

EFFECT OF SOCIAL MEDIA COMMUNICATIONS ON BRAND EQUITY AND DESIRE TO BUY: CASE STUDY OF TRAVEL UMROH NUR ISLAMIC JAKARTA

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ABSTRACT

This research analyzed the use of social media as a channel of communication between the company and consumers using Facebook, that can affect brand equity and consumer purchase intention. The unit of analysis is the NUR ISLAMIC located in Jakarta. Analysis was done by collecting data from questionnaire based on variables Firm-Created Communications, User-Generated Communication, Brand Equity, and Purchase Intention. The result of this research is that the variable Firm-Created Communication affecting Brand Equity variables, and variable User-Generated Communication affecting Brand Equity variables, variable Brand Equity affecting variable Purchase Intention as well. It was concluded, that all the variables have a connection and positive impact.

Keywords: User-created contents, firm-created contents, brand equity, purchase intention.