

# Pengaruh Social Media Marketing Activities Brand Somethinc Terhadap Customer Responses Melalui Brand Equity Pada Pengguna di DKI Jakarta = The Effect of Social Media Marketing Activities Beauty Product Brand Somethinc on Brand Equity and Customer Responses in the User on Jakarta City

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## Abstrak

Saat ini, para peneliti memiliki perhatian khusus pada media sosial karena media sosial tidak hanya sebagai alat komunikasi bagi penggunanya. Media sosial telah menjadi bagian penting dari strategi pemasaran, yang membawa pengaruh signifikan terhadap niat beli konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran media sosial yang digunakan oleh Somethinc terhadap ekuitas merek dan respon pelanggan, berdasarkan aktivitas pemasaran mereka di Instagram. Dengan tiga variabel: Aktivitas Pemasaran Media Sosial, Respons Pelanggan, dan Ekuitas Merek, kuesioner tertutup dibuat untuk responden dengan latar belakang berbeda untuk menjawab tiga hipotesis dalam penelitian ini. Survei dilakukan dengan menanyai 170 orang dari berbagai latar belakang, seperti jenis kelamin, usia, tingkat pendidikan, profesi, dan domisili. Kemudian, tanggapan tersebut diolah dan dianalisis dengan analisis statistik. Hasil penelitian menunjukkan bahwa aktivitas pemasaran media sosial Somethinc secara signifikan memiliki pengaruh pada ekuitas merek dan respons pelanggan. Selain itu, hasil penelitian juga menunjukkan efek mediasi dari variabel ekuitas merek terhadap hubungan antara aktivitas pemasaran media sosial dan respons pelanggan terhadap pengguna produk kecantikan Somethinc di DKI Jakarta.

.....Many researchers are currently paying attention on the concept of social media since social media is not only a communication tool for its users. Social media has become an essential part of the marketing strategy of business activities, leading to a significant influence on consumers' purchase intentions. This research aims to determine the effect of social media marketing used by Somethinc on brand equity and customer response, based on their marketing activities on Instagram. With three variables: Social Media Marketing Activities, Customer Responses, and Brand Equity, a closed questionnaire was created for the participants with different backgrounds to answer three hypotheses in this study. A survey was conducted by questioning 170 people from different backgrounds, such as gender, age, educational level, profession, and domicile. Then, the responses were processed and analyzed with statistical analyses. The findings deduced that Somethinc's social media marketing activities positively and significantly impact brand equity and customer response. In addition, the study results also show a mediating effect of the brand equity variable on the relationship between social media marketing activities and customer responses to Somethinc beauty product users in the DKI Jakarta.