

## ABSTRACT

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### **THE INFLUENCE OF SOCIAL MEDIA ON THE SUCCESS OF WE THE FEST MUSIC FESTIVAL**

(xiii + 101 pages + references + Appendix)

This research aims to identify the influence of social media towards emotional attachment, brand relationship quality, and word of mouth on We The Fest music festival attendees. This study uses a quantitative approach. The data used for this study were collected using an electronic questionnaire via Google form, which consists of 27 indicators. In this research, the researchers have obtained 283 respondents. However, only 270 out of 383 respondents are used for this research, because it represents the number of respondents that have attended We The Fest music festival. Respondents consisted of 152 male respondents and 118 female respondents, aged 18-35 years. The data that is processed in this study is generated by PLS-SEM. The results of this study indicate that social media interactions have a positive impact on emotional attachment; social media interactions have a positive impact on brand relationship quality; emotional attachment has a positive impact on brand relationship quality; brand relationship quality has a positive impact on word of mouth; and emotional attachment has a positive impact on word of mouth. The managerial implication that can be given from this research is in service products, especially We The Fest, by increasing the company's social media interactions because when social media interactions are very good, the brand can be better known by consumers through the information obtained. Consumers who feel they have a relationship with a brand will tend to discuss positive information with friends, relatives or other people directly or interacting online through social media. Because in this era, social media interactions are a very strong influence to attract potential consumers' attention.

Reference: 62 (2000-2020)

**Key Words:** *social media interactions, emotional attachment, brand relationship quality, word of mouth*