

## Analisis faktor-faktor yang mempengaruhi customer engagement terhadap brand intimacy dalam konteks media sosial = Analysis of factors affecting customer engagement towards brand intimacy in social media context.

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### Abstrak

Industri <em>fashion</em> merupakan industri yang perkembangannya selalu meningkat dan Indonesia berkontribusi terbesar kesembilan di dunia. Perkembangan industri <em>fashion </em>dalam negeri didukung dengan adanya kampanye untuk mencintai produk lokal. <em>Fashion brand </em>lokal memanfaatkan media sosial sebagai wadah untuk berkomunikasi dengan pelanggannya untuk menciptakan <em>customer engagement. </em>Sehingga penting untuk mengetahui faktor yang mendorong <em>customer engagement </em>seperti <em>advice seeking, self-image expression </em>dan<em> fashion involvement</em>. Selain itu, <em>customer engagement </em>juga berpengaruh akan terbentuknya <em>brand intimacy. </em>Penelitian ini membangun <em>customer engagement </em>sebagai <em>second-order construct </em>yang didalamnya terdapat <em>consumption, contribution, </em>dan <em>creation. </em>Survei dilakukan secara online dengan 262 responden yang kemudian diolah datanya menggunakan pemodelan <em>Partial Least Squares - Structural Equation Modeling </em>(PLS-SEM). Hasil penelitian menunjukkan bahwa factor yang mempengaruhi <em>customer engagement </em>adalah <em>advice seeking, </em><em>self-image expression, </em>dan<em> fashion involvement, </em><em>customer engagement </em>memiliki pengaruh terhadap <em>brand intimacy</em> dan diketahui pula bahwa perbedaan generasi tidak mempengaruhi hasil secara signifikan.

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Fashion industry is an industry whose development is always increasing and Indonesia contributes the ninth largest in the world. The development of the domestic fashion industry is supported by a campaign to love local products. Local fashion brands use social media as a platform to communicate with their customers to create customer engagement. So it is important to know the factors that drive customer engagement such as advice seeking, self-image expression and fashion involvement. In addition, customer engagement also affects the formation of brand intimacy. This study builds customer engagement as a second-order construct in which there is consumption, contribution, and creation. The survey was conducted online with 262 respondents and the data was analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM) modeling. The results showed that the factors that influence customer engagement are advice seeking, self-image expression, and fashion involvement, customer engagement has an influence on brand intimacy and it is also known that generational differences do not significantly affect results.