



THE INFLUENCE OF MARKETING STRATEGIES ON BRAND AWARENESS OF KAN JABUNG (A STUDY OF WORD OF MOUTH, DIRECT MARKETING, AND DIGITAL MARKETING THROUGH EVENT MARKETING)

Annisa Mutmainah¹, Nurhajati², Harun Alrasyid³

^{1,2,3}Magister Manajemen, Universitas Islam Malang, Indonesia

Article Info

ABSTRACT

Keywords:

Brand awareness, Digital marketing, Direct marketing, Event marketing, WOM.

This study aims to analyze the influence of Word of Mouth, Direct Marketing, and Digital Marketing on Brand Awareness through Event Marketing as a mediating variable. The research employs a quantitative approach with survey methods involving 505 respondents. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The findings indicate that all paths in the model are statistically significant. Word of Mouth, Direct Marketing, and Digital Marketing each have a significant direct effect on Event Marketing and Brand Awareness. Moreover, Event Marketing significantly mediates the relationship between the three independent variables and Brand Awareness. These results highlight the importance of integrating communication strategies to effectively build brand awareness through interactive and experiential channels.

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Corresponding Author:

Annisa Mutmainah
Magister Manajemen
Universitas Islam Malang
annismutmainah155@gmail.com

1. INTRODUCTION

Competition among brands is intensifying in today's digital era, making brand awareness a critical factor in determining organizational success. Brand awareness not only fosters consumer loyalty but also enhances competitiveness. Research by [1] shows that consumers tend to choose products or services from brands they recognize, even when other options have similar quality. Therefore, cooperatives, like other business entities, must optimize their marketing strategies to strengthen brand awareness.

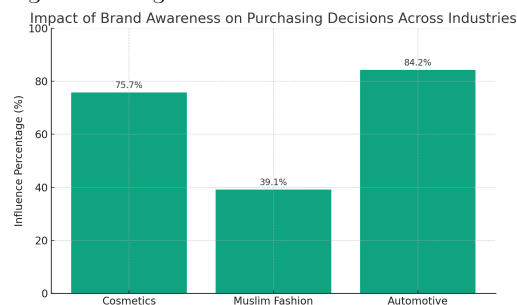


Figure 1. The Influence of Brand Awareness on Purchase Decisions in Various Industries

Brand awareness has been widely studied across industries and consistently shown to influence consumer decisions. For instance, in the cosmetics industry, its effect reaches 75.7% [2], while in the Muslim fashion industry, brand awareness and brand image. In the automotive sector, brand awareness, brand image, and advertising contribute 84.2% [3]. These studies underscore the significance of brand awareness; however, research specifically in the cooperative sector remains limited. Cooperatives play a strategic role in enhancing community welfare, yet their brand awareness is often low, particularly within educational institutions. Many still perceive cooperatives merely as savings and loan institutions, whereas in reality cooperatives take diverse forms, including producer, consumer, marketing, and financial cooperatives. The lack of recognition creates a challenge, since higher brand awareness can foster trust, loyalty, and long-term collaboration [4].

Marketing literature highlights several strategies closely linked to building brand awareness. Word of Mouth (WOM) communication, through personal recommendations, is proven effective in shaping consumer perceptions [5]. Direct marketing, through personalized interaction, enhances trust and awareness [6]. Meanwhile, digital marketing allows organizations to expand their reach, especially among the digital-native generation [7]. Although these strategies have been widely applied in various sectors, their combined impact on cooperative brand awareness—particularly when integrated within event marketing is still underexplored. KAN Jabung, a cooperative engaged in agriculture and livestock based on Sharia principles, provides a relevant context. Through its Webinar Series, KAN Jabung leverages event marketing as a platform that integrates WOM, direct marketing, and digital marketing. This initiative aims to introduce the cooperative to a broader audience, particularly educational institutions, while building stronger relationships with potential partners and customers. Such an approach illustrates how event marketing can act as a mediator, bridging different marketing strategies to enhance brand awareness.

