

ABSTRAK

Anthonio Stanley Mella (02011190091)

ANALISIS PENGARUH *SOCIAL MEDIA MARKETING ELEMENT* TERHADAP *BRAND ENGAGEMENT*, *BRAND AWARENESS*, DAN *BRAND IMAGE* PADA MENANTEA CABANG SURABAYA”.

(xiv + 131 halaman; 16 Gambar; 38 tabel; 1 lampiran)

Penelitian ini mengenai pemasaran yang dilakukan Menantea melalui media sosial untuk meningkatkan *customer engagement*, *brand awareness*, dan *brand image* terhadap produk mereka di tengah persaingan dengan brand lainnya.

Penelitian ini menggunakan jenis penelitian asosiatif (hubungan) dengan metode analisis kuantitatif. Indikator penelitian yang digunakan *entertainment*, *customization*, *interaction*, EWOM, *trendiness*, *brand engagement*, *brand awareness*, dan *brand image*. Pengumpulan data berdasarkan kuesioner yang dibagikan kepada 185 sampel yang diambil dari populasi pelanggan Menantea cabang Surabaya. Metode analisis data yang digunakan dalam penelitian ini adalah *Structural Equation Model (SEM)* melalui *Software AMOS 22.0*.

Berdasarkan uji hipotesis penelitian didapatkan hasil bahwa indikator *entertainment* dengan koefisien regresi sebesar 0,273 dan C.R. sebesar 0,938, *customization* dengan koefisien regresi sebesar 0,922 dan C.R. sebesar 0,583, *interaction* dengan koefisien regresi sebesar 0,052 dan C.R. sebesar 0,214, dan *trendiness* dengan koefisien regresi sebesar 0,983 dan C.R. sebesar 0,717 tidak signifikan terhadap *consumer engagement* dan EWOM dengan koefisien regresi sebesar 0,717 dan C.R. sebesar 2,334 berpengaruh signifikan dengan *consumer engagement*. Sedangkan *consumer engagement* dengan koefisien regresi sebesar 0,934 dan C.R. sebesar 5,954 berpengaruh signifikan terhadap *brand awareness* dan *Consumer Engagement* dengan koefisien regresi sebesar 0,925 dan C.R. sebesar 6,290 berpengaruh signifikan terhadap *brand image*.

Referensi: 81 (2004-2021)

ABSTRACT

Antonio Stanley Mella (02011190091)

ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING ELEMENTS ON BRAND ENGAGEMENT, BRAND AWARENESS, AND BRAND IMAGE ON MENANTEA OF THE SURABAYA BRANCH.

(xiv + 131 pages; 16 pictures; 38 tables; 1 appendix)

This research is about marketing that Menantea does through social media to increase customer engagement, brand awareness, and brand image of their products in the midst of competition with other brands.

This research uses associative research (relationship) with quantitative analysis method. The research indicators used were entertainment, customization, interaction, EWOM, trendiness, brand engagement, brand awareness, and brand image. Data collection based on questionnaires distributed to 185 samples taken from the population of Menantea Surabaya branch customers. The data analysis method used in this research is Structural Equation Model (SEM) through AMOS 22.0 Software.

Based on the research hypothesis test, it was found that the retention indicator with a regression coefficient of 0.273 and C.R. of 0.938, customization with a regression coefficient of 0.922 and C.R. of 0.583, the interaction with the regression coefficient of 0.052 and C.R. of 0.214, and trendiness with a regression coefficient of 0.983 and C.R. 0.717 is not significant to consumer involvement and EWOM with a regression coefficient of 0.717 and C.R. of 2,334 has a significant effect on consumer involvement. Meanwhile, consumer engagement with a regression coefficient of 0.934 and C.R. of 5.954 has a significant effect on brand awareness and Consumer Engagement with a regression coefficient of 0.925 and C.R. of 6.290 has a significant effect on brand image.

Reference: 81 (2004-2021)