

**ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING ON
BRAND EQUITY AND CONSUMER BEHAVIOR TOWARD BUYING
SEPATU COMPASS PRODUCTS AT SEPATU COMPASS ONLINE
STORE (SURVEY ON PADANG CITY STUDENTS)**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in
Undergraduate Study Program Department of Management Faculty of Economics
and Business Andalas University



Submitted By:

MUHAMMAD AFDHAL

1910523021

Thesis Supervisor:

Dr. Vera Pujani, SE, MM. Tech

INTERNATIONAL MANAGEMENT STUDY PROGRAM


MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS AND BUSINESS

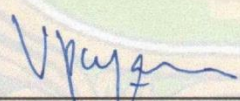
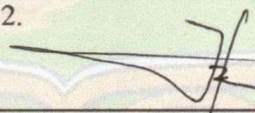
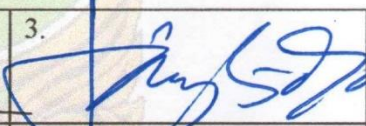
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	Alumni Number at University	Muhammad Afdhal	Alumni Number at Faculty
	a) Place/Date of Birth: Jakarta, September 11, 2001; b) Parent's Name: Yon Nasrial and Witrawati; c) Faculty: Economics and Business; d) Department: International Management; e) Student ID: 1910523021; f) Graduation Date: July 7, 2023; g) Grade: Very Satisfactory; h) GPA: 3.67; i) Length of Study: 3 years 11 months; j) Parent's Address: Jl. Amil V, RT 003, RW 004, Pejaten Barat, Pasar Minggu, Jakarta Selatan, DKI Jakarta 12510.		
ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND EQUITY AND CONSUMER BEHAVIOR TOWARD BUYING SEPATU COMPASS PRODUCTS AT SEPATU COMPASS ONLINE STORE (SURVEY ON PADANG CITY STUDENTS) <i>Thesis by Muhammad Afdhal</i> <i>Thesis Supervisor: Dr. Vera Pujani, SE, MM. Tech</i>			
ABSTRACT			
<p>This research aims to analyze the influence of social media marketing variable on consumer behavior variable with brand equity as a mediating variable. The sample of this research is a college students domiciled in the Padang city who have known and have purchased Sepatu Compass products, with a total of 250 samples. The sampling technique of this research uses purposive sampling (non-probability sampling) using primary data with a 5-point Likert scale. Data processing in this research was carried out using Microsoft Office Excel and SmartPLS software version 4.0. The results of this research show that social media marketing variable have a positive and significant influence on brand equity variable and consumer behavior variable. In addition, brand equity variables also give a full mediation influence on the relationship between social media marketing variable and consumer behavior variable.</p>			
<p>Keywords: <i>Social Media Marketing, Brand Equity, Consumer Behavior, Sepatu Compass</i></p>			

This thesis has been examined and passed on the date of: July 07, 2023. This abstract has been approved by supervisor and examiners:

Signature	1. 	2. 	3. 
Name	Dr. Vera Pujani, SE, MM. Tech	Asmi Abbas, SE, MM	Danny Hidayat, SE, MM, CMA, CEIP, CEAP

Acknowledge by,
Head of Management Department

Hendra Lukito, SE, MM, Ph.D
NIP. 197106242006041007



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