

ABSTRACT

This study aims to analyze the effect of social media marketing on brand equity with brand experience and brand trust as intervening variables. This study uses social media marketing variables as independent variables, brand equity as the dependent variable, brand experience and brand trust as intervening variables.

The population in this study were students who lived in the city of Semarang, amounting to 112. This study took the entire population as a sample or called a census. Data obtained from questionnaires were processed and analyzed using SPSS and SEM AMOS programs.

The results showed that social media marketing, brand experience and brand trust had a significant positive effect on brand equity. The results of the mediation test show that brand experience has succeeded in being a mediating variable in this study and can be said to be partial mediation.

Keywords: Social Media Marketing, Brand Equity, Brand Experience, Brand Trust.