

Analisis Pengaruh Customer Engagement dengan Mediasi Brand Attachment dan Customer Trust terhadap Brand Loyalty pada aplikasi OTA Semasa Covid-19 (Studi Kasus Traveloka) = Analysis of Influence of Customer Engagement on OTA application Brand Loyalty during Covid-19: A Case Study of Traveloka

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Abstrak

Pandemi COVID-19 yang terjadi di seluruh penjuru dunia, termasuk Indonesia, sangat berdampak pada sektor ekonomi dan pariwisata, tidak terkecuali pada perusahaan online travel agent. Penelitian kuantitatif ini bertujuan untuk mengetahui pengaruh customer engagement terhadap brand loyalty pada aplikasi OTA Traveloka semasa pandemi COVID-19. Pengaruh customer engagement terhadap brand loyalty ini dimediasi oleh brand attachment dan customer trust. Sampel yang digunakan adalah pengguna Traveloka yang menginstall aplikasi Traveloka pada ponselnya dan pernah mengunjungi aplikasi Traveloka setidaknya dua kali semasa pandemi COVID-19 (sejak bulan Maret 2020). Penelitian ini menggunakan Structural Equation Modelling (SEM) dalam mengolah data. Hasil penelitian ini menunjukkan bahwa tidak terdapat hubungan positif dari customer engagement terhadap brand loyalty aplikasi Traveloka semasa pandemi COVID-19. Hubungan customer engagement dan brand loyalty dimediasi secara penuh

..... The COVID-19 pandemic has massively affected the tourism sector worldwide and the players within that sector, particularly online travel agent companies. This quantitative research is conducted in order to understand the impact of customer engagement on brand loyalty using a case study of the Traveloka OTA during COVID-19. Existing literature also finds that this impact is mediated through brand attachment and consumer trust. Using a sample of Traveloka users that have visited the Traveloka application at least twice during the pandemic, this research utilizes the Structural Equation Modelling (SEM) methodology to arrive to the conclusion that there is no significant direct relationship between customer engagement and brand loyalty for Traveloka during COVID-19. The research finds that the relationship is positive yet indirect, and is mediated by brand attachment and consumer trust, in concurrence with the extant literature. This research finds that the impact of customer engagement on brand loyalty is mediated by brand attachment and customer trust.