

ABSTRAK

Nama : Muhammad Fariz Pratama
Program Studi : Manajemen
Judul : Pengaruh Pemasaran Media Sosial Terhadap Ekuitas Merek Minuman Jus Buah Kemasan di Kalangan Masyarakat Kota Lhokseumawe.

Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran media sosial terhadap ekuitas merek minuman jus buah kemasan di kalangan masyarakat Kota Lhokseumawe. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden dalam penelitian ini adalah 100 warga Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linear berganda menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa, secara parsial, hiburan memiliki pengaruh positif dan signifikan terhadap ekuitas merek minuman jus buah kemasan di kalangan masyarakat Kota Lhokseumawe. Kustomisasi memiliki pengaruh positif dan signifikan terhadap ekuitas merek minuman jus buah kemasan di kalangan masyarakat Kota Lhokseumawe. Interaksi memiliki pengaruh positif dan signifikan terhadap ekuitas merek minuman jus buah kemasan di kalangan masyarakat Kota Lhokseumawe. E-WOM memiliki pengaruh positif dan signifikan terhadap ekuitas merek minuman jus buah kemasan di kalangan masyarakat Kota Lhokseumawe. Trendiness memiliki pengaruh positif dan signifikan terhadap ekuitas merek minuman jus buah kemasan di kalangan masyarakat Kota Lhokseumawe. Secara Simultan *Entertainment, customization, interaction, WOM dan trendiness* berpengaruh positif dan signifikan terhadap ekuitas merek Minuman Sari Buah Dalam Kemasan Pada Masyarakat Kota Lhokseumawe. Produsen minuman Sari buah kemasan perlu meningkatkan strategi hiburan, kustomisasi, interaksi, E-WOM, dan tren untuk secara efektif meningkatkan ekuitas merek mereka.

Kata Kunci : *Entertainment, customization, interaction, WOM, trendiness*, Ekuitas Merek

ABSTRACT

Name : Muhammad Fariz Pratama
Study Program : Management
Title : The Effect of Social Media Marketing on the Equity of the Brand of Packaging Fruit Juice among the people of Lhokseumawe City

This study aims to analyze the effect of social media marketing on the brand equity of packaged fruit juice brands among the residents of Lhokseumawe City. Data for this study were collected through a survey method using a questionnaire as the data collection instrument. The respondents in this study were 100 residents of Lhokseumawe City. This study employs a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results indicate that, partially, entertainment positively and significantly influences the brand equity of packaged fruit juice among the residents of Lhokseumawe City. Also, customization positively and significantly influences the brand equity of packaged fruit juice among the residents of Lhokseumawe City. Interaction likewise positively and significantly influences the brand equity of packaged fruit juice among the residents of Lhokseumawe City. Electronic Word-of-mouth (E-WOM) positively and significantly influences the brand equity of packaged fruit juice among the residents of Lhokseumawe City. Furthermore, trendiness positively and significantly influences the brand equity of packaged fruit juice among the residents of Lhokseumawe City. Simultaneously, entertainment, customization, interaction, E-WOM, and trendiness collectively positively and significantly affect the brand equity of packaged fruit beverages among the residents of Lhokseumawe City. Packaged fruit juice producers should enhance their strategies related to entertainment, customization, interaction, E-WOM, and trendiness to effectively improve brand equity.

Keywords: *Entertainment, Customization, Interaction, WOM, Trendiness, Brand Equity.*

