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THE ASSOCIATION OF PERCEIVED META ADS EXPOSURE AND CONTENT QUALITY WITH BRAND AWARENESS: A CASE STUDY OF KURSUSMENGEMUDI.ID

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Abstract:

This study examines the association of perceived Meta Ads exposure and content quality with brand awareness among audiences of Kursusmengemudi.id, a client of PT Whello Indonesia Prima. A quantitative cross-sectional survey was conducted with 100 purposively selected respondents who had viewed the brand's advertisements or followed its social media account. Data were collected through a five-point Likert-scale questionnaire and analyzed using instrument testing, descriptive statistics, classical assumption tests, multiple linear regression, t-tests, an F-test, and the coefficient of determination. Perceived Meta Ads exposure was positively and significantly associated with brand awareness ($t = 3.433$; $p = 0.001$), as was content quality ($t = 4.395$; $p < 0.001$). The regression model was statistically significant ($F = 160.547$; $p < 0.001$) and explained 76.8% of the variation in brand awareness. The standardized coefficient for content quality ($\beta = 0.504$) was larger than that for perceived Meta Ads exposure ($\beta = 0.394$), although the difference between the coefficients was not statistically tested. Within this sample, the findings indicate that digital advertising exposure and the relevance, attractiveness, clarity, and consistency of content are jointly associated with stronger brand recognition and recall.

Keywords: Meta Ads exposure; content quality; Brand Awareness; Digital Marketing; Social Media Advertising

INTRODUCTION

The development of information and communication technology has transformed marketing practices from conventional approaches into more integrated, interactive, and data-driven digital marketing. Digital marketing enables companies to reach broader consumer segments while conducting market segmentation and measuring campaign performance more accurately (Chaffey & Ellis-Chadwick, 2021). As digital marketing continues to develop, social media has become one of its primary channels because it facilitates two-way communication and allows brands to engage directly with consumers (Tuten & Solomon, 2021). Therefore, social media no longer functions merely as a medium for disseminating information but also serves as a strategic instrument for shaping consumers' perceptions and awareness of a brand.

One of the primary objectives of marketing communication is to build brand awareness. Brand awareness refers to consumers' ability to recognize and recall a brand within a particular product



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category. This concept comprises brand recognition, which refers to consumers' ability to identify a brand when presented with specific stimuli, and brand recall, which refers to their ability to remember a brand without assistance (Keller, 2013). A high level of brand awareness can strengthen a brand's position in consumers' minds and increase the likelihood that the brand will be considered during the decision-making process. Thus, brand awareness constitutes an essential foundation for developing brand equity and establishing long-term relationships between companies and their consumers (Aaker, 1991).

In the context of social media marketing, Meta Ads has become one of the digital advertising platforms widely used to increase brand reach and visibility through Facebook and Instagram. Meta Ads allows advertisers to target audiences based on demographic and geographic characteristics, interests, and user behavior. The platform also provides directly measurable performance indicators, including reach, impressions, click-through rate, and conversions. Its real-time targeting and measurement capabilities make digital advertising easier to evaluate than conventional promotional media (Kingsnorth, 2022). In campaigns aimed at increasing brand awareness, reach and impressions can indicate the extent to which marketing messages are exposed to the target audience.

Nevertheless, a high advertising reach does not automatically indicate success in building brand awareness. Audiences may be exposed to an advertisement without understanding its message, recognizing its identity, or remembering the brand being promoted. Therefore, the effectiveness of Meta Ads is also influenced by the quality of the content used in the campaign. Content characterized by visual appeal, message clarity, creativity, relevance, and consistent brand identity is more likely to attract attention and generate audience engagement. Marketing content should not only communicate information about products or services but should also consistently convey brand values and identity so that the brand can be easily recognized and remembered by consumers (Kotler et al., 2021; Tuten & Solomon, 2021).

PT Whello Indonesia Prima is a digital marketing consulting company that provides search engine optimization, Google Ads, website development, social media advertising, and copywriting services. Internal company records indicate that the firm managed 43 clients, 15 of whom used Meta Ads services during the relevant period (PT Whello Indonesia Prima, 2025). [Kursusmengemudi.id](https://kursusmengemudi.id) was selected as the case because its platform-based service depends strongly on digital visibility, website visits, and public recognition of the brand.

