

Optimasi Social Media Marketing: Meningkatkan customer based brand equity Toyota di Jabodetabek = Optimizing Social Media Marketing: Enhancing Toyota's Customer-based brand equity in Jabodetabek

Agam Anggaraksa, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920547052&lokasi=lokal>

Abstrak

Penelitian ini mengevaluasi pengaruh social media marketing terhadap customer-base brand equity dengan mediasi brand experience dan virtual customer environment di Jabodetabek. Penelitian ini menyoroti dominasi Toyota di pasar otomotif Indonesia. Dengan menggunakan pendekatan structural equation modelling (SEM), penelitian menunjukkan bahwa social media marketing tidak memiliki pengaruh positif terhadap brand experience dan customer-based brand equity, namun memiliki dampak positif pada cognitive benefit, social integrative benefit, personal integrative benefit, dan hedonic benefit dari virtual customer environment. Brand experience juga terbukti mempengaruhi manfaat-manfaat ini, sementara customer-based brand equity memiliki pengaruh positif terhadap manfaat cognitive dan personal integrative. Penelitian ini memberikan wawasan tentang strategi pemasaran media sosial yang efektif untuk membangun ekuitas merek di wilayah ini.

.....This study evaluates the effect of social media marketing on customer-based brand equity with the mediation of brand experience and virtual customer environment in Jabodetabek. This research highlights Toyota's dominance in the Indonesian automotive market. Using a structural equation modeling (SEM) approach, the research shows that social media marketing has no positive influence on brand experience and customer-based brand equity, but has a positive impact on cognitive benefits, social integrative benefits, personal integrative benefits, and hedonic benefits of the virtual customer environment. Brand experience was also shown to influence these benefits, while customer-based brand equity had a positive influence on cognitive and personal integrative benefits. This research provides insights into effective social media marketing strategies for building brand equity in this region.