

ABSTRAK

Ismi Ummah, 2020310056 “Pengaruh *Social Media Communication* Terhadap *Brand Equity Skincare Skintific*: Peran Mediasi Variabel E-WOM. (Studi Kasus Pada IPNU-IPPNU Di Kabupaten Jepara)”

Penelitian ini bertujuan untuk mengetahui pengaruh *social media communication* terhadap *brand equity* dengan *electronic word of mouth* sebagai mediasi. Sampel dalam penelitian ini sebanyak 154 responden dimana pengambilan sampel dalam penelitian ini menggunakan cluster sampling dimana sampel diambil berdasarkan area. Hipotesis dalam penelitian ini dianalisis dengan menggunakan *Structural Equation Modelling* (SEM) dengan bantuan program AMOS 24.0

Dari output AMOS diketahui nilai C.R. sebesar 2,531 yang berarti lebih dari 1,96 dan nilai P kurang dari 0,05 yaitu 0,011, oleh karena itu hasil ini menunjukkan bahwa variabel *firm-generated content* berpengaruh signifikan terhadap *electronic word of mouth*. *User-generated content* berpengaruh signifikan pada *electronic word of mouth* karena nilai C.R nya lebih dari 1,96 yaitu 2,692 dan nilai P kurang dari 0,05 yaitu 0,07. *Electronic word of mouth* berpengaruh signifikan pada *brand Equity* karena nilai C.R nya lebih dari 1,96 yaitu 6,471 dan nilai P kurang dari 0,05 yaitu 0,000 (***). *Firm-generated content* tidak berpengaruh signifikan terhadap *brand equity* karena nilai C.R nya kurang dari 1,96 yaitu 1,698 dan nilai P lebih dari 0,05 yaitu 0,089. *User-generated Content* tidak berpengaruh signifikan terhadap *electronic word of mouth* karena nilai C.R nya kurang dari 1,96 yaitu - 0,006 dan nilai P lebih dari 0,05 yaitu 0,996.

Hasil penelitian menunjukkan bahwa *firm-generated content* dan *user generated content* memiliki pengaruh positif terhadap *electronic word of mouth*, dan *electronic word of mouth* memiliki pengaruh positif terhadap *brand equity*. Sedangkan *firm-generated content* dan *user-generated content* memiliki pengaruh negative terhadap *brand equity* dan *electronic word of mound* berhasil memediasi penuh pengaruh *firm-generated content* dan *user-generated content* pada *brand equity*. Implikasi manajemen pada pelaku usaha pentingnya membuat konten yang menarik dan memilih media sosial yang tepat untuk mengenalkan produknya. Peran *electronic word of mouth* dalam penelitian ini sangat penting dalam peningkatan *brand equity skincare skintific*.

Kata Kunci : *Firm-Generated Content, User-generated Content, Electrnonic Word Of Mouth, Brand Equity.*

ABSTRACT

Ismi Ummah, 2020310056 "The Influence of Social Media Communication on Brand Equity Skincare Skintific: The Mediating Role of the E-WOM Variable. (Case Study of IPNU-IPPNU in Jepara Regency)"

This research aims to determine the influence of social media communication on brand equity with electronic word of mouth as mediation. The sample in this study was 154 respondents where sampling in this study used cluster sampling where samples were taken based on area. The hypotheses in this research were analyzed using Structural Equation Modeling (SEM) with the help of the AMOS 24.0 program

*From the AMOS output the C.R. value is known. amounting to 2.531 which means more than 1.96 and the P value is less than 0.05, namely 0.011, therefore these results indicate that the firm-generated content variable has a significant effect on electronic word of mouth. User-generated content has a significant effect on electronic word of mouth because the C.R value is more than 1.96, namely 2.692 and the P value is less than 0.05, namely 0.07. Electronic word of mouth has a significant effect on brand equity because the C.R value is more than 1.96, namely 6.471 and the P value is less than 0.05, namely 0.000 (***). Firm-generated content does not have a significant effect on brand equity because the C.R value is less than 1.96, namely 1.698 and the P value is more than 0.05, namely 0.089. User-generated content does not have a significant effect on electronic word of mouth because the C.R value is less than 1.96, namely -0.006 and the P value is more than 0.05, namely 0.996.*

The research results show that firm-generated content and user generated content have a positive influence on electronic word of mouth, and electronic word of mouth has a positive influence on brand equity. Meanwhile, firm-generated content and user-generated content have a negative influence on brand equity and electronic word of mouth has succeeded in fully mediating the influence of firm-generated content and user-generated content on brand equity. Management implications for business actors are the importance of creating interesting content and choosing the right social media to introduce their products. The role of electronic word of mouth in this research is very important in increasing the brand equity of skincare skintific.

Keywords : *Firm-Generated Content, User-generated Content, Electronic Word Of Mouth, Brand Equity.*