

ABSTRACT

In order to provide the best service to its customers, PT Telkom (Telkom) has utilized social media Twitter to interact with customers about the products and. In addition, Telkom hopes to be in social media can affect the desire of customers to use their products. Utilization of social media by companies inline with the use of such media by users when connected to the internet. In addition, many benefits gained by a company that uses social media such as help connect business to customers, build and grow relations between the two at the right time and low cost. Although Telkom already utilizes social media to communicate, its influence on brand awareness and perceived quality Indihome is not understood, either communication created by company or created by consumer.

The purpose of this study is to determine the effect of firm created communication and user generated communication in social media against brand awareness and perceived quality Indihome.

This study was conducted using a sample of 400 respondents who are users Indihome and Twitter users through an online questionnaire. The test is done by using Structural Equation Modeling technique. To measure the model proposed in this research, Outer Model and Inner Model were tested. Furthermore, by using the software SmartPLS version 3.0. conducted an analysis of the research data.

The results showed that the proposed model is valid and reliable. From the hypothesis studied, firm created communication significantly influence brand awareness ($R^2 = 18,9\%$) and user generated communication in social media significantly influence brand awareness ($R^2 = 13,8\%$). Both simultaneously also significantly affect brand awareness ($R^2 = 32,8\%$). In addition, the results of this study indicate that brand awareness significantly influence perceived quality ($R^2 = 34,0\%$).

The results show that there is influence firm created communication and user generated communication in social media to brand awareness and perceived quality. This means that the use of social media by Telkom and Indihome users affect brand awareness and users perceived quality with moderate criteria. In addition, this study proves that the model used successfully measure the influence set on research objectives.

Keywords : social media, brand awareness, perceived quality, Twitter, Telkom