

# Analisis pengaruh Social Media Marketing dan Selected Marketing Constructs Terhadap Tahapan Brand Loyalty: Studi Pada Merek Fast Fashion Lokal untuk Perempuan = Analysis of the Effects of Social Media Marketing and Selected Marketing Constructs on Stages of Brand Loyalty: Study on Local Fast Fashion Brands for Women

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## Abstrak

Industri fashion diproyeksikan akan terus tumbuh. Merek fesyen dengan mode cepat (fast fashion) yang sesuai tren terkini juga masih berkembang, tak terkecuali di Indonesia. Berbagai merek fast fashion terutama merek lokal khusus produk fyesen perempuan terus berstrategi untuk menarik konsumen. Penelitian ini bertujuan untuk mengetahui hubungan antara social media marketing activities (SM) dan tiga konstruk pemasaran yakni value consciousness (VC), brand consciousness (BC), serta brand love (BL) terhadap tahapan brand loyalty, yakni cognitive brand loyalty (CGL), affective brand loyalty (AL), dan conative brand loyalty (CNL). Penelitian ini diolah menggunakan Structural Equation Modeling (SEM) berdasarkan data dari sejumlah 242 responden yang diperoleh melalui penyebaran kuesioner terhadap konsumen merek fast fashion lokal khusus produk fesyen perempuan berusia 16-34 tahun yang pernah membeli produk serta mengetahui dan/atau mengikuti sosial media dari setidaknya salah satu merek berikut: Cottoinink, Colorbox, This is april, Et cetera, dan Gaudi dalam kurun waktu 6 bulan terakhir. Hasil dari penelitian ini membuktikan adanya pengaruh positif dari SM terhadap VC, BC, dan BL. Hasil penelitian juga mendemonstrasikan bahwa SM memiliki pengaruh positif langsung dan tidak langsung (melalui BC dan BL) terhadap tahapan brand loyalty. Implikasi manajerial serta saran bagi penelitian selanjutnya akan dibahas lebih lanjut pada penelitian ini.

.....Fashion industry is projected to continuously grow. Fast fashion brands that match with the latest trends are also growing, including in Indonesia. Various fast fashion brands, especially local brands for women's fashion products, progressively build strategies to attract consumers. This study aims to determine the effects of social media marketing activities (SM) and marketing constructs which are value consciousness (VC), brand consciousness (BC), and brand love (BL) toward brand loyalty stages, namely cognitive brand loyalty (CGL), affective brand loyalty (AL), and conative brand loyalty (CNL). This research was using Structural Equation Modeling (SEM) based on 242 respondents' data which was collected through distributing questionnaires to consumers of local fast fashion brands specifically for women's fashion products aged 16-34 who have bought the product and know and/or follow social media from at least any of the following brands: Cottoinink, Colorbox, This is april, Et cetera, and Gaudi in the last 6 months. The results of this study prove that there is a positive effect of SM on VC, BC, and BL. The results also demonstrate that SM has a direct and indirect positive effect (through BC and BL) on the brand loyalty stage. The managerial implications and suggestions for further research will be discussed further in this study.