

## Analisis pengaruh aktivitas social media marketing terhadap customer equity pada merek new luxury studi kasus merek zara = Analysis the effect of social media marketing on new luxury brand s customer equity case study zara

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### Abstrak

Ketertarikan luxury fashion brand dalam menggunakan social media marketing (SMM) sebagai strategi pemasaran mereka semakin berkembang (Kim dan Ko, 2011). Mengacu pada penelitian terdahulu (Kim dan Ko, 2011), penelitian ini bertujuan untuk mengidentifikasi atribut-atribut dari aktivitas SMM dan menguji pengaruhnya terhadap 3 faktor pendorong customer equity, yaitu value equity, relationship equity, dan brand equity, dan purchase intention. Penelitian ini mengambil studi kasus merek fashion Zara yang merupakan salah satu merek yang menerapkan konsep new luxury. Lima konstruk aktivitas SMM adalah entertainment, interaction, trendiness, customization, dan word-of-mouth. Dengan mengambil sampel penelitian dari 386 responden, data hasil penelitian diolah menggunakan Structural Equation Modelling. Hasil penelitian menyatakan lima konstruk aktivitas SMM secara positif mempengaruhi customer equity, melalui faktor pendorong relationship equity dan brand equity, dan purchase intention.

.....The growth of interest in the use of social media marketing (SMM) as one of their marketing strategy among luxury fashion brands increases (Kim dan Ko, 2011). Based on previous study (Kim dan Ko, 2011), this study set out to identify attributes of SMM activities and examine the relationships between three key factors effecting customer equity, which are value equity, relationship equity, and brand equity, and purchase intention. The fashion brand sample uses in this study is Zara where Zara practices the concept of new luxury brand. Five constructs of SMM activities are entertainment, interaction, trendiness, customization, and word-of-mouth.