

INTISARI

Tujuan Penelitian ini adalah untuk menguji pengaruh dari *Social Media Brand Communication*, yaitu *Firm-created social media brand communication* dan *User-generated social media brand communication*, terhadap *Consumer Based Brand Equity*, yang terdiri dari *Brand Awareness/Association*, *Brand Loyalty*, dan *Perceived Quality* Indomie di Surabaya.

Data yang diambil dari 150 responden yang ada di Surabaya dianalisis dengan menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 20 dan Amos versi 21. Responden secara acak diambil dari seluruh masyarakat Surabaya yang menjadi bagian dalam *Fan Page* Indomie.

Berdasarkan hasil pengujian, ditemukan bahwa *firm-created social media brand communication* dan *user-generated social media brand communication* memiliki pengaruh terhadap *Brand Awareness/Association*. *Firm-created social media brand communication* dan *User-generated social media brand communication* tidak memiliki pengaruh terhadap *Brand Loyalty*. *Firm-created social media brand communication* tidak memiliki pengaruh terhadap *Perceived Quality*, namun *User-generated social media brand communication* memiliki pengaruh terhadap *Perceived Quality*. *Brand Awareness/Association* memiliki pengaruh terhadap *Brand Loyalty*, namun tidak memiliki pengaruh terhadap *Perceived Quality*.

Kata Kunci : *Social Media*, *Brand Communication*, *Brand Awareness/Association*, *Brand Loyalty*, *Perceived Quality*.

ABSTRACT

The purpose of this study is to examine the effect of Social Media Brand Communication, consist of Firm-created social media brand communication and user-generated social media communication on Consumer Based Brand Equity, consist of Brand Awareness/Association, Brand Loyalty, and Perceived Quality of Indomie in Surabaya.

Data from 150 respondent in Surabaya were analyzed using Structural Equation Model (SEM) via the Statistical Package for Social Sciences (SPSS) version 20 and Amos version 21. Respondent were randomly drawn from Surabaya society who joined the Fan Page of Indomie on Facebook.

Result of this study showed that firm-created social media brand communication and user-generated social media brand communication positively influences Brand Awareness/Association. Firm –created social media brand communication and user-generated social media brand communication has no influence on Brand Loyalty. Firm-created social media brand communication has no influences on Perceived Quality, but user-generated social media brand communication positively influences Perceived Quality. Brand Awareness/Association positively influences Brand Loyalty, but has no influences on Perceived Quality.

Keywords : Social Media, Brand Communication, Brand Awareness/Association, Brand Loyalty, Perceived Quality.