

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