

ABSTRAK

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PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES* TERHADAP *BRAND EQUITY* SERTA PERANNYA DALAM MEMBENTUK *BRAND LOYALTY* DENGAN PENDEKATAN MODEL *STIMULUS-ORGANISM-RESPONS* PADA PELANGGAN NETFLIX DI JAWA TIMUR

(xvi + 107 halaman; 11 gambar; 25 tabel; 5 lampiran)

Dalam beberapa tahun terakhir, internet semakin populer di Indonesia, mengubah perilaku individu dan menciptakan kebiasaan baru yang tidak mungkin dengan media tradisional. Popularitas internet juga merevolusi komunikasi dan hiburan global, terutama melalui media sosial dan platform SVOD seperti Netflix, yang kini menjadi aplikasi hiburan terpopuler di dunia. Penelitian ini bertujuan melihat pengaruh *entertainment*, *interactivity*, *trendiness*, *customization*, dan EWOM terhadap *Brand Equity*, serta peran *Brand Equity* dalam membentuk *Brand Loyalty* pada pelanggan Netflix di Jawa Timur. Hasilnya diharapkan dapat memberikan kontribusi bagi pengembangan teori pemasaran dan membantu Netflix mengevaluasi pengaruh variabel-variabel tersebut terhadap *Brand Equity* dan *Brand Loyalty*. Penelitian ini menggunakan metode kuantitatif dengan pengolahan data melalui Smart PLS⁴. Data dikumpulkan dari 188 responden berusia 18-58 tahun, pengguna Netflix yang berdomisili di Jawa Timur dan mengikuti akun Instagram Netflix. Hasilnya menunjukkan bahwa *brand equity* memiliki pengaruh terbesar terhadap *brand loyalty* (0,614), diikuti oleh *trendiness* terhadap *brand equity* (0,434), EWOM terhadap *brand equity* (0,203), dan *customization* terhadap *brand equity* (0,185). Sementara itu, *entertainment* dan *interactivity* hampir tidak mempengaruhi *brand equity*, masing-masing dengan nilai 0,001 dan 0,000. Penelitian ini berkontribusi dalam teori, praktik, dan strategi social media marketing. Secara teoritis, penelitian ini memperkaya literatur tentang *brand equity* dan *brand loyalty* melalui elemen seperti *entertainment*, *interactivity*, *trendiness*, *customization* dan EWOM. Secara praktis, hasilnya membantu Netflix menyusun strategi pemasaran digital yang lebih personal dan interaktif. Dari sisi strategis, penelitian ini mendukung optimalisasi *big data* serta kampanye berbasis *engagement marketing* untuk meningkatkan keterlibatan pelanggan dan memperkuat *brand equity*.

Kata Kunci: *Entertainment*, *Interactivity*, *Trendiness*, *Customization*, *Electronic Word of Mouth*, *Brand Equity* dan *Brand Loyalty*.

Referensi: 60 (1993 – 2024)

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND EQUITY AND ITS ROLE IN SHAPING BRAND LOYALTY USING THE STIMULUS-ORGANISM-RESPONSE MODEL APPROACH ON NETFLIX CUSTOMERS IN EAST JAVA

(xvi + 107 pages; 11 figures; 25 tables; 5 appendices)

In recent years, the internet has become increasingly popular in Indonesia, transforming individual behavior and creating new habits that were impossible with traditional media. The rise of the internet has also revolutionized global communication and entertainment, particularly through social media and SVOD platforms like Netflix, which has become one of the most popular entertainment applications worldwide. This study aims to examine the influence of entertainment, interactivity, trendiness, customization, and EWOM on Brand Equity, as well as the role of Brand Equity in shaping Brand Loyalty among Netflix customers in East Java. The findings are expected to contribute to marketing theory development and help Netflix evaluate the impact of these variables on Brand Equity and Brand Loyalty. This research employs a quantitative method with data processing using Smart PLS®4. Data were collected from 188 respondents aged 18–58 years, who are Netflix users residing in East Java and following Netflix's Instagram account. The results indicate that Brand Equity has the strongest influence on Brand Loyalty (0.614), followed by Trendiness on Brand Equity (0.434), EWOM on Brand Equity (0.203), and Customization on Brand Equity (0.185). Meanwhile, Entertainment and Interactivity have almost no impact on Brand Equity, with values of 0.001 and 0.000, respectively. This study contributes to theory, practice, and social media marketing strategies. Theoretically, it enriches the literature on Brand Equity and Brand Loyalty by incorporating elements such as entertainment, interactivity, trendiness, customization, and EWOM. Practically, the findings assist Netflix in developing more personalized and interactive digital marketing strategies. Strategically, this research supports the optimization of big data and engagement marketing campaigns to enhance customer involvement and strengthen Brand Equity.

Keywords: *Entertainment, Interactivity, Trendiness, Customization, Electronic Word of Mouth, Brand Equity and Brand Loyalty*

References: 60 (1993 – 2024)