

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, ELECTRONIC WORD OF MOUTH AND CONSUMER ENGAGEMENT TO BRAND LOYALTY IN DOTA2 AROUND INDONESIA (133 pages; 5 figures; 28 Tables; 4 Appendix)

The fast development of gaming industries in the world is very intriguing. This phenomenon is what led to the creation of this study, which is about the development of the gaming industries and how it impacted the DOTA2, one of the first games who brought interests to the gaming world. For this reason, this research is going to analyse the influence of social media marketing, electronic word of mouth, and customer engagement, towards brand loyalty in the DOTA2. The research was conducted with quantitative data from 120 respondents who live in Indonesia and play DOTA2, collected using online questionnaires in the form of non-probability sampling. This quantitative data is then processed using the structural equation method (SEM) based on the previously collected quantitative data. The result shows 4 out of 5 hypotheses being rejected. With only the positive influence from customer engagement towards brand loyalty is visible, this study can show that consumer behaviour on gamers is very interesting.

Keywords: Social Media Marketing, Electronic Word of Mouth, Customer Engagement, Brand Loyalty. Reference: 100 (2001 – 2021)