



## Analysis brand equity in digital marketing (empirical study of Google ads users on the Garudadigital.Id website in Semarang City)

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### Abstract

Researchers chose Google Ads as the object of research because they were interested in finding out more about the reasons why brand equity Google Ads as an effort in their marketing strategy. This research aims to analyze how features and equity in Google Ads act as moderating variables in digital marketing, especially for Google Ads users on the Garudadigital.id website in Semarang City.

This research uses a sample of 230 with the technique, namely purposive sampling with random sampling where each sample has the possibility of being selected. Meanwhile, the data used in the research is primary data and secondary data. In this case, short interviews will be conducted with Garudadigital.id employees and Google Ads users in Semarang City. Apart from that, it will also be calculated using correlation analysis and linear regression using SPSS.

The results of this research show that features have a positive and significant effect on digital marketing with a significance value of  $0.000 < 0.05$ . Brand equity has a positive and significant effect on purchasing decisions with a significance value of  $0.000 < 0.05$ . Google ads are not able to moderate digital marketing features with results of  $0.681 > 0.05$ . Google ads do not moderate brand equity in digital marketing with results of  $0.389 > 0.05$ . The coefficient of determination results obtained a value of 0.294, meaning that features and brand equity as well as Google Ads as moderating variables influence the dependent variable, namely digital marketing, by 29.4%.

**Keywords:** Features, brand equity, google ads, and digital marketing

### Introduction

That's why, Google as a leading search engine offers marketing strategies to business actors to increase sales through digital marketing. In this context, online marketing attracts the attention of many people who want to know how to market products through Google. To reach potential and segmented consumers, Google has created an advertising platform called Google Ads, which allows advertisers to set advertising budgets according to Google's recommendations. In an interview with one of the Google Ads advertisers in Semarang, he stated that this allows MSMEs to increase consumer buying interest and achieve the desired sales targets (Indah, *et al.* 2021)<sup>[10]</sup>.

Based on data from We Are Social, the number of internet users in Indonesia in January 2023 reached 212.9 million, an increase compared to January 2022. This shows that the opportunities for business people to explore the world of digital marketing are expanding. On average, Indonesians spend more than 7 hours per day accessing the internet (Ayu, Monavia. 2023). According to Midtrans Digital Marketing, when advertising, advertisers often face fraud, such as invalid clicks, where competitors try to spend the cost per click by repeatedly clicking on their own ads. Clicks that should come from user interest in Google Ads can be detected by Google's system, which automatically filters invalid activity before it affects the advertiser's account. This system helps advertisers avoid paying for fraudulent activity.

Advertising on Google Ads using the keyword method means utilizing various terms and phrases that are relevant to the products or services that consumers need when they search on search engines. In the Google Ads platform, there are various ad formats that can be used, including text ads, display ads, video ads, and shopping ads. In addition,

Google Ads offers very detailed targeting options, allowing advertisers to reach a more specific audience based on various criteria such as demographics, interests, geographic location, and the type of device used by consumers.

By taking advantage of the various features provided, such as simple yet effective text ads, discovery campaigns featuring display ads, display campaigns for video ads, and shopping ads designed to promote products directly, advertisers can significantly increase their visibility. Careful targeting also plays a vital role in attracting more potential customers and helping to achieve desired sales goals. Through a planned approach and use of these features, businesses can maximize the potential of their advertising on the Google Ads platform, thereby increasing the effectiveness of their overall marketing campaigns (Trenaldy, *et al.* 2022).

Not only features are considered, brand equity from Google Ads is also considered. In this case, brand equity is important for a brand because it can increase customer loyalty, help companies gain a higher market share, build customer trust, and can provide a competitive advantage compared to other similar brands. The advantage of brand equity in the last option is regarding competitive advantage, Google Ads in this case is included as part of it. The number of Google Ads users is certainly inseparable from the benefits provided by Google Ads to its advertisers.

Building brand equity increases the success of a company because it is directly a result of the perceived quality and reputation of your brand in the market. As a giant company that has many loyal followers to use its products continuously. The many products launched by Google also contribute to increasing the level of user loyalty. On that basis, the researcher's curiosity arose to find

out more about this brand equity whether it affects Google Ads as a brand chosen by business people to advertise their products.

In this study, there is a difference with the previous study by Joshua Andrew and Eso Hernawan (2022) <sup>[3]</sup> entitled "The Influence of Promotion, Features, and Service Quality on the Selection of Google Ads as Digital Marketing", the difference in this study is the Independent Variable and also the Dependent Variable and the subjects used by customers through Google Ads services. And for this study, the Independent Variable, Dependent Variable, there are different Moderation Variables and the subjects targeted in this study are Google Advertisements Users themselves.

