

**PENGARUH *SOCIAL MEDIA MARKETING* ACTIVITIES  
TERHADAP *BRAND EQUITY* DAN *PURCHASE INTENTION*  
(Studi Pada Pengikut Instagram Rumah Makan Silungkang)**

**TESIS**



Diajukan Oleh:

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UNIVERSITAS ANDALAS  
PADANG  
2023**

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Diajukan Sebagai Salah Satu Syarat untuk Mencapai Gelar Magister  
Manajemen Pada Program Studi Magister Manajemen Fakultas  
Ekonomi Universitas Andalas



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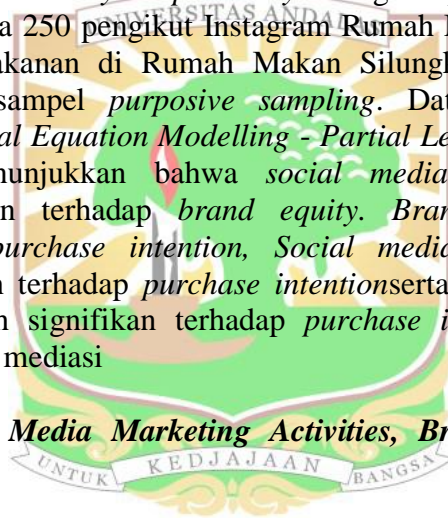
**PENGARUH SOCIAL MEDIA MARKETING ACTIVITIES TERHADAP  
BRAND EQUITY DAN PURCHASE INTENTION  
(Studi Pada Pengikut Instagram Rumah Makan Silungkang)**

**Tesis Oleh Ilham Surya Vendri  
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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing activities* terhadap *brand equity* dan pada *purchase intention* (studi pada pengikut instagram Rumah Makan Silungkang). Penelitian *explanatory research* ini menggunakan *survey*. *survey explanatory* dengan pendekatan kuantitatif. Pengumpulan data pada 250 pengikut Instagram Rumah Makan Silungkang yang berminat membeli makanan di Rumah Makan Silungkang dilakukan dengan teknik pengambilan sampel *purposive sampling*. Data kemudian dianalisis menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *social media marketing activities* berpengaruh signifikan terhadap *brand equity*. *Brand equity* berpengaruh signifikan terhadap *purchase intention*, *Social media marketing activities* berpengaruh signifikan terhadap *purchase intention*serta *social media marketing activities* berpengaruh signifikan terhadap *purchase intention* dengan *brand equity* sebagai variabel mediasi

***Kata kunci : Social Media Marketing Activities, Brand Equity, Purchase Intention***



**THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON  
BRAND EQUITY AND PURCHASE INTENTION  
(Study of Instagram Followers of Rumah Makan Silungkang)**

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**ABSTRACT**

This research aims to analyze the influence of social media marketing activities on brand equity and purchase intention (study on Instagram followers of Silungkang Restaurant). This explanatory research uses a survey. explanatory survey with a quantitative approach. Data collection on 250 Instagram followers of Silungkang Restaurant who were interested in buying food at Silungkang Restaurant was carried out using a purposive sampling technique. The data was then analyzed using Structural Equation Modeling - Partial Least Square (SEM-PLS). The research results show that social media marketing activities have a significant effect on brand equity. Brand equity has a significant effect on purchase intention, social media marketing activities has a significant effect on purchase intention and social media marketing activities has a significant effect on purchase intention with brand equity as a mediating variable

**Keywords: Social Media Marketing Activities, Brand Equity, Purchase Intention**

