

Pengaruh Perceived Social Media Marketing Activities Terhadap Consumer-Based Brand Equity: Brand Experience Sebagai Mediasi Dan Religiosity Sebagai Moderasi (Studi Kasus Wardah) = The Effect of Perceived Social Media Marketing Activities on Consumer-Based Brand Equity: Brand Experience as a Mediation Variabel and Religiosity as a Moderating Variabel(Wardah Case Study)

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Abstrak

Selama dua dekade terakhir, media sosial berhasil mengubah pola komunikasi antara perusahaan dan konsumen yang memungkinkan adanya hubungan dua arah tanpa batasan jarak dan waktu. Seluruh perusahaan dari berbagai industri pun mulai meningkatkan eksistensi mereka di media sosial, termasuk perusahaan produk kecantikan berlabel halal khususnya Wardah. Meskipun sudah diterima khalayak umum, belum ada studi lebih lanjut pengaruh aktivitas pemasaran media sosial perusahaan terhadap ekuitas merek pada konsumen Muslim. Oleh karena itu, penelitian ini bertujuan menganalisis pengaruh perceived social media marketing activities terhadap consumer-based brand equity dengan model Stimulus-Organism-Response (S-O-R) serta menguji efek mediasi dari variabel brand experience dan moderasi dari variabel religiosity. Metode analisis yang digunakan dalam penelitian ini adalah SEM-PLS untuk melihat hubungan variabel dan efek mediasi serta moderasi dengan menggunakan aplikasi SmartPLS 3.0. Dari 635 data dari responden wanita Muslim, ditemukan bahwa religiosity tidak memberikan pengaruh dalam memoderasi hubungan antara perceived social media marketing activities dan brand experience. Adapun brand experience memediasi hubungan antara aktivitas pemasaran media sosial yang dirasakan konsumen dengan consumer-based brand equity. Penelitian ini mengimplikasikan bahwa manajer pemasaran perlu mempertimbangkan untuk membuat konten media sosial yang informatif dan interaktif yang diharapkan dapat meningkatkan E-WOM.

.....Over the past two decades, social media has succeeded in changing the pattern of communication between companies and consumers, allowing for a two-way relationship without the limitations of distance and time. All companies from various industries have begun to increase their presence on social media, including companies with halal-labeled beauty products. Although it has been accepted by the general public, there has been no further study of the effect of corporate social media marketing activities on brand equity in Muslim consumers. Therefore, this study aims to analyze the effect of perceived social media marketing activities on consumer-based brand equity with the Stimulus-Organism-Response (S-O-R) model and examine the mediating effect of the brand experience variable and the moderating of the religiosity variable. The analytical method used in this study is SEM-PLS to see the relationship between variables and the effects of mediation and moderation using the SmartPLS 3.0 application. From 635 data from Muslim female respondents, it was found that religiosity had no effect in moderating the relationship between perceived social media marketing activities and brand experience. Meanwhile, brand experience mediates the relationship between social media marketing activities perceived by consumers and consumer-based brand equity. This study implies that marketing managers need to consider creating informative and interactive social media content that is expected to increase E-WOM.