The Meta Ads campaign for [Kursusmengemudi.id](https://kursusmengemudi.id) was conducted from October 9 to October 20, 2025, with a landing-page traffic objective. The campaign reached 125,638 users, generated 212,514 impressions, produced 3,351 landing-page visits, and incurred a total cost of IDR 793,402, equivalent to IDR 237 per result. Organic content generated approximately 100–300 impressions. These campaign figures demonstrate the scale of paid exposure; however, because the campaign objective was traffic, they should not be interpreted as direct evidence of improved brand awareness (PT Whello Indonesia Prima, 2025).

The distinction between platform metrics and audience-level outcomes creates an important empirical issue. Reach, impressions, and landing-page visits indicate message distribution and response behavior, whereas brand awareness concerns whether audiences can recognize and recall a brand. Consequently, campaign evaluation should combine dashboard metrics with audience perceptions of advertisement exposure, content quality, and brand awareness.

Accordingly, this study examines the association of perceived Meta Ads exposure and content quality with brand awareness among audiences of [Kursusmengemudi.id](https://kursusmengemudi.id). The study contributes to social media marketing research by integrating message distribution and message quality within

one explanatory model. Practically, the findings provide a basis for PT Whello Indonesia Prima and Kursusmengemudi.id to refine audience targeting, content development, and campaign evaluation while recognizing the limitations of cross-sectional, self-reported data.

Digital Marketing. Digital marketing uses digital technologies and online media to achieve marketing objectives through integrated and measurable communication. It enables organizations to reach broader audiences, conduct more specific segmentation, and evaluate consumer responses more accurately than conventional marketing approaches (Chaffey & Ellis-Chadwick, 2021).

Social media is a central component of digital marketing because it facilitates two-way communication, audience engagement, and the development of relationships between brands and consumers (Tuten & Solomon, 2021). In this context, social media functions not only as an information-distribution channel but also as a medium through which brand meaning and awareness are formed.

Social Media and Meta Ads. Social media platforms enable users to share information, interact, and form online communities. For marketers, these platforms support both organic and paid communication. Paid social media advertising offers audience selection, scalable distribution, and real-time performance measurement (Kingsnorth, 2022).

Meta Ads is integrated into the Facebook and Instagram ecosystem and allows advertisers to configure audiences based on characteristics such as age, location, interests, and behavior. It also reports campaign indicators including reach, impressions, click-through rate, and conversions. These platform-level indicators describe campaign distribution and response but do not directly measure whether individual audiences recognize or recall the advertised brand.

In this study, the first independent variable is interpreted as perceived Meta Ads exposure. It reflects respondents' assessments of advertisement frequency, exposure intensity, perceived reach, and the relevance of the advertisements delivered to them. This audience-level interpretation distinguishes questionnaire responses from objective dashboard metrics, which are used only as supporting campaign information.

Content Quality. Content quality refers to the ability of marketing materials to attract attention, communicate information, and develop positive perceptions of a brand. High-quality content is generally characterized by visual appeal, message clarity, relevance to audience needs, creativity, and consistency in brand identity. The compatibility between the message and audience characteristics is important because it determines whether the information contained in an advertisement can be effectively received and understood (Kingsnorth, 2022).

Relevant and engaging digital content can also increase audience engagement through interactions such as liking, commenting on, and sharing content. These interactions can expand message distribution while strengthening the relationship between brands and consumers (Tuten & Solomon, 2021). Furthermore, the informational value and credibility of messages contained in branded content can influence consumer trust and responses toward a brand (Lou & Yuan, 2019).

Therefore, content quality in this study encompasses visual appeal, information clarity, presentation creativity, message relevance, and consistency of brand identity. Content that fulfills these criteria is more likely to be recognized, understood, and remembered by audiences.

Brand Awareness. Brand awareness refers to consumers' ability to recognize or recall a brand within a product or service category. Brand recognition concerns identification when brand cues are presented, whereas brand recall concerns remembering the brand with limited assistance (Keller, 2013). In this study, the construct was operationalized through Likert-scale items representing

recognition, recall, and top-of-mind awareness; therefore, the results reflect respondents' self-reported awareness rather than a separate unaided-recall task.

A high level of brand awareness increases the likelihood that a brand will enter consumers' consideration sets. Although audience reach and exposure frequency can create opportunities for recognition, platform metrics alone cannot establish awareness. Audience-based measurement is therefore required to assess whether exposure is accompanied by recognition and recall.

