The Influence of Social Media Marketing Activities on Brand Awareness of the CekRekening.id

Nanik Ramini[1], Lisnawati Lisnawati[2], Ratih Hurriyati[3]

[123]Universitas Pendidikan Indonesia, Bandung, Indonesia
inaniminie@upi.edu

Abstract. CekRekening.id is an official digital platform established by the Ministry of Communication and Digital Affairs of the Republic of Indonesia, designed to prevent online fraud through the verification of suspicious bank accounts. In response to the increasing prevalence of digital crime, social media particularly Instagram has been utilized as a marketing tool to enhance public awareness of the CekRekening.id platform. This study aims to analyze the influence of social media marketing activities on brand awareness of CekRekening.id. A quantitative research approach is employed, utilizing a survey method and analyzed through Structural Equation Modeling Partial Least Squares (SEM-PLS). The results of the study indicate that the entertainment dimension has a significant influence on brand awareness ($p < 0.05$), while other dimensions such as interaction, customization, and e-WOM do not show a significant influence. The trendiness dimension exhibits a near to considerable influence. With an R-square value of 0.467, this model can explain 46.7% of the variation in brand awareness. This research adds to the evidence that engaging and relevant content strategies play an important role in raising public awareness of digital public services. It recommends that CekRekening.id continue to strengthen its social media strategies.

Keywords: Social Media Marketing, Brand Awareness, Anti-Fraud Platform, CekRekening,id, SEM-PLS

1 Introduction

The Indonesia's rapid digitalization has been accompanied by a sharp rise in online financial fraud. Between 2017 and May 2025, the Ministry of Communication and Digital Affairs (Komdigi), through the Directorate of Electronic Transaction Supervision and Certification, verified approximately 771,402 suspicious bank-account reports and 21,264 electronic-wallet reports [1]. To address this trend, Komdigi developed CekRekening.id as the official platform for verifying and reporting accounts and e-wallets suspected of involvement in Information and Electronic Transaction (ITE) crimes. Yet the platform's preventive value hinges on prior public recognition of the service.

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In 2024, Indonesia recorded 221 million internet users, or 79.5% of the population [2], with Instagram alone reaching 103 million [3]. Social media thus offers governments a fast, interactive, and low-cost outreach channel [4]. CekRekening.id is also active on Instagram (@cekrekening.official), but presence does not guarantee awareness, and the effectiveness of such anti-fraud accounts has not been empirically tested in Indonesia.

Social media marketing (SMM) refers to promotional and communicative activities on social networks that build audience relationships and shape brand outcomes [5]. Kim and Ko [6] proposed the widely adopted five-dimensional SMMA framework: Entertainment (hedonic content value), Interaction (two-way brand–audience exchange), Trendiness (timely, relevant information), Customization (content personalization), and e-WOM (user-generated brand sharing) [7]. Brand awareness the consumer's ability to recognize or recall a brand [8] forms the foundation of brand equity [9] and is operationalized through recognition, recall, and top-of-mind [7].

Empirical evidence on the SMMA–brand awareness link is well established in commercial settings. Bilgin [10] found that entertainment, interaction, and trendiness significantly affected brand awareness for Turkish consumer brands; Seo and Park [11] confirmed similar effects in airlines; and Zeqiri et al. [12] documented SMMA's impact on awareness, engagement, and purchase intention in emerging economies. Yadav and Rahman [13] validated SMMA as a multidimensional construct in e-commerce, while Schivinski and Dabrowski [14] showed user-generated brand communication significantly shapes awareness. In Indonesia, Aji et al. [15] reported similar effects in the ready-to-drink tea industry.

Despite this evidence base, three gaps persist. First, SMMA studies are overwhelmingly commercial (luxury, fashion, banking, e-commerce) rather than public-service oriented. Second, government-run anti-fraud platforms face distinctive conditions: low brand familiarity, perceived bureaucratic distance, and competition from commercial financial-advice content. Third, no Indonesian study has tested how SMMA influences brand awareness for a digital anti-fraud public service, despite its policy salience. This study addresses these gaps by empirically testing whether the five Kim and Ko SMMA dimensions explain brand awareness for CekRekening.id and identifying which matter most. Five hypotheses follow: H1: Entertainment positively influences brand awareness; H2: Interaction positively influences brand awareness; H3: Trendiness positively influences brand awareness; H4: Customization positively influences brand awareness; H5: e-WOM positively influences brand awareness.

