

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.

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.