Campaign Metrics and Audience-Based Evaluation. Digital campaign performance can be assessed through indicators that correspond to the campaign objective, target audience, and predetermined key performance indicators (Armstrong & Kotler, 2021). For a traffic campaign, reach, impressions, landing-page views, and cost per result describe distribution and response efficiency; they do not independently establish changes in brand awareness.

Because this study does not use a pre-test, post-test, control group, or campaign benchmark, it does not evaluate advertising effectiveness as a causal change. Instead, it analyzes whether respondents' perceived Meta Ads exposure and perceived content quality are statistically associated with their reported brand awareness.

The Relationship Between Perceived Meta Ads Exposure and Brand Awareness. Repeated and relevant advertising exposure can increase opportunities for audiences to process and remember brand cues. Meta Ads supports this process by distributing advertisements through Facebook and Instagram, while the audience-level outcome depends on whether recipients perceive the advertisements as visible and relevant.

Hilmyansyah and Noviandi (2021) demonstrated that Facebook Ads can help increase brand awareness in educational institutions. Marlina (2023) also found that Meta Ads can be utilized as part of a marketing communication strategy to maintain a brand's position in the audience's memory. Furthermore, Baihaqi and Widodo (2025) showed that digital marketing through Meta Ads contributed to increased audience reach and brand awareness among coffee-related micro, small, and medium-sized enterprises.

These findings suggest that perceived advertisement exposure may be associated with greater brand recognition. Therefore, when audiences report more frequent, intensive, and relevant exposure to Meta Ads, they are expected to report higher brand awareness.

The Relationship Between Content Quality and Brand Awareness. Content quality determines how brand messages are received and remembered by audiences. Content featuring attractive visuals, clear messages, and relevant information is more likely to capture audience attention than content that is generic or inconsistent with the characteristics of the target market. Consistent communication also helps strengthen brand identity and brand associations in consumers' memories (Keller, 2013).

Content quality not only influences initial audience attention but can also increase audience engagement. Relevant and engaging messages encourage consumers to respond and interact, thereby extending the reach of brand communication (Tuten & Solomon, 2021). Lou and Yuan (2019) explained that message value and the credibility of branded content can increase consumer trust. In addition, positive perceptions of social media advertising have been shown to be associated with advertising value, brand awareness, and brand associations (Efendioglu & Durmaz, 2022).

Therefore, high-quality content can strengthen the processes of brand recognition and brand recall. The more attractive, relevant, clear, and consistent the content is, the greater the likelihood that the brand will be recognized and remembered by the audience.

Previous Studies. Previous studies generally indicate that social media marketing and digital advertising contribute to increasing brand awareness. Hilmyansyah and Noviandi (2021) found that Facebook Ads could be used to optimize brand awareness in educational institutions. Marlina (2023) demonstrated that the utilization of Meta Ads supported marketing communication strategies and helped maintain brands in audiences' memories. Similar findings were reported by Baihaqi and Widodo (2025), who showed that the perceived Meta Ads exposure contributed to increased audience reach and brand awareness among coffee-related micro, small, and medium-sized enterprises.

In the hospitality industry, Asa et al. (2025) found that Meta Ads was selected because of its advantages in terms of cost efficiency, audience segmentation, and the delivery of visual materials. Meanwhile, Efendioglu and Durmaz (2022) demonstrated that consumer perceptions of social media advertising were associated with advertising value, brand awareness, and brand associations. These findings indicate that the effectiveness of digital advertising is determined not only by the platform being used but also by how audiences perceive the advertising messages.

Previous studies have established links between digital advertising, content perceptions, and brand-related outcomes, but the exposure mechanism and message-quality mechanism are often examined separately. This separation limits understanding of whether broad message distribution remains meaningful when content is unclear or inconsistent, and whether high-quality content can contribute to awareness when audience exposure is limited.

The research gap addressed in this study is therefore theoretical and empirical: it integrates perceived Meta Ads exposure and perceived content quality within a single model of brand awareness using data from an actual service campaign. The Kursusmengemudi.id case is relevant because the service depends on digital discovery and trust before consumers undertake an offline activity, making both exposure and message clarity important to brand recognition and recall.

Conceptual Framework. The model positions perceived Meta Ads exposure as the first independent variable, content quality as the second independent variable, and brand awareness as the dependent variable. Perceived Meta Ads exposure represents advertisement frequency, intensity, perceived reach, and relevance, whereas content quality represents visual appeal, message clarity, creativity, relevance, and consistency of brand identity.

