

**EFFECT OF DIGITAL MARKETING ON INSTAGRAM ACCOUNT BRAND
EQUITY**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

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The aim of this study is to examine the effects of Instagram marketing on customer-based brand equity in the Nextcafe-review Instagram account, using the RACE framework. The research problem addresses low engagement rates and limited visibility faced by the account before implementing marketing strategies. The methodology is done by a survey analyzed with SPSS and AMOS, along with Instagram Insight data, revealed that after applying these strategies reveals significant improvements post-marketing, including a 107% increase in followers and a 164-fold rise in views. The findings confirm that Instagram marketing does enhance brand awareness, brand image, and perceived quality, which shows Instagram use as a powerful tool for brand building in the reviewer industry. Among these factors, perceived quality has the strongest direct impact on customer-based brand equity, while brand awareness and brand image influence it indirectly. This study provides insight for others to optimize their own digital marketing strategies and offers a framework for future research on customer-based brand equity and social media platforms.

Keywords: Instagram marketing, Customer-based Brand Equity, RACE framework, SPSS, AMOS.

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DEDICATION

I dedicate this work to my family, who always supported me and encouraged me when I was down.

I also dedicate this work to my advisors, Sir I. Eng Kho and Sir Maulahikmah Galinium, for their help and support during my studies.

Lastly, I dedicate this work to my beloved nation, Indonesia.

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TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENTS	7
LIST OF FIGURES	9
LIST OF TABLES	10
CHAPTER 1 - INTRODUCTION	11
1.1 Background	11
1.2 Research Problems	12
1.3 Research Objectives	12
1.4 Significance of Study	12
1.5 Research Questions	13
1.6 Hypothesis	13
1.7 Research Scope	13
1.8 Limitations	13
CHAPTER 2 - LITERATURE REVIEW	15
2.1 Literature Review	15
2.1.1 Cronbach's Alpha (Reliability Testing)	18
2.1.2 Construct Validity (Factor Analysis)	19
2.1.3 AMOS 16	20
2.2 Paper Review	21
CHAPTER 3 – RESEARCH METHODS	26
3.1 Research Overview	26
3.2 RACE Framework Instagram Marketing	27
3.3 Instagram Ads	29
3.4 Survey	29
3.5 Data Analytics	32
CHAPTER 4 – METHODOLOGY	34
4.1 Data Collection	34

4.2 Results	34
4.2.1 Survey Results	34
4.2.2 Instagram Insight	36
4.2.3 Reliability Testing	38
4.2.4 Construct Validity	38
4.2.5 AMOS	41
CHAPTER 5 – CONCLUSIONS AND RECOMMENDATIONS	44
5.1 Conclusions	44
5.2 Recommendations	45
GLOSSARY	47
REFERENCES	48
CURRICULUM VITAE	50

LIST OF FIGURES

Figures	Page
1. RACE Framework	16
2. Research Framework	26
3. RACE Framework for Nextcafe-review	28
4. Proposal Model	30
5. IBM SPSS & AMOS 16 steps diagram	32
6. KMO and Bartlett's Test	38
7. Total Variance Explained	39
8. Rotated Component Matrix	40
9. AMOS 16 Proposed Model	41

LIST OF TABLES

Table	Page
1. Framework Comparison	17
2. Literature review	23
3. Survey Questions	30
4. Survey Respondent Characteristics	35
5. Respondent Instagram Usage	35
6. Instagram Insight	36
7. Cronbach's Alpha Reliability Testing	38
8. Calculate Estimates AMOS 16	42