

Pengaruh social media marketing efforts terhadap ekuitas merek (studi pada khalayak media sosial cgv cinemas Indonesia) = Influence of social media marketing efforts toward brand equity (study on social media followers of cgv cinemas Indonesia) / Dinda Emily Assadiya

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Abstrak

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CGV Cinemas Indonesia merupakan merek yang bergerak di industri jasa pertunjukkan film yang sebelumnya dikenal sebagai BlitzMegaplex. Penelitian ini menjelaskan pengaruh social media marketing efforts terhadap ekuitas merek dengan melakukan studi pada khalayak media sosial CGV Cinemas Indonesia. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan survei dengan penyebaran kuesioner secara online yang berdasarkan teknik convenience sampling terhadap 100 orang sampel. Analisis regresi linier memperlihatkan bahwa social media marketing efforts dapat memprediksi ekuitas merek secara signifikan. Dimensi yang berpengaruh secara signifikan terhadap ekuitas merek adalah trendiness dan customization. Sementara, dimensi entertainment, interaction dan word of mouth disisihkan karena terbukti tidak berpengaruh secara signifikan.

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**ABSTRACT**

CGV Cinemas Indonesia, formerly known as BlitzMegaplex, is a brand that is involved in the exhibition or cinema business. This research focuses on finding the influence of social media marketing efforts on brand equity within the social media target audience of CGV Cinemas Indonesia. This quantitative research uses survey by distributing online questionnaire to 100 samples using convenience sampling technique. A linear regression analysis shows that social media marketing efforts can predict brand equity significantly. There are two dimensions that have significant impact on brand equity which are trendiness and customization. Entertainment, interaction and word of mouth are excluded, as the three dimensions are proven to not having significant impact on brand equity.