Research conducted (Joshua and Eco, 2022) with 100 Google Ads user respondents showed that the feature had a positive effect of 83.8% with a significance of 0.000 on digital marketing on Google Ads. Furthermore, the results of research (Irsyad and Sujana, 2022) showed that the features in the application had a significant effect on purchasing decisions. So, it is concluded that the Google Ads application features can influence someone to choose it as an advertising medium in digital marketing.

The results of Putri's research, (Putri, 2024) <sup>[17]</sup> in her research entitled The Influence of Brand Equity and Digital Marketing on Consumer Satisfaction of Kopi Kenangan (Study on Consumers in Bandung City), which states that there is a positive influence of brand equity and digital marketing on customer satisfaction. This can be interpreted that brand equity in advertising media is also a reason for choosing Google Ads as a brand's advertising media.

From the explanation above, it raises the problem of various digital marketing media in Indonesia. However, it does not mean that the use of this feature is already widespread. There are still several brands that have not maximized the features of Google Ads. Therefore, the researcher intends to analyze digital marketing with the object of Google Ads as a digital marketing medium. In this case, the researcher took the title "The Influence of Features and Brand Equity on the Selection of Google Ads as a Moderation Variable in Digital Marketing (Empirical Study of Google Ads Users on the Garudadigital.id Website in Semarang City)".

### Research Methods

In the research conducted, the researcher chose to use a purposive sampling technique combined with random sampling as a strategic step in the sampling process, where this approach not only provides clarity in determining relevant groups for research, but also ensures that each element in the population has equal chance of being selected as part of the sample. Thus, the combination of these two techniques is expected to increase the representativeness of the data obtained, so that research results can be more accurate and reliable in describing the characteristics of a wider population.

To calculate the number of samples needed in a study, researchers use the Slovin formula, which is a statistical method that is widely used in various research fields to determine the optimal sample size. This formula is designed to help researchers achieve the right balance between the accuracy of the data collected and efficiency in the data collection process itself. By using the Slovin formula,

researchers can ensure that the resulting data is not only valid and reliable, but also representative enough to represent the larger population. The results of applying this formula show that the required sample size is 230 respondents. This number was chosen carefully to ensure that research results are reliable and provide significant findings and useful for the development of science or practice in the field.

In this research, the type of data used is quantitative data, where primary data collection is carried out through two main methods that complement each other. First, distributing specially designed questionnaires with various structured questions to obtain relevant and accurate information from respondents. This questionnaire aims to explore various aspects related to the behavior and perceptions of the target audience towards advertisements displayed by Garuda Media Digital. Second, in-depth interviews were conducted with advertisers and owners of Garuda Media Digital located in the city of Semarang. Through this interview, it is hoped that a more comprehensive understanding of their views, experiences and challenges they face in implementing digital marketing strategies can be obtained, so that the resulting analysis can provide deeper and more applicable insights.

### Results and Discussion

The initial stage of the research was conducted by interviewing one of the people who holds a position at Garuda Media Digital. Where he said that this website has been established more than 3 years ago during the Covid-19 era. But the commissioners expanded the website so that it could open up employment opportunities for many people during the pandemic. Meanwhile, the owner or founder of Garuda Digital is a consultant, mentor, and Google expert specialist with more than 15 years of experience. He also said that his website has been trusted by many clients who entrust their business to Google Ads. (Gus Nana, owner of Garuda Media Digital).

Advertisements managed by advertisers must always be monitored and optimized through the Google Ads dashboard. Advertising on this platform is not just about placing ads and letting them run until the balance runs out. Without constant monitoring, the effectiveness of the ad can be affected, affecting the number of impressions and conversions, such as visits to WhatsApp. In addition, interviews with advertisers from Garuda Media Digital revealed the reasons for choosing Google Ads as a digital advertising medium. They consider this platform to provide wide reach and the ability to target audiences more precisely, which can ultimately increase campaign results significantly. Not only that, another positive value is also because Google Ads has adequate features for digital marketing businesses. (Angga, advertiser Garuda Media Digital).

The next question was given to another Google Ads user who uses Google Ads advertising services. He said that the advertising budget per day on Google Ads is quite expensive. However, he remains loyal to using the service because Google Ads has differences from other advertising platforms, namely its broad marketing targets and can be more specific both demographically and geographically. (Yanda, 32-year-old male).

Based on the results of the interviews that have been conducted, it can be concluded that Google Ads has a number of active and loyal users, despite the relatively expensive advertising costs. Google has become the main choice for many advertisers as a digital advertising medium. This phenomenon occurs because of the strong brand equity owned by Google Ads, which in this case brand equity reflects the commercial value of Google Ads itself. Not only that, the factor of the superior features offered also attracts a number of people to choose to advertise through this platform.

