

INTISARI

Penelitian ini bertujuan untuk menguji Pengaruh *Social Media Marketing Activity* terhadap *Brand Equity* dan *Customer Response* pada Maskapai Penerbangan Di Indonesia

Penelitian ini dilakukan dengan menggunakan *Structural Equation Modelling* dengan *software* SPSS 18.0 dan AMOS 22.0. Penelitian ini menggunakan sampel sebanyak 150 responden yang aktif menggunakan sosial media yang dikelola oleh maskapai penerbangan di Indonesia

Hasil penelitian ini membuktikan bahwa *social media marketing activity* berpengaruh terhadap *brand awareness*. *Social media marketing activity* berpengaruh positif terhadap *brand image*. *Brand awareness* tidak berpengaruh terhadap *e-WOM*. *Brand image* berpengaruh positif terhadap *e-WOM*. *Brand awareness* berpengaruh positif terhadap *commitment*. *Brand image* berpengaruh terhadap *commitment*

Kata kunci: *social media marketing activity*, *brand equity*, *customer response*



ABSTRACT

The purpose of this study is to explore The Effect Social Media Marketing Activity On Brand Equity And Customer Response To Airlines Indonesia.

This study using Structural Equation Modelling with SPSS 18.0 and AMOS 22.0. This study use sampel as many as 150 respondents who actively use social media managed by airlines in Indonesia.

The result of this study prove that social media marketing activity has positive effect on brand awareness. Social media marketing activity has positive effect on brand image. Brand awareness has no effect on e-WOM. Brand image has positive effect on e-WOM. Brand awareness has positive effect on commitment. Brand image has positive effect on commitment

Keyword : social media marketing activity, brand equity, customer response

