

Pengaruh social media marketing activities terhadap pembentukan brand awareness, brand image, dan brand loyalty Asian Games 2018: studi pada akun Instagram 18th Asian Games Jakarta-Palembang 2018 = Influence of social media marketing activities toward brand awareness, brand image, and brand loyalty: study on Instagram account of 18th Asian Games Jakarta-Palembang 2018

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Abstrak

Asian Games merupakan acara olahraga terbesar di Asia dan diselenggarakan setiap empat tahun sekali. Penelitian ini menjelaskan hubungan social media marketing activities terhadap pembentukan brand awareness, brand image, dan brand loyalty Asian Games 2018 selaku acara olahraga. Penelitian ini merupakan penelitian kuantitatif dengan melakukan penyebaran kuesioner secara online yang berdasarkan teknik convenience sampling terhadap 400 responden. Berdasarkan analisis faktor yang telah dilakukan, social media marketing activities terbagi menjadi tujuh dimensi, yaitu pleasure of share, interaction, trendiness, customization, advertisement, information, dan word of mouth communication. Setelah dilakukan analisis linier, social media marketing activities terbukti dapat memprediksi brand awareness, brand image, dan brand loyalty secara signifikan. Dimensi yang berpengaruh secara signifikan terhadap brand awareness adalah pleasure of share dan information, pleasure of share, customization dan information pada brand image, serta pleasure of share, information dan word of mouth communication pada brand loyalty. Selain itu, ditemukan bahwa brand awareness memiliki hubungan dengan brand image yang secara bersama memiliki hubungan dengan brand loyalty.

The Asian Games is the biggest sporting event in Asia and is held every four years. This study explains the relationship of social media marketing activities to the formation of brand awareness, brand image, and brand loyalty of the 2018 Asian Games as a sports event. This research is a quantitative research by conducting online questionnaires that discuss convenience sampling techniques for 400 respondents. Based on the analysis of the factors that have been carried out, social media marketing activities are divided into seven dimensions, namely pleasure of share, interaction, trendiness, customization, advertising, information, and word of mouth communication. After linier analysis, social media marketing activities have been shown to significantly predict brand awareness, brand image, and brand loyalty. The dimensions that influence brand awareness are pleasure of share and information, pleasure of share customization, and information on brand image, as well as the pleasure of share, information, and word of mouth communication on brand loyalty. In addition, it was found that brand awareness has a relationship with brand image related to brand loyalty.