

## The Influence of Brand Awareness, WOM, E-WOM, and Advertising on Tempo.co Brand Image Among Generation Z

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### ABSTRACT

Study This aiming For investigate influence from brand awareness, word of mouth, electronic word of mouth and advertising carried out by Tempo.co towards formation positive brand image among Gen Z who live in Jakarta, Bogor, Depok, Tangerang and Bekasi. Research motivated by still low amount consumers who subscribe to Tempo.co, especially among Gen Z. In connection with matter mentioned, it is necessary known whether activity marketing carried out by Tempo.co has effective in target Gen Z circles in Jabodetabek. In the end will obtained information about are Gen Z domiciled in Jabodetabek? own positive opinion about Tempo.co brand image. Study This will use method non probability sampling with technique convenience sampling. Research data Then will processed use Partial Least Squares – Structural Equation Modeling (PLS-SEM). Study This later expected can produce output that can published in the journal international reputable.



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## INTRODUCTION

In an increasingly competitive business world competitive, has a strong brand image is one of factor key For reach success term length. Brand image describes image, reputation, and associated perceptions with a brand in the eyes consumers. This is show will the importance of brand image in influence preference consumers, trust, and loyalty customer. Building a strong brand image is ongoing efforts and requires a mature strategy. With own identity consistent brand, providing experience positive customers, providing product or service quality high, communication effective, and engagement with consumer, a brand can create a positive and differentiating image himself from competitors. As time goes by, global trends are on the rise to digitalization own impact to existence A corporation, no except media industry. The media industry is one of the the most affected sectors impact of digital disruption. Print media circulation Keep going decreased, and the portion advertisement for print media also continue shrink. Transformation towards digital media to become A inevitability. With the more the amount smartphone usage, behavior readers also turn from print media to digital.

Condition thus demands that the media must fast adapt face market and ecosystem changes in the media industry. Such as as it is with PT. Info Media Digital which is known under the name Tempo.co, an online news portal owned by Tempo Media Group. Since 2008, Tempo.co has born return with face new and serving news that applies standard tall journalism in cover events and write them down in a way sharp, intelligent and balanced. The principles carried is nice read and necessary, even even funny can be. The existence of Tempo.co until moment This No off from factors forming the brand image that is formed since beginning his birth until his position moment This. Strong brand image can increase brand awareness brand). When consumers or reader own perception positive to brand, they tend share experience they with others, giving recommendations, or interact with brand in all media lines, including social media. This is help increase visibility brand and create more trust big among consumer potential.

In various studies literature, marketing through social media can influence awareness brand and formation image brand (Seo & Park, 2018). This participate influencing E-WOM (electronic word of mouth) and commitment Customers. Social Media own influence on the branding process. Because when marketer meet with consumer they will do conversation and through conversation is it a brand or brand will brought (Yuniawan et al., 2021).

Brand awareness measures how much Lots consumers in the market who are able For recognize or remember about existence a brands in category certain. If the more Lots consumer capable recognize a brand It means they realize existence a the brand that will the more make it easier candidate consumer in take decision purchase they to brand product the. Brand awareness can utilized by Tempo.co as information and facilities in give better understanding deep about product they to reader For still choose and read Tempo.co as a media that has known so that reader will feel safe and fulfilled need will information compared to other media. In other words, this brand awareness is awareness reader to the existence of Tempo.co, where readers capable recognize and remember with well, at the same time differentiate products owned by Tempo.co with other media products as competitors in the same class.

Not enough only getting there, another step that can be taken own influence significant towards brand awareness is Word of Mouth (WOM) or recommendation from mouth to mouth. According to study Kadarisman & Ariyani (2021), WOM provides influence image brand and will buy. WOM also has influence biggest on will buy compared to with image brand of E-WOM or e-word of mouth also influences interest public For use or buy product. E-WOM is form development from interpersonal communication to a more modern generation, namely via electronic media (Yuniawan et al., 2021). If seen from along development technology, society easy believe with what to see from the internet.

WOM has strength For build reputation and trust to A product. If the reader satisfied with experience they get information presented by Tempo.co then they give recommendation positive to others. This is clear can increase trust and interest candidate reader to Tempo.co services. Recommendations that come from from environment closest like, like family, friends, or colleague Work often considered very valuable and can influence decision candidate reader.

