

INTISARI

Tujuan penelitian ini adalah untuk menguji efek dari *Social Media Marketing Efforts* terhadap *Brand Equity* dan *Consumer Responses Louis Vuitton*. Data yang diambil dari 190 responden dianalisis dengan menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan AMOS versi 22. Responden secara acak diambil dari pengguna *Instagram* dan *Facebook* yang mengikuti akun social media *Louis Vuitton*.

Berdasarkan hasil pengujian, ditemukan bahwa *Social Media Marketing Efforts* memiliki pengaruh positif dan signifikan terhadap *Brand Equity* dan *Consumer Responses* serta *Brand Equity* memiliki pengaruh mediasi antara hubungan *Social Media Marketing Efforts* dan *Consumer Responses*. Oleh karena itu, dapat disimpulkan bahwa semua hipotesis terdukung.

Dampak dari hasil penelitian ini dapat membantu perusahaan selaku produsen merek *Louis Vuitton* menciptakan strategi untuk melakukan pemasaran melalui media sosial mereka dalam rangka meningkatkan *Brand Equity* dan *Consumer Responses*.

Kata kunci: *brand equity, consumer responses, social media marketing, luxury brand*.

ABSTRACT

The purpose of this study was to examine the effects of Social Media Marketing Efforts on Brand Equity and Consumer Responses Louis Vuitton. Data taken from 190 respondents were analyzed using Structural Equation Model (SEM) with Statistical Package for Social Sciences (SPSS) version 18 and AMOS version 22. Respondents were randomly taken from Instagram and Facebook users who following social media accounts of Louis Vuitton.

Based on the results of the test, it was found that Social Media Marketing Efforts have a positive and significant influence on Brand Equity and Consumer Responses and Brand Equity has the influence of mediation between the relationship of Social Media Marketing Efforts and Consumer Responses. Therefore, it can be concluded that all hypotheses are supported.

The impact of the results of this study can help companies as manufacturers of Louis Vuitton brand to create a strategy to do marketing through their social media in order to increase Brand Equity and Consumer Responses.

Keywords: brand equity, consumer responses, social media marketing, Luxury brand.