

Pengaruh aktivitas pemasaran media sosial terhadap consumer based brand equity. Studi kasus: Go-jek = Effect of social media marketing activities through consumer based brand equity. Case study: Go-jek

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Abstrak

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh dari aktivitas pemasaran media sosial terhadap consumer based brand equity. Variabel yang termasuk dalam consumer based brand equity dalam penelitian ini adalah brand awareness, brand image, perceived quality, brand attitude, dan brand loyalty. Penelitian ini merupakan penelitian kuantitatif dengan desain deskriptif. Hasil penelitian menunjukkan bahwa aktifitas pemasaran media sosial hanya berpengaruh kepada salah satu customer based brand equity berupa brand image.

.....This research examine effect of social media marketing activities through Consumer based brand equity. Variables in Consumer Based Brand Equity are brand awareness, brand image, perceived quality, brand attitude, and brand loyalty. This research is quantitative with descriptive design. The result of this research show the activity of social media marketing activity effect through customer based brand equity only in brand image variable.