Given the limited research on the relationship between WOM, direct marketing, digital marketing, and brand awareness in the cooperative context, this study seeks to fill the gap. Specifically, it analyzes how event marketing mediates the influence of these three strategies on brand awareness. Practically, the findings are expected to provide actionable insights for cooperatives to design more effective marketing strategies, while theoretically contributing to the advancement of cooperative marketing literature in the digital era.

2. RESEARCH METHODS

This study uses a quantitative approach with a survey method to examine the influence of Word of Mouth, Direct Marketing, and Digital Marketing on Brand Awareness with Event Marketing as a mediating variable at Koperasi Produsen Agro Niaga Jabung Syariah Jawa Timur (KAN Jabung). Data were collected online through questionnaires distributed from March to June 2025. Each construct was measured using indicators adapted from prior studies: Word of Mouth, based on how consumers share information with one another [8]; Direct Marketing, reflecting direct interactions between the cooperative and potential consumers [9]. Digital Marketing, measured through digital engagement activities; Event Marketing, assessed from the relevance of event themes and participant involvement [10], and Brand Awareness, focusing on consumer recognition and brand appeal [11]. The research population comprised 1,112 KAN Jabung webinar participants, from which 295 respondents were selected using purposive sampling with inclusion criteria of having participated in at least five Webinar Series between April 2024 and March 2025. The sample size was determined with the Slovin formula at a 5% margin of error to ensure representativeness. Data were analyzed using the SEM-PLS method with SmartPLS software, which is suitable for complex models and data that are not normally distributed. The analysis included outer model evaluation to test indicator reliability, convergent validity (outer loading ≥ 0.70 ; AVE ≥ 0.50), discriminant validity (Fornell-Larcker criterion, HTMT < 0.85 , and cross-loadings), and construct reliability (Cronbach's Alpha, Composite Reliability, $\rho_A \geq 0.70$), as well as inner model evaluation to assess collinearity (VIF < 3.3), explanatory power (R^2), effect size (f^2), and predictive relevance (Q^2). Hypothesis testing was conducted using bootstrapping with 5,000 subsamples, applying a significance threshold of $p < 0.05$ or $t > 1.96$ at the 5% level, enabling the examination of both direct and indirect effects of Word of Mouth, Direct Marketing, and Digital Marketing on Brand Awareness through the mediating role of Event Marketing.

Literature Review

In developing the research hypotheses, it is important to first understand the key concepts and how they have been addressed in previous studies. Word of Mouth, as explained by [12], refers to the transfer of information from person to person and is considered one of the most effective promotional tools because it comes directly from users who voluntarily share their satisfaction with a product or service. Direct Marketing, according to [9], emphasizes direct interaction with potential customers without intermediaries, allowing companies to build stronger and more personal relationships with their audience. Meanwhile, Digital Marketing is described by [13] as the use of digital media to promote products and services, enabling broader reach and

more interactive engagement. Event Marketing, as noted by [14], positions a brand within themed events or activities to create meaningful consumer experiences and strengthen brand promotion. Finally, Brand Awareness, as defined by [15] refers to the ability of potential buyers to recognize or recall a brand among many competitors based on their prior experiences. These constructs, supported by previous research, form the theoretical foundation of this study and guide the development of hypotheses regarding the relationships between Word of Mouth, Direct Marketing, Digital Marketing, Event Marketing, and Brand Awareness. Therefore, the hypotheses of this study are as follows.

H1: Word of Mouth significantly affects on Event Marketing.

H2: Direct Marketing significantly affects on Event Marketing.

H3: Digital Marketing significantly affects on Event Marketing.

H4: Event Marketing significantly affects on Brand Awareness.

H5: Word of Mouth significantly affects on Brand Awareness.

H6: Direct Marketing significantly affects on Brand Awareness.

H7: Digital Marketing significantly affects on Brand Awareness.

H8: Word of Mouth through Event Marketing significantly affects on Brand Awareness.

H9: Direct Marketing through Event Marketing significantly affects on Brand Awareness.

H10: Digital Marketing through Event Marketing significantly affects on Brand Awareness.