Conceptually, advertisement exposure creates opportunities for audiences to encounter brand cues, while content quality affects whether those cues attract attention, are understood, and remain in memory. The two predictors are therefore expected to explain brand awareness jointly, while also retaining their respective partial associations.

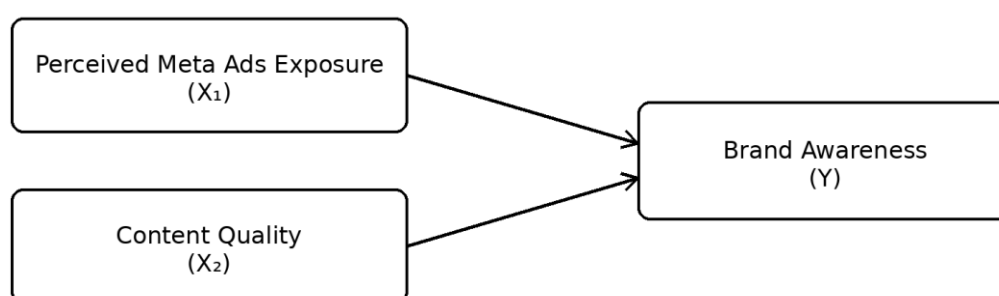


Figure 1. Conceptual Framework
Source: Authors' conceptualization (2026).

Hypotheses. Based on the theoretical framework and previous empirical findings, the hypotheses are formulated as follows:

H1: Perceived Meta Ads exposure is positively and significantly associated with brand awareness among respondents familiar with Kursusmengemudi.id.

H2: Content quality is positively and significantly associated with brand awareness among respondents familiar with Kursusmengemudi.id.

H3: Perceived Meta Ads exposure and content quality are jointly and significantly associated with brand awareness among respondents familiar with Kursusmengemudi.id

METHODS

This study employed a quantitative, explanatory, and cross-sectional design to examine the association of perceived Meta Ads exposure and content quality with the brand awareness of Kursusmengemudi.id, a client of PT Whello Indonesia Prima. The campaign reached 125,638 users between October 9 and October 20, 2025. A sample of 100 respondents was calculated using the Slovin formula with a 10% margin of error and was subsequently recruited through purposive sampling. Eligible respondents had access to a car, were unable to drive or were still learning to drive, and had either viewed Kursusmengemudi.id advertisements or followed its social media account. Because purposive sampling was used, the findings are interpreted as evidence from the study sample rather than as probability-based population estimates.

Primary data were collected through an online questionnaire using a five-point Likert scale. Supporting data were obtained from the Meta Ads dashboard, including reach, impressions, landing-page views, and advertising costs. Perceived Meta Ads exposure was measured using 8 items covering advertisement frequency, perceived reach, exposure intensity, and perceived targeting relevance. Content quality was measured using 10 items covering visual appeal, message clarity, creativity, relevance, and consistency of brand identity. Brand awareness was measured using 6 items representing brand recognition, brand recall, and top-of-mind awareness.

The data were analyzed using SPSS. The analytical procedures comprised item validity testing, reliability testing, descriptive analysis, residual normality testing, multicollinearity testing, heteroscedasticity testing, multiple linear regression, partial t-tests, a simultaneous F-test, and the coefficient of determination. The generic regression model was $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$, where Y denotes brand awareness, X_1 denotes perceived Meta Ads exposure, X_2 denotes content quality, and ε denotes the error term. Statistical decisions were made at a 5% significance level (Ghozali, 2021; Sekaran & Bougie, 2020; Sugiyono, 2022).

RESULTS AND DISCUSSION

Respondent Characteristics. This study involved 100 respondents, of whom 68% were male and 32% were female. The largest age group was 22–25 years (31%), followed by 18–21 years (23%) and 14–17 years (22%). University students represented 55% of the sample, followed by private-sector employees (21%) and entrepreneurs (12%). Instagram was reported by 77% of respondents, TikTok by 62%, and Facebook by 47%; multiple selections were permitted, so the percentages exceeded 100%. The sample was therefore concentrated among young social media users, which should be considered when interpreting the generalizability of the results.