## **LITERATURE REVIEW**

### **Brand Awareness**

Brand awareness or brand awareness occurs when consumer can remember and distinguish the brand from competitor brands when consumer hear or see back the brand (Nguyen, 2020). Brand awareness is ability consumer For remember and recognize A product certain (Ilyas et. al., 2020). If a product has have a name or has known with both by the public, things the will influence desire consumer For Keep going buy product that. Brand awareness has three level. The highest level of brand awareness called with top of mind. Second level and third level lowest called with spontaneous and prompt (Nguyen, 2020).

### **Word of Mouth**

According to Aileen et al. (2023) Word of mouth can be in positive or negative form in an era of increasingly tight competition, companies are always encouraged to provide the best quality and service related to the experience and what will be given from one customer to another. This will affect the company's selling value because of the image that is assessed by the public. According to Aileen et al. (2023) Word of Mouth can occur when customers feel fast or not with a product or service which they then tell others about the experience they get. Word of Mouth can have a positive impact on a business if the product can influence customers to use the product. However, Word of Mouth can also have a negative impact if customers have a bad experience with the product or service they use.

### **Electronic Word of Mouth**

According to (Andrea & Keni, 2020) electronic word of mouth is a form of communication between consumers that informs a seller product or service through internet-based digital technology such as social media. It can be concluded that Electronic word of mouth (e-WOM) is a modern marketing technique that has an important role in building brand awareness of a product brand through an online platform. The types of channels used in e-WOM can be in the form of: online opinion platforms,

forums, discussion groups, e-mail, discussion forums, blogs, social media such as Facebook, Instagram, Twitter and so on. Electronic word of mouth (e-WOM) is one of the technique marketing that has role important in building brand awareness (Raharja & Dewakanya, 2020).

### Advertising

One of the media representation is advertising. Kotler (2009), defines advertising as any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that requires payment (Kotler & Keller, 2009). The close relationship between the general public and the promotion of a particular product makes advertising presented on electronic media ideally the right and effective strategy for offering goods and services. In order to make advertising a persuasive tool and to attract attention and influence the audience, advertising often features stars and jingles or gimmicks that are intended to create top of mind for the audience. Advertising is not only about commercial promotion of a particular product but also building a certain representation of an individual, group, or organization (Goddard, 2013).

### Brand Image

Brand image is about the brand stored in the consumer's memory. Brand image is used as a reminder to remember brand information, brand image has real and virtual associations in the minds of consumers. Consumers try to access tangible and intangible product and/or service associations from brand image through media channels, thereby gathering market intelligence. A brand generates the trust needed to sell, and customers will buy based on the image associated with it. Brand image is an impression embedded in the buyer's head on a particular brand, either in the form of goods or services. The many products circulating on the market make consumers look for alternatives in choosing products, one of which is this brand image, testimonials or responses from other consumers to a product are one of the considerations in choosing a product (Mujid & Andrian, 2021).

### Framework of Thinking

Based on theories that have been delivered in the section above, then can depicted framework study This as following :

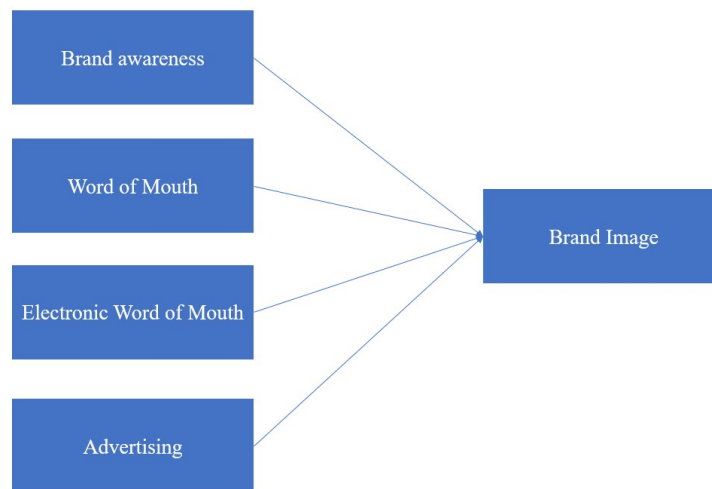


Figure 1. Conceptual Framework

### RESEARCH METHODS

Types of research This is study descriptive. Research descriptive shared become cross-sectional research and longitudinal research. Cross-sectional research is research that collects the data done only very only, in period a number of day or Sunday or month, which aims to For answer question study (Sekaran & Bougie, 2016). The period study This conducted in March 2023 to August 2023. The research This use primary data sources (primary data) with method data collection using questionnaire. Population study This is all over Generation Z who live in Jakarta, Bogor, Depok, Tangerang and Bekasi. Generation Z is population born between 1997 to 2012 (Widi, 2022), which is

currently study This implemented estimated aged between 11 year span up to 26 years. Samples in study This is student school intermediate level above, both high school (School) High School), Vocational School (School) Intermediate Vocational) and MA (Islamic Senior High School). The author use tool IBM SPSS statistics version 25 as means For supports the current data processing and analysis process This currently done.

