

ABSTRACT

At this time technology continues to progress where the impact given is very large, especially in the business world. Instagram social media is one of the most widely used platforms by business people in carrying out marketing activities or what is commonly referred to as Social Media Marketing Activities to support the success of their business.

This study aims to determine whether the influence of social media marketing activities carried out by Chatime has an influence on customer response, namely e-wom and commitment which is mediated through brand equity variables. The dimensions of brand equity that will be measured are brand awareness and brand image.

This research uses quantitative methods. Respondent data was collected by distributing questionnaires through social media and the analytical technique used was Structural Equation Modeling (SEM) with the help of SmartPLS software. The samples used in this study are Chatime consumers, Instagram social media users and followers who have accessed Chatime Instagram social media accounts.

The results showed that the hypothesis contained in the study had a positive influence between social media marketing activities on customer response, namely e-wom and commitment as well as brand awareness and brand image.

The results of this study are expected to be used as an evaluation of the implementation of social media marketing activities carried out by Chatime because it is considered capable of forming brand awareness and brand image of the company and influencing consumer responses, namely e-wom and commitment.

Keyword: *Social Media Marketing Activities, Brand Awareness, Brand Image, Costumer Response, E-WOM, Commitment.*