ABSTRAK

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ANALISIS PENGARUH ENTERTAINMENT, INTERACTION, TRENDINESS, CUSTOMISATION DAN ELECTRONIC WORD OF MOUTH PADA CUSTOMER LOYALTY MELALUI CONSUMBER BRAND ENGAGEMENT PADA INSTAGRAM TOKO KOPI TUKU DI SURABAYA.

(201halaman: 41 gambar, 53 tabel, 3 lampiran)

Gaya hidup masyarakat banyak mengalami perubahan akibat adanya kemajuan teknologi, modernisasi, serta globalisasi. Keadaan ini membawa perkembangan teknologi menjadi terobosan baru bagi masyarakat untuk terkoneksi di jejaring media sosial khususnya instagram. Saat ini instagram digunakan sebagai alat social media marketing oleh para pelaku bisnis.

Tujuan dari penelitian ini adalah untuk menganalisis variabel-variabel yang mempengaruhi *Brand Awareness* dan *Brand Image,* antara lain *Entertainement, Interacion, Trendiness, Customisation,* dan *Electronic Word of Mouth* pada *Customer Loyalty* dan *Consumer Brand Engagement* pada *Instagram* Kopi Tuku di Surabaya. Manfaat dari penelitian ini adalah untuk mengetahui pengaruh *Consumer Brand Engagement* terhadap *Customer Loyalty.*

Penelitian ini menggunakan metode kuantitatif dan menggunakan teknik *non-probability sampling*. Jenis teknik yang digunakan untuk mendapatkan data adalah *snowball sampling* dan diolah menggunakan *software* SPSS versi 26.0 Kuesioner disebarkan kepada 160 responden dengan karakteristik responden berjenis kelamin pria maupun wanita, berusia 18-65 tahun, berdomisili di Surabaya, pernah mengunjungi dan membeli produk Toko Kopi Tuku di cabang Surabaya minimal 2 kali dalam 6 bulan terakhir, dan pernah mengunjungi akun media sosial Instagram @tokokopituku minimal 2 kali dalam 6 bulan terakhir.

Hasil penelitian ini menunjukkan bahwa variabel *entertainment* berpengaruh signifikan terhadap *consumer brand engagement* dengan koefisien regresi sebesar 0,075; variabel *interaction* berpengaruh signifikan terhadap *consumer brand engagement* dengan koefisien regresi sebesar 0,164; variabel *trendiness* berpengaruh signifikan terhadap *consumer brand engagement* dengan koefisien regresi sebesar 0,176; variabel *customisation* berpengaruh signifikan terhadap *consumer brand engagement* dengan koefisien regresi sebesar 0,315; variabel *electronic word-of-mouth* berpengaruh signifikan terhadap *consumer brand engagement* dengan koefisien regresi sebesar 0,249.

Kata Kunci: *Entertainment, Interaction, Trendiness, Customisation, Electronic word-of-mouth, Consumer brand engagement,* dan *customer loyalt*

ABSTRACT

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ANALISIS PENGARUH ENTERTAINMENT, INTERACTION, TRENDINESS, CUSTOMISATION DAN ELECTRONIC WORD OF MOUTH PADA CUSTOMER LOYALTY MELALUI CONSUMBER BRAND ENGAGEMENT PADA INSTAGRAM TOKO KOPI TUKU DI SURABAYA.

(201pages: 41pictures, 53 tables, 3 attachments)

The lifestyle of society has undergone significant changes due to the advancement of technology, modernization, and globalization. This situation has led to technological developments becoming a new breakthrough for people to connect on social media networks, especially on Instagram. Currently, Instagram is used as a social media marketing tool by business practitioners.

The purpose of this research is to analyze the variables that influence Brand Awareness and Brand Image, including Entertainment, Interaction, Trendiness, Customization, and Electronic Word of Mouth on Customer Loyalty and Consumer Brand Engagement on Kopi Tuku's Instagram in Surabaya. The benefit of this research is to understand the influence of Consumer Brand Engagement on Customer Loyalty.

This study uses a quantitative method and employs non-probability sampling techniques. The data is collected using snowball sampling and processed using SPSS software version 26.0. Questionnaires were distributed to 160 respondents with the characteristics of both male and female respondents, aged 18-65 years, residing in Surabaya, who have visited and purchased products from Kopi Tuku's Surabaya branch at least twice in the last 6 months, and have visited the social media account @tokokopituku on Instagram at least twice in the last 6 months.

The results of this study indicate that the entertainment variable has a significant effect on consumer brand engagement with a regression coefficient of 0.075; the interaction variable has a significant effect on consumer brand engagement with a regression coefficient of 0.164; the trendiness variable has a significant effect on consumer brand engagement with a regression coefficient of 0.176; the customization variable has a significant effect on consumer brand engagement with a regression coefficient of 0.315; the electronic word-of-mouth variable has a significant effect on consumer brand engagement with a regression coefficient of 0.249.

Key Words: *Entertainment, Interaction, Trendiness, Customisation, Electronic word-of-mouth, Consumer brand engagement,* dan *customer loyalty*