

ABSTRACT

This research aims to understand and discuss the influence of Social Media Marketing Activities, Brand Experience, and Co-creation Behavior on Consumer-Based Brand Equity among Scarlett Whitening consumers. The data used in this study encompass both primary and secondary data sources. Primary data was obtained from questionnaires distributed to Scarlett Whitening consumers, while secondary data was gathered from journals, literature studies, books, and information sourced from previous research.

The study involved 141 respondents who are consumers of Scarlett Whitening. Sampling techniques employed in this research utilized questionnaires, and the analysis method applied was Structural Equation Modeling (SEM) using SmartPLS (Partial Least Squares).

The findings of this research indicate that social media marketing activities have a positive and significant impact on consumer-based brand equity. Additionally, social media marketing activities show a positive and significant influence on brand experience. Brand experience also demonstrates a positive and significant effect on consumer-based brand equity. Moreover, brand experience can mediate the relationship between social media marketing activities and consumer-based brand equity. Lastly, co-creation behaviour has a negative impact and does not moderate the relationship between social media marketing activities and brand experience.

Keyword: Social Media Marketing Activities, brand Experience, consumer-based brand equity, co-creation behaviour.