

## **ABSTRACT**

*Transportation is a very important thing for life. Technology development is able to create innovations in the field of transportation. One of them is an application-based online transportation service. This innovation is able to create several companies engaged in online transportation such as Gojek. Tight competition, Gojek need to pay attention to its reputation in the eyes of users. Some things can make Gojek a good reputation, namely through social media marketing, sales promotion, innovative brand experience, and brand equity. This study aims to analyze the influence of social media marketing, sales promotion, and innovative brand experience on brand reputation with brand equity as an intervening variable.*

*This research is aimed at people who live in the city of Semarang. The number of samples in this study were 150 respondents. With the method of collecting data through questionnaires and sampling methods in this study is a non probability sampling with a purposive sampling technique. This study uses Structural Equation Modeling (SEM) analysis techniques, which are estimated by the AMOS 23.0 program.*

*The results of this study indicate that social media marketing has a positive and significant effect on brand equity, sales promotion has a positive and significant effect on brand equity and innovative brand experience has a positive and significant effect on brand equity. Besides that, it is known that brand equity has proven to mediate the relationship between social media marketing, sales promotion, and innovative brand experience towards brand reputation.*

*Keywords: social media marketing, sales promotion, innovative brand experience, brand equity, brand reputation..*