ABSTRACT

This research aims to determine the importance of customer relations conducted through the Instagram account @SmartfrenCare on PT Smartfren's brand awareness. The main focus of this study is to examine the extent to which customer relations impact brand awareness on the Instagram platform. Using a quantitative approach, this research applies statistical analysis methods such as simple regression and t-tests to evaluate the relationship between customer relations variables, including customer interactions, responses to inquiries, and collaborations with various brand awareness measures such as Top of Mind, Spontaneous, Aided, Dominant, and Exclusive Awareness. The analysis results show that there is an influence between the customer relations strategy implemented through @SmartfrenCare and the increase in PT Smartfren's brand awareness with a significance of 0.734, indicating a high impact. These findings emphasize the importance of effective social media management in building and maintaining brand awareness among consumers. This research provides valuable insights for marketing practitioners in designing customer relations strategies that can enhance brand visibility on social media.

Keywords: customer relations, brand awareness, social media, Instagram.