

# Pengaruh Aktivitas Social Media Marketing Terhadap Brand Trust, Brand Equity, dan Brand Loyalty Pada Platform Social Media Instagram = The Effect of Social Media Marketing Activities on Brand Trust, Brand Loyalty, and Brand Equity on the Social Media Instagram

Alfian Dally Irawan, author

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Abstrak

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Penelitian ini bertujuan untuk mengetahui pengaruh aktivitas social media marketing yang dilihat dari dimensi entertainmet, interaction, trendiness, customization, dan word-of mouth, terhadap brand trust, brand equity dan brand loyalty yang dilakukan oleh sosial media Instagram. Penelitian menggunakan metode Structural Equation Modelling (SEM) dengan sampel sebanyak 617 responden yang merupakan penduduk Indonesia dengan rentang usia 17 hingga 35 tahun dan telah menggunakan sosial media Instagram minimal selama 6 bulan. Hasil penelitian menunjukkan bahwa aktivitas social media marketing yang dilihat berdasarkan entertainment, interaction, trendiness, customization, dan word-of-mouth memiliki pengaruh yang positif terhadap brand trust, brand equity, dan brand loyalty. Selanjutnya, brand trust memiliki pengaruh positif dalam memediasi aktivitas social media marketing terhadap brand equity dan brand loyalty, serta brand equity juga memiliki pengaruh positif dalam memediasi aktivitas social media marketing terhadap brand loyalty.

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## **ABSTRACT**

This study aims to determine the effect of social media marketing activities as seen from the dimensions of entertainment, interaction, trendiness, customization, and word-of-mouth, on brand trust, brand equity and brand loyalty conducted by Instagram social media. The study uses the Structural Equation Modeling (SEM) method with a sample of 617 respondents who are Indonesian residents ranging in age from 17 to 35 years and have used Instagram social media for a minimum of 6 months. The results showed that social media marketing activities viewed based on entertainment, interaction, trendiness, customization, and word-of-mouth had a positive effect on brand trust, brand equity, and brand loyalty. Furthermore, brand trust has a positive influence in mediating social media marketing activities on brand equity and brand loyalty, and brand equity also has a positive influence in mediating social media market activities on brand loyalty.