

EDUCATIONAL CONTENT, INFORMATION QUALITY, AND BRAND AWARENESS: A STUDY OF INSTAGRAM USERS IN TANGERANG

Alya Fitria Sari¹, Yanti Susanti^{2*}, Zahra Allya Dika³, Eisyah Sabilatul F.⁴
^{1.2.3.4}Digital Business Study Program, Faculty of Business Technology, Yatsi Madani

University, Indonesia

*Corresponding Author:

yanti.susanti@uym.ac.id

Abstract

The development of digital technology has changed the pattern of communication in society, with Instagram now becoming the main platform for brands to build awareness through visual and informative content. This study aims to examine the influence of educational content and information quality on the level of brand awareness among Instagram users in Tangerang City. Using a quantitative approach with an explanatory survey method, this study involved a population of 300 Instagram users. The research sample consisted of 75 respondents determined using the Slovin formula with non-probability sampling techniques. Data were collected through a Likert scale questionnaire and analyzed using multiple linear regression. The results show that, partially, educational content has a positive and significant effect on brand awareness (t-count 3.223 > t-table 2.645). Similarly, information quality has a positive and significant effect (t-count 4.914 > t-table 2.645) and is the most dominant variable. Simultaneously, both variables had a significant effect with an F-value of 96.048 and contributed 72.7% to the variation in brand awareness. This study concluded that the combination of educational content and accurate information presentation is very effective in strengthening brand memory among social media users.

Keywords: Educational Content, Information Quality, Brand Awareness, Instagram.

1. Introduction

Today, the development of digital technology and internet penetration have changed the pattern of communication and information consumption in society especially through social media platforms. In Indonesia, Instagram is one of the most popular social media and is widely used to share visual and informative content. Many brands and individuals use Instagram as a means of marketing and disseminating information, not only commercial products but also educational content. Instagram has also become one of the main platforms in the world of digital marketing in Indonesia, with a dominance of young users who are actively interacting.

In the context of digital marketing, the ability of a brand to be known more widely by users or can be known as Brand Awareness, has become one of the important indicators in the success of a social media strategy. Various studies in Indonesia have shown that marketing activities through social media, one of which is Instagram, can significantly help increase Brand Awareness. Another study shows that marketing strategies through Instagram significantly increase brand awareness in MSMEs, with a contribution of 97% through advertising and visual content (Swastika, 2025). Napoleon Cat data (December 2024) shows that the number of Instagram users in Indonesia reaches 90,183,200 people, with a gender distribution of 54.2% women and 45.8% men. The majority of users are in the age groups of 18–24 years (32.7%) and 25–34 years (39.9%), because Generation Z

needs access to reliable information and content, considering that they often have difficulties in the decision-making process. ((Norjanah et al., 2024). However, not all content on Instagram has the same quality of content and information in its presentation, which can play an important role in how users receive and remember a brand.

In the context of social media, especially Instagram, educational content and information quality can play an important role in shaping Brand Awareness. When users often see educational content from an account or brand, and the information is conveyed clearly, accurately, and interestingly, then the likelihood of the brand being attached to the user's memory will be greater, which means Brand Awareness can increase.

As user awareness of the relevance of content, including educational, informative, and valuable content, the need for research that explores the role of educational content and information quality in shaping brand awareness is becoming increasingly important. On the one hand, educational content can attract users' attention because it provides added value, not just promotion. On the other hand, if the quality of the information is low for example, the information is inaccurate, unclear, or poorly presented then efforts to build brand awareness can also fail.

Educational content on Instagram is material that presents practical knowledge such as tutorials or useful tips, beyond just conventional promotions. The quality of information is how well an information can meet the needs of the people who use it, especially in terms of clarity, accuracy, and ease of understanding to help them make decisions. Several previous studies that have also discussed the relationship between the quality of content on social media and brand awareness have shown that content quality has a positive influence on increasing brand awareness (Dharta et al., 2024).

The quality of content on social media not only serves as a means to introduce a brand to the public, but also plays a role in building an emotional connection between producers and consumers. In addition, content is used as a strategy to maintain consumer attention and engagement with the company's brand and the products offered (Karimah et al., 2020; Widiarti et al., 2023). According to John Burch, quality information is determined by three main aspects, namely (Wiryanto, 2004:30): 1) Accuracy, which ensures that information is conveyed accurately and free from errors. 2) Timeliness, where information is generated according to the needs of the moment, so that it can be considered as appropriate data. 3) Relevance, which emphasizes the direct relationship between information and strategic importance in the planned decision-making process. The credibility of academic information depends on the good name of the author or publishing institution, as well as the peer review mechanism that has been implemented. References with high credibility and those that have been verified by experts in the relevant field are generally more trustworthy. (Saogo et al., 2024).

