

ABSTRACT

The increasing use of the internet in Indonesia, encourages the ease of two-way communication where the sender and receiver of messages can interact directly and exchange information digitally called electronic word of mouth. This has created intense competition for business people, one of which is in the trading industry. Bukalapak as one of the companies engaged in e-Commerce uses social media in carrying out its marketing activities called Social Media Market Activity (SMMA)

This study aims to determine how much influence the marketing activities through social media (SMMA) have on Brand Image, Brand Awareness, e-WOM and Bukalapak customer commitment are carried out using quantitative methods. This study used a sample of 274 respondents. Data collection techniques in this study were carried out by distributing questionnaires online using google form. In analyzing the results, this study uses the structural equation modeling (SEM) method.

The results showed that Social Media Marketing Activity had a positive and significant effect on Brand Awareness, Social Media Marketing Activity had a positive and significant effect on Brand Image, Brand Awareness had no effect on e-WOM, Brand Image had a positive and significant effect on e-WOM, Brand Awareness does not have 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 Awareness and Brand Image, Social Media Marketing Activity has a positive and significant effect indirectly to commitment through Brand Awareness and Brand Image.

Keywords: *Bukalapak, Social Media Marketing Activity, Brand Awareness, Brand Image, e-WOM, Commitment, SEM.*