

ABSTRACT

In this modern era, internet usage has been increased, especially in a developing country like Indonesia. In social media, we can conduct a two-way type of communication where the sender and recipient can interact directly using social media or we can be called it electronic word of mouth. meanwhile, the world of e-commerce business began to use social media for its marketing activities, referred to as the Social Media Marketing Activity (SMMA). Tokopedia is a less popular online store compared to Shopee which is considered the most popular e-Commerce in Indonesia. When tokopedia users are going to declined years by years, we conduct this study. This study also talking about the role and the importance of Brand Awareness and Brand Image in mediating the influence of Social Media Marketing Activity on E-Wom and Tokopedia customer commitment.

The purpose of this study was to determine the effect of social media marketing activities (SMMA) on brand image, brand awareness, E-Wom, and Tokopedia customer commitment. This research was conducted using quantitative methods, with a conclusive type of causal research. The population in this study is Tokopedia consumers who use or follow Tokopedia social media accounts. Sample in this study using 291 respondents who follow the Tokopedia social media account. A technique used in this study was non-probability using convenience sampling. Data collection in this study was conducted by distributing questionnaires online through the Google form. And the data analysis technique used in this study is the structural equation modeling (SEM) method using LISREL 8.8 software.

Based on the results of the study, Social Media Marketing Activity has a positive and significant effect on Brand Awareness, Social Media Marketing Activity has a positive and significant effect on Brand Image, Brand Awareness has no positive and significant effect on E-wom, Brand Image has a positive and significant effect on e-Wom, Brand Awareness has a positive and significant effect on Commitment, Brand Image has a positive and significant effect on Commitment, Social Media Marketing Activity has a positive and significant indirect effect on E-Wom through Brand Image and Brand Awareness, Social Media Marketing Activity

indirectly and positively significant effect on commitment through brand image and brand awareness,

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