

Pengaruh social media brand-related communication terhadap brand equity dan consumer response pada merek online bootcamp di Indonesia = The influence of social media brand-related communication on brand equity and consumer response towards online bootcamp brands in Indonesia

Gregorius Adhisakti Pradana, author

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Abstrak

Industri Edutech di Indonesia mengalami pertumbuhan pesat dengan meningkatnya adopsi dan proyeksi pendapatan, mendorong munculnya perusahaan bootcamp yang menggunakan media sosial sebagai alat promosi utama. Penelitian ini bertujuan untuk menguji pengaruh komunikasi merek di media sosial, yaitu Firm-Created Content (FCC) dan User-Generated Content (UGC), terhadap Brand Equity dan respons konsumen dalam konteks pasar online bootcamp di Indonesia. Menggunakan pendekatan kuantitatif dan metode survei online, data dikumpulkan dari 203 responden dan dianalisis dengan Structural Equation Modeling (SEM). Penelitian ini mengungkapkan bahwa FCC dan UGC efektif dalam membangun brand equity dan meningkatkan respons konsumen. Oleh karena itu, online bootcamp perlu fokus pada strategi FCC dan UGC yang efektif untuk mencapai kesuksesan di pasar yang kompetitif ini.

.....Education technology industry in Indonesia is experiencing rapid growth, marked by increased adoption and projected revenues, leading to the emergence of companies offering bootcamp services and using social media as a primary promotional tool. This study aims to examine the impact of social media brand-related communication, specifically Firm-Created Content (FCC) and User-Generated Content (UGC), on Brand Equity and consumer response in the online bootcamp market in Indonesia. Using a quantitative approach and online survey method, data were collected from 203 respondents and analyzed using Structural Equation Modeling (SEM). The study reveals that both FCC and UGC are effective tools for building brand equity and enhancing consumer response. Therefore, online bootcamps should focus on developing and implementing effective FCC and UGC strategies to achieve success in this competitive market.