

Pengaruh brand communication terhadap brand equity melalui Facebook, studi kasus: Pertamina = The impact of brand communication on brand equity through facebook : case study Pertamina

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh firm created social media brand communication terhadap Consumer Based Brand Equity (CBBE) metrics yang terdiri atas brand awareness/associations, brand loyalty dan perceived quality melalui Facebook pada studi kasus Pertamina. Penelitian ini merupakan replikasi dari penelitian sebelumnya oleh Schivinski dan Dabrowski (2014) dengan menggunakan non probability sampling melalui online survey pada Facebook PertaminaIND serta menggunakan teknik Structural Equation Modelling (SEM).

Berdasarkan analisis terhadap data 426 responden pengguna Pertamina yang berdomisili di wilayah Jabodetabek diperoleh hasil bahwa evaluasi positif dari firm-created social media brand communication secara positif mempengaruhi brand awareness/associations, brand loyalty, dan perceived quality. Selain itu, brand awareness/associations juga secara positif mempengaruhi brand loyalty dan perceived quality.

The purpose of this study was to investigate the influence of social media firm created brand communication to the Consumer-Based Brand Equity (CBBE) metrics consisting of brand awareness/associations, brand loyalty and perceived quality via Facebook on case studies Pertamina. This study is a replication of a previous study by Schivinski and Dabrowski (2014) by using a non-probability sampling through an online survey on Facebook PertaminaIND and using Structural Equation Modelling (SEM).

Based on an analysis of the data 426 respondents Pertamina users who live in the Greater Jakarta area showed that the positive evaluation of the firm-created social media brand communication positively influence brand awareness/associations, brand loyalty, and perceived quality. Additionally, brand awareness/associations also positively influence brand loyalty and perceived quality.