

ABSTRACT

This study analyzes the effect of social media marketing activities via Instagram Eiger on brand awareness, brand image and customer response. A survey was conducted with a total of 210 Instagram followers and who use Eiger products. The collected data were analyzed via structural equation modeling and software LISREL 8.8. The results showed that perceived risk was the most important SMMA component and social media marketing activity had significant effect on brand awareness and brand image. The results showed that brand awareness and brand image had significant effect on commitment and brand image had significant effect on e-WOM.

Keywords : social media marketing activity, brand awareness, brand image, brand equity and customer response