

Pengaruh Aktivitas Pemasaran Media Sosial terhadap Kesadaran Merek (Brand Awareness), Citra Merek (Brand Image), dan Loyalitas Merek (Brand Loyalty) Kementerian Keuangan Republik Indonesia = The Influence of Social Media Marketing Activities on Brand Awareness, Brand Image, and Brand Loyalty of the Ministry of Finance of the Republic of Indonesia

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Abstrak

Penggunaan strategi marketing pada sektor publik tidaklah semasif pada sektor swasta. Namun saat ini sektor publik sudah banyak menerapkan prinsip-prinsip dan strategi marketing terutama melalui sosial media untuk meningkatkan komunikasi dan hubungannya dengan masyarakat sehingga tercipta brand awareness, brand image, dan brand loyalty terhadap institusi publik seperti Kementerian Keuangan. Namun, dalam literatur, masih sangat terbatas penelitian yang melihat efektivitas penggunaan sosial media pada strategi marketing di sektor publik seperti pemerintah. Oleh karena itu skripsi ini meneliti mengenai pengaruh dari aktivitas pemasaran media sosial (SMM) yang dilakukan oleh Kementerian Keuangan Republik Indonesia terhadap kesadaran merek (brand awareness), citra merek (brand image), dan loyalitas merek (brand loyalty) masyarakat terhadap Kementerian Keuangan. Dengan menggunakan metode Structural Equation Modelling (SEM) terhadap 344 data responden, ditemukan bahwa aktivitas pemasaran media sosial yang dilakukan oleh Kementerian Keuangan Republik Indonesia melalui platform Instagram memiliki pengaruh positif dan signifikan terhadap kesadaran merek (brand awareness), citra merek (brand image), dan loyalitas merek (brand loyalty) dari masyarakat terhadap Kementerian Keuangan. Selanjutnya, kesadaran merek masyarakat terhadap Kementerian Keuangan memiliki dampak yang positif dan signifikan terhadap citra merek Kementerian Keuangan dan citra merek Kementerian Keuangan di masyarakat memiliki dampak yang positif dan signifikan terhadap loyalitas merek masyarakat terhadap Kementerian Keuangan.

.....The use of marketing strategies in the public sector is not as massive as in the private sector. However, the public sector has now widely adopted marketing principles and strategies, especially through social media, to enhance communication and relationships with the public, thereby creating brand awareness, brand image and brand loyalty toward public institutions such as the Ministry of Finance. Nevertheless, in the literature, research examining the effectiveness of social media use in marketing strategies within the public sector, such as government, remains very limited. Therefore, this thesis investigates the influence of social media marketing (SMM) activities conducted by the Ministry of Finance of the Republic of Indonesia on brand awareness, brand image, and brand loyalty of the public toward the Ministry of Finance. Using the Structural Equation Modelling (SEM) method on 344 respondent data, it was found that social media marketing activities conducted by the Ministry of Finance of the Republic of Indonesia through the Instagram platform have a positive and significant influence on brand awareness, brand image, and brand loyalty of the public toward the Ministry of Finance. Furthermore, public brand awareness of the Ministry of Finance has a positive and significant impact on the brand image of the Ministry of Finance, and the brand image of the Ministry of Finance among the public has a positive and significant impact on public brand

loyalty toward the Ministry of Finance.