

Pengaruh Consumer Participation terhadap Consumer Brand Engagement dan Brand Loyalty: Studi pada Merek Kecantikan Lokal Indonesia = The Effect of Consumer Participation on Consumer Brand Engagement and Brand Loyalty: The Study on Indonesian Local Beauty Brand

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dua bentuk consumer participation, yaitu consumer-consumer interaction dan consumer-brand interaction terhadap consumer brand engagement (cognitive engagement, emotional engagement, dan behavioral engagement). Serta pengaruh mediasi consumer satisfaction dalam mendorong pengaruh consumer brand engagement terhadap brand loyalty (positive eWOM, ongoing search, dan repurchase intention) dalam konteks merek kecantikan lokal Indonesia. Penelitian ini menggunakan survei yang disebarluaskan secara daring pada 328 responden berusia 18-34 tahun yang pernah membeli dan membuka media sosial merek kecantikan lokal. Data yang terkumpul kemudian diolah menggunakan metode structural equation modeling (SEM). Hasil penelitian ini menunjukkan bahwa consumer-consumer interaction dan consumer-brand interaction berpengaruh secara positif pada cognitive engagement, emotional engagement, dan behavioral engagement. Dapat diketahui bahwa consumer satisfaction memediasi pengaruh cognitive engagement, emotional engagement, dan behavioral engagement terhadap positive eWOM, ongoing search behavior, dan repurchase intention. Penelitian ini juga memberikan implikasi bagi pemasar untuk mengelola partisipasi konsumen di media sosial.

.....This study aims to determine the effect of two forms of consumer participation, namely consumer-consumer interaction and consumer-brand interaction on consumer brand engagement (cognitive engagement, emotional engagement, and behavioral engagement). As well as the mediating effect of consumer satisfaction in encouraging the influence of consumer brand engagement on brand loyalty (positive eWOM, ongoing search behavior, and repurchase intention) in the context of Indonesian local beauty brands. This study uses a survey distributed online to 328 respondents aged 18-34 years who had purchased and opened the social media of a local beauty brand. The data collected was then processed using the structural equation modeling (SEM) method. The results of this study indicate that consumer-consumer interactions and consumer-brand interactions have a positive effect on cognitive engagement, emotional engagement, and behavioral engagement. It can be seen that consumer satisfaction mediates the effect of cognitive engagement, emotional engagement, and behavioral engagement on positive eWOM, ongoing search behavior, and repurchase intention. This study also provides meaningful implications for marketers to manage consumer participation on social media.