

PENGARUH KOMUNIKASI MEDIA SOSIAL MEREK PIATTOS, PADA AKUN INSTAGRAM @PIATTOSRAME TERHADAP BRAND EQUITY = SOCIAL MEDIA COMMUNICATION EFFECT OF PIATTOS BRAND ON @PIATTOSRAME INSTAGRAM ACCOUNT TO BRAND EQUITY

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi media sosial yang terdiri dari firm generated contents (FGC) dan user generated contents (UGC) yang sudah diterapkan oleh merek Piattos pada akun Instagram @piattosrame terhadap keseluruhan brand equity yang merupakan gabungan dari dimensinya yaitu; brand awareness/association; perceived quality; dan brand loyalty. Penelitian menggunakan data kuesioner dari 155 responden yang seluruhnya merupakan pengikut akun Instagram @piattosrame dan secara aktif berkomunikasi dengan akun tersebut. Kemudian, data di olah secara empiris menggunakan structuran equation model untuk menguji hipotesis. Hasilnya, komunikasi media sosial melalui UGC dan FGC keduanya secara signifikan memberikan pengaruh positif kepada keseluruhan brand equity secara tidak langsung, atau melalui mediasi dari dimensi-dimensinya, yaitu brand awareness/association, perceived quality, dan brand loyalty. Hasil penelitian ini dapat memberikan pengertian lebih lanjut bagi para manajer mengenai pengaruh penggunaan media sosial Instagram dengan komunikasi media sosial yang terarah terhadap brand equity.

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This study aims to determine the effect of social media communication consisting firm generated contents (FGC) and user generated contents (UGC) which have been implemented by the Piattos brand on Instagram @piattosrame accounts on overall brand equity, which is a combination of its dimensions namely; brand awareness / association; perceived quality; and brand loyalty. The study used questionnaire data from 155 respondents who were all followers of @piattosrame Instagram account, and actively communicated with the account. Then, the data is processed empirically using structured equation models to test hypotheses. As a result, social media communication through UGC and FGC both significantly indirectly provides a positive influence on overall brand equity, through the mediation of its dimensions, namely brand awareness / association, perceived quality, and brand loyalty. The results of this study can provide further understanding for managers regarding the effect of using Instagram social media with a directed and personalised social media communication towards brand equity.