

**THE EFFECT OF PERCEIVED SOCIAL MEDIA MARKETING
ACTIVITIES ON BRAND LOYALTY : THE MEDIATION EFFECT OF
BRAND AND VALUE CONSCIOUSNESS**

THESIS

**Presented as a Partial Fulfilment of the Requirements for the Degree of
Sarjana Ekonomi (S1) in International Business Management Program**

Faculty of Economics Universitas Atma Jaya Yogyakarta



Compiled by :

Yessi Harianti

Student ID Number : 13 12 20472

**FACULTY OF ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2017

Faculty of Economics

Universitas Atma Jaya Yogyakarta

I hereby recommend that the thesis prepared under my supervision by

Yessi Harianti

Student ID Number : 13 12 20472

Thesis Entitled

**THE EFFECT OF PERCEIVED SOCIAL MEDIA MARKETING
ACTIVITIES ON BRAND LOYALTY : THE MEDIATION EFFECT OF
BRAND AND VALUE CONSCIOUSNESS**

**Be accepted in partial fulfillment of the requirements for the Degree of
Sarjana Ekonomi (S1) in International Business Management Program,**

Faculty of Economics

Universitas Atma Jaya Yogyakarta

Supervisor,



Nadia Nila Sari, SE., MBA

Yogyakarta, July 12th, 2017

This is to certify that the thesis entitled

**THE EFFECT OF PERCEIVED SOCIAL MEDIA MARKETING
ACTIVITIES ON BRAND LOYALTY : THE MEDIATION EFFECT OF
BRAND AND VALUE CONSCIOUSNESS**

Compiled by :


Yessi Harianti

Student ID Number : 13 12 20472


Has been defended and presented on August 9, 2017 towards fulfillment of
the requirements for the Degree of Sarjana Ekonomi (S1)
in International Business Management Program
Faculty of Economics, Universitas Atma Jaya Yogyakarta


Examination Committee

Chairman


Mahestu N. Krisjanti, SE., M.Sc.IB., Ph.D.

Member


Nadia Nila Sari, SE., MBA.


Drs. C. Jarot Priyogutomo, MBA.

Yogyakarta, August 9, 2017
Dean of Faculty of Economics
Universitas Atma Jaya Yogyakarta




Drs. Budi Suprpto, MBA., Ph. D.

AUTHENTICITY ACKNOWLEDGEMENT

I, the writer of this thesis, hereby declare that I compiled this thesis by myself.

I fully knowledge that my writings entitled :

The Effect of Perceived Social Media Marketing Activities on Brand Loyalty :

The Mediation Effect of Brand and Value Consciousness

does not contain others' or part (s) of others' writing except for those that have been cited and mentioned in the references.

Yogyakarta, 12th July 2017



Yessi Harianti

ACKNOWLEDGEMENT

First of all, I would like to give my gratitude and thank you to God because of His blessing and strength had guided me in writing thesis entitled “The Effect of Perceived Social Media Marketing Activities on Brand Loyalty : The Mediation Effect of Brand and Value Consciousness” as a partial fulfillment of the requirements for the degree of Sarjana Ekonomi (S1) in International Business Management Program Faculty of Economics Universitas Atma Jaya Yogyakarta.

During the process of writing this thesis, I received many support and help to finished this thesis from people around me. In this opportunity, I would like to say thank you to :

1. My parents, Mr. Budiono and Mrs. Yuliana who grow me up until now and always support and pray for me. Nothing can describe how I am very grateful to have you both in my life.
2. My aunt and My Siblings, Ms. Sonia Chang, Me Li and Van-ni who always give motivation, encourage, and support me to finish this thesis. Thank you so much for your care.
3. Mrs. Nadia Nila Sari, SE., MBA as supervisor. Thank you for give me your precious time, guidance, support, suggestion and advice during the writing process. This thesis would be obviously impossible without your help.
4. All of the lecturers that could not be mention one by one who shared their knowledge and experience in Universitas Atma Jaya Yogyakarta.

