

ABSTRACT

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PROMOTING CUSTOMER BRAND ENGAGEMENT AND BRAND LOYALTY THROUGH CUSTOMER BRAND IDENTIFICATION AND VALUE CONGRUITY ON MICROSOFT AS GLOBAL BRAND

(xv + 90 pages; 6 figures; 35 tables and 7 appendices)

Along with the digital revolution, the majority of individuals now work or attend school from home. This makes it more difficult for brands to grow their consumer market inside their current industry. This presents a dilemma for Microsoft, as Microsoft Teams faces competition from Zoom and Google Meet. As a result, Microsoft's client loyalty is important in the face of this competition.

This study was conducted to determine the impact of value congruity, customer brand identification, affective brand commitment, and customer brand engagement on Microsoft's client brand loyalty in Indonesia.

This research was conducted in Jabodetabek with 150 Microsoft customers as respondents. Data was gathered by distributing online surveys that contained 21 questions on a Likert Scale of 1 to 5. The Smart-PLS 3.2.9 version method was used to evaluate the data. Value congruity has a positive effect on customer brand identification, affective brand commitment, and customer brand engagement. According to result of this research, affective brand commitment has a significant effect on brand loyalty. Meanwhile, customer brand identification does not have a significant effect on customer brand engagement. and also, Customer brand identification does not have a significant effect on brand loyalty.

Keywords: Value congruity, customer brand identification, affective brand commitment, customer brand engagement and brand loyalty

Referensi: 65 (2001- 2021)