

# Pengaruh Aktivitas Pemasaran Media Sosial terhadap Ekuitas Merek dan Respons Pelanggan Gen Z (Studi pada Instagram Bittersweet by Najla pada Masa Pandemi COVID-19) = The Effect of Social Media Marketing Activities on Brand Equity and Gen Z Customer Response (Study on Bittersweet by Najla's Instagram during the COVID-19 Pandemic)

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## Abstrak

Penelitian ini memiliki tujuan untuk menganalisis pengaruh aktivitas pemasaran media sosial terhadap ekuitas merek dan respons pelanggan gen z pada Instagram Bittersweet by Najla pada masa pandemi COVID-19. Peneliti menggunakan variabel aktivitas pemasaran media sosial sebagai variabel independen, dan variabel ekuitas merek serta respons pelanggan sebagai variabel dependen. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data berupa survei. Jumlah sampel dari penelitian ini sebanyak 200 orang yang berusia 17 sampai 25 tahun yang menggunakan Instagram, mengikuti akun Instagram Bittersweet by Najla, dan pernah membeli dessert box Bittersweet by Najla. Data penelitian dianalisis menggunakan analisis statistik deskriptif dan statistik inferensial yang meliputi analisis regresi linier sederhana dan uji sobel. Hasil penelitian menunjukkan bahwa aktivitas pemasaran media sosial memiliki pengaruh yang positif dan signifikan terhadap ekuitas merek dan respons pelanggan

.....This study aims to analyze the effect of social media marketing activities on brand equity and gen z customer response on Bittersweet by Najla's Instagram during the COVID-19 pandemic. Researcher used social media marketing activity variable as an independent variable, and brand equity and customer responses variable as a dependent variables. This study uses a quantitative approach with data collection techniques in the form of surveys. The number of samples from this study were 200 people aged 17 to 25 who used Instagram, followed the Bittersweet by Najla's Instagram account, and had bought the Bittersweet by Najla's dessert box. The research data were analyzed using descriptive statistics analysis and inferential statistics which included simple linear regression analysis and sobel test. The results showed that social media marketing activities had a positive and significant effect on brand equity and customer response