

ABSTRACT

Social Media Marketing can form E-Satisfaction and E-Loyalty which then have an impact on Brand Equity for a company. Grab is a company engaged in the field of online transportation which is loved by people today. A good social media marketing strategy greatly influences e-satisfaction and also e-loyalty so that it can shape how brand equity is formed in the minds of loyal Grab consumers.

The purpose of this study was to find out how much influence social media marketing carried out by Grab Medan had on brand equity through e-satisfaction and e-loyalty.

This research is included in quantitative research with data collection methods in the form of questionnaires. Researchers have distributed questionnaires online to 150 respondents. The data analysis technique that will be used is SEM with the Smart PLS program.

The results of statistical analysis show that, social media marketing has a positive and significant effect on Grab consumer e-satisfaction in Medan City, Grab Medan's social media marketing has a positive and significant effect on Grab consumer e-loyalty in Medan City, Grab Medan's social media marketing has a positive and significant effect on Grab Medan's brand equity, Grab consumer e-satisfaction in Medan City has a positive and significant effect on Grab Medan's brand equity, Grab consumer e-loyalty in Medan City has a positive effect and significant effect on Grab Medan brand equity, e-satisfaction has a positive and significant effect on e-loyalty for Grab consumers in Medan City, social media marketing Grab Medan has a positive and significant effect on brand equity through e-satisfaction for Grab Medan consumers, Grab Medan's social media marketing has a positive and significant effect on brand equity through Grab Medan consumer e-loyalty.

The results show that e-loyalty has the greatest influence in increasing brand equity. Data also shows that consumer satisfaction and convenience in obtaining information and good service from Grab can form high e-loyalty from its users. These matters must be considered by Grab Medan in conducting marketing and conveying information through its social media.

Keywords: Grab, Grab Medan, social media marketing, e-satisfaction, e-loyalty, brand equity.