Brand awareness means that consumers can recognize a brand's name, logo, visual appearance, or distinctive identity and keep that in mind when thinking about related products/services. Brand awareness is an indicator that shows the extent to which consumers and potential consumers know the existence of products or services offered by a company. Several previous studies indicate that brand image has a positive impact on marketing effectiveness, which in turn can improve organizational performance (Sutrisno et al., 2023; Violin et al., 2022). This level of awareness is a very important initial stage before consumers seek more information about the product's advantages, benefits, and costs, and compare it with products or services from other companies. If the level of brand awareness is low, then consumers tend not to have enough information related to the products, benefits, and values offered. The higher the quality and attractiveness of the

promotional content presented, the greater the chance of increasing brand awareness among consumers. (Sinaga et al., 2025).

Thus, this study takes the definition of Brand Awareness as "the ability of users to recognize and remember a brand based on exposure to educational content and the quality of information on Instagram." The main goal is to test whether two factors educational content and information quality have an influence on the level of Brand Awareness among Instagram users.

2. Theoretical Background

2.1 Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT), pioneered by Katz, Blumler, and Gurevitch (1973), posits that audiences actively select media to fulfill specific psychological and social needs. In the context of social media, users are not passive consumers but active participants who seek content that provides utility, entertainment, social interaction, or information. Instagram, as a visually driven platform, caters to these needs by allowing users to engage with brands for information seeking (e.g., learning about products through educational posts), social integration (e.g., interacting with brand communities), and personal identity (e.g., aligning with brands that reflect their values). This theory underpins why users choose to follow brands that provide valuable educational content, setting the stage for how such content influences perceptions of quality and brand recall.

2.2 Information Adoption Model (IAM)

The Information Adoption Model (IAM), developed by Sussman and Siegal (2003), extends from the Technology Acceptance Model (TAM) and explains how individuals process and accept information in computer-mediated communication. The model suggests that information usefulness and credibility are central to its adoption. In the Instagram environment, information quality—comprising dimensions such as accuracy, timeliness, completeness, and relevance—directly affects a user's perception of the information's usefulness. High-quality educational content is more likely to be deemed credible and useful, thereby enhancing the user's intention to engage with the content and, subsequently, internalize the brand message, leading to stronger brand awareness.

2.3 Educational Content on Instagram

Educational content refers to digital content designed to provide knowledge, skills, or insights that are useful, informative, and value-adding for audiences (Kotler et al., 2021). In the context of social media marketing, educational content goes beyond promotional messages by focusing on informing, educating, and empowering users rather than merely persuading them to purchase products or services.

On Instagram, educational content may take the form of infographics, short videos (Reels), carousels, tutorials, tips, or explanatory captions that are easy to understand and visually engaging. Such content is particularly effective because Instagram is a visually oriented platform that supports concise yet impactful information delivery. Educational content helps brands position themselves as credible, knowledgeable, and trustworthy sources within their respective industries.

Previous studies suggest that educational content increases user engagement, enhances perceived brand expertise, and strengthens consumers' cognitive connections with the brand (Ashley & Tuten, 2015). For Instagram users in urban areas such as Tangerang—

who are typically exposed to high information density—educational content plays a critical role in capturing attention and differentiating brands in a competitive digital environment. Therefore, educational content is expected to contribute positively to brand awareness by increasing users' exposure to meaningful and memorable brand-related information.

2.4 Information Quality

Information quality refers to the degree to which information provided is accurate, relevant, complete, timely, and easy to understand (DeLone & McLean, 2003). In the context of social media, information quality reflects users' perceptions of how reliable and useful the content shared by a brand is on its social media platforms.

High-quality information on Instagram includes clear messages, factual accuracy, consistency, up-to-date content, and relevance to users' needs. When users perceive the information as credible and valuable, they are more likely to trust the brand and pay attention to its messages. Conversely, low-quality or misleading information can reduce user trust and weaken brand perceptions.

