

# Pengaruh social media marketing activities terhadap brand equity dan customer response: studi pada Instagram Bittersweet by Najla = The effect of social media marketing activities on brand equity and customer response: study on Bittersweet by Najla's Instagram

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## Abstrak

Penggunaan media sosial dalam perkembangan teknologi informasi dan internet memberikan dampak terhadap jangkauan komunikasi antara merek dengan target market yang lebih luas. Tingginya angka penggunaan Instagram menjadikan Instagram sebagai platform yang memiliki peran potensial membantu menciptakan akses konsumen untuk merek. Pemanfaatan social media marketing dan aktivitasnya tentu akan menciptakan adanya kesadaran merek yang membantu merek dalam menciptakan respon positif dari konsumen. Penelitian ini bertujuan dalam menganalisis pengaruh social media marketing activities terhadap brand equity dan customer response pada Instagram Bittersweet by Najla. Jenis penelitian yang digunakan merupakan penelitian eksplanatif dengan menggunakan pendekatan kuantitatif. Pengambilan sampel menggunakan teknik non-probability sampling dan pendekatan purposive sampling. Kriteria sampel adalah pengikut Instagram Bittersweet by Najla, berusia minimal 17 tahun, pernah mengonsumsi Bittersweet by Najla dan berdomisili di Jabodetabek. Jumlah responden adalah 115 orang. Dilakukan menggunakan instrument kuesioner online dalam Google Form. Pengolahan data menggunakan SPSS dan SmartPLS 3.3.3. Hasil penelitian menunjukkan terdapatnya pengaruh social media marketing activities terhadap brand awareness dan brand image, pengaruh antara brand awareness terhadap commitment, serta pengaruh brand image terhadap e-WOM dan commitment pada Instagram Bittersweet by Najla.

.....The use of social media in the development of information technology and the internet has an impact on the reach of communication between brands and a wider target market. The high number of Instagram usage makes Instagram a platform that has the potential to help create consumer access for brands. The use of social media marketing and its activities will certainly create brand awareness that helps brands create positive responses from consumers. This study aims to analyze the effect of Social Media Marketing Activities on Brand Equity and Customer Response on Instagram Bittersweet by Najla. The type of research used is an explanatory research using a quantitative approach. Sampling used a non-probability sampling technique and a purposive sampling approach. The sample criteria are Bittersweet by Najla Instagram followers, at least 17 years old, have consumed Bittersweet by Najla > and domiciled in Jabodetabek. The number of respondents is 115 people. Conducted using an online questionnaire instrument in Google Form. Data processing using SPSS and SmartPLS 3.3.3. The results showed that there was an influence of social media marketing activities on brand awareness and brand image, the influence of brand awareness on commitment, and the influence of brand image on e-WOM and commitment on Bittersweet by Najla's Instagram.