## RESULTS AND DISCUSSION

### Validity Test

Validity test done with measure level correlation between score or question item with score construct or variable certain. In this test process, each element will tested the correlation with total score from the variables in question. Validity or validity reflect to what extent a instrument gauge capable measure what should be measured (a size considered valid if succeed measure the phenomenon in question) (Sugiyono, 2016: 126).

**Table 1** Validity Brand Awareness Test

Variable	Indicators	SPSS Validity Test Results	Significance Standard	Description
Brand Awareness (X1)	X1.1	0,000	< 0.5	Valid
	X1.2	0,000	< 0.5	Valid
	X1.3	0,000	< 0.5	Valid
	X1.4	0,000	< 0.5	Valid

Source: Processed primary data (2025)

T From the results testing validity in the table above indicates that construct statements that form dimensions brand awareness variable (X1) is valid, because Sig. value more small than 0.05.

**Table 2** Word of Mouth Validity Test

Variable	Indicators	SPSS Validity Test Results	Significance Standard	Description
Word of mouth (X2)	X2.1	0,000	< 0.5	Valid
	X2.2	0,000	< 0.5	Valid
	X2.3	0,000	< 0.5	Valid
	X2.4	0,000	< 0.5	Valid

Source: Processed primary data (2025)

From the results testing validity in the table above indicates that construct statements that form dimensions the word of mouth variable (X2) is valid, because Sig. value more small than 0.05.

**Table 3** Validity Test E-Word of Mouth

Variables	Indicator	SPSS Validity Test Results	Standard Significance	Information
E-Word of Mouth (X3)	X.1	0,000	< 0.5	Valid
	X.2	0,000	< 0.5	Valid
	X.3	0,000	< 0.5	Valid
	X.4	0,000	< 0.5	Valid

Source: Processed primary data (2025)

From the results testing validity in the table above indicates that construct statements that form dimensions the e-word of mouth variable (X3) is valid, because Sig. value more small than 0.05.

**Table 4.** Validity Test Advertising

Variables	Indicator	SPSS Validity Test Results	Standard Significance	Information
Advertising (X4)	X.1	0,000	< 0.5	Valid
	X.2	0,000	< 0.5	Valid
	X.3	0,000	< 0.5	Valid
	X.4	0,000	< 0.5	Valid

Source: Processed primary data (2025)

From the results testing validity in the table above indicates that construct statements that form dimensions advertising variable (X4) is valid, because Sig. value more small than 0.05.

**Table 5. Validity Test Brand Image**

Variables	Indicator	SPSS Validity Test Results	Standard Significance	Information
Brand	Y.1	0,000	< 0.5	Valid
Image (Y)	Y.2	0,000	< 0.5	Valid
	Y.3	0,000	< 0.5	Valid
	Y.4	0,000	< 0.5	Valid

Source: Processed primary data (2025)

From the results testing validity in the table above indicates that construct statements that form dimensions the brand image variable (Y) is valid, because Sig. value more small than 0.05.

**Reliability Test**

A reliability test is used to evaluate whether the instruments or indicators employed are consistent and dependable in measuring a particular variable. If the Cronbach’s alpha value of a variable exceeds 0.60, the indicators used to measure that variable are considered reliable. Conversely, if the Cronbach’s alpha value is below 0.60, the indicators are deemed unreliable for measuring the intended variable.

**Table 6. Reliability Test**

Variable	SPSS Reliability Test Results	Cronbach's Alpha Value	Description
Brand Awareness (X1)	0.759	> 0.60	Reliable
Word of mouth (X2)	0.833	> 0.60	Reliable
E-Word of Mouth (X3)	0.835	> 0.60	Reliable
Advertising (X4)	0.839	> 0.60	Reliable
Brand Image (Y)	0.807	> 0.60	Reliable

Source: Processed primary data (2025)

Reliability test results using SPSS shows that all over instrument study reliable, this is proven by the Cronbach's Alpha value for variable Brand Awareness (0.759), Word of mouth (0.833), E-Word of Mouth (0.835), Advertising (0.839) and Brand Image (0.807) which exceeds mark the minimum threshold is 0.60.

**Classical Assumption Test Results**

Assumption test classic used For evaluate whether a multiple linear regression model is appropriate for used. The tests performed includes normality tests, multicollinearity tests, and heteroscedasticity tests.

