

ABSTRACT

Shopee is one of the largest e-commerce in Indonesia and has the most users compared to its competitors. To stay connected with its users, Shopee uses Instagram. Shopee manages Instagram to form Shopee's brand equity. Brand equity that has been formed from the results of social media marketing activities can generate consumer responses to Shopee. Even though Shopee is the ruler of the e-commerce market in Indonesia, there are several things that show that Shopee loses compared to its competitors.

The aim of this study are to determine respondents' assessments of social media marketing activities, brand equity, and customer response, the indicator variables that most represent the social media marketing activities variable, the impact of Shopee's social media marketing on Instagram on each element of Shopee's brand equity, the effect of Shopee's brand equity on each element of the customer response to Shopee, and the influence of Shopee's social media marketing on each element of Shopee's customer response.

The quantitative method is used in this research. This study uses surveys distributed by google form. A non-probability sampling technique is used, with a total sample of 485 Instagram users, who follow Shopee on Instagram, and have made their purchase on Shopee. The analytical technique used is PLS-SEM.

The result showed that social media marketing activities, brand equity, and customer response are in the good category. Trendiness is the indicator that the most represent the social media marketing activities. Social media marketing activities have a positive influence on brand association, brand awareness, and perceived quality. Brand association has an influence on commitment. Perceived quality has an influence on E-WOM and commitment. Brand association has no effect on E-WOM. Brand awareness has no effect on E-WOM and commitment.

The suggestion from this research is that Shopee needs to increase social media marketing activities by creating content that aims to convey information to Instagram users regarding Shopee. In addition, to increase commitment, Shopee needs to increase social media activities that make Instagram users believe that Shopee can be relied on for high and consistent quality.

Keywords: Social Media Marketing Activities, Brand Equity, Customer Response, Shopee.