

PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES* TERHADAP *BRAND EQUITY* DAN *CONSUMER BEHAVIOR* PADA KONSUMEN *SMARTPHONE* MEREK IPHONE DI INDONESIA

Richaizeen Nicholas Citra  
*Creative Digital Marketing*  
Indarini  
Dudi Anandya

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh lima dimensi *social media marketing activities* yaitu *entertainment*, *interactivity*, *trendiness*, *customization*, dan *electronic word of mouth* terhadap *brand awareness*, *brand image*, *brand loyalty*, dan *willingness to pay premium price* konsumen *smartphone* merek iPhone di Indonesia. Penelitian menggunakan penelitian kuantitatif secara deskriptif. Pengumpulan data yang dilakukan dalam penelitian ini menggunakan data responden kuesioner yang disebar menggunakan *platform Google Form*. Metode pengolahan data menggunakan *software SPSS 24* dan *software AMOS 23*. Hasil penelitian menunjukkan bahwa dari 15 hipotesis yang diuji, terdapat 13 hipotesis dikatakan terdukung yaitu *entertainment*, *interactivity*, *trendiness*, *customization*, *electronic word of mouth* berpengaruh positif terhadap *brand awareness*, *entertainment*, *interactivity*, *electronic word of mouth*, berpengaruh positif terhadap *brand image*, *brand awareness* dan *brand image* berpengaruh positif terhadap *brand loyalty* dan *willingness to pay premium price*, *Brand loyalty* berpengaruh positif terhadap *willingness to pay premium price* serta 2 hipotesis yang dapat dikatakan tidak terdukung yaitu *trendiness* dan *customization* tidak berpengaruh positif terhadap *brand image*. Temuan ini memberikan wawasan bagi Perusahaan *Apple* untuk meningkatkan dimensi kesadaran merek dan loyalitas merek yang paling berpengaruh dalam menciptakan kesediaan membayar harga premium.

Kata kunci: *Social Media Marketing Activities (SMMA)*, *Brand Awareness*, *Brand Image*, *Brand Loyalty*, *Willingness to Pay Premium Price*

*THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND EQUITY  
AND CONSUMER BEHAVIOR AMONG IPHONE SMARTPHONE BRAND  
CONSUMER IN INDONESIA*

Richaizeen Nicholas Citra  
*Creative Digital Marketing*  
Indarini  
Dudi Anandya

***ABSTRACT***

*This study aims to analyze the effect of five dimensions of social media marketing activities, namely, entertainment, interactivity, trendiness, customization, and electronic word of mouth on brand awareness, brand image, brand loyalty, and willingness to pay premium price among iPhone smartphone brand consumer in Indonesia. This research uses descriptive quantitative research methods. Data collection conducted in this study used questionnaire respondent data distributed using the Google Form platform. The data processing methods utilized SPSS 24 and AMOS23 software. The results show that of the 15 hypotheses tested, 13 hypotheses were said to be supported, namely entertainment, interactivity, trendiness, customization, electronic word of mouth have a positive effect on brand awareness, entertainment, interactivity, electronic word of mouth, have positive effect on brand image, brand awareness and brand image have a positive effect on brand loyalty and willingness to pay premium price, Brand loyalty has a positive effect on willingness to pay premium price and 2 hypothesis that can be said to be unsupported, namely trendiness and customization do not have a positive effect on brand image. These findings provide insight for Apple Inc. to enhance the dimensions of brand awareness and brand loyalty, which are the most influential factors in driving consumer willingness to pay premium price.*

*Keywords: Social Media Marketing Activities (SMMA), Brand Awareness, Brand Image, Brand Loyalty, Willingness to Pay Premium Price*