Table 1. Dominant Respondent Characteristics

Characteristic	Dominant category	n	%
Gender	Male	68	68%
Age	22-25 years	31	31%
Occupation/status	University student	55	55%
Social media platform	Instagram	77	77%

Source: Primary data processed by the authors (2026).

Validity Test. The item validity test covered 24 questionnaire items using a critical r-value of 0.1966. The calculated r-values ranged from 0.662 to 0.845, and all values exceeded the critical value. Accordingly, all items met the study's item-validity criterion and were retained for subsequent analysis. This result should be interpreted as item-level evidence and not as a substitute for a separate factor-based construct-validity assessment.

Reliability Test. Cronbach's alpha was 0.893 for perceived Meta Ads exposure, 0.923 for content quality, and 0.865 for brand awareness. All coefficients exceeded 0.70, indicating satisfactory internal consistency for the three scales. Nevertheless, high reliability does not by itself establish that the constructs are empirically distinct.

Table 2. Summary of Instrument Testing Results

Variable	Calculated r-value range	Cronbach's alpha	Interpretation
Perceived Meta Ads exposure	0.706–0.790	0.893	Valid and reliable
Content quality	0.692–0.845	0.923	Valid and reliable
Brand awareness	0.662–0.809	0.865	Valid and reliable

Source: Primary data processed by the authors (2026).

Descriptive Analysis. Perceived Meta Ads exposure obtained a total mean of 33.11 and a mean per item of 4.14. Content quality obtained a total mean of 41.74 and a mean per item of 4.17, while brand awareness obtained a total mean of 24.91 and a mean per item of 4.15.

On the five-point Likert scale, the three mean-per-item values indicate generally favorable respondent assessments. Because the means were closely clustered above 4.00, the results should also be interpreted with awareness of possible response concentration at the upper end of the scale.

Table 3. Descriptive Analysis Results

Variable	Number of items	Total mean	Mean per item
Perceived Meta Ads exposure	8	33.11	4.14
Content quality	10	41.74	4.17
Brand awareness	6	24.91	4.15

Source: Primary data processed by the authors (2026).

Classical Assumption Tests. The Kolmogorov-Smirnov test produced a significance value of 0.200, which exceeded 0.05 and supported the normality assumption for the regression residuals. Both predictors had tolerance values of 0.182 and VIF values of 5.499. These values satisfy the commonly used tolerance > 0.10 and VIF < 10 criteria, but they also indicate moderate multicollinearity that may affect coefficient stability and should be considered when comparing the relative size of the predictors.

The Glejser test produced significance values of 0.652 for perceived Meta Ads exposure and 0.476 for content quality. Both values exceeded 0.05, so heteroscedasticity was not detected using this test. The reported assumption checks support the use of multiple linear regression, although the cross-sectional self-report design remains susceptible to common-method variance.

Table 4. Summary of Classical Assumption Test Results

Test	Indicator	Value	Conclusion
Normality	Kolmogorov-Smirnov Sig.	0.200	Residuals were normally distributed
Multicollinearity (X₁)	Tolerance; VIF	0.182; 5.499	Moderate collinearity; VIF < 10
Multicollinearity (X₂)	Tolerance; VIF	0.182; 5.499	Moderate collinearity; VIF < 10
Heteroscedasticity: X ₁	Glejser Sig.	0.652	No heteroscedasticity
Heteroscedasticity: X ₂	Glejser Sig.	0.476	No heteroscedasticity

Source: Primary data processed by the authors (2026).

Multiple Linear Regression Analysis. The multiple linear regression analysis produced the following equation:

$$Y = 3.272 + 0.284X_1 + 0.293X_2 + e$$

In this equation, Y represents the composite brand-awareness score, X₁ represents the composite perceived Meta Ads exposure score, X₂ represents the composite content-quality score, and e represents the error term. Holding content quality constant, a one-unit increase in perceived Meta Ads exposure was associated with a 0.284-unit increase in brand awareness. Holding perceived Meta Ads exposure constant, a one-unit increase in content quality was associated with a 0.293-unit increase in brand awareness.

Both unstandardized regression coefficients were positive, indicating positive partial associations with brand awareness within the study sample.

Table 5. Regression Analysis and Partial Test Results

Variable	Regression coefficient	t	p-value	Interpretation
Constant	3.272	-	-	-
Perceived Meta Ads exposure	0.284	3.433	0.001	Positive and significant; $\beta = 0.394$
Content quality	0.293	4.395	<0.001	Positive and significant; $\beta = 0.504$

Source: Primary data processed by the authors (2026).

