

Analisis pengaruh aktivitas Social Media Marketing terhadap Loyalty Intentions : studi pada PT. Bank Negara Indonesia (Persero), Tbk =  
Analysis of Social Media Marketing activities effects on Loyalty Intentions: a study on PT. Bank Negara Indonesia (Persero), Tbk /  
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Abstrak

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui apakah aktivitas social media marketing berpengaruh terhadap loyalty intentions melalui driver customer equity, yaitu value equity; brand equity; dan relationship equity; dalam konteks perbankan yaitu PT. Bank Negara Indonesia (Persero), Tbk. Sampel pada penelitian ini adalah nasabah BNI yang berpengalaman menggunakan social media BNI dan yang menggunakan Internet Banking BNI sejumlah 215 responden. Structural Equation Modelling (SEM) dengan software LISREL 8.51 digunakan untuk mengolah data. Hasil analisis menunjukkan bahwa aktivitas social media marketing memiliki pengaruh positif yang signifikan terhadap value equity, brand equity, relationship equity, dan loyalty intentions. Value equity dan brand equity juga memiliki pengaruh positif yang signifikan terhadap loyalty intentions, sedangkan relationship equity tidak terbukti memiliki pengaruh yang positif yang signifikan terhadap loyalty intentions.

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**ABSTRACT**

The objective of this research is to study whether social media marketing activities have significant effects on loyalty intentions through customer equity drivers, such as value equity; brand equity; and relationship equity; in the context of banking, which is PT. Bank Negara Indonesia (Persero), Tbk. The respondents for this research are customers of BNI who have experienced using social media of BNI and BNI Internet Banking BNI in the number of 215 respondents. The data was processed through Structural Equation Modeling (SEM) using LISREL 8.51. The results show that social media marketing activities have a significant positive effect on value equity, brand equity, relationship equity, dan loyalty intentions. Value equity and brand equity also have a significant positive effect on loyalty intentions, while relationship equity is not proven having a significant positive effect on loyalty intentions.