5. Every staff in Universitas Atma Jaya Yogyakarta.
6. My friends, Ratna Setiani Saputra, Emalia Roselin Sembiring, I Made Yoga Dwi Prabawa Mimba and all of my friends in International Business Management Program Batch 2013. Thank you for your help and amazing experience during my college life. It was a great moment to know all of you.
7. Big family of Pusdiklat Sukhavati Maitreya and Vihara Bodhicitta Maitreya for pray, advice and support to finish this thesis.
8. All of members in Keluarga Mahasiswa Buddhis Dharma Jaya Universitas Atma Jaya Yogyakarta that gives me opportunity and great experience.
9. All of members in Kuliah Kerja Nyata 70 Unit S especially for group 91 Wiloso.
10. All of the respondents that could not be mention one by one. Thank you for your help and valuable time to fill this questionnaire so this thesis can be done.
11. All parties that could not be mention one by one who give their pray, support and advice so this thesis could be done.

Yogyakarta, 12th July 2017

Yessi Harianti

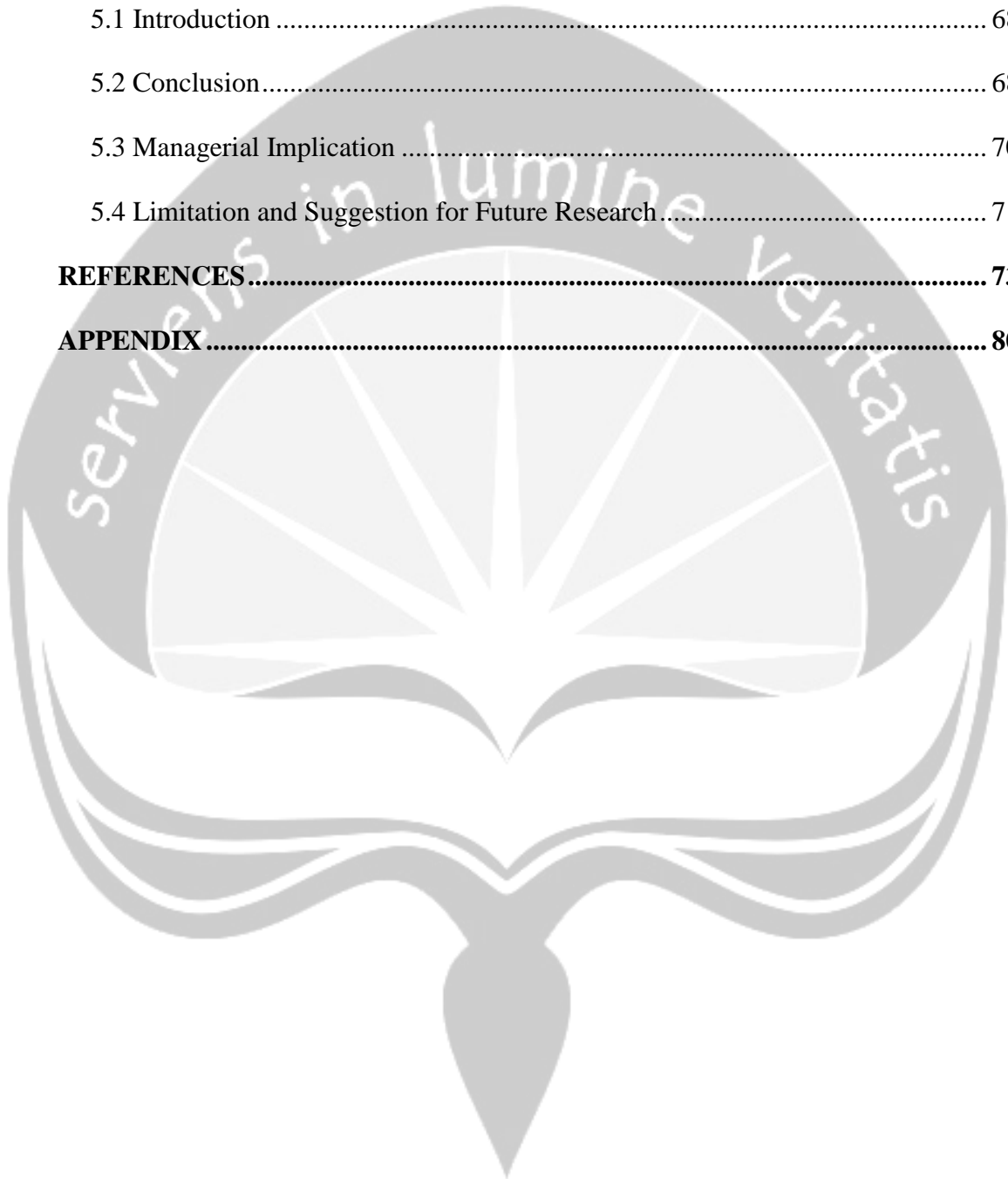
TABLE OF CONTENT

TITLE PAGE	i
APPROVAL PAGE	ii
COMMITTEE'S APPROVAL PAGE	iii
AUTHENTICITY ACKNOWLEDGEMENT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vii
LIST OF TABLES	xi
LIST OF FIGURES	xiii
LIST OF APPENDIX	xiv
ABSTRACT	xv
CHAPTER I : INTRODUCTION	1
1.1 Research Background.....	1
1.2 Problem Statement	8
1.3 Purpose of the Research	8
1.4 Scope of Research	9
1.5 Benefit of the Research	10
1.6 Research Structure.....	11
CHAPTER II : LITERATURE REVIEW, RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT	13
2.1 Introduction	13
2.2 Brand Loyalty.....	13

2.3 Brand Consciousness	15
2.4 Value Consciousness	16
2.5 Perceived Social Media Marketing Activities	17
2.6 Previous Research	19
