

## ABSTRAK

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### **“ANALISIS PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES* TERHADAP *BRAND LOYALTY* MELALUI *BRAND AWARENESS* DAN *BRAND IMAGE* PADA KONSUMEN AMDK X DI KOTA MEDAN”**

(xix + 183 halaman; 43 tabel; 20 gambar; 3 lampiran)

Didorong oleh pesatnya urbanisasi, peningkatan kesadaran akan kesehatan, dan perubahan preferensi konsumen, industri air minum dalam kemasan (AMDK) Indonesia telah mengalami pertumbuhan yang pesat. Dalam perkembangan ini, AMDK X muncul sebagai pesaing utama yang berhasil menantang dominasi Aqua yang telah lama mendominasi pasar. Penelitian ini bertujuan untuk mengkaji pengaruh *Social Media Marketing Activities* (SMMA) terhadap *Brand Loyalty*, melalui *Brand Awareness* dan *Brand Image*. Elemen-elemen kunci SMMA yang dianalisis meliputi *Entertainment*, *Interactivity*, *Trendiness*, *Electronic Word-of-Mouth* (e-WOM), dan *Informativeness*. Penelitian ini menggunakan pendekatan kuantitatif, dengan data yang dikumpulkan dari 200 responden, yaitu konsumen AMDK X di Medan, yang kemudian dianalisis menggunakan SPSS. Hasil penelitian menunjukkan bahwa *Interactivity*, *Trendiness*, dan e-WOM secara signifikan meningkatkan *Brand Awareness*, sementara *Interactivity*, *Trendiness*, e-WOM, dan *Informativeness* memberikan dampak positif terhadap *Brand Image*. *Brand Awareness* dan *Brand Image*, pada gilirannya, terbukti berperan penting dalam mendorong *Brand Loyalty*. Namun, *Entertainment* tidak menunjukkan pengaruh langsung terhadap *Brand Image*, dan *Informativeness* tidak memengaruhi *Brand Awareness*.

**Kata Kunci** : *Social Media Marketing Activities, Brand Awareness, Brand Image, Brand Loyalty, Entertainment, Interactivity, Trendiness, Electronic Word-of-Mouth, Informativeness*

**Referensi** : 152 (1993-2024)

## **ABSTRACT**

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***“ANALYSIS OF THE IMPACT OF SOCIAL MEDIA MARKETING  
ACTIVITIES ON BRAND LOYALTY THROUGH BRAND AWARENESS AND  
BRAND IMAGE AMONG AMDK X CONSUMERS  
IN MEDAN CITY”***

*(xix + 183 pages; 43 tables; 20 figures; 3 appendices)*

*Driven by rapid urbanization, increased health awareness, and shifting consumer preferences, the Indonesian bottled water industry (AMDK) has experienced significant growth. Amid this development, AMDK X has emerged as a key competitor, successfully challenging Aqua's long-standing dominance in the market. This study aims to examine the impact of Social Media Marketing Activities (SMMA) on Brand Loyalty, mediated by Brand Awareness and Brand Image. The key SMMA elements analyzed include Entertainment, Interactivity, Trendiness, Electronic Word-of-Mouth (e-WOM), and Informativeness. Using a quantitative approach, data was collected from 200 respondents, AMDK X consumers in Medan, and analyzed using SPSS. The results show that Interactivity, Trendiness, and e-WOM significantly enhance Brand Awareness, while Interactivity, Trendiness, e-WOM, and Informativeness positively influence Brand Image. Both Brand Awareness and Brand Image play a significant role in driving Brand Loyalty. However, Entertainment does not have a direct impact on Brand Image, and Informativeness does not affect Brand Awareness.*

**Keywords** : *Social Media Marketing Activities, Brand Awareness, Brand Image, Brand Loyalty, Entertainment, Interactivity, Trendiness, Electronic Word-of-Mouth, Informativeness*

*References: 152 (1993-2024)*