

## ABSTRACT

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### **THE INFLUENCE OF SOCIAL MEDIA BENEFITS AND BRAND EXPERIENCE TOWARDS BRAND EQUITY ON LOUIS VUITTON IN INDONESIA**

(xiv + 95 pages; 4 figures; 29 tables; 4 appendices)

This study aims to understand the influence of social media benefits and brand experience on the relationship between social media marketing activities and consumer-based brand equity towards Louis Vuitton in Indonesia. The approach of this study is quantitative research with data collection method using the electronic questionnaires via Google form. The respondents of this study are Indonesian young consumer who are familiar with Louis Vuitton brand and follows Louis Vuitton's Instagram account. This study used SmartPLS 3.3.2 for the measurement. The outer model consists of validity and reliability measurements, while the inner model consists of measurements of multicollinearity, R-square, T-statistics, and P-value tests. Furthermore, structural equation modelling was performed in order to test the construct relations in the theoretical framework of this study. The results of this study shows that although social media benefits do not have a direct significant influence towards consumer-based brand equity, the existence of social media benefits combined with brand experience have an indirect influence towards the relationship of social media marketing and consumer-based brand equity.

**Keywords:** *Social Media Marketing Activities; Social Media Benefits; Brand Experience; Consumer-based Brand Equity*

**References:** 120 (1973 – 2020)