

Pengaruh perceived social media marketing activities terhadap brand equity melalui brand experience dengan co creation behaviour pada pengguna dompet digital OVO di DKI Jakarta = The Effect of perceived social media marketing activities on brand equity through brand experience with co creation behaviour on customers of OVO digital wallet in DKI Jakarta

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Abstrak

Dalam beberapa tahun terakhir, industri teknologi finansial telah mengalami pertumbuhan yang terlihat dari jumlah perusahaan yang bermunculan sehingga mengakibatkan persaingan pasar. Persaingan pasar membuat perusahaan dompet digital untuk memanfaatkan media sosial sebagai aktivitas pemasaran untuk membangun pengalaman yang positif serta membangun perilaku kreasi bersama dengan konsumen sehingga menghasilkan ekuitas merek yang positif. Tujuan penelitian adalah untuk menganalisis pengaruh perceived social media marketing activities terhadap brand equity melalui brand experience dengan co creation behavior pada pengguna dompet digital OVO. Penelitian menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling terhadap populasi. Penelitian memiliki responden sebanyak 166 orang yang didapatkan melalui online questionnaire. Data didapatkan & diolah melalui bantuan software SPSS 25.0.0 dan SmartPLS 3.3.2 untuk analisis statistik deskriptif dan SEM-PLS. Hasil penelitian menunjukkan hubungan antara perceived social media marketing activities terhadap brand equity melalui brand experience adalah positif signifikan, sedangkan co creation behavior tidak memiliki pengaruh moderasi.

.....In the last few years, the financial technology industry has experienced a growth that is seen from the number of companies that have sprung up resulting in market competition. Market competition have make the digital wallet company to utilize social media as marketing activities, to build a positive experience, and to build a co creation behavior with customers thus resulting in positive brand equity. The purpose of this study is to analyze the effect of perceived social media marketing activities on brand equity through brand experience and co creation behavior on the customers of OVO digital wallet. The study uses a quantitative approach through survey methods based on purposive sampling of the population. The number of respondents in this study were 166 people obtained through an online questionnaire. The data obtained were processed using SPSS 25.0.0 and SmartPLS 3.3.2 software through descriptive statistical analysis and SEM-PLS. The results indicate that the relationships between perceived social media marketing activities on brand equity through brand experience are significant and mutually influential, however co creation behavior has no moderation effect.