3. RESULT AND ANALYSIS

Research Data

This research uses two types of data: primary and secondary. Primary data was obtained through an online questionnaire using a Likert scale (1-5) to measure Word of Mouth, Direct Marketing, Digital Marketing, Event Marketing, and Brand Awareness variables. Meanwhile, secondary data was collected from journals, books, and other relevant literature sources to strengthen the theoretical basis and support the analysis. Data analysis was conducted quantitatively through two stages, namely descriptive and inferential. Descriptive analysis was used to describe respondent characteristics and data distribution. Inferential analysis uses the SEM-PLS method which includes evaluating the outer model (validity and reliability), inner model (R^2 , Q^2 , and path coefficients), and hypothesis testing through bootstrapping to identify direct and indirect effects between variables.

Statistical Descriptive Analysis

Table 1. Descriptive Statistical Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Word of Mouth	505	0	25	21.21	3.175
Direct Marketing	505	0	25	21.17	3.113
Digital Marketing	505	0	25	20.12	3.979
Event Marketing	505	0	25	22.07	3.393
Brand Awareness	505	0	25	21.33	3.540

The results of the descriptive analysis show that all marketing variables have high averages on a maximum scale of 25. Brand Awareness recorded the highest average (21.33), followed by Event Marketing (22.07), Word of Mouth (21.21), and Direct Marketing (21.17), indicating the effectiveness of these strategies in shaping participants' brand awareness. Meanwhile, Digital Marketing recorded the lowest mean (20.12) with the highest standard deviation, indicating the variation in participants' responses to digital approaches. In general, all marketing strategies made a positive contribution to increasing KAN Jabung's Brand Awareness.

Inferential Statistical Analysis

Outer Loadings Test

The outer loading test is used to assess the validity of indicators against latent constructs, with an ideal threshold of > 0.70 . Values between 0.40-0.70 can still be maintained if the AVE of the construct meets the requirements (≥ 0.50), while values < 0.40 should be removed [16]. Based on the results, most indicators are valid, but X2.1 has a very low value (0.228) so it needs to be removed from the model. Indicators X1.1 (0.586), X1.2 (0.551), X2.2 (0.675), and X3.1 (0.663) can still be retained because the AVE of related constructs remains valid. By retaining valid indicators and removing those that are not, the measurement model becomes more accurate. After selection, only indicators with outer loading ≥ 0.60 are included in the revised model.

Table 2. Outer Loading

Construct	Indicator	Outer Loading	Description
X1	X1.1	0.586	Description
X1	X1.2	0.551	Considered
X1	X1.3	0.870	Considered
X1	X1.4	0.710	Valid
X1	X1.5	0.815	Valid
X2	X2.2	0.678	Valid
X2	X2.3	0.767	Fair
X2	X2.4	0.820	Valid
X2	X2.5	0.774	Valid
X3	X3.1	0.663	Valid
X3	X3.2	0.845	Fair
X3	X3.3	0.838	Valid
X3	X3.4	0.908	Valid
X3	X3.5	0.815	Valid
Y	Y.1	0.811	Valid
Y	Y.2	0.816	Valid
Y	Y.3	0.892	Valid
Y	Y.4	0.846	Valid
Y	Y.5	0.864	Valid
Z	Z.1	0.868	Valid
Z	Z.2	0.869	Valid
Z	Z.3	0.885	Valid
Z	Z.4	0.890	Valid
Z	Z.5	0.871	Valid

Based on the revision results, only indicator X2.1 (0.228) was removed because its value was far below the minimum threshold. Indicators X1.1 and X1.2 are retained because they are still theoretically relevant and the construct AVE ≥ 0.50 . Most indicators have outer loading > 0.70 , indicating convergent validity has been well met. The next step is to evaluate the AVE and Composite Reliability (CR) values to ensure the construct is valid and reliable overall.

Convergent Validity Test and Construct Reliability

Table 3. Validity & Reliability Test

Konstruk	Cronbach's Alpha	Composite Reliability (ρ_a)	Composite Reliability (ρ_c)	AVE	Description
X1	0.758	0.812	0.837	0.515	Reliable & Valid
X2	0.756	0.760	0.846	0.580	Reliable & Valid
X3	0.874	0.893	0.909	0.669	Very Good
Y	0.901	0.904	0.926	0.716	Very Good
Z	0.925	0.925	0.943	0.768	Very good

Based on the table above, it can be concluded that all constructs have met the criteria for convergent validity and construct reliability. Therefore, the indicators used can be continued for structural model analysis (inner model).

