

ABSTRACT

In the era of digitalization that continues to grow, the role of social media is becoming increasingly important. Social media is now a marketing strategy for companies, not just for individuals. Amidst these changes, online travel service providers like EasyBook are continuously using social media marketing strategies to maximize their enormous potential. However, the response from customers from the implementation of social media marketing shows that things are not good, this is indicated by the average interaction that EasyBook has. The research aims to show how the importance of social media marketing shapes brand strength consisting of brand image and brand awareness before having an impact on customer responses consisting of e-WOM and EasyBook commitment.

In this study, social media marketing acts as the independent variable, e-WOM and commitment act as the independent variables, brand awareness and brand image act as intermediary variables. This research model replicates the model created by Seo & Park. In this research there are 10 hypotheses.

This research used quantitative methods by distributing questionnaires online to 385 people. This research uses a purposive sampling method and respondents are selected based on the criteria of followers of the EasyBook Instagram account or individuals who have seen EasyBook Instagram content and have used EasyBook. The analysis technique for this research uses Partial Least Squares Structural Equation Modeling (PLS-SEM) using SMART PLS 4 software.

The research results show that social media marketing has a significant effect on brand awareness and brand image. Brand awareness and brand image have a significant effect on e-WOM and commitment. Also, social media marketing has a significant indirect effect on e-WOM and commitment.

The conclusion in this research is that EasyBook's social media marketing has an important role in strengthening the brand in the eyes of customers. Customers who have a positive understanding and perception of EasyBook will be more motivated to carry out e-WOM and be committed to EasyBook.

Keywords: Social Media Marketing, Customer Response, e-WOM, Commitment, Brand Equity, Brand awareness, and Brand image