Association of Perceived Meta Ads Exposure with Brand Awareness. Perceived Meta Ads exposure obtained a t-statistic of 3.433 and a p-value of 0.001. Because $p < 0.05$, H₁ was supported. The result indicates a positive and statistically significant partial association between perceived Meta Ads exposure and brand awareness among the respondents.

Association of Content Quality with Brand Awareness. Content quality obtained a t-statistic of 4.395 and a p-value below 0.001. Therefore, H₂ was supported. Content characterized by attractive visual presentation, clear messages, creativity, relevance, and consistency was positively and significantly associated with respondents' ability to recognize and recall Kursusmengemudi.id.

Joint Association of Perceived Meta Ads Exposure and Content Quality with Brand Awareness. The simultaneous test produced $F(2, 97) = 160.547$ with $p < 0.001$. Thus, the two



predictors jointly explained a statistically significant proportion of variance in brand awareness, supporting H₃.

Coefficient of Determination. The multiple correlation coefficient (R) was 0.876, representing the correlation between observed brand-awareness scores and the values predicted by the regression model. The coefficient of determination (R²) was 0.768, indicating that the two predictors explained 76.8% of the variation in brand awareness within the sample. The remaining 23.2% was associated with factors outside the model and unexplained variation.

The adjusted R² value of 0.763 indicates that the model retained substantial explanatory power after adjustment for the number of predictors and sample size. Because all constructs were measured from the same respondents at the same time, the magnitude of R² should nevertheless be interpreted cautiously.

Table 6. Simultaneous Test and Coefficient of Determination Results

Indicator	Value
F(2, 97)	160.547
F-test p-value	<0.001
R	0.876
R ²	0.768
Adjusted R ²	0.763
Standard error of estimate	2.18178

Source: Primary data processed by the authors (2026).

Association of Perceived Meta Ads Exposure with Brand Awareness. Perceived Meta Ads exposure was positively and significantly associated with brand awareness ($b = 0.284$; $t = 3.433$; $p = 0.001$). Respondents who reported more frequent, intensive, and relevant exposure also tended to report stronger recognition and recall of Kursusmengemudi.id.

This pattern is consistent with the brand-awareness perspective that repeated exposure can increase the availability of brand cues in memory (Keller, 2013). In the present study, the result concerns respondents' perceptions of exposure through Facebook and Instagram; it does not independently establish the causal contribution of the platform's technical targeting configuration.

The association may reflect the perceived relevance and visibility of the advertisements received by audiences. Digital media can support segmented and measurable communication (Kotler et al., 2021), but the present analysis did not test actual targeting settings. Accordingly, the mechanism should be interpreted at the audience-perception level rather than as direct evidence that a particular targeting configuration caused higher awareness.

The findings are consistent with Marlina (2023), who demonstrated that Meta Ads could expand the reach of marketing communication and maintain a brand's presence in audience memory. Baihaqi and Widodo (2025) similarly found that perceived Meta Ads exposure contributed to increased audience reach and brand awareness. In addition, Efendioglu and Durmaz (2022) explained that positive perceptions of social media advertising were associated with stronger brand awareness and brand associations.

The results therefore support the practical value of maintaining sufficient and relevant advertisement exposure. However, increasing reach or frequency alone may not produce stronger awareness when the message is unclear, visually weak, or inconsistent with the brand identity.

Association of Content Quality with Brand Awareness. Content quality was positively and significantly associated with brand awareness ($b = 0.293$; $t = 4.395$; $p < 0.001$). Higher assessments of visual appeal, message clarity, creativity, relevance, and brand consistency were associated with stronger recognition and recall of Kursusmengemudi.id.

Content is the primary means of communicating a brand's identity, benefits, and value to consumers in a digital environment. Relevant and easily understood content helps audiences connect advertising messages with their needs. Meanwhile, the consistent use of brand names, logos, colors, and communication styles strengthens brand identity and supports the processes of brand recognition and brand recall (Keller, 2013).

This finding also supports the argument of Kotler et al. (2021) that marketing communication effectiveness is determined not only by the communication channel but also by the message's ability to provide value to the audience. Content with attractive visuals but an unclear message may not necessarily develop brand awareness. In contrast, content that combines visual appeal, relevant information, and a consistent brand identity is more likely to attract attention and be retained in consumers' memories.