**Normality Test**

Inspection normality This done using the Kolmogorov-Mirnov Test. Regression considered fulfil assumption normality if The results of the Kolmogorov-Smirnov normality test show mark Asymp. Sig. (2-tailed) > 0.05. Here is normality test results use device SPSS 25 software :

**Table 7. SPSS Normality Test Results One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		220
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	2.11000949

Most Extreme Differences	Absolute Positive	.108
	Negative	-.108
Kolmogorov-Smirnov Z		1,606
Asymp. Sig. (2-tailed)		.012

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed primary data (2025)

Seen that mark Asymp. Sig. (2-tailed) is 0.012, or in other words, the probability more small from 0.05. Therefore that, can concluded that the research data own normal distribution.

## Hypothesis Testing

### Coefficient of Determination (R Square)

Coefficient Determination used For measure how far the model is capable explain variation in variable dependent. If mark coefficient determination more high, then variable independent own more capabilities big in explain variable dependent (Ghozali, 2015: 99).

**Table 8. SPSS Determination Coefficient Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 <sup>a</sup>	.609	.601	2.12955

a. Predictors: (Constant), AD, BA, EWOM, WOM

Source: Processed primary data (2025)

With Referring to the table above, we get mark coefficient determination (R Square) of 0.609, which is equivalent to with 61%. Therefore that, can concluded that brand awareness (X1), word of mouth (X2), e-word of mouth (X3), and advertising (X4) variables together own influence by 61% on brand image (Y).

## T-test

Ghozali (2015: 97) explains that the partial test (T-Test) is used For evaluate impact variable free, like quality products and prices, against variable bound, namely satisfaction customer in a way separate. Evaluation partial can seen through the t-test, where if mark the probability is < 0.05, then hypothesis zero (Ho) will rejected, shows existence significant influence. Partial test results can found in table following :

**Table 9.**  
**SPSS T-test results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,726	.921		7.305	.000
BA	-.051	.068	-.044	-.757	.450
WOM	.286	.075	.278	3,828	.000
EWOM	.446	.086	.371	5.192	.000
AD	.240	.064	.247	3,754	.000

a. Dependent Variable: BI

Source: Processed primary data (2025)

Based on the partial test results in the table above, the following results were obtained.

1. Based on the data in the table above, the t-test (partial) shows that significance from The impact of Brand Awareness (X1) on Brand Image is 0.450, which is greater big from 0.05. Therefore that H1 is rejected, so can concluded that No there is The influence of Brand Awareness on Brand Image in general significant.

2. Based on the data in the table above, the t-test (partial) shows that significance from The impact of Word of Mouth (X2) on Brand Image is 0.000, which is greater small from 0.05. Therefore that H2 is accepted, so can concluded that there is The influence of Word of Mouth on Brand Image in general significant.
3. Based on the data in the table above, the t-test (partial) shows that significance from The impact of Electronic Word of Mouth (X3) on Brand Image is 0.000, which is greater small from 0.05. Therefore that H3 is accepted, so can concluded that there is The influence of Electronic Word of Mouth on Brand Image in general significant.
4. Based on the data in the table above, the t-test (partial) shows that significance from The impact of Advertising (X4) on Brand Image is 0.000, which is greater small from 0.05. Therefore that H4 is accepted, so can concluded that there is The influence of advertising on brand image significant.

## CONCLUSION

The conclusions of this research are based on the results of data processing and the analyses presented in the previous chapter. The following conclusions have been drawn from the findings of this study:

1. From the results data analysis in chapter discussion previously known that variable Brand Awareness No own influence positive to Tempo.co's Brand Image among Gen Z, with mark significance  $0.450 > 0.05$ .
2. From the results data analysis in chapter discussion previously known that variable Word of Mouth own influence positive to Tempo.co's Brand Image among Gen Z, with mark significance  $0.000 < 0.05$ .
3. From the results data analysis in chapter discussion previously known that variable Electronic Word of Mouth own influence positive to Tempo.co's Brand Image among Gen Z, with mark significance  $0.000 < 0.05$ .
4. From the results data analysis in chapter discussion previously known that variable Advertising own influence positive to Tempo.co's Brand Image among Gen Z, with mark significance  $0.000 < 0.05$ .
5. From the results data analysis in chapter discussion previously known that variable Brand awareness, Word of mouth, E-word of mouth, and Advertising, in general simultaneous own influence positive to Tempo.co's brand image among Gen Z, with mark significance  $0.000 < 0.05$ .

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