

# Pengaruh Social Media Marketing Activities terhadap Brand Equity: Perusahaan Retail Indonesia = The Influence of Social Media Marketing Activities on Brand Equity: Indonesian Retail Companies

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## Abstrak

Penggunaan sosial media telah mengalami kenaikan yang signifikan dari seluruh negara terutama Indonesia. Sosial media telah menjadi sebagai jembatan setiap pengguna melakukan aktivitasnya dalam dunia maya. Bahkan sosial media telah dimanfaatkan penggunanya mulai dari perusahaan, pemerintahan serta lainnya untuk memasarkan bisnis yang dijalankan. Fenomena ini akhirnya memunculkan adanya pengaruh Social Media Marketing Activities dalam meningkatkan Brand Equity. Terlihat dari beberapa perusahaan seperti perusahaan retail Indonesia yang memanfaatkan Social Media Marketing Activities untuk memasarkan produknya pada kalangan generasi Z dan Milenial. Penelitian ini bertujuan untuk menganalisis adanya pengaruh Social Media Marketing terhadap Brand Equity yang dimediasi oleh Brand Love and Brand Trust pada perusahaan retail Indonesia di kalangan generasi Z dan Millennial. Penelitian ini dilakukan menggunakan sampel 300 data responden yang didapatkan dari penyebaran kuesioner secara online dengan spesifikasi karakteristik harus mengikuti salah satu media sosial perusahaan retail Indonesia. Hasil penelitian menunjukkan bahwa Social Media Marketing Activities tidak berpengaruh positif secara signifikan terhadap Brand Equity. Begitu juga, Brand Love tidak berpengaruh signifikan terhadap Brand Equity. Sedangkan, Brand Trust berpengaruh positif signifikan terhadap Brand Equity. Penelitian ini dapat membantu perusahaan retail Indonesia aspek-aspek apa saja yang perlu diperhatikan dalam meningkatkan pemanfaatan Social Media Marketing Activities secara tepat di kalangan generasi Z dan Millennial.

.....The use of social media has experienced a significant increase from all countries, especially Indonesia. Social media has become a bridge for every user to carry out their activities in cyberspace. Even social media has been used by its users, ranging from companies, governments and others to market the business they run. This phenomenon finally gave rise to the influence of Social Media Marketing Activities in increasing Brand Equity. It can be seen from several companies such as Indonesian retail companies that utilize Social Media Marketing Activities to market their products to Generation Z and Millennials. This study aims to analyze the influence of Social Media Marketing on Brand Equity mediated by Brand Love and Brand Trust in Indonesian retail companies among Generation Z and Millennials. This research was conducted using a sample of 300 respondent data obtained from distributing questionnaires online with the specification of the characteristics of having to follow one of the Indonesian retail company's social media. The results of the study show that Social Media Marketing Activities have no significant positive effect on Brand Equity. Likewise, Brand Love does not have a significant positive effect on Brand Equity. Meanwhile, Brand Trust has a significant positive effect on Brand Equity. This research can help Indonesian retail companies in what aspects need attention in increasing the proper utilization of Social Media Marketing Activities among Generation Z and Millennials.