THE IMPACT OF SOCIAL MEDIA BRAND COMMUNICATION ON BRAND AWARENESS AND BRAND LOYALTY OF COTTON INK

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THESIS

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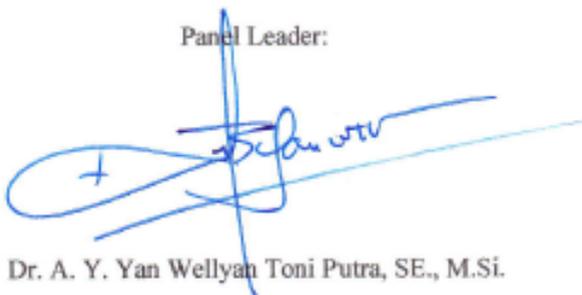
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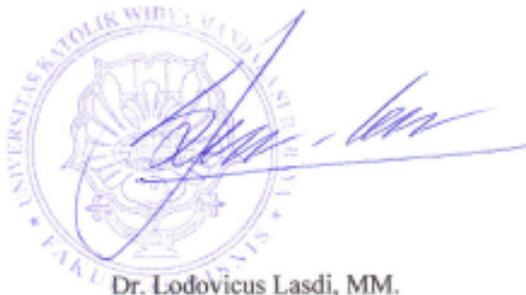
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Surabaya, July 2017
Researcher

(Maria Jessica)

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ABSTRACT

This research was conducted to examine the impact of social media brand communication on brand awareness and brand loyalty. This research is objected to research on Cotton Ink's followers and consumers in Instagram social media to analyze their social media brand communication significant and positively influence their followers and consumers brand awareness and brand loyalty.

The results in this research and discussion that is used in accordance with the hypothesis that the purpose of the analysis performed using Structural Equation Modeling (SEM), can be concluded that the Firm-created Social Media Communication and User-generated Social Media Communication increases, Brand Awareness and Brand Loyalty increases; and vice versa. It is imperative to Cotton Ink that social media is one of key mediums of reaching brand communication to create an image to the target market to achieve consumer's brand awareness and brand loyalty.

Keywords: Firm-created Social Media Brand Communication, User generated Social Media Brand Communication, Brand Awareness, Brand Loyalty