

Signifikansi Social Media Marketing Activities, Brand Equity dan Brand Loyalty Untuk Memprediksi Consumer Willingness to Pay for Premium Running Watch: Studi Pada Garmin Indonesia = Significance of Social Media Marketing Activities, Brand Equity and Brand Loyalty to Predict Consumer Willingness to Pay for Premium Running Watch

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Abstrak

Pada konteks social media marketing activities (SMMA), diperlukan strategi yang meliputi lima dimensi entertainment, interactivity, trendiness, customization dan electronic word of mouth. Penelitian ini akan berfokus untuk memahami peranan social media marketing activities dalam memberikan dampak secara positif terhadap brand equity pada produk premium running watch Garmin, yang didasari oleh peningkatan terhadap brand image dan brand awareness yang akan berujung terhadap munculnya brand loyalty dalam memprediksi willingness to pay for premium running watch. Desain penelitian yang digunakan adalah cross-sectional dengan metode confirmatory factor analysis. Penelitian ini menganalisis 220 responden dengan rentang usia 18-40 tahun yang memiliki sosial media dan mempunyai pengalaman dalam menggunakan produk Garmin. Metode pengumpulan data yang digunakan adalah survei menggunakan kuesioner dan data yang didapat diolah dengan teknik Partial Least Squares – Structural Equation Modelling (PLS-SEM). Hasil dari olahan data menunjukkan bahwa beberapa dimensi Social Media Marketing Activities memiliki pengaruh positif terhadap Brand Equity, yang berupa Brand Awareness dan Brand Image. Namun, Variabel Brand Equity tidak semuanya memiliki pengaruh terhadap Brand Loyalty untuk memprediksi Consumer Willingness to Pay Premium.

.....In the context of social media marketing activities (SMMA), a strategy is needed that covers five dimensions of entertainment, interactivity, trendiness, customization, and electronic word of mouth. The research will focus on understanding the role of social media marketing activities in positively impacting brand equity on Garmin's premium running watch products, based on improved brand image and brand awareness that will end up with the emergence of brand loyalty in predicting willingness to pay for premium running Watch. The research is cross-sectional with confirmatory factor analysis. The study analyzed 220 respondents aged 18 to 40 who used social media and had experience using Garmin products. The method of data collection used is questionnaires and data obtained processed with the technique of Partial Least Squares – Structural Equation Modelling (PLS-SEM). Results from data processing show that several dimensions of Social Media Marketing Activities have a positive impact on Brand Equity, which are Brand Awareness and Brand Image. However, Variable Brand Equity does not all influence Brand Loyalty to predict Consumer Willingness to Pay Premium.