Discriminant Validity

Cross Loading

Table 4. Cross Loading

	X1.	X2.	X3.	Y.	Z.
X1.1	0.586	0.397	0.221	0.375	0.438
X1.2	0.551	0.418	0.429	0.366	0.326
X1.3	0.870	0.731	0.683	0.701	0.763
X1.4	0.710	0.530	0.603	0.523	0.557
X1.5	0.815	0.643	0.640	0.660	0.634
X2.2	0.602	0.678	0.554	0.604	0.555
X2.3	0.559	0.767	0.626	0.595	0.625
X2.4	0.538	0.820	0.591	0.659	0.636
X2.5	0.679	0.774	0.610	0.635	0.674
X3.1	0.421	0.456	0.663	0.467	0.368
X3.2	0.605	0.637	0.845	0.598	0.613
X3.3	0.710	0.690	0.838	0.618	0.648
X3.4	0.700	0.712	0.908	0.701	0.678
X3.5	0.582	0.661	0.815	0.715	0.723
Y.1	0.717	0.683	0.622	0.811	0.724
Y.2	0.549	0.611	0.608	0.816	0.600
Y.3	0.676	0.736	0.786	0.892	0.697
Y.4	0.584	0.677	0.613	0.846	0.659
Y.5	0.673	0.749	0.614	0.864	0.736
Z.1	0.709	0.802	0.683	0.730	0.868
Z.2	0.659	0.678	0.636	0.652	0.869
Z.3	0.692	0.676	0.647	0.730	0.885
Z.4	0.695	0.723	0.645	0.731	0.890
Z.5	0.701	0.706	0.718	0.702	0.871

Based on Table 3.5, all indicators have the highest loading on their respective constructs, such as X1.3 (0.870), X2.4 (0.820), X3.4 (0.908), Y.3 (0.892), and Z.4 (0.890). This shows that discriminant validity has been met, so all indicators are suitable for use in the measurement model.

Root AVE and Correlation Between Latent Constructs (Fornell-Larcker)

Table 5. Fornell-Locker Method

	X1.	X2.	X3.	Y.	Z.
X1.	0.717				
X2.	0.781	0.762			
X3.	0.748	0.782	0.818		
Y.	0.760	0.819	0.769	0.846	
Z.	0.789	0.820	0.760	0.810	0.876

The results show that most constructs, such as X1 (0.717), X3 (0.818), Y (0.846), and Z (0.876) have met these criteria. However, for the X2 construct, the root AVE value of 0.762 is still lower than the correlation of X2 with other constructs, such as X1 (0.781), X3 (0.782), Y (0.819), and Z (0.820). Therefore, it can be concluded that discriminant validity has not been fully met based on the Fornell-Larcker criteria, especially in the X2 construct.

Structural Model Evaluation (Inner Model)

Coefficient of Determination (R^2)

Table 6. R-Square

	R-square	R-square adjusted
Y.	0.752	0.750
Z.	0.742	0.740

The analysis results show the R-square value of Brand Awareness of 0.752 and Event Marketing of 0.742, which means that the two constructs can be explained more than 74% by the variables in the model. Because the R-square value > 0.70, this model has a strong predictive ability in explaining the endogenous variables studied. Predictive Test (Q^2)

Table 7. PLSpredict

	Q ² predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE	IA_RMSE	IA_MAE
Y.1	0.523	0.457	0.322	0.426	0.294	0.662	0.596
Y.2	0.407	0.612	0.435	0.571	0.401	0.795	0.697
Y.3	0.626	0.524	0.404	0.494	0.366	0.857	0.706
Y.4	0.467	0.503	0.380	0.471	0.350	0.689	0.604
Y.5	0.556	0.471	0.347	0.410	0.298	0.708	0.634
Z.1	0.642	0.428	0.314	0.383	0.272	0.715	0.637
Z.2	0.506	0.484	0.361	0.417	0.310	0.689	0.621
Z.3	0.525	0.447	0.314	0.408	0.275	0.649	0.581
Z.4	0.562	0.403	0.287	0.382	0.271	0.609	0.561
Z.5	0.579	0.456	0.329	0.402	0.273	0.703	0.625

The analysis results show that all indicators on Brand Awareness and Event Marketing have a positive predicted Q² value, with a range of 0.407-0.626 for Brand Awareness and 0.506-0.642 for Event Marketing. The highest values on Y.3 and Z.1 indicate strong predictive relevance. This indicates that the model is not only feasible for descriptive and explanatory analysis, but also effective for predictive purposes.

