

ABSTRACT

The Role of Social Media in Building Brand Awareness with Brand Equity as an Intervening Variable at Luwes Gading Retail Store

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This study aims to analyze the effect of social media on brand awareness with brand equity as a mediating variable at Luwes Gading Retail Store. The background of this research is based on the importance of social media as a promotional tool capable of shaping consumer perception and brand awareness. This research uses a quantitative approach with a survey method and purposive sampling of 111 respondents who are social media users of Luwes Gading. Data were analyzed using multiple linear regression through SPSS.

The results show that social media has a positive and significant effect on both brand equity and brand awareness. Furthermore, brand equity acts as a partial mediating variable in the relationship between social media and brand awareness. The conclusion of this study is that effective social media activities can strengthen brand equity and increase consumer awareness of the Luwes Gading brand.

Keywords: *Social Media, Brand Awareness, Brand Equity*