

**THE INFLUENCE OF SOCIAL MEDIA BRAND
COMMUNICATION TOWARDS BRAND
EQUITY ON REPURCHASE
INTENTION TO HISANA
FRIED CHICKEN
IN SURABAYA**



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2020

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APPROVAL PAGE

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Surabaya, 03 December 2020

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Sisiliah Dwi Mentari

FOREWORDS

All praises to Allah SWT for His blessings, love, wisdom, and guidance so that the researcher was able to complete this final assignment titled “The Influence of Social Media Brand Communication towards Brand Equity on Repurchase Intention to Hisana Fried Chicken in Surabaya”. This final assignment is written as one of the requirements to obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of final assignment, the researcher appreciates all the help, supports, guidance, advice and critics from various sources. Thus, the author would like to express gratitude to:

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With this final assignment has been completed, I realize that this thesis is not completely perfect. Therefore, critics and constructive suggestions are accepted. In the end, I hope that this thesis will be able to bring knowledge and benefit the reader for both academic use and practical use.

Surabaya, 03 December 2020

Researcher

A handwritten signature in black ink, appearing to read 'Sisiliah Dwi Mentari', written in a cursive style.

Sisiliah Dwi Mentari

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ABSTRACT

Nowadays, social media brand communication plays an important role in marketing products to consumers widely. Either through firm-created social media brand communication and user-generated social media brand communication. By leveraging brand communication on social media, companies can easily reach consumers and also increase brand equity. Many companies are competing to market their products through social media because it is considered very effective in achieving marketing targets. Companies that can make proper use of social media brand communication have the opportunity to dominate the market. The use of firm-created and user-generated social media for effective brand communication will have an impact on increasing the company's brand equity. This increase in brand equity will also affect customer repurchase intention.

This research aims to analyze and understand the effect of social media brand communication through both firm-created social media brand communication and user-created social media brand communication on brand equity on consumers' repurchase intention at Hisana Fried Chicken fast food franchise in Surabaya. In collecting data, this study uses a quantitative method by sending online questionnaires to people who have purchased Hisana Fried Chicken products in Surabaya, with a total of 160 respondents with respondents aged 18 to 58 years, and live in Surabaya.

Based on the results of the study, it shows that the firm-created social media brand communication significantly impacts brand equity, user-generated social media brand communication significantly impacts brand equity, and finally, brand equity significantly impacts repurchase intention. This means that the more effective use of firm-created social media brand communication and user-generated social media brand communication will increase brand equity and increase in brand equity will also increase repurchase intention.

Keywords: Social media brand communication, firm-created social media brand communication, user-generated social media brand communication, brand equity and repurchase intention.

ABSTRAK

Saat ini, *social media brand communication* memainkan peran penting dalam memasarkan produk kepada konsumen secara luas. Baik melalui *Firm-created social media brand communication* maupun *User-generated social media brand communication*. Dengan memanfaatkan komunikasi merek di media sosial, perusahaan dapat dengan mudah menjangkau konsumen dan juga dapat meningkatkan ekuitas merek. Banyak perusahaan berlomba-lomba memasarkan produknya melalui komunikasi di media sosial karena dinilai sangat efektif dalam mencapai target pemasaran. Perusahaan yang dapat memanfaatkan penggunaan komunikasi merek media sosial dengan tepat memiliki peluang untuk mendominasi pasar. Penggunaan *Firm-created social media brand communication* dan *User-generated social media brand communication* yang efektif akan berdampak pada peningkatan *Brand equity* perusahaan. Dengan adanya peningkatan *Brand equity* ini juga akan mempengaruhi *Repurchase intention* yang dimiliki pelanggan.

Penelitian ini bertujuan untuk menganalisis dan memahami pengaruh *Social media brand communication* baik melalui *Firm-created social media brand communication* dan *User-generated social media brand communication* terhadap *Brand equity* terhadap *Repurchase intention* konsumen pada franchise makanan cepat saji Hisana Fried Chicken di Surabaya. Dalam mengumpulkan data, penelitian ini menggunakan metode kuantitatif dengan mengirimkan kuesioner online kepada orang-orang yang pernah melakukan pembelian produk Hisana Fried Chicken di Surabaya, dengan total 160 responden dengan usia responden 18 hingga 58 tahun, dan tinggal di Surabaya.

Berdasarkan hasil dari penelitian menunjukkan bahwa *Firm-created social media brand communication* secara signifikan mempengaruhi *Brand equity*, *User-generated social media brand communication* secara signifikan mempengaruhi *Brand equity* dan terakhir, *Brand equity* secara signifikan mempengaruhi *Repurchase intention*. Ini berarti semakin efektif penggunaan *Firm-created social media brand communication* dan *User-generated social media brand communication* akan meningkatkan *Brand equity* dan kenaikan *Brand equity* juga akan meningkatkan *Repurchase intention*.

Keywords: *Social media brand communication, firm-created social media brand communication, user-generated social media brand communication, brand equity and repurchase intention.*