different products and research locations. Customer engagement is one of the important factors for establishing a good relationship between the customer and the company. Customer engagement also has many positive impacts from the customer side, so many companies are starting to pay attention to and implement customer engagement in their companies. The impact of customer engagement is getting better

the relationship between the company and the customer, customer loyalty will also be very influential because customer engagement has a good relationship between the customer and the company. According to Pattersen (2006) customer engagement is the level of customer involvement physically, cognitively, and emotionally in relation to the services provided by an organization. Customer engagement greatly influences continuous purchases and loyalty. When a company starts implementing customer engagement, the company will know how strong its products are received by the market, especially the customers directly. At WO's Marriage Promise, customer engagement has not run optimally because WO's Marriage Promise has not intensely interacted with its followers or prospective customers, besides that the attention and enthusiasm of its customers is still lacking. Marketing channels are one of the most important factors for making customers buy an item or service offered by a company or organization, marketing channels are a combination of various institutions that carry out all marketing activities used to distribute products in the form of goods or services and their ownership status from the producer. to consumers. The marketing channel is the person, organization, and activities required to transfer ownership of a product from the point of production to the point of consumption. This is a way for the product to reach its final user, namely the consumer, and is also known as a distribution channel. The marketing channel is also a tool that functions for management and creates an effective marketing strategy. On the WO Marriage Promise,

increase customer buying interest through marketing channels. Buying interest in a business is very important for business continuity as well as with WO Marriage Promises, as a company engaged in the WO field, buying interest is something that really needs to be studied more deeply, Schiffman and Kanuk (Hidayati, Suharyono & Fanani, 2013) say that Interest is one of the psychological aspects that has a considerable influence on attitudes and behavior. Buying interest is defined as a happy attitude towards an object that makes someone try to get it by paying or other sacrifices. In addition, buying interest is also interpreted as a plan to buy a product

certain time 4 Many things are offered by Promise Nikah WO to attract consumers' buying interest, ranging from wedding packages tailored to the bride and groom's finances, complete packages, frugal packages and so on. This is what makes it attractive to potential customers to use WO services because it makes it easier for consumers to manage their time and finances. However, potential consumers do not yet have high attention to the service products offered by WO, because some of the packages offered do not meet the requirements needed by consumers. through effective communication and kinship.

## METHOD

This study uses a survey with a quantitative approach. Thus survey research is "research that takes samples from one population and uses a questionnaire as the main data collection tool" (Singarimbun, 1995: 3) In a survey, information is collected from respondents using a questionnaire or questionnaire. Survey research is

investigations carried out to obtain facts from existing phenomena and seek factual information about social, economic or political institutions of a group or an individual (Nazir, 2005). Survey research is research that takes samples from one population and uses a questionnaire as the main data collection tool (Singarimbun, 2001).

## RESULTS

Characteristics of Respondents by Gender

**Table 1. Description of respondents based on gender**

GENDER	FREQUENCY	PERCENTAGE
MAN	28	23.3
WOMAN	92	76.7
<b>TOTAL</b>	<b>120</b>	<b>100.0</b>

Source: processed primary data for 2022

Based on Table 1 it can be seen that the majority of respondents were women 76.7%, compared to male sex as much as 23.3%, this is due to culture in Indonesia, women are culturally and generally in Indonesia who hold weddings. Meanwhile, the men usually hold a nunduh-in-law event.

**Table 2. Description of respondents based on**

AGE	FREQUENCY	PERCENTAGE
15-25 YEARS	41	34.2
26-35 YEARS	38	31.7
36-45 YEARS	36	30.0
46-55 YEARS	4	3.3
> 56 YEARS OLD	1	0.8
<b>TOTAL</b>	<b>120</b>	<b>100.0</b>

**Age**

Source: processed primary data for 2022

Based on the age characteristics of the respondents in table 2, it shows that those who ask more questions or seek information about wedding packages at wedding organizers are dominated by the age of 15-25, which is around 34.2

%, this is because this age is common for marriages in the adult category, then with the second percentage aged 26-35 which is around

31.7%, aged 36-45 with a percentage of 30.0%, then aged 46-55 with a percentage of only 3.3%, and the last one above 55 is 0.8%, usually the age is carried out by potential widowers and widowers.