2.7 Research Framework	24
2.8 Hypothesis Development	25
CHAPTER III : RESEARCH METHODOLOGY	32
3.1 Introduction	32
3.2 Population and Sample	32
3.3 Operational Definition.....	33
3.4 Data Collection Method	35
3.5 Instrument Test.....	36
3.5.1 Validity Test.....	36
3.5.2 Reliability Test	38
3.6 Data Analysis Techniques	39
3.6.1 Descriptive Statistics	39
3.6.2 Path Analysis.....	39
CHAPTER IV : DATA ANALYSIS AND DISCUSSION.....	44
4.1 Introduction	44
4.2 Screening Questions Data	44
4.3 Respondents' Profile	47
4.4 Path Analysis	48

4.4.1	The Model of Value Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty.....	49
4.4.1.2	The Effect of Perceived Social Media Marketing Activities on Brand Loyalty.....	50
4.4.1.3	The Effect of Perceived Social Media Marketing Activities on Value Consciousness.....	51
4.4.1.4	The Effect of Value Consciousness on Brand Loyalty	52
4.4.1.5	The Effect of Value Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty.....	54
4.4.1.6	Summary of The Effect of Value Consciousness as Mediating Variable on Perceived Social Media Marketing Activities on Brand Loyalty..	55
4.4.2	The Model of Brand Consciousness as Mediating Variable on Perceived Social Media Marketing Activities on Brand Loyalty	56
4.4.2.2	The Effect of Perceived Social Media Marketing Activities on Brand Consciousness.....	57
4.4.2.3	The Effect of Brand Consciousness on Brand Loyalty	59
4.4.2.4	The Effect of Brand Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty.....	60
4.4.2.5	Summary of Effect of Brand Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty	61
4.5	Discussion	63

CHAPTER V : CONCLUSION	68
5.1 Introduction	68
5.2 Conclusion.....	68
5.3 Managerial Implication	70
5.4 Limitation and Suggestion for Future Research.....	71
REFERENCES	73
APPENDIX	80

