

**Linking Social Media Marketing Activities with Brand Love:**

**A study of Erigo Apparel**

**THESIS**

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

*Manajemen (S1)*

in International Business Program Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta



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

**2023**

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Be accepted as a partial fulfillment of the requirements for the degree of Sarjana Manajemen (S1) in  
International Business Management Program

Faculty of Business and Economics  
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# LETTER OF STATEMENT

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A study of Erigo Apparel**

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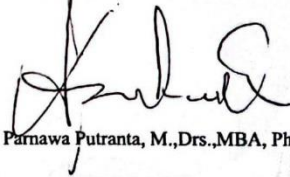
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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, Christoper Situmorang, hereby declare that I compiled and completed my undergraduate thesis with the following title:

**Linking Social Media Marketing Activities with Brand Love:  
A study of Erigo Apparel**

Is fully created by myself as the researcher. All of the references have been cited and stated in this thesis in the form of bibliography. It has been proven to be original and authentic writings of my final project with no plagiarism or theft of others projects.

Yogyakarta, August 15<sup>th</sup> 2023

The researcher



Christoper Situmorang

## **MOTTO**

“We have no way of seeing all the possibilities that lie ahead in the future, so we have to rely on clumsy trial-and error- to gain knowledge. Just think of pain as the tuition you have to pay”

## **ACKNOWLEDGEMENT**

First and foremost, the researcher honors and praises God for the numerous blessings and successful completion of the undergraduate thesis. With His permission, the researcher is allowed to put all of the knowledge obtained at Universitas Atma Jaya Yogyakarta into practice. In the process of writing this thesis, the researcher would like to express a gratitude to the parties involved in making this thesis. The propose title for this thesis is;

### **Linking Social Media Marketing Activities with Brand Love:**

#### **A study of Erigo Apparel**

While creating this thesis, the research has received support and guidance from several parties in completing this research. Therefore, the researcher would like to express the gratitude and respect to:

1. Thank you to Almighty God, Jesus Christ, who has helped me finish my research from start to end.
2. My Thesis Advisor, Mahestu Noviandra Krisjanti, S.E., M.Sc. IB, Ph.D., who always give me pointers, guided my research, provided suggestions which are valuable in helping the researcher finish this Thesis.
3. My Family, father, mother, sister, and brother who always pray for my success and support me both financially and emotionally.
4. My Thesis Friends, Valerie and Max who always give me pointers and suggestions to improve my thesis.
5. Meja Ambyar friends, Hugo, Ceko, Jojo, Brian, Surya, Joss, Putri, Irene, Lisa, Yosephine who have accompanied me through these 4 years of study and made my life full of happiness and joy.
6. My Friend, Awes who always accompany me in working this thesis on discord.
7. All of my IBMP friends for all the knowledge and memories we experienced during this past 4 years.

8. All of the other friends that the researcher could not mention individually.  
Thank you all for your support.

Yogyakarta, August 15<sup>th</sup> 2023

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Christoper Situmorang

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**ABSTRACT**

*The purpose of this study is to investigate the impact of social media marketing activities on brand love which resulted in brand loyalty toward the brand Erigo Apparel. Data were obtained 150 respondents using online survey and analyzed using partial least square technique. This result indicated that social media marketing activities had a significant effect towards brand love, social media marketing activities had a significant impact on self-expressive brands both inner self and social self. Also, self-expressive brands social self had a significant impact on brand love, brand love had a significant impact on brand loyalty. Self-expressive brands (social self) are able to mediate between social media marketing activities and brand love.*

**Keywords: Social media marketing activities, self-expressive brand, brand love, brand loyalty**