

Peran Sosial Media Marketing Activities Untuk Meningkatkan Customer Based Brand Equity (Cbbe) dan Dampaknya Terhadap Brand Loyalty (Studi Kasus Produk Bright Gas) = The Role Of Social Media Marketing Activities to Increase Customer Based Brand Equity (Cbbe) and its Impact on Brand Loyalty (Case Study Of Bright Gas Products)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing activities terhadap brand equity melalui Instagram pengguna bright gas. Penelitian ini juga menyelidiki peran dari instagram marketing activities terhadap brand awareness, brand image dan perceived quality serta hubungan terhadap electronic word of mouth dan Brand Repurchase Intention, Penelitian ini merupakan penelitian kuantitatif yang menggunakan kuesioner online untuk mendapatkan dan diperoleh total sample sebanyak 301 responden yang diolah menggunakan aplikasi SmartPLS versi 3. Hasil penelitian secara parsial menunjukkan bahwa instagram marketing activities berpengaruh positif signifikan terhadap brand awareness, brand association dan perceived quality, sedangkan variabel brand awareness, brand image dan perceived quality secara partial berpengaruh secara positif dan signifikan terhadap positive word of mouth dan Brand Repurchase Intention, Penelitian ini berhasil menemukan bentuk attitudinal loyalty dengan pengoperasian variabel WoM dan behavioral loyalty pada variabel Brand Repurchase Intention yang secara khusus meneliti pengguna platform online.

.....This research aims to analyze the influence social media marketing activities towards brand equity via Instagram user Bright Gas. This research also investigates the role of instagram marketing activities to brand awareness, brand image and perceived quality and its relationships to electronic word of mouth and Brand Repurchase Intention, This research is a quantitative research that uses an online questionnaire and obtained a total sample of 301 respondents who were processed using the SmartPLS version 3 application. The partial research results show that instagram marketing activities has significant positive effect on brand awareness, brand image and perceived quality, while brand awareness, brand image and perceived quality partially has a positive and significant effect on electronic word of mouth and Brand Repurchase Intention, This research succeeded in finding a form attitudinal loyalty with variable operation WoM and behavioral loyalty on variables Brand Repurchase Intention which specifically researches online platform.