

# Analisis pengaruh customer engagement dalam bentuk self expressive brand terhadap brand love dan brand advocacy (Studi kasus: Facebook Dove Indonesia) = Analysis of influence of customer engagement in the form of self expressive brand towards brand love and brand advocacy (Case study: Facebook Dove Indonesia)

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## Abstrak

Skripsi ini membahas tentang keterlibatan terhadap merek (brand engagement) pada Facebook. Ketertarikan merek dalam menggunakan Facebook sebagai bagian dari strategi pemasaran mereka kian meningkat. Merek telah menyadari peran dari Facebook adalah untuk membangun engagement dan awareness. Pada Facebook, jumlah ?like?, komen, dan share adalah manifestasi untuk brand engagement. Penelitian ini bertujuan untuk mengidentifikasi sikap konsumen yang terlibat terhadap sebuah merek melalui "like" pada Facebook dan mengetahui pengaruhnya terhadap brand outcome yang berupa Brand Love, Word of Mouth, dan Brand Acceptance. Penelitian ini mengambil studi kasus merek Dove Indonesia yang merupakan salah satu merek yang aktif di Facebook dan memiliki pengikut yang banyak. Dengan mengambil sampel penelitian dari 150 responden, data hasil penelitian diolah menggunakan Structural Equation Modelling. Hasil penelitian menyatakan bahwa keterlibatan konsumen dengan sebuah merek memiliki pengaruh terhadap terbentuknya Brand Love dan memediasi hubungan antara self expressive brand terhadap Brand Advocacy yang berupa Word of Mouth dan Brand Acceptance

*This study examines brand engagement on Facebook. The growth of interest in the use of Facebook as part of brand's marketing strategy is increasing. Brands have embraced Facebook as a key marketing channel to drive engagement and brand awareness. On Facebook, the number of "like", comment and share a brand?s page receives are a manifest variable for brand engagement. This research is to identify consumer behaviour which are involved with a brand through ?like? on Facebook and to identify its relationship towards brand outcome in the form of Brand Love, Word of Mouth and Brand Acceptance. This research utilises case study of brand Dove Indonesia, an Indonesian brand that is most active on Facebook and has plenty of followers. By acquiring a sample of 150 respondents, gathered data on this research was processed by using Structural Equation Modelling. The result of this research shows that consumer involvement with a brand has impact towards Brand Love and mediating the relationship between Self-Expressive Brand and Brand Advocacy in the form of Word of Mouth and Brand Acceptance.*