

**THE IMPACTS OF SOCIAL MEDIA MARKETING ACTIVITIES ON  
BRAND LOYALTY, VALUE CONSCIOUSNESS, AND BRAND  
CONSCIOUSNESS AMONG INDONESIAN MILLENNIAL**

**Thesis**

**Presented as Partisial Fulfillment of Requirements for the Degree of Sarjana**

**Manajemen (S1) in International Business Management Program**

**Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



**Compiled by:**

**Gabriella Monica Okta**

**Student ID Number: 15 12 21995**

**FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITAS ATMA JAYA YOGYAKARTA**

**2019**

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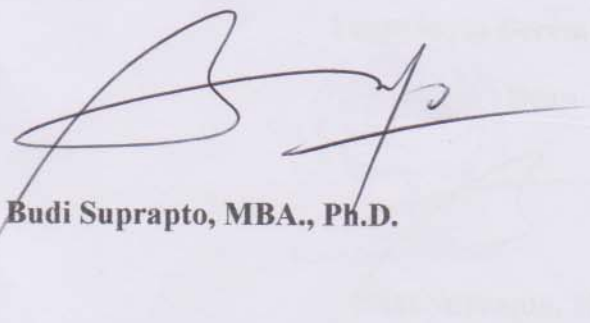
**Compiled by:**

**Gabriella Monica Okta**

**Student ID Number: 15 12 21995**

**Has been read and approved by:**

**Advisor**



**Budi Suprpto, MBA., Ph.D.**

**Yogyakarta, November 15<sup>th</sup>, 2019**

**This is to certify that the thesis entitled**  
**THE IMPACTS OF SOCIAL MEDIA MARKETING ACTIVITIES ON**  
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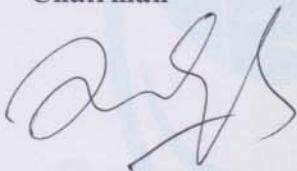
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**Examination Committee**

**Chairman**



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

**Member**



**Budi Suprpto, MBA, Ph.D**



**Drs. Gunawan Jiwanto, MBA**

**Yogyakarta December 9<sup>th</sup>, 2019**

**Dean**



**Budi Suprpto, MBA, Ph.D**

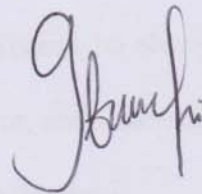
## **AUTHENTICITY ACKNOWLEDGEMENT**

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**Is really, my own thinking and writing, I fully knowledge that my writings  
does not contain others' or part(s) of others' writing, except for those  
that have been cited and mentioned in the references.**

**Gabriella Monica Okta**



**Yogyakarta, November 15<sup>th</sup>, 2019**

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Thank to Almighty God who has given His bless upon the author to finish this research from the beginning until the end, so this thesis can be done on time. This thesis is needed to meet one of academic requirements in completion of Bachelor study of International Business Management Program University of Atma Jaya Yogyakarta. Title that the authors propose is:

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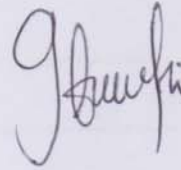
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Yogyakarta, November 15<sup>th</sup>, 2019



**Gabriella Monica Okta**

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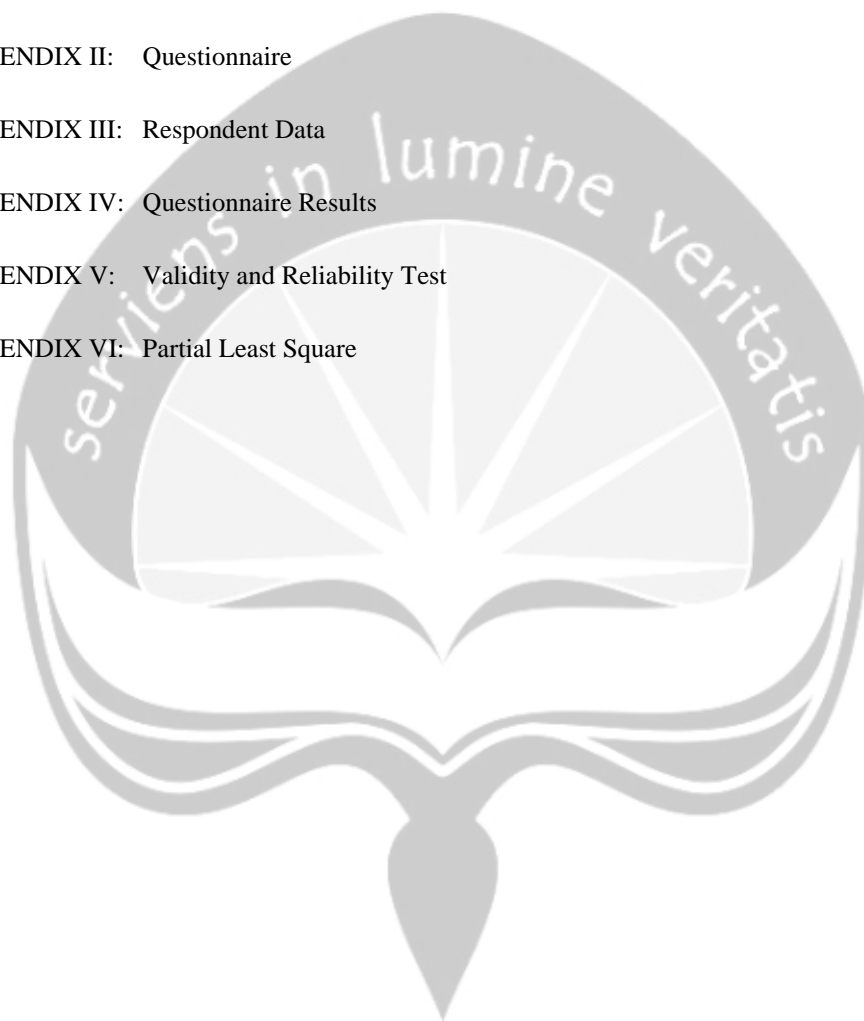
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**Gabriella Monica Okta**

**Student ID Number: 15 12 21995**

**Supervisor**

**Budi Suprpto, MBA., Ph.D.**

## **ABSTRACT**

Social media marketing now commonly used as a marketing tool for companies to promote their brand. Value consciousness and brand consciousness are one of the variables that play roles in order for consumers to be brand loyal. This research examine the effect of perceived social media marketing activities on brand loyalty and the mediating effect of brand and value consciouness. Questionnaire was distributed to 205 respondents which are still included as Indonesian Millennials and actively engaged in any social media platform. The author is using SEM-PLS for data analysis.

The finding shows that perceived social media marketing activities effect on brand loyalty with brand and value consciousness as mediating variable was significant. All of the hypothesis was supported. This indicates that millennials consumers in Indonesia tend to be brand loyal from social media marketing but also still considered about the company value and brand.

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