

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF SOCIAL MEDIA ADVERTISEMENT TOWARD ELEMENTS OF BRAND EQUITY ON CELLULAR PHONE USERS AT BATAM ISLAND

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Abstract

The objective of this research is to examine the influence of Social Media Advertisement towards elements of Brand Equity, which is Brand Image, Brand Loyalty, Brand Preference, Brand Leadership, dan Brand Awareness. The research object is cellular phone users at Batam Island and above 18 years old.

This research using the judgmental sampling method, the samples form that meet requirements are respondents whom use cellular phone and using social media application at least 5-6 times a week. This research uses regression model Partial Least Square to the effect of independent variable toward dependent variables. Demographic Data is analyzed by Statistical Product and Service Solutions (SPSS) program version 22, and respondents answers are analyzed using Smart PLS program version 3

The result of this research indicates that Social Media Advertisement has positively significant effect on Brand Image, Brand Loyalty, Brand Preference, Brand Leadership, dan Brand Awareness. Based on the results of this research, brand owners should allocate budget for social media advertisement, because social media advertisement has significant effect in improving elements of Brand Equity of their brand.

Keywords : *Cellular Phone, Social Media Advertisement, Brand Equity, Brand Awareness, Brand Image, Brand Loyalty, Brand Preference, Brand Leadership, Brand Awareness.*