Path Coefficient

Table 8. Path Coefficient

	Original sample (O)	T-statistics (O/STDEV)	P-values
X1. -> Y.	0.125	2.413	0.016
X1. -> Z.	0.314	6.027	0.000
X2. -> Y.	0.328	7.577	0.000
X2. -> Z.	0.421	8.715	0.000
X3. -> Y.	0.195	5.420	0.000
X3. -> Z.	0.195	4.398	0.000
Z. -> Y.	0.294	4.509	0.000

The results of the SEM-PLS analysis show that all paths in the model are significant. Word of Mouth (X1) has a positive effect on Brand Awareness (Y) with a coefficient of 0.125 (T = 2.413; p = 0.016) and on Event Marketing (Z) with a coefficient of 0.314 (T = 6.027; p = 0.000). Direct Marketing (X2) has a significant effect on Brand Awareness (Y) of 0.328 (T = 7.577; p = 0.000) and on Event Marketing (Z) of 0.421 (T = 8.715; p = 0.000), becoming the strongest path in the model. Digital Marketing (X3) is also significant for Brand Awareness (Y) and Event Marketing (Z), with coefficients of 0.195 (T = 5.420 and 4.398; p = 0.000), respectively. Furthermore, Event Marketing (Z) contributes positively to Brand Awareness (Y) with a coefficient of 0.294 (T = 4.509; p = 0.000), thus all hypotheses are statistically accepted.

Hypothesis Test

Direct Effect

Table 9. Direct Effect

	Original sample (O)	T statistics (O/STDEV)	P values
X1. -> Y.	0.125	2.413	0.016
X1. -> Z.	0.314	6.027	0.000
X2. -> Y.	0.328	7.577	0.000
X2. -> Z.	0.421	8.715	0.000
X3. -> Y.	0.195	5.420	0.000
X3. -> Z.	0.195	4.398	0.000
Z. -> Y.	0.294	4.509	0.000

The results of hypothesis testing show that all relationships tested are significant and positive. Word of Mouth (X1) affects Event Marketing (Z) and Brand Awareness (Y) with coefficients of 0.314 and 0.125, respectively. Direct Marketing (X2) has the strongest influence on Event Marketing (0.421) and Brand Awareness

(0.328). Digital Marketing (X3) also has a positive effect on Event Marketing and Brand Awareness, with coefficients of 0.195, respectively. In addition, Event Marketing (Z) contributes significantly to Brand Awareness (Y) with a coefficient of 0.294. Thus, all hypotheses H1 to H7 are accepted.

Indirect Effect (Indirect Effect)

Table 10. Indirect Effect

Route	Indirect Effect	T-Statistic	P-Value	Description
X1 → Z → Y	0.092	3.432	0.001	Significant ✓
X2 → Z → Y	0.124	3.851	0.000	Significant ✓
X3 → Z → Y	0.057	3.457	0.001	Significant ✓

The mediation test results show that Word of Mouth (X1), Direct Marketing (X2), and Digital Marketing (X3) have a significant indirect effect on Brand Awareness (Y) through Event Marketing (Z), with coefficients of 0.092, 0.124, and 0.057, respectively, and p-values < 0.05. Thus, H8, H9, and H10 are accepted, confirming the role of Event Marketing as a mediator that strengthens the influence of marketing strategies on brand awareness.

