

Analisis Pengaruh Social Media Marketing terhadap Brand Equity dan Consumer Response pada Konsumen Muslim (Studi Kasus Merek Fashion ThenBlank) = An Analysis of the Influence of Social Media Marketing on Brand Equity and Consumer Response of Muslim Consumers (Case Study of ThenBlank Brand)

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Abstrak

Skripsi ini bertujuan untuk mengidentifikasi pengaruh social media marketing terhadap brand equity dan consumer response, menggunakan studi kasus merek fashion yaitu ThenBlank. Penelitian ini mengambil target responden yaitu konsumen muslim Indonesia dan menggunakan metode penelitian kuantitatif mengambil 401 responden dengan desain deskriptif. Hasil penelitian ini menyarankan kepada ThenBlank untuk melakukan kegiatan pemasaran dengan media sosial karena akan memiliki pengaruh yang signifikan dan positif terhadap brand awareness dan brand image (sebagai bagian brand equity). Selanjutnya, brand awareness dan brand image yang sudah dibangun tadi akan berpengaruh terhadap electronic word of mouth dan commitment konsumen terhadap produk ThenBlank.

.....This thesis aims to identify the influence of social media marketing on brand equity and consumer response, using a case study of a fashion brand, namely ThenBlank. This study takes the target respondents, namely Indonesian Muslim consumers and uses quantitative research methods and uses Structural Equation Modeling (SEM) for data processing based on 401 respondents. The results of this study suggest especially for marketing practitioners to carry out marketing activities with social media because it will have a significant and positive influence on brand awareness and brand image (as part of brand equity).

Furthermore, brand awareness and brand image that have been built earlier will affect electronic word of mouth and consumer commitment to products marketed on social media.