

**THE IMPACT OF SOCIAL MEDIA MARKETING DIMENSIONS, CONSUMER-
BRAND ENGAGEMENT TOWARD BRAND IMAGE AND AWARENESS OF
SAMSUNG SMARTPHONE IN INDONESIA**

THESIS

Presented as Partial Fulfilment of the Requirements of the Degree of Sarjana Manajemen (S1) in
International Business Management Program Faculty of Business and Economics
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2024**

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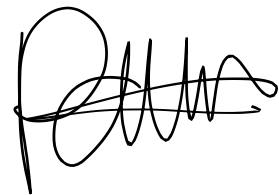
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AUTHENTICITY ACKNOWLEDGEMENT

I, Anggit Melani, hereby declare that the work contained in this thesis “The Impact of Social Media Marketing Dimensions, Consumer-Brand Engagement Toward Brand Image and Awareness of Samsung Smartphone in Indonesia” is exclusively own, unless otherwise specified. The sources employed in this thesis have been properly cited and referenced. I have not employed any unauthorized resources or assistance in the completion of this assignment.

In addition, I attest that this thesis has not been submitted for any other degree or qualification at Universitas Atma Jaya Yogyakarta or any other institution.

Yogyakarta, 15th July 2024

A handwritten signature in black ink, consisting of a large initial 'A' followed by several loops and a horizontal line at the end.

Anggit Melani

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This work is first and foremost dedicated to the Almighty for the mercy and graciousness of the Lord upon me to complete this thesis. Hereby handed over to, herewith titled " The Impact of Social Media Marketing Dimensions, Consumer-Brand Engagement Toward Brand Image and Awareness of Samsung Smartphone in Indonesia," in partial fulfillment of the requirements for obtaining the bachelor's degree from Universitas Atma Jaya Yogyakarta.

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It is my hope that the thesis will play its part in a meaningful contribution toward the field of Management and be a useful reference to other future researchers.

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ABSTRACT

THE IMPACT OF SOCIAL MEDIA MARKETING DIMENSIONS, CONSUMER-BRAND ENGAGEMENT TOWARD BRAND IMAGE AND AWARENESS OF SAMSUNG SMARTPHONE IN INDONESIA

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This study examines the impact of social media marketing (SMM) on consumer-brand engagement (CBE) and how it influences brand image and awareness of Samsung smartphones in Indonesia. Indonesia is a rapidly growing smartphone market, and social media is a powerful tool for brands to reach consumers. The study investigates how SMM dimensions, such as entertainment, customization, interaction, E-WOM, and trendiness, influence CBE. The research also investigates the effects of CBE on brand image and brand awareness specifically for Samsung smartphones. Brand image refers to consumers' perception and overall impression of the brand, while brand awareness indicates the extent to which consumers recognize and recall the brand. By examining these relationships, the study aims to uncover how engaging consumers through social media can enhance their perceptions of Samsung and increase their awareness of the brand.

The methodology involves a comprehensive analysis of social media interactions and consumer feedback using quantitative research techniques. This research provides valuable insights for marketing professionals and Samsung itself, enabling strategies to be tailored to the specific social media behaviours and preferences of Samsung's engaged audience in Indonesia. The findings have broader implications beyond the Indonesian market, offering a framework for other emerging markets with similar social media dynamics.

This research provides valuable insights for marketing professionals and Samsung itself. By understanding how SMM dimensions influence CBE, and how CBE in turn affects brand image and awareness, strategies can be tailored to the specific social media behaviours of Samsung's engaged audience in Indonesia. In conclusion, this study emphasizes the critical role of social media marketing in driving consumer engagement and shaping brand perceptions in the modern digital landscape. It emphasizes the need for brands to adopt a multifaceted and consumer-centric approach to SMM to build strong, positive, and memorable brand experiences.

Keyword: Social media marketing, consumer-brand engagement, brand image, brand awareness, Samsung smartphone, Indonesian social media