

# Pengaruh Social Media Marketing Activities Terhadap Customer Loyalty Melalui Mediasi Customer Equity Drivers Pada Pelanggan Shopee di Daerah Jakarta = The Influence of Social Media Marketing Activities on Customer Loyalty through mediation Customer Equity Drivers in the Shopee Customer in Jakarta Area

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## Abstrak

Penelitian ini bertujuan untuk menguji pengaruh *social media marketing activities* terhadap *customer loyalty* melalui mediasi *customer equity drivers* pada pelanggan Shopee di Daerah Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 100 responden. Responden penelitian ini adalah pelanggan yang pernah melakukan pembelian di Shopee setidaknya 1- 3 kali dalam satu bulan, berusia 18-34 tahun, mengikuti akun media sosial Shopee Indonesia, dan berdomisili di DKI Jakarta. Teknik analisis yang digunakan adalah analisis deskriptif, analisis inferensial, dan uji hipotesis menggunakan regresi sederhana dan regresi berganda dengan *software SPSS 20*. Berdasarkan penelitian Yadav dan Rahman (2018) mengungkapkan bahwa pengaruh *social media marketing activities* terhadap *customer loyalty* dapat dicapai melalui mediasi *customer equity drivers* yang memiliki komponen *value equity*, *brand equity*, dan *relationship equity*. Hasil penelitian ini mengungkapkan enam temuan yaitu pertama, *social media marketing activities* memiliki pengaruh yang signifikan terhadap *value equity* pada pelanggan Shopee di Daerah Jakarta. Kedua, *social media marketing activities* memiliki pengaruh yang signifikan terhadap *brand equity* pada pelanggan Shopee di Daerah Jakarta. Ketiga, *social media marketing activities* memiliki pengaruh yang signifikan terhadap *relationship equity* pada pelanggan Shopee di Daerah Jakarta. Keempat, *value equity* tidak memiliki pengaruh yang signifikan terhadap *customer loyalty* pada pelanggan Shopee di Daerah Jakarta. Kelima, *brand equity* memiliki pengaruh yang signifikan terhadap *customer loyalty* pada pelanggan Shopee di Daerah Jakarta. Keenam, *relationship equity* memiliki pengaruh yang signifikan terhadap *customer loyalty* pada pelanggan Shopee di Daerah Jakarta.

The purpose this research is to examine the impact of social media marketing activities on customer loyalty via customer equity drivers in the Shopee customer in Jakarta Area. This research uses a quantitative approach by the survey method through questionnaire instrument to 100 respondents. The respondents of this study are customers who have made purchases at Shopee at least 1-3 times a month, aged 18-34 years, following Shopee Indonesia social media account, and domiciled in DKI Jakarta. The analysis technique used is descriptive analysis, inferential analysis, and hypothesis testing using simple regression and multiple regression with *SPSS software version 20*. Based on research Yadav dan Rahman (2018) revealed that the influence of social media marketing activities on customer loyalty can be achieved through mediating customer equity drivers that have components of value equity, brand equity, and relationship equity. The research revealed six findings. First, social media marketing activities have a significant influence on value equity in the Shopee customer in Jakarta Area. Second, social media marketing activities

have a significant influence on brand equity in the Shopee customer in Jakarta Area. Third, social media marketing activities have a significant influence on relationship equity in the Shopee customer in Jakarta Area. Fourth, value equity does not have a significant influence on customer loyalty in the Shopee customer in Jakarta Area. Fifth, brand equity has a significant influence on customer loyalty in the Shopee customer in Jakarta Area. Sixth, relationship equity has a significant influence on customer loyalty in the Shopee customer in Jakarta Area.