

## ABSTRACT

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### **THE INFLUENCE OF SOCIAL MEDIA MARKETING TO BRAND AWARENESS, BRAND IMAGE, BRAND LOYALTY, AND BRAND QUALITY IN THE USAGE OF INSTAGRAM OF ADIDAS.**

(xv + 109 pages; 32 tables; 12 figures; 8 appendices)

The internet has brought about significant changes in the way people live today. The internet provides several advantages to people's lives. Among the most effective methods to advertise a brand is through social media. It includes millions of pieces of data, and it develops swiftly. Adidas is the brand which has made the most of social media as a means of advertising. The purpose of this research is to investigate the effect of social media on brand awareness, brand image, brand loyalty, and brand quality. Adidas advertises on Instagram. The use of social media as a marketing channel inside a firm might raise brand awareness and brand image to its consumers, resulting in brand loyalty and a rise in brand quality. This primary data was gathered via a questionnaire sent to 260 people in Jakarta neighborhoods. The data was analyzed using the structural equation modeling (SEM) approach using Smart PLS 3. The data analysis reveals that the variables have significant link with other factors, although not all of them have a significant relationship. According to the study's findings, social media has a favorable impact on brand recognition, brand image, brand loyalty, and brand quality.

References: 60 (2003-2022)

**Keywords:** social media marketing, brand awareness, brand image, brand loyalty,  
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