2. Methods

This study employs a quantitative explanatory design to test the hypothesized effects of the five SMMA dimensions on brand awareness for CekRekening.id. The design is appropriate because the research question concerns directional and structural relationships among latent variables measured through respondent-reported indicators rather than secondary data.

2.1 Population and Sampling

The study population consists of Indonesian Instagram users aged 17 years or older who have been exposed to at least one CekRekening.id Instagram post, either as followers of @cekrekening.official or as users who encountered the account through feed posts, stories, reposts, or algorithmic recommendations. This frame captures both directly engaged followers and the broader reach-extended audience that constitutes the platform's actual communication target. A purposive convenience sampling approach was used, with the survey distributed through Instagram feed and story posts. Following the "10-times rule" [16], the minimum sample size was 50 (ten times the largest number of structural paths directed at any construct). The study obtained 106 valid responses, exceeding both this minimum and the more conservative recommendation of approximately 100 cases for stable PLS estimates [16].

2.2 Measurement Instrument

A self-administered online questionnaire comprising 21 reflective indicators was developed by adapting validated items from Kim and Ko [6], Godey et al. [7], and Yadav and Rahman [17]. The instrument operationalizes Entertainment (3 items), Interaction (3 items), Trendiness (3 items), Customization (3 items), and e-WOM (3 items) as exogenous constructs, and Brand Awareness as an endogenous construct measured through Recognition (2 items), Recall (2 items), and Top-of-Mind (2 items). All items were measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

2.3 Data Analysis

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) implemented in SmartPLS. PLS-SEM was selected over covariance-based SEM (CB-SEM) for four reasons that jointly fit this study's profile [8, 13]. First, the research is predictive rather than confirmatory: it aims to identify which SMMA dimensions explain variance in brand awareness, an objective for which PLS-SEM is the recommended technique because it maximizes the explained variance of dependent constructs. Second, the sample size of 106 is moderate; PLS-SEM produces stable estimates with smaller samples than CB-SEM, which typically requires 200 or more cases for robust convergence. Third, perception-based Likert data on social media use are unlikely to satisfy the multivariate-normality assumption required by CB-SEM, while PLS-SEM is distribution-free and remains robust under non-normality. Fourth, the brand-awareness construct is conceptually multidimensional (Recognition, Recall, Top-of-Mind) and the model contains several reflective constructs, a configuration that PLS-SEM's iterative algorithm handles efficiently. The analysis followed the standard two-step procedure: (1) assessment of the measurement model through indicator reliability, internal consistency, convergent validity, and discriminant validity; and (2) assessment of the structural model through collinearity diagnostics, R-square, path

coefficients, and significance testing using bootstrap resampling with 5,000 subsamples [16].

3. Results And Discussion

3.1 Descriptive Analysis

In this analysis, the Likert scale of 1–5 was changed to a weighted score of 20, 40, 60, 80, and 100. Furthermore, the survey results were calculated using the average method to obtain the final score for each dimension. The scores per dimension for the Social Media Marketing variable are: Entertainment (84.13), Interaction (77.02), Trendiness (84.00), Customization (83.56), and e-WOM (72.89). While the scores per dimension for the Brand Awareness variable are: Recognition (82.86), Recall (79.05), and Top of Mind (84.95). Based on the results of the descriptive analysis, it is known that all variables have high scores and are included in the good (>60-80) and very good (>80-100) categories.

3.2 Measurement Model

The Of the 21 indicators initially tested, three (E2, C1, TM2) had outer loadings below the 0.6 threshold recommended by Hair et al. [8] and were eliminated; the remaining 18 indicators were retained. Composite Reliability (CR) and Average Variance Extracted (AVE) values for all six constructs satisfied the recommended thresholds of CR > 0.7 and AVE > 0.5 (Table 1), confirming internal consistency and convergent validity.

Table 1. Composite Reliability and Average Variance Extracted

Construct	CR	AVE	Status
Brand Awareness	0.838	0.510	Valid & Reliable
Customization	0.802	0.669	Valid & Reliable
Electronic Word of Mouth	0.872	0.698	Valid & Reliable
Entertainment	0.846	0.734	Valid & Reliable
Interaction	0.837	0.633	Valid & Reliable
Trendiness	0.819	0.605	Valid & Reliable

Source: Author's Work

Discriminant validity was assessed using the Fornell–Larcker criterion. As shown in Table 2, the square root of AVE for each construct (diagonal value) exceeded its correlations with all other constructs, confirming adequate discriminant validity.

