

ABSTRAK

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PENGARUH *ONLINE CUSTOMER BRAND ENGAGEMENT* TERHADAP PEMBENTUKAN *E-WOM*: STUDI PADA GENERASI Y DAN THE BODY SHOP INDONESIA

(xiv + 110 halaman; 22 gambar; 28 tabel; 18 lampiran)

Peranan *brand page* yang disisipkan pada media sosial Instagram menjadi perhatian pelaku bisnis saat ini dalam pembentukan komunikasi *e-WOM* antara konsumen dan merek. Hal tersebut berdampak kepada sikap psikologis konsumen dalam menunjukkan tingkat kepuasan yang dimiliki konsumen terhadap merek yang digunakannya kepada orang lain secara luas melalui media *online*. Oleh karena itu, penting untuk melakukan analisis pengaruh positif kepuasan terhadap *e-WOM*.

Tujuan penelitian ini dilakukan untuk melihat bagaimana pengaruh yang dilakukan *Online Customer Brand Engagement* terhadap pembentukan *Electronic Word-of-Mouth (e-WOM)* dengan studi pada generasi Y dan The Body Shop Indonesia. Penelitian ini melihat variabel-variabel anteseden yang membentuk *Online Customer Brand Engagement*, yaitu *Brand Involvement*, *Online Brand Experience*, dan *Self-Brand Image Congruency*, serta variabel mediasi terhadap pembentukan *e-WOM*, yaitu kepuasan dan *Brand Love*.

Penelitian dilakukan dengan pendekatan kuantitatif yang melibatkan 275 konsumen The Body Shop Indonesia. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan metode *purposive sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui *Google Forms* berisi 55 pertanyaan dengan pengukuran Skala Likert 1 – 5. Data dianalisis dengan menggunakan metode SEM berbasis PLS.

Hasil penelitian ini menunjukkan adanya pengaruh positif dan signifikan pada variabel-variabel anteseden yang membentuk *Online Customer Brand Engagement*. Selain itu, *Online Customer Brand Engagement* berpengaruh positif dan signifikan terhadap variabel mediasi, serta peranan variabel mediasi berpengaruh positif dan signifikan terhadap pembentukan *e-WOM*. Sedangkan, hasil penelitian yang menyatakan *Brand Love* menjadi mediator yang lebih efektif antara *OCBE* terhadap *e-WOM* daripada kepuasan ditolak dan tidak terbukti.

Kata Kunci : *brand involvement, online brand experience, self-brand image congruency, online customer brand engagement, satisfaction, brand love, e-WOM, brand page.*

ABSTRACT

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THE IMPACT OF ONLINE CUSTOMER BRAND ENGAGEMENT ON FORMING E-WOM: STUDY ON THE Y GENERATION AND THE BODY SHOP INDONESIA

(xiv + 110 pages; 22 pictures; 28 tables; 18 attachments)

The role of the brand page linked on Instagram as social media is a concern of today's business people in the formation of e-WOM communication between consumers and brands. This has an impact on consumers' psychological attitudes in showing the level of satisfaction that consumers have towards the brands they use to others widely through online. Therefore, it is important to analyze the positive influence of satisfaction on e-WOM.

This research was conducted to find out on how the influence of Online Customer Brand Engagement on the formation of e-WOM was carried out with studies on the Y Generation and The Body Shop Indonesia. This study looks at antecedent variables that shape Online Customer Brand Engagement which are Brand Involvement, Online Brand Experience, and Self-Brand Image Congruency, and mediation variables for the formation of e-WOM which are Satisfaction and Brand Love.

The study was conducted with a quantitative approach involving 275 consumers of The Body Shop Indonesia. The sampling technique in this study uses non probability sampling with a purposive sampling method. Data collection was done by distributing questionnaires through Google Forms containing 55 questions with a Likert Scale measurement from 1 - 5. Data were analyzed using the SEM method based on PLS.

The results of this study indicate a positive effect and significant on the antecedent variables that shape Online Customer Brand Engagement. In addition, Online Customer Brand Engagement has a positive effect and significant on mediation variables, and the role of mediating variables has a positive and significant effect on e-WOM formation. Meanwhile, the results of research that stated Brand Love to be a more effective mediator between OCBE and e-WOM than satisfaction were rejected and were not proven.

Keywords : brand involvement, online brand experience, self-brand image congruency, online customer brand engagement, satisfaction, brand love, e-WOM, brand page.