The next is the second stage of research using quantitative methods through various tests as explained earlier. Here is the explanation:

**Instrument Feasibility Test  
Validity Test**

**Table 1:** Validity Test Results

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Source: Data Processing Validity Test

Table 1. explains the validity test conducted on questions regarding Features, Brand Equity, Google Ads and Digital Marketing which are declared valid, this is influenced by the calculated r value > r table.

**Reliability Test**

**Table 2:** Reliability Test Results

No	Variabel	Cronbach's Alpha	Angka Standar Reliabilitas	Keterangan
1	Fitur	0,835	>0,60	Reliabel
2	Brand Equity	0,761	>0,60	Reliabel
3	Digital Marketing	0,786	>0,60	Reliabel
4	Google Ads	0,615	>0,60	Reliabel

Source: Data Processing Reliability Test

The results of the reliability test presented in the table above show that the Cronbach's alpha values for the four variables, namely Features, Brand Equity, Google Ads, and Digital Marketing, are all above 0.60. This indicates that the four variables have a good level of reliability and can be considered consistent in measurement. Therefore, based on these results, it can be concluded that the four variables are worthy of further testing in this study.

**Classical Assumption Test  
Normality Test**

**Table 3:** Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		230 <sup>c</sup>
Exponential parameter <sup>a,b</sup>	Mean	1.4113704
Most Extreme Differences	Absolute	.076
	Positive	.036
	Negative	-.076
Kolmogorov-Smirnov Z		.791
Asymp. Sig. (2-tailed)		.560
a. Test Distribution is Exponential.		
b. Calculated from data.		
c. There are 122 values outside the specified distribution range. These values are skipped.		

Source: Data Processing Normality Test

The one-sample Kologorov-Smirnov Z value in the table above is 0.791 > 0.05 with a significance of 0.05, meaning that the derived data is normally distributed and suitable for use.

**Multicollinearity Test**

**Table 4:** Multicollinearity Test Results

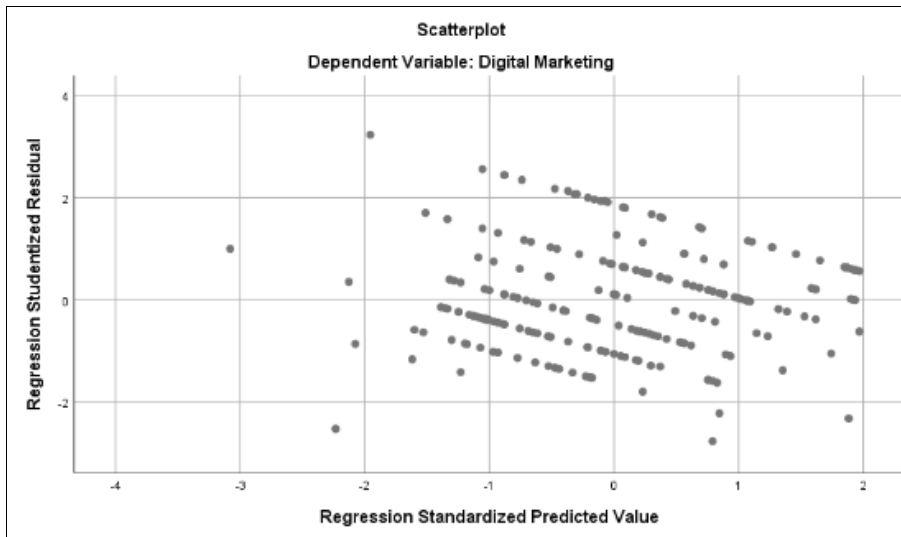
Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	5.881	1.503		3.912	.000		
	Fitur	.179	.039	.280	4.640	.000	.847	1.181
	Brand Equity	.319	.051	.379	6.295	.000	.847	1.180
	Google Ads	-.019	.059	-.018	-.331	.741	.998	1.002

a. Dependent Variable: Digital Marketing

Source: Data Processing Multicollinearity Test

From the results of the multicollinearity test conducted, it is known that the tolerance value is greater than 0.1 and the variance inflation factor (VIF) is less than 10, so it can be assumed that there are no symptoms of multicollinearity between the independent variables in the regression model.

**Heteroscedasticity Test**



Source: Data Processing Heteroscedasticity Test

**Fig 4.1** Heteroscedasticity Test Results

From the analysis results displayed in Figure 4.1, it is clear that the points in the scatter plot are spread randomly and diversely, not only focused above but also below the number zero on the Y axis. The distribution of these points shows that there is no clear pattern indicating heteroscedasticity in the regression model used. Thus, it can be concluded that the regression model is suitable for further testing, because it shows the stability of the residual variance needed for valid analysis.

