

Pengaruh perceived social media marketing activities terhadap consumer based brand equity dengan brand experience sebagai variabel mediasi dan co-creation behaviour sebagai variabel moderasi: studi pada pengikut Instagram Shopee Indonesia di Jakarta = The effect of perceived social media marketing activities on consumer-based brand equity with brand Experience as Mediation Variables and Co- Creation behaviour as moderation variables: studies on followers of Shopee Indonesia's Instagram in Jakarta

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Abstrak

Consumer-based brand equity (CBBE) merupakan instrumen brand paling bernilai dari instrumen brand lainnya. Salah satu strategi pemasaran yang mampu meningkatkan CBBE adalah dengan social media marketing activities (SMMA) yang dapat dirasakan pengikutnya, atau perceived SMMA. Shopee Indonesia merupakan salah satu e-commerce yang mempunyai media sosial Instagram untuk memberi informasi terbaru dan berhubungan dengan konsumennya, khususnya di Jakarta yang penduduknya mempunyai angka melek media sosial hingga 99%. Perceived SMMA dapat menciptakan brand experience konsumen, serta nantinya brand experience mampu meningkatkan CBBE. Selain itu, co-creation dapat berperan sebagai moderasi antara hubungan perceived SMMA dan brand experience. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh perceived SMMA terhadap CBBE melalui brand experience serta co-creation behaviour sebagai moderasi pada pengikut Instagram Shopee Indonesia di Jakarta. Metode penelitian ini menggunakan pendekatan kuantitatif melalui teknik purposive sampling pada 211 responden yang diperoleh melalui online questionnaire. Hasil penelitian menunjukkan bahwa perceived SMMA berpengaruh signifikan terhadap CBBE. Perceived SMMA juga berpengaruh signifikan terhadap brand experience. Selain itu, brand experience mempunyai pengaruh signifikan terhadap CBBE. Peran brand experience sebagai mediasi antara perceived SMMA dan CBBE mempunyai pengaruh signifikan. Namun, tidak ada pengaruh signifikan pada co-creation behaviour sebagai moderasi antara perceived SMMA dan CBBE.

.....Consumer-based brand equity (CBBE) is the most valuable brand instrument among the other brand instruments. One of the marketing strategies that can increase CBBE is social media marketing activities (SMMA) that can be perceived by its followers, or perceived SMMA. Shopee Indonesia is one of the e-commerce sites that has Instagram to provide the latest information and connect with its consumers, especially in Jakarta where the population has a social media literacy rate of up to 99%. Perceived SMMA can affect consumer's brand experience, and also brand experience can increase CBBE. In addition, co-creation can be a moderator between the relationship between perceived SMMA and brand experience. This study aims to analyze the effect of perceived SMMA on CBBE through brand experience and co-creation behavior as a moderator from Shopee Indonesia's Instagram followers in Jakarta. The research method uses quantitative approach with purposive sampling technique on 211 respondents obtained through online questionnaires. The results showed that perceived SMMA had a significant effect on CBBE. Perceived SMMA also has a significant effect on brand experience. Furthermore, brand experience has a significant influence on CBBE. The role of brand experience as a mediation between perceived SMMA and CBBE has

a significant effect. However, there is no significant effect on co-creation behavior as a moderator between perceived SMMA and CBBE.