Based on the results of the study, the direct and indirect effects on Brand Awareness show different patterns for each marketing strategy. Word of Mouth (X1) has a direct effect of 0.125 ($T = 2.413$, $p = 0.016$) and an indirect effect through Event Marketing (Z) of 0.092 ($T = 3.432$, $p = 0.001$), indicating that the Event Marketing mediation channel significantly strengthens the effect of Word of Mouth. Direct Marketing (X2) has a more dominant direct effect of 0.328 ($T = 7.577$, $p = 0.000$) compared to the indirect effect through Event Marketing of 0.124 ($T = 3.851$, $p = 0.000$), indicating that this strategy affects Brand Awareness primarily directly, although Event Marketing still plays an additional mediating role. Meanwhile, Digital Marketing (X3) has a direct effect of 0.195 ($T = 5.420$, $p = 0.000$) and an indirect effect through Event Marketing of 0.057 ($T = 3.457$, $p = 0.001$), so the mediation effect is relatively smaller than the direct effect. Overall, Event Marketing has been proven to be a significant mediator, strengthening the influence of marketing strategies on Brand Awareness, especially for Word of Mouth.

Discussion

Word of Mouth (WOM), Direct Marketing, and Digital Marketing have significant roles in influencing Event Marketing and Brand Awareness, both directly and indirectly. WOM positively affects Event Marketing because consumer information can enhance participation and engagement, as noted by [17], while at the same time fostering Brand Awareness since people tend to trust information from close relations. Direct Marketing also contributes significantly to Event Marketing through personalized approaches such as invitations or emails [18] and strengthens Brand Awareness by delivering direct messages effectively [19]. Similarly, Digital Marketing enhances Event Marketing through interactive information dissemination [20] and is proven to expand Brand Awareness by reaching wider audiences and building interactions [21]. Event Marketing itself plays a mediating role in building Brand Awareness by providing direct emotional experiences that strengthen brand perception [13]. Indirectly, WOM enhances Brand Awareness through Event Marketing, as events reinforce consumer communication impacts [22]. Likewise, Direct Marketing indirectly influences Brand Awareness through events that convey messages more effectively [7], and Digital Marketing indirectly increases Brand Awareness by leveraging event experiences and social media to create stronger recognition and purchase intent [23]. Therefore, these relationships highlight the central role of Event Marketing as a bridge connecting promotional strategies with Brand Awareness outcomes.

Implications of Research Results

The results of this study imply that an experience-based marketing approach is highly relevant for enhancing brand awareness of cooperatives in the digital age. Strategies such as Word of Mouth, Direct Marketing, and Digital Marketing, when used simultaneously and combined with Event Marketing, can strengthen public perception of cooperatives as modern institutions relevant to current needs. This aligns with the research by [13], which shows that Word of Mouth can increase brand awareness, particularly among communities and the younger generation. The research by [24] also emphasizes that the context of information in WOM significantly influences its effectiveness. In the context of Direct Marketing, these findings are reinforced by [19] and [25], who stress the importance of a personal approach in enhancing audience engagement. [9] and [23] also show that Direct Marketing can have negative effects if not tailored to audience preferences, highlighting the importance of contextual analysis in this strategy. Meanwhile, Digital Marketing strategies integrated with visual content have proven effective in reaching digital native segments, as revealed by [21] and [26]. [27] add that the effectiveness of Digital Marketing can vary depending on the demographics of the targeted audience. These implications suggest that cooperatives need to strengthen their promotional channels not only through digital content but also

by creating direct experiences through events. This is emphasized by [13] and [28], who state that event marketing, such as webinars, has the potential to shape a professional image of cooperatives that are close to the community. [29] also emphasize that audience engagement in events can significantly improve brand perception.

4. CONCLUSION

This study proves that Word of Mouth, Direct Marketing, and Digital Marketing have a direct and indirect effect on Brand Awareness through the significant mediating role of Event Marketing. These findings emphasize the importance of event marketing as a means of creating memorable brand experiences, expanding the reach of messages, and strengthening audience engagement. Practically speaking, KAN Jabung can maximize event marketing, develop creative digital content, strengthen data-driven direct marketing, and manage Word of Mouth through member testimonials. However, this study is limited to one type of event (webinar) and relatively homogeneous respondents, so further research is recommended to examine more varied event formats, add other variables such as brand image or customer trust, and use mixed methods to gain a deeper understanding.

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