

Pengaruh Pemasaran Media Sosial Terhadap Ekuitas Merek Berdasarkan Konsumen: Memahami Faktor-faktor Mediasi Manfaat Media Sosial dan Pengalaman Merek pada Merek Mewah Gucci di Kalangan Milenial di Jabodetabek, Indonesia = The Effect Of Social Media Marketing On Consumer-based Brand Equity: Understanding The Mediating Factors of Social Media Benefits and Brand Experience Of Luxury Brand Gucci on Millenial in Jabodetabek, Indonesia

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Abstrak

Konsumen semakin beralih ke platform media sosial untuk berpartisipasi dalam komunitas merek sebagai cara memperoleh informasi tentang merek dan mendapatkan wawasan dalam keputusan pembelian mereka secara keseluruhan. Hipotesis kami adalah bahwa hubungan antara aktivitas pemasaran media sosial (SMM) dan ekuitas merek berbasis konsumen (CBBE) di kalangan Milenial dimediasi oleh keuntungan konsumen yang muncul dari keterlibatan dalam komunitas tersebut dan pengalaman merek. Secara khusus, kami fokus pada hubungan antara aktivitas SMM dan dua faktor ini. Selain itu, gagasan penggunaan dan kepuasan, serta pengalaman merek, menjadi dasar konsep ini. Untuk menguji model penelitian, digunakan ukuran sampel sebanyak 202 orang yang mengikuti Gucci di media sosial. PLS, yang merupakan singkatan dari partial least squares path modeling, diterapkan.

.....Consumers are increasingly turning to social media platforms to participate in brand communities as a means of acquiring information about brands and gaining insight into their overall purchasing decisions. Our hypothesis is that the relationship between social media marketing (SMM) activities and consumer-based brand equity (CBBE) among Millennials is mediated by the consumer advantages that emerge from involvement in such communities and brand experience. Specifically, we are focusing on the relationship between SMM activities and these two factors. Additionally, the idea of uses and gratifications, in addition to brand experience, serves as the foundation for this concept. In order to test the study model, a sample size of 202 people who follow Gucci on social media was used. PLS, which is an acronym that stands for partial least squares path modeling, was applied.