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**PENGARUH *PERCEIVED SOCIAL MEDIA MARKETING ACTIVITIES*
TERHADAP *CUSTOMER BASE BRAND EQUITY***

(Survei Pada *Follower* Akun Instagram Pixy)

SKRIPSI

Diajukan untuk Memenuhi Sebagian dan Syarat Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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2022

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TERHADAP *CUSTOMER BASED BRAND EQUITY***
(Survei Pada Follower Akun Instagram Pixy)

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**PENGARUH *PERCEIVED SOCIAL MEDIA MARKETING ACTIVITIES*
TERHADAP *CUSTOMER BASE BRAND BRAND EQUITY***
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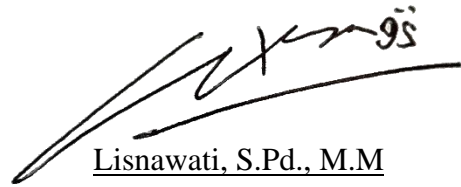
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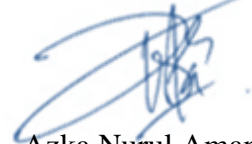
PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh Perceived Social Media Marketing Activities Terhadap Customer Based Brand Equity pada Follower Akun Instagram Pixy**”. Beserta seluruh didalamnya adalah benar – benar karya saya sendiri, dan saya tidak melakukan penjiplakan (*plagiarisme*) dengan cara - cara yang tidak sesuai etika keilmuan yang berlaku dalam bidang keilmuan Ilmiah di masyarakat.

Atas pernyataan ini, saya siap menanggung resiko/sanksi yang dijatuhkan kepada saya apabila kemudian hari adanya pelanggaran etika dalam karya saya dan terhadap keaslian karya yang saya buat ini.

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ABSTRAK

Azka Nurul Amani (1705335), **Pengaruh *Perceived Social Media Marketing Activities* terhadap *Customer Based Brand Equity* Pada Follower Akun Instagram Pixy**. Dibawah bimbingan Dr. Bambang Widjajanta, MM dan Lisnawati S.Pd., MM

Tujuan – Tujuan Penelitian ini mengetahui gambaran dan pengaruh *Perceived Social Media Marketing Activities* terhadap *Customer Based Brand Equity* pada follower akun Instagram Pixy.

Desain/Metodologi/Pendekatan – Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan *propability sampling* dengan ukuran sampel 100 responden. Teknik analisis yang digunakan adalah analisis *Path Analysis* dengan menggunakan program IBM SPSS versi 26.0 for Windows

Temuan – Hasil temuan penelitian ini menunjukkan bahwa gambaran *Perceived Social Media Marketing Activities* dalam kategori cukup baik, *Customer Based Brand Equity* cukup baik dan terdapat pengaruh *Perceived Social Media Marketing Activities* terhadap *Customer Based Brand Equity*.

Orisinalitas/Nilai – Perbedaan dalam penelitian ini terletak pada waktu penelitian, tempat penelitian, alat ukur, literatur yang digunakan, teori yang digunakan dan hasil penelitian.

Kata kunci : *Perceived Social Media Marketing Activities; Customer Based Brand Equity*

ABSTRACT

Azka Nurul Amani (1705335), *The Effect of Perceived Social Media Marketing Activities on Customer Based Brand Equity on Pixy Instagram Account Followers. Under the guidance of Dr. Bambang Widjajanta, MM and Lisnawati S.Pd., MM*

Objectives – *The purpose of this study are to determine the description and influence of Perceived Social Media Marketing Activities on Customer-Based Brand Equity on Pixy's Instagram account followers.*

Design/Methodology/Approach – *The type of research used is descriptive and verification. The method used is non-propability sampling with a sample size of 100 respondents. The analytical technique used is the Path analysis using the IBM SPSS version 26.0 program.*

Findings - *The results of this study indicate that the description of Perceived Social Media Marketing Activities is in a fairly good category, Customer-Based Brand Equity is quite good and the influence of Perceived Social Media Marketing Activities on Customer-Based Brand Equity.*

Originality/Value – *The difference in this research lies in the time of the study, the place of research, measuring instruments, literature used, theory used and research results.*

Keywords: *Perceived Social Media Marketing Activities; Customer Based Brand Equity*

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