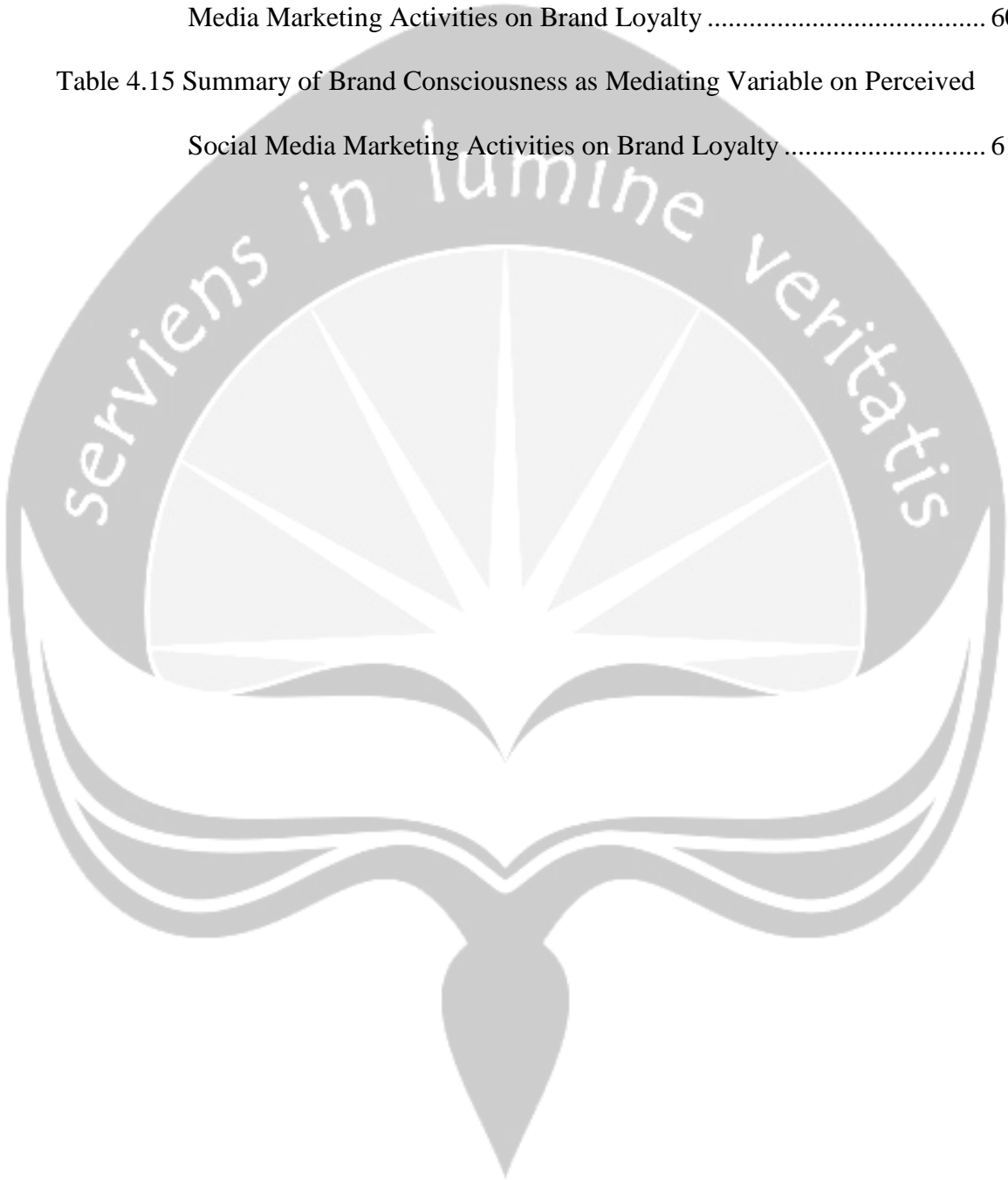


LIST OF TABLES

Table 2.1 Previous Study	19
Table 3.1 Table of Variables Definition, Item Questions and Research Scale	33
Table 3.2 Validity Test.....	37
Table 3.3 Reliability Test.....	38
Table 4.1 Students of Faculty of Economy Universitas Atma Jaya Yogyakarta	44
Table 4.2 Users of Instagram Account.....	45
Table 4.3 Followers in One Brand Account	45
Table 4.4 Product Brand Categories	46
Table 4.5 Gender	47
Table 4.6 Average Monthly Income	48
Table 4.7 Result of Perceived Social Media Marketing Activities on Brand Loyalty	50
Table 4.8 Result of Perceived Social Media Marketing Activities on Value Consciousness.....	51
Table 4.9 Result of Value Consciousness on Brand Loyalty.....	53
Table 4.10 Result of Value Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty	54
Table 4.11 Summary of Value Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty	55
Table 4.12 Result of Perceived Social Media Marketing Activities on Brand Consciousness	58
Table 4.13 Result of Brand Consciousness on Brand Loyalty.....	59

Table 4.14 Result of Brand Consciousness as Mediating Variable on Perceived Social
Media Marketing Activities on Brand Loyalty 60

Table 4.15 Summary of Brand Consciousness as Mediating Variable on Perceived
Social Media Marketing Activities on Brand Loyalty 61



LIST OF FIGURES

Figure 1.1 The Example of Brands on Instagram	5
Figure 1.2 The Age of Instagram Users in Indonesia	6
Figure 2.1 Research Model	25
Figure 3.1 Mediating Variables Model	41
Figure 4.1 Model of Value Consciousness as Mediating Variable on Perceived Social Media Marketing Activities and Brand Loyalty	49
Figure 4.2 Perceived Social Media Marketing Activities on Brand Loyalty	51
Figure 4.3 Perceived Social Media Marketing Activities on Value Consciousness ...	52
Figure 4.4 Value Consciousness on Brand Loyalty	53
