ABSTRACT

Marketing activities using social media are widely used by business actors to introduce or promote goods and services. Indonesia is one of the countries with the most Instagram social media users in 2021 with a total of 93 million users, Scarlett Whitening is a local skincare brand founded in 2017 owned by an Indonesian artist named Felicya Angelista. The sale of this product is only done online through Instagram as a promotional tool. This study aims to determine the influence of social media marketing instagram on value equity, brand equity, relationship equity and repurchase. This research uses descriptive quantitative with Structural Equation Modeling (SEM) which is analyzed using SmartPLS 3.0 and SPSS software to process the data. The sampling technique used in this study is a non-probability sampling method with a purposive sampling technique. Based on the results of descriptive analysis, the social media marketing activities variable is in the very good category by obtaining a score of 6,629 or 88.39%, the customer equity drivers variable obtaining a score of 3,484 or 87,38%, the repeat purchase decision variable entering in the good category by obtaining a score of 1,675 or 83.15% so it can be concluded that the effect of social media marketing activities is significant on value equity, brand equity and relationship equity. While Value equity has no effect on repurchase decisions, Brand equity and relationship equity also have a positive and significant effect on repurchase decisions.

Keywords: Customer Equity Drivers, Instagram, Repurchase Decision, Scarlett Whitening, Social media marketing Activities.