

ABSTRAK

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PENGARUH AKTIVITAS PEMASARAN *SOCIAL MEDIA* TERHADAP LOYALITAS MEREK DIMEDIASI OLEH *BRAND EXPERIENCE*, *BRAND CONSCIOUSNESS*, DAN *VALUE CONSCIOUSNESS* (STUDI PADA KOSMETIK MEREK SARIAYU

(xviii + 146 halaman; 39 tabel, 4 gambar; 7 lampiran)

Kosmetik merupakan salah satu produk primer bagi kaum wanita, bahkan saat ini kebutuhan akan kosmetik mulai dirasakan oleh para pria. Sariayu Martha Tilaar merupakan merek produk kosmetik pertama yang diproduksi oleh PT. Martina Berto, Tbk. yang berbahan dasar bahan-bahan natural atau rempah hasil kekayaan Indonesia dan pernah merajai pasar industri kosmetik di Indonesia. Meningkatnya kebutuhan konsumen akan kosmetik menyebabkan persaingan semakin ketat, sehingga Sariayu Martha Tilaar tidak lagi merajai pasar kosmetik di Indonesia. Untuk menghadapi kompetisi ini, maka Sariayu Martha Tilaar menetapkan strategi pemasaran melalui *social media* untuk membangun loyalitas merek. *Social media* digunakan untuk menyajikan informasi terkait merek produk yang mempermudah konsumen untuk mengevaluasi produk yang akan dibeli. *Social media* memiliki peranan penting untuk mengembangkan strategi pemasaran dalam perusahaan dan mempengaruhi konsumen untuk membeli secara *online*. Melalui *social media* konsumen dapat terlibat dalam interaksi sebuah produk yang memungkinkan memberi dampak untuk memperkuat reputasi merek produk, pengalaman akan merek, dan nilai produk. Penelitian ini menganalisis hubungan pemasaran *social media*, *brand experience*, *brand consciousness*, *value consciousness*, dan *brand loyalty*.

Model penelitian ini diuji dengan menggunakan data 120 responden yang merupakan konsumen loyal Sariayu Martha Tilaar. Pengujian hipotesis dalam penelitian ini menggunakan metode *structured equation modeling* dengan menggunakan aplikasi SmartPLS ver 3.2.7. Hasil penelitian ini menunjukkan bahwa pemasaran *social media* yang dilakukan oleh Sariayu Martha Tilaar berpengaruh secara positif pada *brand experience*, *brand consciousness*, dan *value consciousness*. Adanya pengaruh langsung yaitu pengaruh pemasaran *social media* yang dimediasi *brand experience*, dan *brand consciousness* yang signifikan pada *brand loyalty*. Namun secara tidak langsung pemasaran *social media* yang dimediasi *value consciousness* tidak memberikan pengaruh signifikan pada *brand loyalty*.

Refrensi : 135 (2000 – 2018)

Kata kunci : *social media marketing*, *brand loyalty*, *brand experience*, *brand consciousness*, *value consciousness*

ABSTRAK

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**THE INFLUENCE OF SOCIAL MEDIA ON MARKETING ACTIVITY
BRAND LOYALTY IS MEDIATED BY THE BRAND EXPERIENCE,
BRAND CONSCIOUSNESS, AND THE VALUE CONSCIOUSNESS
(STUDY ON COSMETICS BRAND SARIAYU)**

(xviii + 146 halaman; 39 tabel, 4 gambar; 7 lampiran)

Cosmetics are one of the primary needs for women. However, the needs of cosmetics have started become the needs of the men as well. Sariayu Martha Tilaar is the first cosmetic brand produced by PT. Martina Berto, Tbk. They used natural ingredients that coming from Indonesia for their products and the brand used to dominate the market of cosmetics industry in Indonesia. The increase of costumers needs for cosmetics caused an intense competition between cosmetics brand and because of that Sariayu Martha Tilaar stopped dominating the industry in Indonesia. To face this competition, Sariayu Martha Tilaar has decided a marketing strategy using social media to build the brand loyalty. They used their social media to provide information related with the products they provide with the purpose to help their customers have easier access to evaluate the products they are planning to buy. Social media has an important role for developing the marketing strategy in the company and influence costumers to buy the product online. Through social media, costumers also can be involved by interaction about a product that could affect to give a stronger reputation for the brand reputation, brand experiences, and brand value. The study was conducted to examine the relationship between social media marketing, brand experience, brand consciousness, value consciousness and brand loyalty.

This study was tested using 120 respondents' loyal customers of Sariayu Martha Tilaar. The hypothesis was tested using Structured Equation Modeling (SEM) method using SmartPLS ver. 3.2.7. The findings of this study showed that social media marketing conducted by Sariayu Martha Tilaar has a positive impact toward brand experience, brand consciousness, and value consciousness. There is also a direct impact from social media marketing mediated by brand experience, and brand consciousness also has significant impact towards brand loyalty. But however, the indirect impact from social media marketing mediated by value consciousness didn't have a significant impact toward brand loyalty.

Reference : 135 (2000 - 2018)

Key Words : *social media marketing, brand loyalty, brand experience, brand consciousness, value consciousness*