Figure 4.5 Model of Brand Consciousness as Mediating Variable on Perceived Social Media Marketing Activities on Brand Loyalty	56
Figure 4.6 Perceived Social Media Marketing Activities on Brand Consciousness ...	58
Figure 4.7 Brand Consciousness on Brand Loyalty	59

LIST OF APPENDIX

Appendix 1 : Questionnaire of the Research (English and Indonesian Version)

Appendix 2 : Data of Respondents

Appendix 3 : Reliability and Validity Test

Appendix 4 : Screening Questions Data and Respondents' Profile

Appendix 5 : Result Analysis

Appendix 6 : r-table for Validity



**THE EFFECT OF PERCEIVED SOCIAL MEDIA MARKETING
ACTIVITIES ON BRAND LOYALTY : THE MEDIATION EFFECT OF
BRAND AND VALUE CONSCIOUSNESS**

Compiled by :

Yessi Harianti

Student Number ID : 13 12 20472

Supervisor

Nadia Nila Sari, SE., MBA

ABSTRACT

Perceived social media marketing activities especially on context of Instagram used to promote the products for company. For selecting products, value consciousness and brand consciousness appears on consumers evaluation in order to be brand loyal. This research examine the effect of perceived social media marketing activities on brand loyalty : The mediation effect of brand and value consciousness. Questionnaire was distributed to 160 respondents who have and follow one of brand account on Instagram and buy 2 times in last 6 month which held on Faculty of Economy in Universitas Atma Jaya Yogyakarta. The analysis used path analysis and operated on IBM SPSS 22.

The finding shows perceived social media marketing activities on brand loyalty with mediation effect of brand and value consciousness was significant. All of the hypothesis was supported. This indicates consumers who brand loyal on Instagram considered about brand and value company offers.

Keywords : Perceived Social Media Marketing Activities, Brand Loyalty, Brand Consciousness, Value Consciousness