The standardized coefficient for content quality ($\beta = 0.504$) was larger than that for perceived Meta Ads exposure ($\beta = 0.394$). This comparison indicates a larger standardized contribution within the estimated model, but it does not establish that the two coefficients differ statistically. The moderate multicollinearity indicated by $VIF = 5.499$ also warrants caution when interpreting relative predictor importance.

This result is consistent with Lou and Yuan (2019), who explained that the informational value and credibility of branded content could increase consumer trust and responses. Efendioglu and Durmaz (2022) also demonstrated that consumers' perceived advertising value was associated with brand awareness and brand associations. Accordingly, content quality should be positioned as a central component of a Meta Ads campaign rather than merely as a complement to advertising distribution.

Joint Association of Perceived Meta Ads Exposure and Content Quality with Brand Awareness. The two predictors were jointly significant, $F(2, 97) = 160.547$, $p < 0.001$, and the model explained 76.8% of the variation in brand awareness. These results show that audience exposure and message quality provide complementary explanatory value within the study sample.

Perceived Meta Ads exposure increases opportunities for audiences to encounter brand cues, while content quality influences whether those cues attract attention, communicate relevant information, and remain memorable. The findings therefore support an integrated interpretation of distribution and message quality rather than treating either component as sufficient on its own.

Broad advertising distribution may generate impressions without necessarily strengthening recognition and recall, whereas high-quality content may remain limited when it is insufficiently exposed. The practical implication is to align campaign distribution with clear, relevant, and consistent creative materials while evaluating both dashboard indicators and audience-based awareness measures.

Research Implications. The findings reinforce the view that digital brand awareness is associated with both exposure to brand messages and the perceived quality of those messages. Campaign evaluation should therefore distinguish distribution metrics, such as reach and impressions, from audience outcomes, such as recognition and recall.

For PT Whello Indonesia Prima, Meta Ads management should be coordinated with content development for Kursusmengemudi.id. Audience segmentation, campaign objectives, exposure



frequency, and budget allocation should be aligned with prospective users, while the advertising materials should maintain attractive visuals, clear information, relevant messages, and consistent brand identifiers.

Because content quality had the larger standardized coefficient in the model, creative development deserves particular managerial attention, although the coefficient difference was not formally tested. As a subsequent optimization step, the company may use A/B testing of visuals, headlines, messages, and calls to action. Such testing is recommended for future campaign management and was not directly evaluated in the present study.

Research Limitations. The findings are limited by the use of purposive sampling, a single client and campaign, a sample dominated by young respondents, and self-reported variables collected at one point in time. The design does not include a baseline, control group, or repeated measurement and therefore does not establish causal campaign effectiveness. The time interval between the 2025 campaign and respondents' questionnaire completion may also introduce recall bias. In addition, the campaign objective was landing-page traffic rather than brand awareness, all constructs were measured through the same questionnaire, and moderate multicollinearity was present. The inclusion of respondents aged 14–17 years also means that future studies should explicitly document assent and parental-consent procedures.

CONCLUSION

This study concludes that perceived Meta Ads exposure and content quality were positively and significantly associated with the brand awareness of Kursusmengemudi.id among the 100 respondents. Perceived advertisement frequency, intensity, reach, and relevance were associated with stronger self-reported brand recognition and recall.

Content quality was also positively and significantly associated with brand awareness. Respondents who evaluated the content as visually attractive, clear, creative, relevant, and consistent tended to report higher awareness of the brand.

Together, perceived Meta Ads exposure and content quality explained 76.8% of the variation in brand awareness. The standardized coefficient for content quality ($\beta = 0.504$) was larger than that for perceived Meta Ads exposure ($\beta = 0.394$), but the difference between the coefficients was not statistically tested. The findings therefore indicate complementary associations between message exposure and message quality rather than proving causal campaign effectiveness.

PT Whello Indonesia Prima should coordinate Meta Ads distribution with the development of relevant, creative, clear, and consistent content for Kursusmengemudi.id. Future research should use broader samples, multiple clients or campaigns, longitudinal or experimental designs, and additional variables such as audience engagement, electronic word of mouth, influencer marketing, and brand trust. Future studies should also distinguish paid-ad exposure from organic-account exposure and include objective or unaided measures of brand recall where feasible.

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