Table 2. Fornell-Larcker Criterion

Construct	Brand Awareness	Customization	e-WOM	Entertainment	Interaction	Trendiness
Brand Awareness	0.714					
Customization	0.479	0.818				
Electronic Word of Mouth	0.488	0.341	0.835			
Entertainment	0.623	0.591	0.537	0.857		

Interaction	0.532	0.452	0.566	0.614	0.795	
Trendiness	0.599	0.707	0.496	0.727	0.563	0.778

Source: Author's Work

3.3 Structural Model and Hypothesis Testing

The R-square value for Brand Awareness was 0.467, indicating that the five SMMA dimensions jointly explain approximately 46.7% of the variance in brand awareness, a moderate level of explanatory power [16]. The remaining variance reflects factors outside the model plausibly offline campaigns, news coverage, peer recommendations beyond Instagram, and prior fraud experience. Path coefficients and significance values were obtained via bootstrap resampling with 5,000 subsamples; the results are presented in Table 3.

Table 3. Path Coefficients and Hypothesis Testing Results

	T statistics	P values	Decision
Customization > Brand Awareness	0.490	0.312	Not supported
e-WOM > Brand Awareness	0.980	0.163	Not supported
Entertainment > Brand Awareness	2.120	0.017	Supported
Interaction > Brand Awareness	1.241	0.107	Not supported
Trendiness > Brand Awareness	1.509	0.066	Marginally supported

Source: Author's Work

Using the conventional decision criteria of T-statistic > 1.96 and p-value < 0.05, only H1 (Entertainment → Brand Awareness) is statistically supported. H3 (Trendiness → Brand Awareness) approaches significance at the 10% level but does not meet the 5% threshold; it is therefore reported as marginally supported. H2, H4, and H5 are not supported.

3.4 Discussion of Findings

The dominance of Entertainment is consistent with prior studies showing that hedonically engaging content is the strongest SMMA predictor of brand awareness in both commercial [10, 12] and emerging-economy [15] settings. Anti-fraud messaging is intrinsically cautionary, yet CekRekening.id's Instagram approachusing infographics, short videos, and an informal tone converts this content into shareable, attention-holding posts that audiences come to associate with the platform brand.

The near-significant Trendiness effect echoes Bilgin [10] and Seo and Park [11], who report that brands surfacing topical content remain top-of-mind. For an anti-fraud platform, this translates into an operational mandate: communication must track emerging fraud typologies in near real time, since the public-protection value of awareness is perishable.

The non-significance of Interaction is surprising given commercial-sector findings [7, 12]. A plausible explanation is the asymmetry of public-service communication: users follow the account for information rather than dialogue, so reciprocal exchanges carry weaker brand-recall consequences than entertainment value. Customization's non-significance likely reflects the structural difficulty of personalizing a single-

purpose verification service, where content is necessarily uniform across segments. The non-significance of e-WOM aligns with its low descriptive score: anti-fraud topics carry social stigma, as victims and at-risk users are reluctant to discuss exposure, suppressing the peer-sharing behavior on which e-WOM depends [17, 14].

These findings shift practical implications away from generic SMMA prescriptions. For CekRekening.id and analogous public-safety platforms, the priority is producing entertaining, educational, and topical content rather than interactive features or personalization mechanisms. The results also extend the SMMA literature into an understudied domain government-operated digital safety services and suggest that not all SMMA dimensions transfer uniformly from commercial to public-service settings.

4. Conclusion

This study examined how five dimensions of social media marketing activities affect brand awareness for CekRekening.id, an Indonesian government-operated anti-fraud verification platform. The results demonstrate that, among the dimensions tested, content delivering hedonic and entertainment value is the principal lever for building public awareness of the service, while content engaging with topical or trending issues approaches the same effect. Conversely, interactive features, personalized content, and electronic word of mouth do not meaningfully contribute to brand awareness in this setting an outcome that diverges from commercial-sector evidence and reflects the distinctive communication conditions of anti-fraud public services. The model explains a moderate share of variance in brand awareness, indicating both the relevance of SMMA and the existence of additional drivers (such as offline outreach and media coverage) that future research should explore.

Theoretically, the study extends the Kim and Ko SMMA framework into a non-commercial, government-led context and shows that not all dimensions transfer uniformly. Practically, the findings recommend that CekRekening.id and similar public-service platforms prioritize the production of engaging, educational, and topical content over personalization and peer-sharing tactics. Limitations include the moderate sample size, single-platform focus on Instagram, and cross-sectional design. Future research could replicate the model across multiple platforms with larger samples, adopt longitudinal data, and integrate trust and perceived risk as mediating variables to enrich understanding of how anti-fraud public services build awareness in digital environments.

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