

Hubungan aktivitas social media marketing terhadap brand equity dengan peran mediasi consumer's benefit dan experience pada luxury beauty = The relationship between social media marketing activities and brand equity with the Mediating Role of Consumer's Benefits and experience on luxury beauty

Bianca Hadiana, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20517265&lokasi=lokal>

Abstrak

Pesatnya pertumbuhan industri kecantikan dan jumlah konsumen barang mewah di Indonesia mendorong perusahaan untuk memaksimalkan strategi pemasaran di media sosial. Studi ini bertujuan untuk meneliti hubungan antara aktivitas pemasaran di media sosial dengan ekuitas merek berbasis konsumen yang dimediasi oleh manfaat komunitas daring serta pengalaman konsumen terhadap merek. Data penelitian diraih menggunakan kuesioner berskala Likert 1-5 dengan 471 responden berusia 25-44 tahun yang membeli dan mengikut merek kecantikan luxury di media sosial. Dengan teknik Structural Equation Model berbasis Partial Least Square (SEM-PLS), studi menemukan adanya efek langsung dan efek mediasi melalui Brand Experience dan Social Media Benefits pada hubungan Social Media Marketing Activities dengan Consumer-based Brand Equity. Selain itu, studi menunjukkan terdapat efek langsung dan efek mediasi melalui Brand Experience pada hubungan Social Media Marketing Activities dengan Social Media Benefits.The rapid growth of beauty industry and number of luxury goods consumers in Indonesia encourage companies to maximize their social media marketing strategies. This study aims to examine the relationship between social media marketing activities and consumer-based brand equity which are mediated by social media benefits and brand experience. The research data was obtained by using a 5-point Likert scale questionnaire with 471 respondents aged 25-44 years who buys and follow luxury beauty brands on social media. Using Structural Equation Model-Partial Least Square based (SEM-PLS) technique, this study finds a direct and mediating effect between Social Media Marketing Activities and Consumer-based Brand Equity. Furthermore, this study shows a direct and mediating effect between Social Media Marketing Activities and Social Media Benefits.