**Table 3. Description of respondents based on last education**

EDUCATION	FREQUENCY	PERCENTAGE
junior high school	3	2.5
high school	35	29.2
D3/D4	37	30.8
S1-S3	44	36.7
NO SCHOOL	1	0.8
TOTAL	120	100.0

Source: processed primary data for 2022

Based on table 3, it shows that the data that asked the most questions or searched for wedding packages at the WO Marriage Promise were dominated by prospective brides who had S1-S3 education at a percentage of 36.7%. well organized, then prospective spouses with D3/D4 education with a percentage of 30.8%, prospective spouses with high school education with a percentage of 29.2%, then prospective brides who have education at the junior high school level

by 2.5%, the last respondent who did not attend school was very little, namely 0.8%.

**Table 4. Description of respondents by occupation**

WORK	FREQUENCY	PERCENTAGE
STUDENT / STUDENT	4	3.3
GOVERNMENT EMPLOYEES	37	30.8
PRIVATE EMPLOYEES	64	53.3
BUSINESSMAN	15	12.5
TOTAL	120	100.0

Source: processed primary data for 2022

Based on Table 5.4, it shows the results of a survey conducted that asked the most questions about wedding packages at WO Marriage Promises, namely prospective spouses who have jobs as private employees with a percentage of 53.3%, this can affect media promotion of marriage vows by using social media and making posts at breaks or at the right time when private employees have started to relax, then the second rank is filled by prospective spouses who have jobs as civil servants (PNS) with a percentage of 30.8%, the third rank is filled by prospective spouses who have jobs as entrepreneurs with a percentage 12.5%, the least percentage is as a student or student, namely the percentage of 3.3%.

**Table 5. Description of respondents based on income**

INCOME	FREQUENCY	PERCENT TASE
< 10 MILLION PER MONTH	17	14.2
11-30 MILLION MONTH	68	56.7
31-50 MILLION MONTH	32	26.7
> 51 MILLION PER MONTH	3	2.5
TOTAL	120	100.0

Source: processed primary data for 2022

Based on Table 5, the results of a survey conducted show that those who ask the most questions about wedding packages on WO Marriage Promises are prospective spouses who have an income of 11-30 million per month with a percentage of 56.7%, this can be influential because WO service users have a higher income. enough so that they have a more mature preparation of funds, then the second rank is filled with potential partners who have an income of 31-50 million per month with a percentage of 26.7%, the third rank is filled with potential partners who have an income below 10 million per month with a percentage of 14.2% , the smallest percentage is the bride and groom who have income above 51 million per month, around 2.5%.

**Outer model measurement model A.**

**Validity test**

**Table 4. Cross Loading**

Indicator	Brand Awareness (X1)	Customer Engagement (X2)	Marketing channel (X3)	Interest Buy Promise (Y)
X1.1	0.946	0.353	0.331	0.334
X1.2	0.693	0.397	0.359	0.356
X1.3	0.953	0.341	0.320	0.330
X1.4	0.962	0.357	0.327	0.329
X2.1	0.362	0.688	0.433	0.432
X2.2	0.415	0.686	0.521	0.495
X2.3	0.372	0.681	0.431	0.436
X2.4	0.342	0.631	0.444	0.456
X2.5	0.248	0.602	0.705	0.580
X2.6	0.253	0.805	0.733	0.737
X2.7	0.269	0.820	0.755	0.757
X2.8	0.202	0.705	0.834	0.834
X3.1	0.248	0.602	0.705	0.580
X3.2	0.274	0.828	0.770	0.772
X3.3	0.192	0.698	0.829	0.772
X3.4	0.478	0.586	0.719	0.596
Y1	0.246	0.570	0.625	0.776
Y2	0.486	0.499	0.506	0.588
Y3	0.291	0.835	0.778	0.794
Y4	0.202	0.705	0.834	0.834

Source: data processed by SEM-SmartPLS 2022

(X1.1 to X1.4) has a loading factor to

construct X1 is higher than the other constructs. As an illustration, the loading factor X1.1 for Brand Awareness (X1) is 0.946 which is higher than the loading factor for Customer Engagement (X2) (0.353), X3 (0.331), and Y (0.334). The same

thing is also seen in other indicators.

