

Pengaruh Social Media Marketing Activities terhadap Customer Loyalty melalui Value Equity, Brand Equity, dan Relationship Equity Pada Nasabah Pegadaian Tabungan Emas PT Pegadaian (Persero) Di Wilayah DKI Jakarta dan Jawa Barat = The Influence of Social Media Marketing Activities toward Customer Loyalty through Value Equity, Brand Equity, and Relationship Equity on Pegadaian Tabungan Emas Customer PT Pegadaian (Persero) in DKI Jakarta and West Java Area

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh media marketing activity terhadap customer loyalty melalui variabel perantara (mediator) yang terdiri dari value equity, brand equity, dan relationship equity. Penelitian ini dilakukan terhadap nasabah produk Pegadaian Tabungan Emas PT Pegadaian (Persero) di wilayah DKI Jakarta dan Jawa Barat yang merupakan follower dan fans akun instagram PT Pegadaian (Persero), dan melakukan transaksi penambahan nominal pada Pegadaian Tabungan Emas dalam kurun waktu satu tahun terakhir. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang dilakukan terhadap 160 orang responden. Pengolahan data pada penelitian ini menggunakan analisis statistik deskriptif dan SEM-PLS. Hasil analisis data menunjukkan bahwa social media marketing activities berpengaruh positif terhadap value equity; social media marketing activities berpengaruh positif terhadap brand equity; social media marketing activities berpengaruh positif terhadap relationship equity; social media marketing activities tidak menunjukkan pengaruh secara langsung terhadap customer loyalty; social media marketing activities berpengaruh positif melalui value equity, brand equity, dan relationship equity terhadap customer loyalty; value equity berpengaruh positif terhadap customer loyalty; brand equity berpengaruh positif terhadap customer loyalty; dan relationship equity berpengaruh positif terhadap customer loyalty. Hasil penelitian menunjukkan bahwa suatu perusahaan dapat mengembangkan customer loyalty dengan memanfaatkan social media marketing, namun harus melalui upaya memberikan nilai produk itu sendiri, merek, dan hubungan yang baik dengan pelanggannya. Social media marketing activities yang baik membuat pelanggan dapat menilai produk, merek, dan hubungan lebih baik dibandingkan jika perusahaan tidak memiliki interaksi dengan pelanggannya melalui social media.

.....This study aims to determine whether social media marketing activities have an influence on customer loyalty through the intermediary variables (mediator) consisting of value equity, brand equity and relationship equity. This research was conducted customers of Pegadaian Tabungan Emas on PT Pegadaian (Persero) in DKI Jakarta and West Java area, who are followers and fans of PT Pegadaian (Persero) instagram accounts @sahabatpegadaian, and made nominal addition transactions in Pegadaian Tabungan Emas within the last one year. This research uses a quantitative approach with a survey method which was conducted towards 160 respondents. Data processing in this study uses a descriptive statistical analysis and SEM-PLS. The results of data analysis show that social media marketing activities has a positive effect on value equity; social media marketing activities has a positive effect on brand equity; social media marketing activities has a positive effect on relationship equity; social media marketing activities do not show a direct influence on customer loyalty; social media marketing activities have a positive effect through value equity,

brand equity, and relationship equity to customer loyalty; value equity has a positive effect on customer loyalty; and brand equity has a positive effect on customer loyalty, and relationship equity has a positive effect on customer loyalty. The findings reveal that a particular company may enhance customer loyalty by employing social media marketing, as if the company accomplishes equity on product, brand, and relationship well. Social media marketing activities delivers better customer's perceptions and knowledge resulted the interactions with customers through social media marketing activities