

Analisis pengaruh firm created dan user generated content sosial media terhadap brand equity: studi kasus Smartphone Oppo = The effect of firm created and user generated content social media towards brand equity: case study Smartphone Oppo

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh firm created dan user generated content sosial media terhadap brand equity pada salah satu industri yang tengah berkembang di Indonesia yakni industri smartphone. Data pada penelitian ini didapat dari penyebaran kuesioner secara online kepada pengguna smartphone OPPO yang telah menggunakan merek tersebut minimal 1 (satu) tahun terakhir dan aktif mengakses sosial media terkait merek OPPO dalam kurun waktu 6 (enam) bulan terakhir. Data ini diolah dengan menggunakan metode Structural Equation Modelling (SEM).

Hasil penelitian ini menunjukkan bahwa firm created berpengaruh positif terhadap keseluruhan komponen brand equity yang terdiri dari brand awareness, brand loyalty dan perceived quality. Sedangkan user generated content hanya berpengaruh positif terhadap brand awareness. Hasil penelitian juga menunjukkan brand awareness tidak memiliki pengaruh positif terhadap brand loyalty maupun perceived quality.

This research aims to analyzes The Effect of Firm Created and User Generated Content Social Media towards Brand Equity in one of emerging industry in Indonesia, smartphone industry. Data for this research were collected through online questionairre to OPPO consumers who have been using this brand for at least 1 (one) year and actively access social media about OPPO in the last 6 (six) months. They were analyzed using Structural Equation Modelling (SEM) method.

The result of this research shows that firm created have a positive effect on all components of brand equity including brand awareness, brand loyalty and perceived quality. Meanwhile, user generated content only has a positive effect on brand awareness. The result of this research also shows that brand awareness doesn't effect brand loyalty and perceived quality.