## B. Reliability Test

**Table 5 Composite Reliability**

	Composite Reliability
Brand Awareness(X1)	0.941
Customer Engagement (X2)	0.887
Marketing channel(X3)	0.842
Purchase Interest Marriage Promise(Y)	0.838

**Source:** data processed by SEMSmartPLS2022. The table above shows that the composite reliability value for all constructs is above 0.7 which indicates that all constructs in the model are estimated to meet the criteria *discriminant validity*.  
 Mark composite reliability  
 Which lowest is as big 0.838

on the Y construct (Buying Interest).

**Table 6. Cronbach's alpha**

	Cronbach's Alpha
Brand Awareness (X1)	0.911
Customer Engagement (X2)	0.859
Marketing Channels (X3)	0.752
Interest in Buying Marriage Promise (Y)	0.742

**Source:** data processed by SEM-SmartPLS2022

Recommended value is above 0.6 and the table above shows that Cronbach's Alpha values for all constructs are above 0.6. The lowest value is the Purchase Interest Variable of 0.742 (Y).

## Structural model testing (inner model)

### a. Hypothesis test

The results of data processing of brand awareness variables, customer interest, marketing channels and buying interest are presented in the table below.

**Table 7. Hypothesis Testing**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
Kesadaran Merek (X1) → Minat Beli Janji Nikah (Y)	0.017	0.022	0.061	0.280
Keterikatan Pelanggan (X2) → Minat Beli Janji Nikah (Y)	0.229	0.243	0.081	2.845
Saluran Pemasaran (X3) → Minat Beli Janji Nikah (Y)	0.715	0.699	0.083	8.569

**Source:** data processed by SEM-SmartPLS

1. H1 Brand awareness (X1) has no effect on intention to buy marriage vows (Y) (-) The table above shows that the influence between brand awareness (X1) and purchase intention (Y) is not significant with a T-statistic of 0.280 (< 1.96 ). The original sample estimate value is positive, which is equal to 0.17, which indicates that the relationship between Brand Awareness (X1) and Intention to Purchase Marriage Promises (Y) is positive. Thus the H1 hypothesis in this study which states that "Brand Awareness (X1) has no direct effect on Intention to Purchase Marriage Promises (Y) is rejected.
2. H2 customer engagement (X2) affects the intention to buy marriage vows (Y) (+) The table above shows that the relationship between customer engagement (X2) and purchase intention (Y) is significant with a T-statistic of 2.845 (> 1.96). The original sample estimate value is positive, which is equal to 0.229 which shows the relationship between Customer Engagement (X2) and Interest in Buying Marriage Promises (Y) is positive. Thus the H2 hypothesis in this study states that Customer Engagement (X2) has an effect on Intention to Purchase Marriage Promises (Y) accepted.
3. H3 Marketing Channels (X3) have an effect on Intention to Purchase Marriage Promises (Y) (+) The table above shows that the relationship between Marketing Channels (X3) and Intention to Purchase Marriage Promises (Y) is significant with a T-Statistic of 8.896 (> 1.96 ). The original sample estimate value is positive, which is equal to 0.715 which shows the relationship between Marketing Channels (X3) and Interest in Buying Marriage Promises (Y) is positive. Thus the H3 hypothesis in this study which states that the Marketing Channel (X3) influences the Intention to Purchase Marriage Promises (Y) is accepted.

#### B. coefficient of determination

The results of the coefficient of determination are shown as follows:

**Table 8. R. Square**

	R-square
Brand Awareness (X1)	
Customer Engagement (X2)	
Marketing Channels (X3)	
Interest in Buying Marriage Promise (Y)	0.874

Source: data processed by SEM-smartPIs

The table above provides a value for the construct of Purchase Intention to Promise Marriage (Y) which is influenced by Brand Awareness, Customer Engagement, and Marketing Channels, namely 0.874 or 87.4%.

#### CONCLUSION

Based on the results of the research described in the previous chapter, the following conclusions can be drawn:

1. Brand Awareness has no effect on buying interest in WO Promise Marriage
2. Customer engagement influences buying interest in WO marriage vows
3. Marketing Channels influence buying interest in WO Marriage Promises



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