For Instagram users in Tangerang, where social media is widely used for product discovery and information search, information quality becomes a key determinant of users' responses to brand content. High information quality can enhance users' confidence in the brand, encourage repeated exposure, and increase the likelihood that users will remember and recognize the brand. Accordingly, information quality is theorized to have a significant influence on brand awareness in social media-based marketing contexts.

2.5 Brand Awareness Theory

Brand awareness, as defined by Keller (1993) in his Customer-Based Brand Equity (CBBE) pyramid, is the foundation of brand knowledge. It consists of brand recognition (the ability to confirm prior exposure) and brand recall (the ability to retrieve the brand from memory). In the digital landscape, creating top-of-mind awareness requires consistent and salient brand exposure. Educational content on Instagram, when shared consistently and perceived as high-quality, serves as a non-intrusive yet effective touchpoint that enhances both recognition (through consistent visual and narrative branding) and recall (by associating the brand with valuable information). This theory explains the cognitive pathway from content consumption to brand memory formation.

3. Methods

In this study, we applied a quantitative approach through an explanatory survey method using questionnaires to explore how educational content and information quality, as independent variables, affect brand awareness as bound variables. The qualitative approach provides an in-depth and context-based understanding of how digital marketing strategies contribute to the formation of brand awareness (Pramayanti et al., 2024).

To determine the subjects of the study, the researcher used the Slovin formula with a population of 300 people and a margin of error rate of 10% ($e = 0.1$). From this calculation, a sample of 75 respondents was obtained. The sampling technique we used was more likely to be non-probability, where we selected respondents based on specific criteria, such as length of use of the app or their involvement with specific educational content, to ensure relevant data.

Data was collected through the distribution of questionnaires. Each item in the questionnaire uses a Likert scale, so respondents can state the level of agreement from strongly disagree to strongly agree. According to (Larasati et al., 2024) "Online surveys are implemented to facilitate access to respondents. In addition, researchers combined it with direct observation and informal interviews with several samples to strengthen the validity of the information in the field.". Using this approach can help transform individual qualitative perceptions into quantitative data that can be tested for validity and reliability before further analysis. Then the data processing in this study uses statistical techniques such as multiple linear regression analysis. The results of this analysis are then interpreted to answer the research questions and provide strategic advice on how brand owners can use Instagram effectively.

4. Results and Discussion

4.1 Respondent Characteristics

The demographic profile of the 75 respondents provides context for understanding the study's findings, particularly the high engagement with Instagram as a platform for educational content and brand interaction.

Table 1 shows that male respondents dominated the sample (66.7%), indicating a potential gender skew in the study's participant pool within the Tangerang context. Table 2 reveals that the majority of respondents (70.7%) belong to the 18-22 age group, representing digitally native young adults who are highly active on social media platforms. This demographic is ideal for testing social media marketing effects due to their frequent platform usage and receptiveness to digital content.

Table 1. Respondent Distribution by Gender

Gender	Frequency	Percentage
Male	50	66.7%
Female	25	33.3%
Total	75	100%

Source: Processed primary data, IBM SPSS Statistics 27 (2025)

Table 2. Respondent Distribution by Age

Age Group	Frequency	Percentage
< 18 years	2	2.7%
18-22 years	53	70.7%
23-27 years	5	6.7%
28-32 years	6	8.0%
> 32 years	9	12.0%
Total	75	100%

Source: Processed primary data, IBM SPSS Statistics 27 (2025)

Table 3 indicates that students constituted the largest occupational group (69.3%), followed by employees (16.0%). This distribution suggests that respondents represent a productive age group with substantial time for social media engagement and information consumption. Table 4 shows that most respondents (37.3%) use Instagram for 1-2 hours daily, with an additional 25.3% using it for 2-4 hours. This level of engagement provides sufficient exposure to evaluate content effects on brand awareness.

Table 3. Respondent Distribution by Occupation

Occupation	Frequency	Percentage
Student	52	69.3%
Employee	12	16.0%

Occupation	Frequency	Percentage
Entrepreneur	3	4.0%
Other	8	10.7%
Total	75	100%

Source: Processed primary data, IBM SPSS Statistics 27 (2025)

Table 4. Respondent Distribution by Daily Instagram Usage

Usage Duration	Frequency	Percentage
< 1 hour	22	29.3%
1-2 hours	28	37.3%
2-4 hours	19	25.3%
> 4 hours	6	8.0%
Total	75	100%

Source: Processed primary data, IBM SPSS Statistics 27 (2025)

Table 5 confirms that the vast majority of respondents (89.3%) follow educational accounts on Instagram, indicating their predisposition to value-added content and providing a qualified sample for evaluating educational content's impact on brand outcomes.

