

ABSTRACT

. Over time, the business world of digital wallets or e-wallets began to use social media in its marketing activities or commonly referred to as Social Media Marketing Activities (SMMA). E-wallet is a system related to the national non-cash movement carried out by the government and Bank Indonesia. Currently there are five largest e-wallets namely GO-PAY, OVO, DANA, LINKAJA, and JENIUS.

This study aims to find out if there is a relationship between Social Media Marketing Activities (SMMA) to Costumer Response (CR) through Brand Equity (BE) mediation on e-wallets, especially in Telkom University students.

Quantitative research methods, with this type of caesal research. The technique used in this study is non-probability sampling using convenience sampling. Data analysis technique used in this research is structural equation modelling (SEM) method using WarpPLS 6.0 software.

Based on the results of the study, SMMA has a positive and significant effect with a value of $\beta = 0.64$ and p -value of <0.001 to BAW, SMMA has a positive and significant effect with the value of $\beta = 0.64$ and p -value <0.001 against BI, BAW has a positive and significant effect with the value of $\beta = 0.16$ and p -value = 0.03 to e-WOM, BAW has a positive and significant effect with a value of $\beta = 0.50$ and p -value <0.001 on CMT, BI has a positive and significant effect with a value of $\beta = 0.59$ and p -value <0.001 to e-WOM, BI has a positive and significant effect with the value of $\beta = 0.27$ and p -value <0.001 to CMT.

Keywords: *Social Media Marketing Activity Brand Awareness, Brand Image, e-WOM,, Commitment, Costumer Response, E-wallet, SEM.*