

Pengaruh social presence terhadap brand loyalty: peran firm generated content (FGC) di media sosial = The influence of social presence towards brand loyalty: the role of firm generated content in social media as moderator / Marsha Anindita

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Abstrak

Seiring dengan perkembangan teknologi, perusahaan memiliki lebih banyak pilihan dalam pemilihan media untuk berkomunikasi dengan pelanggan mereka. Salah satu media yang mudah dicapai adalah media sosial. Penelitian ini dilakukan untuk menilai interaksi konten yang dihasilkan perusahaan (firm generated content) di platform Facebook terhadap hubungan antara social presence dan loyalitas perusahaan. Penelitian ini dilakukan menggunakan kuesioner yang didistribusikan secara online melalui komunitas Facebook perusahaan, khususnya Ninmedia. Pada periode penelitian, penulis berhasil mengumpulkan data sebanyak 322 responden. Hasil penelitian ini menunjukkan bahwa social presence memiliki pengaruh positif terhadap brand loyalty. Pengaruh positif ini di mediasi oleh variabel social brand engagement dan brand trust. Lalu adanya firm generated content sebagai variabel moderasi, memperkuat hubungan antara social presence dan social brand engagement.

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Along with the development of technology, companies have more choices in the choice of media to communicate with their customers. One medium that is easily reached is social media. This research was conducted to assess the interaction of firm generated content on the Facebook platform towards the relationship between social presence and company loyalty. This research was conducted using questionnaires distributed online through the company's Facebook community, especially Ninmedia. In the study period, the author managed to collect data as many as 322 respondents. The results of this study indicate that social presence has a positive influence on brand loyalty. This positive influence is mediated by the variables of social brand engagement and brand trust. In addition, the firm generated content as a moderating variable has a significant effect in strengthening the relationship between social presence and social brand engagement.