Table 5. Respondent Distribution by Following Educational Accounts

Follows Educational Accounts	Frequency	Percentage
Yes	67	89.3%
No	8	10.7%
Total	75	100%

Source: Processed primary data, IBM SPSS Statistics 27 (2025)

4.2 Descriptive Statistical Analysis

Table 6 presents the descriptive statistics for the research variables. The Educational Content variable (X_1) shows a mean score of 33.16 (on a scale where 40 is maximum), indicating respondents generally perceived the educational content as positive. The Information Quality variable (X_2) obtained a similar mean of 33.05, suggesting respondents considered the information valuable and well-presented. Brand Awareness (Y) achieved a mean of 32.71, reflecting a relatively high level of brand recognition and recall among respondents exposed to the content.

Table 6. Descriptive Statistics of Research Variables

Variable	N	Min	Max	Mean	Std. Deviation
Educational Content (X_1)	75	24	40	33.16	3.89
Information Quality (X_2)	75	24	40	33.05	3.95
Brand Awareness (Y)	75	21	40	32.71	4.12

Source: Processed primary data, IBM SPSS Statistics 27 (2025)

4.3 Hypothesis Testing Results

This section presents the results of hypothesis testing, including partial tests, simultaneous tests, regression analysis, and the coefficient of determination. All statistical tests were conducted using a significance level (α) of 0.05.

Table 7 provides a consolidated summary of the key hypothesis testing results, including the partial (t-test), simultaneous (F-test), and regression analyses.

Table 7. Summary of Hypothesis Testing Results

Analysis Aspect	Test / Variable	Statistical Value	Criterion ($\alpha=0.05$)	Conclusion
Partial Test (t-test)	Educational Content (X_1)	t-count = 3.223 Sig. = 0.002	t-table = 2.645 Sig. < 0.05	H1 Supported: X_1 has a positive and significant effect on Brand Awareness (Y).
	Information Quality (X_2)	t-count = 4.914 Sig. = 0.001	t-table = 2.645 Sig. < 0.05	H2 Supported: X_2 has a positive and significant effect on Brand Awareness (Y).
Simultaneous Test (F-test)	Model (X_1 & X_2)	F-count = 96.048 Sig. < 0.001	Sig. < 0.05	H3 Supported: X_1 and X_2 jointly have a significant effect on Y. The regression model is feasible.
Regression Coefficients	Constant	$B_0 = 1.495$	-	The baseline level of Brand Awareness when X_1 & X_2 are zero.
	Educational Content (X_1)	$B_1 = 0.376$ Beta = 0.353	-	Each one-unit increase in X_1 increases Y by 0.376 units, holding X_2 constant.
	Information Quality (X_2)	$B_2 = 0.567$ Beta = 0.538	-	Each one-unit increase in X_2 increases Y by 0.567 units, holding X_1 constant. X_2 has a more dominant influence (higher Beta).
Model Summary	Coefficient of Determination	$R^2 = 0.727$ Adjusted $R^2 = 0.720$	-	72.7% of the variance in Brand Awareness (Y) is explained by X_1 and X_2 . The model has strong explanatory power.

Source: Processed primary data, IBM SPSS Statistics 27 (2025)

Based on the results in Table 7, the following conclusions can be drawn:

- 1) Individual Effects: Both independent variables significantly influence Brand Awareness. The effect of Information Quality (t-count = 4.914, Sig. = 0.001) is

- stronger than that of Educational Content (t-count = 3.223, Sig. = 0.002), as evidenced by its higher t-count and standardized Beta coefficient ($0.538 > 0.353$).
- 2) Joint Effect: The F-test confirms that Educational Content and Information Quality together have a statistically significant impact on Brand Awareness ($F = 96.048$, $p < 0.001$), validating the overall regression model.
 - 3) Regression Equation: The relationship between the variables is expressed by the following multiple linear regression equation: $\text{Brand Awareness (Y)} = 1.495 + 0.376(\text{Educational Content}) + 0.567(\text{Information Quality})$. This equation indicates that Brand Awareness increases with improvements in both Educational Content and Information Quality, with the latter having a larger marginal effect.
 - 4) Model Explanatory Power: The independent variables account for a substantial proportion (72.7%) of the variation in Brand Awareness, as indicated by the R^2 value of 0.727. The adjusted R^2 of 0.720 confirms the model's robustness, meaning it is well-suited to explain the phenomenon under study.

