

**Evaluating the Influence of Mtoa Instagram Account on Brand
Sacralization
YEAR 2020-2021**

THESIS

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana
Manajemen (SM) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta**



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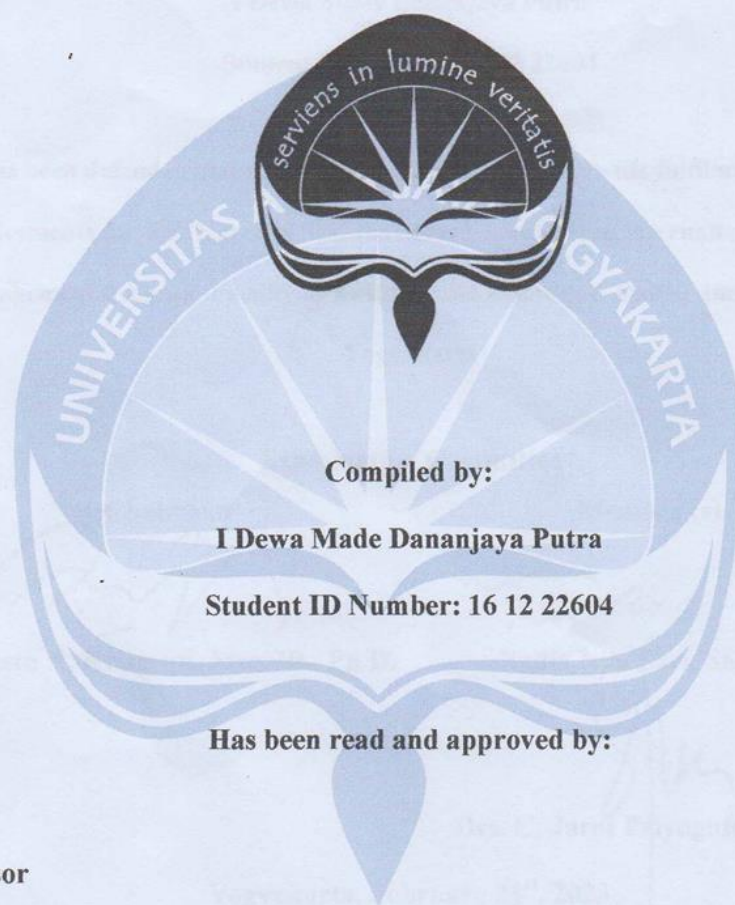
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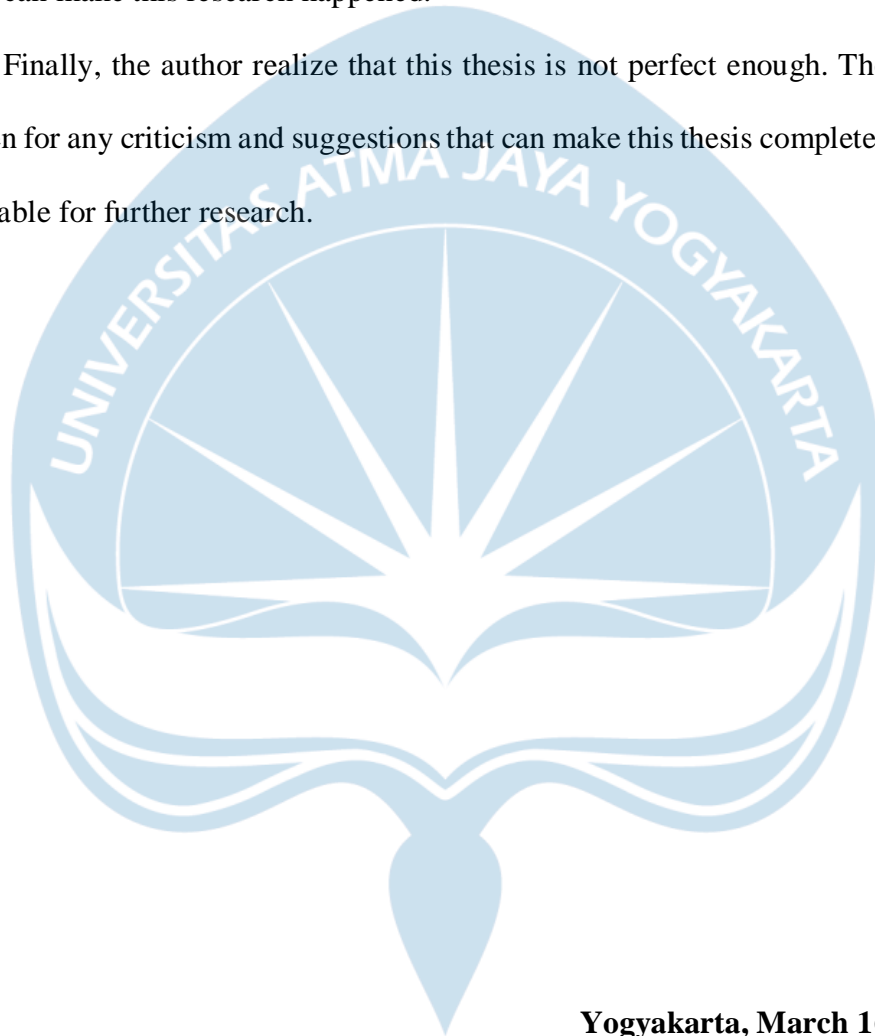
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I Dewa Made Dananjaya Putra

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EVALUATING THE INFLUENCE OF MATOA INSTAGRAM ACCOUNT ON BRAND SACRALIZATION

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ABSTRACT

The main purpose of this research is to know about the influence of Instagram account on brand sacralization. This research uses online questionnaire by Google Form and distributed to 334 respondents and generate 152 respondents who fulfil the criteria and the data can be proceed.

The results show that Instagram interaction affect Instagram usability and brand sacralization. Moreover, Instagram account could be used as a marketing tool that helps the brand in promoting and selling the product. Further research can use different type of brand that has a higher price and find the difference of how consumer sacralized a brand.

Keyword: Instagram interaction, Instagram usability, Brand sacralization, Brand loyalty, Online purchase intention