

**PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES*
TERHADAP *BRAND LOYALTY* MELALUI
BRAND TRUST
(Survei pada Anggota Komunitas *Vivo Club* Indonesia)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Memperoleh Gelar Sarjana Pendidikan



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

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Januari 2025

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Bandung, 14 Januari 2025
Yang membuat pernyataan



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ABSTRAK

Maya Rizqiana (1905728) “**Pengaruh *Social Media Marketing Activities* terhadap *Brand Loyalty* melalui *Brand Trust* (Survei pada Anggota Komunitas *Vivo Club Indonesia*)**” dibawah bimbingan Dr. Bambang Widjajanta, M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Fenomena masalah pada penelitian ini ialah *brand loyalty* yang dilatarbelakangi karena kondisi pangsa pasar yang semakin besar sehingga terjadi persaingan produk dan perubahan selera. *Brand loyalty* menjadi salah satu aspek keunggulan bersaing yang berpengaruh terhadap peningkatan perdagangan yang lebih besar. Penelitian terkait *brand loyalty* telah banyak dilakukan pada berbagai industri salah satunya industri *smartphone*. Data prediksi peningkatan penggunaan *smartphone* di Indonesia bertolak belakang dengan volume penjualan dan nilai top brand index Vivo yang menurun sehingga berdampak pada nilai volume pengiriman, *market share* dan pertumbuhan dari tahun ke tahun yang menurun. Fenomena tersebut menunjukkan bahwa *brand loyalty* Vivo belum optimal, sehingga penelitian ini dilakukan dengan tujuan untuk memperoleh gambaran dan pengaruh *social media marketing activities* terhadap *brand loyalty* melalui *brand trust* pada anggota komunitas *Vivo Club Indonesia*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Penelitian ini melibatkan 346 sampel yang diambil dengan metode *simple random sampling*. Teknik analisis yang digunakan adalah analisis *structural equation model* (SEM). Hasil penelitian menunjukkan bahwa gambaran *social media marketing activities*, *brand loyalty*, dan *brand trust* berada pada kategori tinggi. Berdasarkan pengujian parsial *social media marketing activities* memiliki pengaruh positif terhadap *brand trust* secara signifikan, *brand trust* terhadap *brand loyalty* memiliki pengaruh positif dan signifikan. Hasil pengaruh langsung menemukan *social media marketing activities* tidak memiliki pengaruh terhadap *brand loyalty* secara signifikan. Berdasarkan simultan *social media marketing activities* memiliki pengaruh positif dan signifikan terhadap *brand loyalty* melalui *brand trust*. Temuan pada penelitian ini memperkuat urgensi bahwa *social media marketing activities* dapat membangun *brand trust* yang berdampak dalam meningkatkan *brand loyalty* pada Anggota Komunitas *Vivo Club Indonesia*. Peneliti merekomendasikan untuk terus melakukan peningkatan *social media marketing activities* melalui pengoptimalan *interaction* sehingga *brand* Vivo mampu meningkatkan *achieving result* dalam mendorong *brand loyalty* pada Komunitas *Vivo Club Indonesia*.

Kata Kunci: *social media marketing activities*, *brand trust*, *brand loyalty*

ABSTRACT

Maya Rizqiana (1905728) ***“The Influence of Social Media Marketing Activities on Brand Loyalty through Brand Trust for Vivo Club Indonesia Community Members”*** supervised by Dr. Bambang Widjajanta, M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

The problem phenomenon in this research is brand loyalty which is motivated by conditions of increasingly large market share resulting in product competition and changes in tastes. Brand loyalty is one aspect of competitive advantage that influences greater trade growth. Research related to brand loyalty has been carried out in various industries, one of which is the smartphone industry. Data predicting an increase in smartphone use in Indonesia is in contrast to the declining sales volume and value of Vivo's top brand index, which has an impact on the value of shipping volume, market share and declining year on year growth. This phenomenon shows that Vivo brand loyalty is not yet optimal, so this research was conducted with the aim of obtaining an overview and influence of social media marketing activities on brand loyalty through brand trust among members of the Vivo Club Indonesia community. This research involved 346 samples taken using the simple random sampling method. The analysis technique used is Structural Equation Modeling (SEM) analysis. The research results show that the description of social media marketing activities, brand loyalty and brand trust are in the high category. Based on partial testing, social media marketing activities have a significant positive influence on brand trust, brand trust on brand loyalty has a positive and significant influence. The direct influence results found that social media marketing activities did not have a significant influence on brand loyalty. Simultaneously, social media marketing activities have a positive and significant influence on brand loyalty through brand trust. The findings in this research reinforce the urgency that social media marketing activities can build brand trust which has an impact on increasing brand loyalty among Vivo Club Indonesia Community Members. Researchers recommend continuing to improve social media marketing activities through optimizing interactions so that the Vivo brand is able to increase achievement results in encouraging brand loyalty in the Vivo Club Indonesia Community.

Keywords: social media marketing activities, brand trust, brand loyalty

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