

ABSTRACT

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THE INFLUENCE OF BRAND LOVE TOWARDS CONSUMER WELL-BEING MEDIATED BY CUSTOMER ENGAGEMENT OF ANDROID OS IN INDONESIA

(xv + 143 pages; 7 figures; 41 tables; 5 appendices)

This study is the development of previous journal of Brand Love with the purpose to examine the outcome of Brand Love directly and indirectly towards Customer Engagement and Customer Wellbeing. A sample of 253 Android users are tested to a structured questionnaire. The study is conducted in Indonesia with the audience majored by undergraduate student. The data were measured through structural equation modeling with SmartPLS 3. The exploration uses quantitative approach to find the tendency of audience. The finding shows the result BL has a positive influence to Customer Engagement variables and also directly to Customer Wellbeing. Meanwhile, Customer Engagement Referrals and Customer Engagement Feedback doesn't influence the Customer Wellbeing neither it is directly from Customer Engagement to Customer Wellbeing nor mediates Brand Love to Customer Wellbeing.

Keywords: *Brand love · Customer engagement · Consumer well-being · Customer-brand relationship*

Reference: (1983-2021)