

Analisis pengaruh customer participation terhadap brand loyalty melalui customer-brand engagement dengan customer involvement sebagai moderasi (Studi pada online brand community levi's di jabodetabek) = Analysis of the influence of customer participation on brand loyalty through customer-brand engagement with customer involvement as moderating (Study on levi's instagram online brand community in jabodetabek).

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Abstrak

Dengan semakin berkembangnya teknologi dan internet, berdampak pada strategi pemasaran online pada brand fashion. Levi's Indonesia melakukan promosi sekaligus membangun hubungan yang lebih langsung dengan konsumennya (keterikatan) melalui Instagram Levi's Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh customer participation terhadap brand loyalty melalui customer-brand engagement pada konsumen brand Levi's yang mengikuti Instagram Levi's Indonesia. Metode penelitian ini menggunakan pendekatan kuantitatif melalui online questionnaire dengan menggunakan teknik purposive. Hasil penelitian menunjukkan adanya pengaruh signifikan positif yang terdapat dalam model struktural dengan efek mediasi parsial yang dihasilkan yaitu complementary. Penelitian ini merekomendasikan agar brand fashion Levi's dapat mewadahi preferensi konsumen dalam berekspresi melalui produk yang ditawarkannya, menyediakan konten yang menarik di media sosialnya, menangani masukan konsumen dengan baik, membangun keterikatannya melalui kesan positif dan pelayanan yang telah dibangun, serta mengelola keterlibatan konsumen dalam halaman media sosial.

.....The development of technology and internet, has impacted fashion brands on their online strategy marketing. Levi's Indonesia does promotions while at the same time building a more direct relationship with its consumers (engagement) through Instagram Levi's Indonesia. This study aims to analyze the influence of customer participation on brand loyalty through customer-brand engagement with Levi's brand consumers who follow Instagram Levi's Indonesia. This study method uses a quantitative approach by conducting a survey using a purposive technique. The study showed there are positive influences in the structural model with the resulting partial mediating effect namely complementary. This study recommends that the Levi's fashion brand can accommodate consumer preferences in expression through the products it offers, provide interesting content on its social media, handle consumer input well, build engagement through positive impressions and services that have been built, and manage consumer engagement on social media pages.