

ABSTRACT

This research aims to find out to what extent influence of marketing activity through social media toward the increase of consumer's equity and purchasing intention to the product fashion brand Rabbani which is mediated by equity value, equity relation and equity brand. This research is conducted in University of Muhammadiyah Yogyakarta.

Sampling method used in this research is nonprobability sampling particularly the purposive sampling. The total in this research is 131 people who have been seen the marketing of Rabbani product through social media. The data are collected using questionnaire. The analysis technique used in this research is Structural Equation Modeling (SEM) with the assistance of AMOS software.

The results show that marketing activity through social media perception has a positive and significant impact toward the equity value, marketing activity through social media perception has a positive and significant impact toward the equity relation, marketing activity through social media perception has a positive and significant impact towards the equity brand. Equity value gives positive and significant impact to the purchasing intention. Equity relation gives a positive and significant impact to the purchasing intention. Equity brand gives positive and significant impact to the purchasing intention

Keywords: Marketing Through Social Media Activities perceived, Equity Value, Equity Relation, Brand Equity, Purchase Intention.