

Analisis pengaruh perceived social media marketing activities terhadap brand loyalty efek mediasi brand dan value consciousness. Studi kasus: smartphone Samsung = The influence of perceived social media marketing activities on brand loyalty the mediation effect of brand and value consciousness. Case study: Samsung smartphone

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh aktivitas pemasaran di media sosial terhadap brand loyalty pada smartphone Samsung. Pengaruh ini dapat berupa pengaruh langsung di mana perceived social media marketing activities mempengaruhi brand loyalty. Pengaruh ini juga dimediasi oleh brand dan value consciousness. Penelitian ini melibatkan 432 pengguna smartphone Samsung yang pernah mengakses media sosial smartphone Samsung dalam enam bulan terakhir dan berusia 16-35 tahun. Data diolah menggunakan metode Structural Equation Model SEM.

Hasil penelitian ini menunjukkan bahwa perceived social media marketing activities berpengaruh positif terhadap brand loyalty. Pada penelitian ini juga ditemukan bahwa brand dan value consciousness memediasi pengaruh perceived social media marketing activities terhadap brand loyalty. Besar pengaruh mediasi brand consciousness lebih tinggi daripada value consciousness dalam kasus smartphone Samsung.

*This study aims to analyze the effect of perceived social media marketing activities on brand loyalty in Samsung smartphone. This effect can be direct in which perceived social media marketing activities influences brand loyalty. This effect is also mediated by brand and value consciousness. This study involved 432 Samsung smartphone users who have accessed Samsung smartphone's social media page within the past six months and are 16-35 years old. The data was analyzed using Structural Equation Model SEM. Results of this study show that perceived social media marketing activities have a positive effect towards brand loyalty. This study also suggests that brand and value consciousness have mediating effects on the relationship between perceived social media marketing activities and brand loyalty. The mediating effect of brand consciousness is greater than value consciousness.*