

Pengaruh customer engagement pada mobile application terhadap brand loyalty studi pada nike running application = The influence of customer engagement in the mobile application toward brand loyalty study to nike running application / Tama Ulita Situmorang

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Abstrak

ABSTRAK

Customer engagement merupakan sebuah keadaan dimana level fisik, kognitif, dan emosional customer muncul karena hubungannya dengan suatu organisasi atau perusahaan. Customer engagement dapat terbentuk dari faktor brand relationship terkait seperti komitmen, kepuasan dan kepercayaan. Penelitian ini bertujuan untuk mengetahui pengaruh customer engagement yang dilakukan oleh Nike pada Nike Running Application terhadap brand loyalty pada sepatu Nike. Di samping itu penelitian ini juga bertujuan untuk mengukur masing-masing dimensi dari customer engagement seperti cognitive, emotional, behavioral (participation) terhadap brand loyalty. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 100 mahasiswa FISIP UI. Analisis yang digunakan pada penelitian ini yaitu dengan regresi linier sederhana. Hasil penelitian ini menunjukkan terdapat pengaruh antara customer engagement dan brand loyalty dan penelitian ini juga menunjukkan bahwa pada masing-masing dimensi variabel customer engagement seperti cognitive, dan behavioral (participation) tidak memiliki pengaruh nyata (signifikan) terhadap brand loyalty, sedangkan dimensi emotional memiliki pengaruh terhadap brand loyalty.

ABSTRACT

Customer engagement is a situation where physical, cognitive, and emotional level of customers appear as the result of their relationship with an organisation or company. Customer engagement could be formed from related brand relationship factors such as commitment, satisfaction, and trust. The purpose of this research is to understand the influence of customer engagement through Nike Running Application to the brand loyalty toward Nike's shoes. Moreover, this research also to measure each dimension of customer engagement such as cognitive, emotional, behavioral (participation) toward brand loyalty. This research is using quantitative approach by giving questionnaire to 100 university student of FISIP UI . The analysis used in this research is simple linear regression. The result of this research shows there is a relationship between customer engagement and brand loyalty. The result showed that in every dimension variable of customer engagement such as cognitive and behavioral (participation) doesn't have significant influence toward brand loyalty, while emotional dimension has

influence toward brand loyalty.