EFFECT OF INDIVIDUAL-ANTECEDENTS TOWARD BRAND LOYALTY MEDIATION BY COMMUNITY ENGAGEMENT AND BRAND ENGAGEMENT OF SUZUKI ERTIGA IN ERTIGA CLUB INDONESIA FACEBOOK COMMUNITY PAGE

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INTERNATIONAL BUSINESS STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019
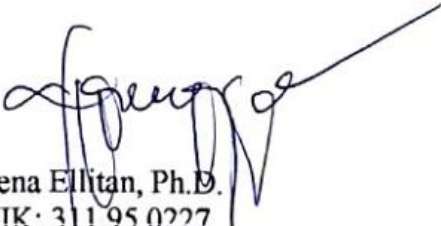
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UNDERGRADUATE THESIS
Addressed to
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to Fulfill the Requirements
for the Economy Bachelor Degree
International Business Management Program

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INTERNATIONAL BUSINESS MANAGEMENT
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THESIS

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To be submitted to the Examiner Team

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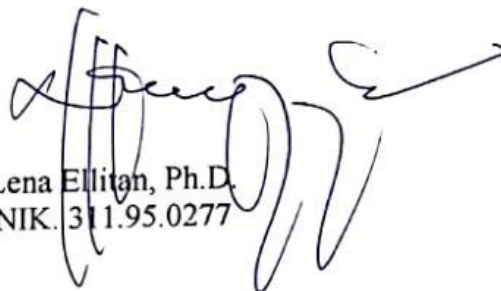Lena Ellitan, Ph.D.
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Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published/showed in the internet or other medias (the digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

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FOREWORDS

All praises and sincere thanks to Jesus Christ for His help, blessings, inclusion, and guidance, because without those, author would not be able to finish this thesis entitled "Effect of Individual-Antecedents toward Brand Loyalty mediation by Community Engagement and Brand Engagement of Suzuki Ertiga in Ertiga Club Indonesia Facebook Community Page". This thesis is required for author to be able to obtain an undergraduate degree of Business Management at Faculty of Business, Widya Mandala Catholic University Surabaya. This thesis can not be completed properly without help, guidance, and support from various parties. Therefore, author would like to express gratitude to:

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Surabaya, January 2019
Researcher

Agnes Mariana Lauwrence

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ABSTRAK

Social media telah menjadi media bagi orang-orang untuk berinteraksi, mencari informasi, membagikan ide dan masih banyak lagi. Media ini telah digunakkan oleh banyak merek-merek untuk mempromosikan dan membagikan informasi yang berkaitan dengan produk mereka. Facebook sebagai salah satu *social* media yang menyediakan merek-merek resmi untuk dapat membuat Facebook *page* mereka tidak hanya untuk mempromosikan dan membagikan informasi, tetapi juga sebagai cara untuk berinteraksi dengan para konsumen mereka. Dengan demikian, penelitian ini bertujuan untuk menganalisa pengaruh dari anteseden individu yaitu kecenderungan interaksi *online*, sikap terhadap partisipasi dan keterlibatan produk terhadap kesetiaan merk mediasi oleh keterikatan komunitas dan keterikatan merek dari Suzuki Ertiga pada Ertiga Club Indonesia (ERCI) Chapter Surabaya Facebook community page.

Metode pengambilan data yang digunakan untuk penelitian ini adalah *purposive sampling*. Kuesioner disebar menggunakan Google *form*, dan dibagikan di laman Facebook ERCI community page oleh administrator dari Facebook page tersebut. Total responden adalah 158 responden dengan karakteristik sudah mengikuti dan menjadi *member* di Facebook community page ERCI Chapter Surabaya, dan menjadi *member* yang aktif dengan memberi *like*, *post* atau men-*share* postingan dari ERCI di Facebook. Penelitian ini menggunakan *Structural Equation Modelling* (SEM) sebagai teknik analisis data dengan program Lisrel.

Hasil penelitian menunjukkan bahwa (1) anteseden individu secara positif mempengaruhi keterikatan komunitas, (2) keterikatan komunitas secara positif mempengaruhi keterikatan merk, dan (3) keterikatan merk secara positif mempengaruhi kesetiaan merk dari Suzuki Ertiga pada komunitas ERCI.

Keywords: Kecenderungan Interaksi Online, Sikap terhadap Partisipasi, Keterlibatan Produk, Keterikatan Komunitas, Keterikatan Merk, Kesetiaan Merk.

Effect of Individual-Antecedents toward Brand Loyalty Mediation by Community Engagement and Brand Engagement of Suzuki Ertiga in ERCI Chapter Surabaya Facebook Community Page

ABSTRACT

Social media has been a platform for people to interact, gather information, share ideas and many more. This platform has been used by almost all brands to promote and share information regarding their product. Facebook as one of social media platform, is a platform that provide official brand to make their own Facebook page not just to promote and share information regarding their product, but also as way to interact with their consumers. The purpose of this study therefore to examine the effect of individual-antecedents which is online interaction propensity, attitude toward participation and product involvement on brand loyalty mediation by community engagement and brand engagement of Suzuki Ertiga in Ertiga Club Indonesia (ERCI) chapter Surabaya Facebook community page.

The sampling technique of this study is purposive sampling. The questionnaire was shared using Google form, and distributed in ERCI Facebook community page by its administrator. Total respondents are 158 with characteristics of already follow ERCI chapter Surabaya Facebook community page and be a member in that Facebook community page, and being an active member by like, post or share ERCI's post in Facebook. This study is using Structural Equation Modelling (SEM) as data analysis technique with Lisrel program.

This study shows that (1) individual-antecedents positively influence community engagement, (2) community engagement positively influence brand engagement, and (3) brand engagement positively influence brand loyalty of Suzuki Ertiga in ERCI community.

Keywords: Online Interaction Propensity, Attitude Toward Participation, Product Involvement, Community Engagement, Brand Engagement, Brand Loyalty.