

Pengaruh perceived values terhadap brand loyalty dengan brand page engagement sebagai variabel mediasi : studi pada pengikut Akun Instagram Wardahbeauty di DKI Jakarta = The influence of perceived values on brand loyalty with brand page engagement as a mediation variable : study on Wardahbeauty Instagram Account followers in DKI Jakarta

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Abstrak

Media sosial telah merubah persaingan industri kecantikan dan kosmetik menjadi lebih dinamis. Dinamisnya persaingan ini menjadikan Wardahbeauty menciptakan strategy baru dalam mempertahankan dan menarik lebih banyak pengikutnya di Instagram menggunakan digital marketing. Tujuan dari penelitian ini adalah menganalisis pengaruh perceived values terhadap brand loyalty dengan brand page engagement sebagai variabel mediasi (studi pada pengikut akun instagram wardahbeauty di DKI Jakarta). Penelitian ini menggunakan pendekatan kuantitatif dan pengumpulan data yang dilakukan melalui penyebaran kuesioner secara online. Hasil penelitian menunjukkan bahwa perceived values memiliki pengaruh terhadap brand loyalty, perceived value memiliki pengaruh terhadap brand page engagement, serta brand page engagement memiliki pengaruh terhadap brand loyalty. Berdasarkan hasil uji mediasi yang telah dilakukan, terdapat pengaruh perceived value terhadap brand loyalty melalui mediasi brand page engagement. Penelitian ini merekomendasikan supaya Wardahbeauty dapat meningkatkan perceived value dan brand page engagement untuk meningkatkan brand loyalty kepada perusahaan.

.....Social media has changed the competition in the beauty and cosmetic industry to be more dynamic. The dynamics of this competition have made Wardahbeauty create a new strategy in maintaining and attracting more followers on Instagram using digital marketing. The purpose of this study was to analyze the effect of perceived values on brand loyalty with brand page engagement as a mediating variable (study on followers of the Wardahbeauty Instagram account in DKI Jakarta). This study uses a quantitative approach and data collection is carried out through the distribution of online questionnaires. The results show that perceived values have an influence on brand loyalty, perceived value has an influence on brand page engagement, and brand page engagement has an influence on brand loyalty. Based on the results of the mediation test that has been carried out, there is an effect of perceived value on brand loyalty through mediation of brand page engagement. This study recommends that Wardahbeauty can increase perceived value and brand page engagement to increase brand loyalty to the company.