**Multiple Linear Regression Analysis**

**Table 5:** Results of Regression Equation Test

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Source: Data Processing Linear Regression Analysis

The following is the Moderated Regression Analysis (MRA) equation in table 4.7, namely:  $Y = 17.022 + 0.057 X1 - 0.064 X2 - 0.722 Z + 0.008$

The constant value of 17.022 means that if all independent variables are constant, it means that the Digital Marketing variable increases by 17.022.

**Hypothesis Testing Simultaneous Test (F Test)**

**Table 6:** F Test Result

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	294.197	4	73.549	24.768	.000 <sup>b</sup>
	Residual	668.134	225	2.969		
	Total	962.330	229			
a. Dependent Variable: Digital Marketing						
b. Predictors: (Constant), Brand Equity dengan Goole ads, Fitur, Brand Equity, Fitur dengan Google Ads						

Source: Data Processing F Test

Based on the results of the F test obtained, the F count value reaching 24.768 with a significance value of 0.000 indicates that there is a significant influence between the variables tested. Although there was a decrease in the F count value from 49.873, this shows that features and brand equity still have an important role, although the effect may not be as strong as before when Google Ads functioned as a moderating variable. In other words, the interaction between features, brand equity, and digital marketing is still relevant, but may require strategic adjustments to maximize the results.

**T-Test (Partial)**

**Table 7:** T-Test Results

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	17.022	9.909		1.718	.087
	Fitur	.057	.299	.089	.192	.848
	Brand Equity	-.064	.412	-.076	-.155	.877
	Google Ads	-.722	.620	-.684	-1.164	.246
	Fitur dengan Google Ads	.008	.019	.271	.411	.681
	Brand Equity dengan Goole ads	.024	.026	.647	.938	.349
a. Dependent Variable: Digital Marketing						

Source: Data Processing T Test

**Coefficient of Determination Test (R2)**

**Table 8:** Results of the Determination Coefficient Test (Adjusted R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557 <sup>a</sup>	.310	.294	1.72186

a. Predictors: (Constant), Brand Equity dengan Goole ads, Fitur, Brand Equity, Google Ads, Fitur dengan Google Ads

Source: Data Processing Coefficient of Determination Test

Based on the information in Table 4.10, the adjusted R<sup>2</sup> value is 0.294. This shows that the independent variables studied, namely Features, Brand Equity, and Google Ads, function as moderating variables that influence the dependent variable, namely Digital Marketing, by 29.4%.

In other words, about 29.4% of the variation that occurs in Digital Marketing can be explained by the influence of the three independent variables. Meanwhile, the remaining 70.6% is influenced by other factors that are not included in this research model. These factors could be external variables that may contribute to Digital Marketing performance, but are not identified in this analysis. This indicates that there is still room for further exploration of other variables that may have a significant influence. Further research may need to consider additional factors to obtain a more comprehensive picture of the factors that influence Digital Marketing.

**Conclusion and Recommendation**

Below are the conclusions of the research results based on the results of data analysis and the discussion that has been presented:

**1. Below are the results of the t-test of this study**

- The calculated t value > t table Feature (X1) is 4.663 > 1.652 with a significance of 0.000 < 0.05, meaning that Ha is accepted but Ho is rejected, so that Features have a significant positive effect on Digital Marketing.
- The calculated t value > t table Brand Equity (X2) is 6.310 > 1.652 with a significance of 0.000 < 0.05, meaning that Ha is accepted but Ho is rejected, so that Brand Equity has a significant positive effect on Digital Marketing.

**2. The following are the results of the F test in this study**

Fcount > Ftable 49.873 > 1.9 with a probability value < sig. value 0.000 ≤ 0.05. This means that the independent variables as a whole have a positive and significant influence on Digital Marketing.

**3. The results of multiple linear regression analysis show several important points**

- The constant value of Digital Marketing is 5.557, which means that if the influence of Features and Brand Equity is considered zero, then the value of Digital Marketing will remain at that number.
- The regression coefficient for Features of 0.180 indicates that each additional feature in a Digital Marketing strategy will contribute positively to user preferences in choosing digital marketing media.
- The Brand Equity regression coefficient reaching 0.319 indicates that brand equity has a significant influence on digital marketing selection decisions, emphasizing

the importance of building and maintaining a strong brand.

**4. Results of the Coefficient of Determination (R<sup>2</sup>)**

The R square value of 0.310 indicates that the independent variables, namely Features and Brand Equity, and Google Ads as a moderating variable, affect the dependent variable, namely Digital Marketing, by 31.1%. However, the rest is influenced by other factors that were not detected in this study.

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