

Analisis pengaruh social media marketing activities, advertising, dan sales promotion terhadap dimensi-dimensi brand equity studi kasus: Wardah = Analysis of the influence of social media marketing activities advertising and sales promotion towards the dimensions of brand equity: case study Wardah

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh aktivitas di media sosial, iklan, serta promosi penjualan terhadap dimensi-dimensi brand equity pada low-involvement product dengan studi kasus brand kosmetik dan personal care yaitu Wardah. Sampel pada penelitian ini adalah pengguna produk dari brand Wardah dalam 3 tiga bulan terakhir dan pernah mengakses social media dari Wardah. Data diolah dengan menggunakan metode Structural Equation Modelling SEM . Hasil dari penelitian menunjukkan bahwa social media marketing activities berpengaruh positif terhadap brand awareness dan brand loyalty. Perceived advertising spend berpengaruh positif terhadap brand awareness dan berpengaruh negatif terhadap brand loyalty. Attitude towards the advertisement berpengaruh positif pada brand awareness. Monetary sales promotion berpengaruh positif pada brand association dan perceived quality. Sedangkan non-monetary sales promotion tidak berpengaruh apapun terhadap dimensi-dimensi brand equity. Pada penelitian ini juga ditemukan hubungan memediasi dari brand awareness dan perceived quality terhadap hubungan antara social media marketing activities dan brand loyalty. Hubungan dari dimensi-dimensi brand equity juga ditemukan berpengaruh positif satu sama lainnya.

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This study aims to analyze the effect of social media marketing activities, advertising, and sales promotion towards the dimensions of brand equity in low involvement product with case study of cosmetic and personal care brand that is Wardah. Samples in this study are the consumers of Wardah within 3 three months and ever accessed Wardah social media. The data was processed using Structural Equation Modeling SEM . Results from the study showed that social media marketing activities have a positive effect to brand awareness and brand loyalty. Perceived advertising spend has a positive effect on brand awareness and have a negative effect on brand loyalty. Attitude towards the advertisement have a positive effect on brand awareness. Monetary sales promotion have a positive effect t on the brand association and perceived quality. Whereas non monetary sales promotion does not have any effect on the dimensions of brand equity. This study also found a mediating effect of brand awareness and perceived quality on the relationship between social media marketing activities and brand loyalty. A positive effect of the dimensions of brand equity on one another also found in this study.