

ABSTRAK
**PENGARUH *PERCEIVED SOCIAL MEDIA MARKETING ACTIVITIES* TERHADAP
BRAND LOYALTY PADA INDUSTRI *FAST FASHION*
EFEK MEDIASI *BRAND CONSCIOUSNESS* DAN *VALUE CONSCIOUSNESS***

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Media sosial telah menjadi sarana penting untuk acara pemasaran *online*. Media ini digunakan untuk menjalin hubungan yang lebih baik dengan konsumen. Sementara banyak penelitian sebelumnya yang telah meneliti media sosial, namun hanya sedikit yang menjelaskan efek dari *social media marketing*. Tujuan dari penelitian ini adalah untuk mengetahui dampak *perceived social media marketing activity* terhadap *brand loyalty*, *value consciousness*, dan *brand consciousness*. Untuk menguji secara empiris efek dari kegiatan pemasaran media sosial, penelitian ini melakukan survei *online* pada pengguna media sosial kemudian SEM dengan AMOS 26 digunakan untuk mengestimasi hubungan variabel dalam model. Hasil penelitian menunjukkan bahwa *perceived social media marketing activities berpengaruh* negatif terhadap *brand loyalty*.

Kata kunci: *perceived social media marketing*, *brand consciousness*, *value consciousness*, *brand loyalty*.

ABSTRACT**THE EFFECT OF *SOCIAL MEDIA MARKETING ACTIVITIES* ON BRAND
LOYALTY IN THE FAST FASHION INDUSTRY
THE MEDIATION EFFECT OF BRAND CONSCIOUSNESS AND VALUE
CONSCIOUSNESS**

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Social media has become an important platform for online marketing events. This media used to establish a better relationship with customers. While many previous studies have examined about social media, only a few have explained the effects of social media marketing activity. The purpose of this study was to determine the impact of perceived social media marketing activity on brand loyalty, value consciousness, and brand consciousness. To empirically test the effects of social media marketing activities, this study conducted an online survey of social media users for data analysis then, to estimate the variables relationships in the model, structural equation modeling with AMOS 26 is used. The results showed that perceived social media marketing activities had a negative effect on brand loyalty.

Key Words: perceived social media marketing, brand consciousness, value consciousness, brand loyalty.