

## **ABSTRAK**

### **“PENGARUH BRAND EXPERIENCE DAN SELF BRAND CONGRUENCY TERHADAP ONLINE BRAND ENGAGEMENT SERTA DAMPAKNYA PADA BRAND USAGE INTENTION DAN POSITIVE EWOM (STUDI KASUS PADA KONSUMEN BRAND EIGER)”**

Industri sepatu, tas dan pakaian memiliki kontribusi yang cukup besar terhadap perekonomian. Namun brand lokal saat ini belum mampu bersaing dengan brand internasional sehingga diperlukan upaya agar konsumen memiliki minat untuk menggunakan produk brand lokal yang dalam hal ini adalah produk dari brand Eiger. Penelitian ini menguji pengaruh brand experience dan self brand congruency terhadap online brand engagement serta dampaknya pada brand usage intention dan positive ewom. Penelitian dilakukan terhadap 356 konsumen yang pernah membeli produk brand eiger. Teknik analisa menggunakan *Structural Equational Modelling* (SEM) dengan program Smart-PLS versi 3. Hasil penelitian menunjukkan bahwa sensory experience, behavior experience, intellectual experience dan self-brand experience memiliki pengaruh yang signifikan terhadap brand engagement begitu juga dengan brand engagement memiliki pengaruh yang signifikan terhadap brand usage intention dan e-wom. Namun affective experience tidak mampu mempengaruhi brand engagement dalam penelitian ini.

Kata Kunci : Brand experience, self brand congruency, brand engagement, minat menggunakan, positif e-com, sepatu, tas, pakaian.

## ***ABSTRACT***

### ***“THE EFFECT OF BRAND EXPERIENCE AND SELF BRAND CONGRUENCY ON ONLINE BRAND ENGAGEMENT AND ITS IMPACT ON BRAND USAGE INTENTION AND POSITIVE EWOM (CASE STUDY ON BRAND EIGER CONSUMERS)”***

*The shoe, bag and clothing industry has a sizeable contribution to the economy. However, local brands are currently unable to compete with international brands, so efforts are needed so that consumers have an interest in using local brand products, which in this case are products from the Eiger brand. This study examines the effect of brand experience and self-brand congruency on online brand engagement and their impact on brand usage intention and positive eWOM. The research was conducted on 356 consumers who had purchased Eiger brand products. The analysis technique uses Structural Equational Modeling (SEM) with the Smart-PLS version 3 program. The results show that sensory experience, behavior experience, intellectual experience and self-brand experience have a significant influence on brand engagement as well as brand engagement has a significant influence on brand usage intention and e-wom. However, affective experience is not able to influence brand engagement in this study.*

*Keywords: Brand experience, self brand congruency, brand engagement, interest in using, positive e-com, shoes, bags, clothing.*