

Pengaruh Upaya Pemasaran Media Sosial Merek Mewah Terhadap Ekuitas Merek Berbasis Konsumen Di Kalangan Konsumen Generasi Z: Sebuah Studi Pada Louis Vuitton = The Influence of The Social Media Marketing Efforts of Luxury Brands on Consumer-Based Brand Equity Among Generation Z Consumers: A Study on Louis Vuitton

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Abstrak

Semakin banyak pelanggan menggunakan media sosial untuk mendapatkan informasi tentang merek dan memandu pembelian mereka. Hubungan antara pemasaran media sosial (social media marketing activities-SMMA) dan ekuitas merek berbasis konsumen (consumer-based brand equity-CBBE) pada konsumen Generasi Z dipengaruhi melalui pengalaman merek (brand experience-BE) dan manfaat media sosial (social media benefits-SMB) dari platform media sosial. Penelitian ini menerapkan partial least square model (PLS) dengan 125 responden Generasi Z yang mengikuti merek Louis Vuitton di platform media sosial Instagram. Penelitian ini menunjukkan adanya hubungan antara SMMA dan CBBE yang dipengaruhi melalui mediasi pengalaman merek (BE) serta manfaat media sosial (SMB). Akan tetapi, penelitian ini juga menunjukkan bahwa pengalaman merek (BE) dan manfaat media sosial (SMB) tidak memiliki hubungan langsung dengan CBBE tanpa mediasi. Temuan penelitian ini dapat digunakan oleh manajer luxury brands untuk merancang pemasaran media sosial untuk meningkatkan pemasaran kepada Generasi Z dan evaluasi ekuitas merek (brand equity) di platform media sosial.

.....More and more customers are using social media to learn about brands and guide their purchases. The relationship between social media marketing activities (SMMA) efforts and consumer-based brand equity (CBBE) among Generation Z consumers is hypothesized to be mediated by brand experience (BE) and the social media benefits (SMB) resulting from engagement in social media platforms. Putting into action, the partial least squares path modeling (PLS) used to evaluate 125 of Louis Vuitton brand's followers on the social media platform of Instagram. According to the findings, the relationship between SMMA and CBBE is mediated by brand experience as well as social media benefits; however, the result also show that brand experience and social media benefits does not have any direct relationship regarding the CBBE without mediation. These findings could be used by luxury brand managers to design social media marketing approaches that improve Generation Z's overall social media marketing activities and evaluations of brand equity in social media platforms.