

ABSTRACT

The increasing number of internet and social media usage creates intense competition in various industries, so the right marketing strategy is needed. Social media marketing in order to increase brand equity as an intangible asset that provides value to the organization in the midst of competition, so that it can have a positive effect on sustainable competitive advantage. In the era of information technology and globalization, people's lifestyles and consumption patterns have undergone significant changes, especially in the emergence of the concept of fast food that offers practical, time-efficient food dishes, with taste and affordable prices.

The research method used is a quantitative research method involving 200 respondents with the criteria of male or female, Indonesian citizens, with a minimum age of 18 years, active users of social media, have been or are following fast food brands on social media, and have been fast food consumers. This data was then analyzed with SEM (Structural Equation Modelling) using the AMOS (Analysis Moment of Structural) program.

The results showed that social media marketing has a positive and insignificant effect on brand equity. Social media marketing has a positive and significant effect on brand love and brand trust, then brand love and brand trust have a positive and significant effect on brand equity. In addition, brand love and brand trust have a mediating role in the relationship between social media marketing and brand equity. The most powerful factor capable of influencing fast food brand equity in Indonesia is the social media marketing factor which will affect brand love and brand trust as mediating variables and has an impact on fast food brand equity in Indonesia.

Keywords: Social Media Marketing, Brand Equity, Brand Love, Brand Trust