

Pengaruh Customer Engagement melalui Media Sosial Instagram terhadap Customer Loyalty pada Pelanggan Somethinc di Indonesia = The Effect of Customer Engagement through Instagram Social Media on Customer Loyalty towards Somethinc's Customers in Indonesia

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Abstrak

Penelitian ini membahas mengenai pengaruh customer engagement melalui instagram terhadap customer loyalty pelanggan Somethinc. Terdapat variabel trust, commitment, dan customer value creation diantara hubungan keduanya. Pengumpulan data dilakukan melalui survei kepada 199 responden yang berdomisili di Indonesia, berusia diatas 18 tahun, mengikuti akun instagram Somethinc, dan pernah membeli produk Somethinc lebih dari satu kali. Metode penyebaran kuesioner dilakukan secara online menggunakan Google Form dan analisis data menggunakan Partial Least Square-Structural Equation Modelling (PLS-SEM) dengan software SMARTPLS 4. Hasil penelitian ini menunjukkan bahwa customer engagement berpengaruh secara positif dan signifikan terhadap trust, commitment dan customer value creation. Kemudian, trust berpengaruh secara positif dan signifikan terhadap commitment dan customer loyalty. Selanjutnya, commitment berpengaruh secara positif dan signifikan terhadap customer loyalty. Kemudian, customer value creation berpengaruh secara positif dan signifikan terhadap commitment dan customer loyalty

.....This research discusses the influence of customer engagement through instagram on Somethinc customers' customer loyalty. There are variables of trust, commitment, and customer value creation between the two relationships. Data collection was conducted through a survey of 199 respondents who live in Indonesia, are over 18 years old, follow Somethinc's instagram account, and have purchased Somethinc products more than once. The questionnaire distribution method was carried out online using Google Form and data analysis using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SMARTPLS 4 software. The results of this study indicate that customer engagement has a positive and significant effect on trust, commitment, and customer value creation. Then, trust has a positive and significant effect on commitment and customer loyalty. Furthermore, commitment has a positive and significant effect on customer loyalty. Then, customer value creation has a positive and significant effect on commitment and customer loyalty.