

ABSTRACT

In September 2022, perfume, fragrance and cologne products increased almost two and a half times compared to the same period in the previous year. The HMNS (Humans) brand, which was founded in 2019, successfully achieved sales revenue of up to IDR 5.2 billion during September-October 2022. This achievement succeeded in making HMNS dominate the market with a market share of 10.64%. With this success, HMNS proves that the brand's young age is not an obstacle for new players to dominate the e-commerce market. The development of HMNS perfume which is getting better is facing challenges due to the emergence of perfume products which are sold at lower prices, thus encouraging consumers to easily switch to other brands.

This research aims to analyze the influence of social media marketing, electronic word of mouth, brand equity and willingness to pay. This research is a descriptive quantitative research with a sample of 170 customers of the HMNS perfume brand using purposive sampling techniques and data processing with IBM SPSS Amos software.

Based on the research results, it shows that Social Media Marketing and Electronic Word Of Mouth influence Brand Equity and Social Media Marketing, Electronic Word Of Mouth, and Brand Equity influence Willingness To Pay. Brand Equity in this research was able to fully mediate the influence of Electronic Word of Mouth on Willingness To Pay.

Keyword:

Social Media Marketing, Electronic Word Of Mouth, Brand Equity, Willingness To Pay

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