

# Dampak Brand Engagement in Self-Concept terhadap Brand Loyalty dan Positive Word-of-Mouth: Studi pada Brand LVMH = The Impact of Brand Engagement in Self-Concept on Brand Loyalty and Positive Word-of-Mouth: A Study on LVMH

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh faktor value co-creation, social media marketing (SMM) activities, brand self connection dan brand image terhadap brand engagement in self-concept (BESC) serta pengaruhnya terhadap brand loyalty dan positive word-of-mouth (WOM). Penelitian ini menggunakan desain penelitian konklusif deskriptif dengan pengumpulan data secara cross-sectional menggunakan kuesioner online melalui Google Form. Sampel yang digunakan dalam penelitian ini adalah masyarakat Indonesia yang pernah membeli produk LVMH dalam rentang usia 18-58 tahun. Jumlah responden dalam penelitian ini adalah 192 responden. Penelitian ini menggunakan metode structural equation modeling (SEM) dengan aplikasi SmartPLS. Hasil dari penelitian ini menunjukkan bahwa BESC memberikan nilai yang signifikan bagi LVMH dan mendorong perusahaan untuk terlibat dengan konsumennya dengan fokus pada mengembangkan konsep diri. Studi ini menunjukkan bahwa value co-creation, social media marketing (SMM) activities, brand self connection dan brand image berpengaruh terhadap brand engagement in self-concept (BESC), dan selanjutnya BESC berpengaruh terhadap brand loyalty dan positive word-of-mouth (WOM) pada merek fesyen mewah LVMH.

.....The aim of the study is to understand consumer brand engagement processes in luxury fashion brands. Grounded on the brand engagement in self-concept (BESC), this study examines key drivers such as value co-creation, social media marketing (SMM) activities, brand self connection and brand image of BESC that in turn, enhance brand loyalty and positive word-of-mouth (WOM) in the context of luxury fashion brands, specifically on LVMH. This study uses a descriptive survey approach with cross-sectional data collection using online questionnaires via Google Form. The sample used in this study are Indonesian, who own or have previously owned an LVMH product in the age range of 18-58. Number of respondents in this study were 192 respondents. Data were analyzed using structural equation modeling (SEM) method with SmartPLS software. The result of this study recognized that consumer experiences add significant value to a brand and drive companies to engage with their consumers focusing on the self-concept. The study shows that value co-creation, SMM activities, brand self connection, and brand image are significantly related to BESC and subsequently, BESC is related to both brand loyalty and positive WOM.