

ABSTRACT

The rapid development of digital technology has transformed the way brands interact with consumers, positioning social media as a strategic marketing platform. In Indonesia's increasingly competitive local perfume industry, brands are required to strengthen their brand value within the digital environment. Onix Fragrance, as a local perfume brand, faces challenges in maintaining consumer loyalty and perceived brand value amid dynamic social media trends. This study aims to examine the effects of Social Media Marketing and Customer Engagement on Brand Equity, with Brand Awareness as an intervening variable among Onix Fragrance consumers in Semarang.

The population in this study includes consumers who actively interact with Onix Fragrance's social media and have purchased the product. Sampling was carried out through a non-probability sampling technique with a purposive sampling method, resulting in 110 respondents. Data were collected via electronic questionnaires and analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) using SmartPLS software.

The findings reveal that Social Media Marketing and Customer Engagement have positive and significant effects on both Brand Awareness and Brand Equity. Additionally, Brand Awareness partially mediates the relationship between Social Media Marketing, Customer Engagement, and Brand Equity. These results highlight the importance of effective digital marketing strategies and active consumer interaction in strengthening brand awareness and enhancing overall brand equity. This study contributes to digital marketing literature within the context of local brands and offers managerial insights for optimizing social media strategies.

Keywords: Social Media Marketing, Customer Engagement, Brand Awareness, Brand Equity.