4.4 Discussion

The findings provide empirical support for the proposed relationships between educational content, information quality, and brand awareness on Instagram. The respondent profile—predominantly young, student, and active Instagram users who follow educational accounts—represents an ideal sample for examining these relationships, as this demographic is highly engaged with value-added content on social media platforms.

The significant effect of Educational Content on Brand Awareness (H1 supported) aligns with the Uses and Gratifications Theory, which posits that users actively seek informative content to fulfill cognitive needs. When brands provide educational value through tutorials, tips, or industry insights, they create meaningful touchpoints that enhance brand recall. This finding is consistent with Sinaga et al. (2025), who noted that value-added content strategies significantly increase brand recognition among digital natives.

The stronger effect of Information Quality on Brand Awareness (H2 supported) supports the Information Adoption Model, which emphasizes that information quality and credibility are crucial for message acceptance and internalization. High-quality information—characterized by accuracy, clarity, and relevance—builds trust and facilitates cognitive processing, making brand information more memorable. This result corroborates Scott's (2024) conclusion that content quality is the primary driver of brand awareness in crowded digital environments.

The simultaneous significance of both variables (H3 supported) underscores the complementary roles of educational content and information quality. While educational content attracts attention and provides value, its effectiveness in building brand awareness depends on the perceived quality of that information. This synergy is particularly important for reaching the study's target demographic of young, educated Instagram users who are discerning about content quality and authenticity.

The regression analysis reveals that Information Quality (Beta = 0.538) has a more substantial impact than Educational Content (Beta = 0.353), suggesting that for this sample, how information is presented matters more than merely providing educational material. This finding has practical implications for content creators: ensuring clarity, accuracy, and relevance may be more crucial than simply increasing the volume of educational posts.

The model's explanatory power ($R^2 = 0.727$) indicates that these two variables capture a substantial portion of the factors influencing brand awareness on Instagram. However, the remaining unexplained variance suggests that additional factors—such as visual aesthetics, influencer endorsements, or social proof—may also contribute to brand awareness outcomes, presenting opportunities for future research.

These findings align with Swastika et al. (2025), who emphasized that optimal brand awareness among productive young groups requires a combination of educational value and information quality. For marketers targeting similar demographics in urban Indonesian contexts like Tangerang, the implication is clear: focus on creating high-quality educational content that addresses audience needs while maintaining rigorous standards of information accuracy and presentation clarity.

5. Conclusion

This study aimed to examine the influence of Educational Content and Information Quality on Brand Awareness among Instagram users in Tangerang. Based on the analysis of data from 75 respondents, the research yields the following conclusive answers to its objectives.

First, the findings confirm that Educational Content has a positive and significant effect on Brand Awareness. Content that provides value, such as tutorials, tips, and industry insights, effectively increases users' ability to recognize and recall a brand. This underscores the importance of adopting an informative, value-driven content strategy on Instagram to cut through the noise and build meaningful brand salience.

Second, and more dominantly, Information Quality emerged as a stronger and more significant driver of Brand Awareness. The clarity, accuracy, relevance, and overall usefulness of the information presented were found to be critical factors. This indicates that for Instagram users, *how* information is delivered is as important as, if not more important than, the educational intent itself. High-quality information builds trust and facilitates better cognitive processing, leading to stronger and more lasting brand memories.

Third, when combined, these two variables provide a powerful model for building Brand Awareness, jointly explaining 72.7% of its variance. The resulting regression equation ($\text{Brand Awareness} = 1.495 + 0.376(\text{Educational Content}) + 0.567(\text{Information Quality})$) offers a practical tool for marketers, highlighting those investments in both content value and information quality yield measurable returns in brand recognition.

In conclusion, for brands targeting the young, digitally-active demographic in urban Indonesia as represented by Tangerang, the strategic imperative is clear. Success on Instagram requires a dual focus: consistently producing educational content that addresses audience needs while rigorously ensuring the highest standards of information quality. This approach not only attracts attention but, more importantly, fosters the trust and credibility necessary to convert casual viewers into aware and remembering consumers. Future research could explore additional variables, such as visual aesthetics or influencer partnerships, and test this model in different geographic or demographic contexts.

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