ABSTRACT

Due to the growth of the internet, online transportation service application has grown significantly in Indonesia. One of the pioneers of online transportation services is Gojek, especially in ride-hailing applications.

This study aims to analyze the effect of Social Media Marketing (Entertainment, Interaction, Trendiness, Customization, and E-WOM) conducted on Instagram on Consumer-Brand Engagement and Brand Knowledge (Brand Awareness and Brand Image) of Gojek.

This research uses a quantitative method with causal and descriptive analysis, where the survey questionnaires are distributed to Instagram users that follow or have seen the content of Gojek on Instagram. The data was taken from 301 respondents through Google Forms. This research utilizes Structural Equation Modeling (SEM) analysis using SmartPLS 4 application.

The results show it has the indirect effect of SMMs elements of Entertainment, Interaction, Customization, and E-WOM are significant and positive influences on Brand Knowledge, while the indirect effect of Trendiness on Brand Awareness and Brand Image is weak and non-significant.

This research study is expected to give benefit for the company and other researchers. The author suggested that the company should improve its content on its social media by focusing on E-WOM, Entertainment, and Interaction to gain customer-brand engagement and improve brand knowledge.

Keywords: Social Media Marketing; Consumer-Brand Engagement, Brand Knowledge, Online Transportation Service