

Pengaruh firm-created dan user-generated social media communication terhadap brand awareness / association, brand loyalty dan perceived quality: Studi pada media sosial youtube wardah di DKI Jakarta = The Effect of firm-created and user-generated social media communication on brand awareness / association, brand loyalty and perceived quality: A Study on social media youtube Wardah in DKI Jakarta

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Abstrak

Semakin berkembangnya jaman, persaingan yang ada juga kian meningkat, begitupula dengan pertumbuhan kosmetik di Indonesia. Dengan maraknya pertumbuhan industri kosmetik di Indonesia, diharapkan perusahaan dapat memiliki strategi-strategi yang tepat untuk bisa mendominasi pasar. Media sosial dapat menawarkan cara baru untuk perusahaan dan pelanggan untuk saling berkomunikasi satu sama lain. Tujuan dari penelitian ini adalah menganalisis pengaruh firm-created dan user-generated social media communication terhadap brand awareness / association, brand loyalty, dan perceived quality produk lipstick, bedak padat, dan foundation merek Wardah di DKI Jakarta. Penelitian menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling. Data diolah menggunakan SPSS dan SmartPLS melalui analisis statistik deskriptif dan SEM. Hasil dari penelitian ini menunjukkan bahwa firm-created dan user-generated social media communication berpengaruh positif terhadap brand awareness / association, brand loyalty, dan perceived quality produk lipstick, bedak padat, dan foundation merek Wardah di DKI Jakarta.

.....Along with the development of the era, the existing competition is also increasing, as well as the growth of cosmetics in Indonesia. With the rapid growth of the cosmetics industry in Indonesia, it is hoped that the company will have the right strategies to dominate the market. Social media can offer new ways for companies and customers to communicate with each other. The purpose of this study was to analyze the effect of firm-created and user-generated social media communications on brand awareness / association, brand loyalty, and perceived quality of product lipstick, compact powder, and foundation brand Wardah in DKI Jakarta. This study uses a quantitative approach through a survey method based on purposive sampling. The data obtained were processed using SPSS and SmartPLS through descriptive statistical analysis and SEM. The results of this study indicate that the firm-created and user-generated social media communications have a positive effect on brand awareness / association, brand loyalty, and perceived quality of product lipstick, compact powder, and foundation brand Wardah in DKI Jakarta.