

Analisis pengaruh social media marketing efforts terhadap brand knowledge melalui customer brand engagement sebagai mediasi (Studi pada konsumen sepatu brand lokal compass di Jabodetabek) = Analysis of the effect of social media marketing efforts on brand knowledge through customer brand engagement as a mediation: A study on customer of local brand sepatu compass.

Alfathur Bayzaqi Qurrotayana, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20513437&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh upaya pemasaran media sosial terhadap pengetahuan merek melalui hubungan konsumen merek pada konsumen sepatu brand lokal compass sehingga peneliti dapat mengetahui pengaruh partisipasi konsumen dalam melakukan pembelian produk. Penelitian ini menggunakan pendekatan kuantitatif dengan melakukan survei menggunakan teknik purposive. Penelitian ini menggunakan 190 responden yang berhasil diperoleh menggunakan online questionnaire melalui google form. Pengolahan data untuk analisis statistik deskriptif dan SEM PLS dilakukan menggunakan software SPSS dan SmartPLS. Hasil dari penelitian ini yaitu adanya pengaruh pada hubungan yang terdapat dalam model struktural. Namun, tidak semua dimensi memiliki pengaruh positif terhadap variabel mediasi. Hasil penelitian menemukan dimensi entertainment dan electronic word of mouth pada social media marketing efforts memiliki pengaruh positif dan signifikan terhadap customer brand engagement, dan customer brand engagement memiliki pengaruh positif dan signifikan terhadap dimensi brand awareness dan brand image pada brand knowledge.

.....This study aims to analyze the effect of social media marketing efforts on brand knowledge through customer brand engagement with local brand shoes consumers so that researchers can determine the effect of consumer participation in purchasing products. This study uses a quantitative approach by conducting a survey using a purposive technique. This study used 190 respondents who were successfully obtained using an online questionnaire via a google form. Data processing for descriptive statistical analysis and PLS-SEM was performed using SPSS and SmartPLS software. The results of this study are the influence on the relationships contained in the structural model. However, not all dimensions have a positive influence on the mediating variable. The results of the study found that the dimensions of entertainment and electronic word of mouth on social media marketing efforts have a positive and significant impact on customer brand engagement, and customer brand engagement has a positive and significant impact on the dimensions of brand awareness and brand image in brand knowledge.