

ABSTRAK

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PENGARUH BRAND IMAGE, CUSTOMER ENGAGEMENT, DAN CUSTOMER BRAND REPUTATION TERHADAP PERFORMA PERUSAHAAN DIMEDIASI KEUNGGULAN BERSAING

(93 halaman; 4 gambar; 19 tabel; 4 lampiran)

Pandemi Covid-19 berdampak terhadap berbagai sektor termasuk pada Usaha Mikro, Kecil dan Menengah (UMKM). Menurut literatur yang digunakan, diketahui jika kinerja UMKM dapat ditingkatkan dengan mengacu pada faktor *brand image*, *customer engagement*, *brand reputation*, dan keunggulan bersaing. Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, *customer engagement*, dan *brand reputation* terhadap kinerja UMKM keunggulan bersaing.

Penelitian ini merupakan penelitian kausal dengan subyek penelitian UMKM yang berada di pulau Jawa. Teknik yang digunakan adalah *convenience sampling*, yakni pengumpulan informasi dari anggota populasi yang tersedia untuk menyediakannya. Penelitian ini merupakan penelitian SEM-PLS dengan menggunakan bantuan *software* SmartPLS.

Hasil penelitian menunjukkan bahwa *brand image* dan *customer engagement* memiliki pengaruh positif yang signifikan terhadap keunggulan bersaing. *Brand reputation* tidak memiliki pengaruh yang signifikan terhadap keunggulan bersaing. *Customer engagement* dan keunggulan bersaing memiliki pengaruh positif yang signifikan terhadap kinerja UMKM. *Brand image* dan *brand reputation* tidak memiliki pengaruh positif yang signifikan terhadap kinerja UMKM.

UMKM dapat memanfaatkan *customer engagement* untuk meningkatkan keunggulan bersaing, yang pada akhirnya akan meningkatkan kinerjanya, perlu adanya evaluasi terhadap *brand image* dan *reputation* yang diterapkan oleh UMKM, dan juga UMKM dapat menyadari jika *brand image* dan *reputation* merupakan sebuah modal yang dapat meningkatkan kinerjanya

Kata Kunci: *Brand Image*, *Customer Engagement*, *Brand Reputation*, Keunggulan Bersaing, Kinerja UMKM.

ABSTRACT

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THE INFLUENCE OF BRAND IMAGE, CUSTOMER ENGAGEMENT, AND CUSTOMER BRAND REPUTATION ON COMPANY PERFORMANCE MEDIATED BY COMPETITIVE ADVANTAGE

(93 pages; 4 figures; 19 tables; 4 attachments)

Covid-19 pandemic had an impact on every sector including Micro, Small and Medium Enterprises (MSMEs). According to the literacy used, it is known that the performance of MSMEs can be improved by referring to the factors such as brand image, customer engagement, brand reputation, and competitive advantage. This study aims to determine the effect of brand image, customer engagement, and brand reputation on the performance of MSMEs in competitive advantage.

This research is causal research with the research subject is MSMEs based on Java Island. The technique used is convenience sampling, which means the collection of information from members of the population who are conveniently available to provide it. This research is a SEM-PLS research using the SmartPLS software.

Result of the research conducted indicates that brand image and customer engagement have a significant positive influence on competitive advantage. Brand reputation does not have a significant influence on competitive advantage. Customer engagement and competitive advantage have a significant positive influence on the performance of MSMEs. Brand image and brand reputation have no significant influence on the performance of MSMEs.

MSMEs can take advantage of customer engagement to increase competitive advantage, which in turn will improve their performance, it is necessary to evaluate the brand image and reputation applied by MSMEs, and MSMEs can realize that brand image and reputation is a capital that can improve its performance.

Keywords: *Brand Image, Customer Engagement, Brand Reputation, Competitive Advantage, MSME Performance.*