

ABSTRACT

The increasing use of the internet in Indonesia encourages the ease of two-way communication where the sender and recipient of the message can interact directly and exchange information digitally called Electronic Word Of Mouth (e-WOM). This creates intense competition for business people, one of which is in the trading industry. Blibli.com as one of the companies engaged in e-commerce uses social media in carrying out its marketing activities called Social Media Marketing Activity (SMMA). Blibli.com is an online store that is less popular among the Indonesian people compared to Shopee and Tokopedia which are considered as popular e-commerce among the Indonesian people. The number of declines in Blibli.com, this research is formulated that the problem to be discussed is the Effect of Social Media Marketing Activity on e-WOM and Commitment in mediating the effect on Brand Awareness and Brand Image of Blibli.com customers.

This study aims to determine how big the influence of marketing activities through Social Media Marketing Activity (SMMA) on Brand Image, Brand Awareness, e-WOM and Blibli.com customer commitment which is carried out using quantitative methods. This study used a sample of 230 respondents. Data collection techniques in this study were carried out by distributing online questionnaires using google form. In analyzing the results, this study uses the Structural Equation Modeling (SEM) method using LISREL 8.8 software.

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 a positive and significant effect on e-WOM, Brand Image had a positive and significant impact 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 Awareness, Social Media Marketing Activity has a positive effect and indirectly significant to the Commitment through Brand Image.

Keywords: *Social Media Marketing Activity, Brand Awareness, Brand Image, e-WOM, Commitment, Structural Equation Modeling (SEM), Blibli.com*