

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



**BY:**

**AGNES MARIANA LAUWRENCE  
3303015024**

**INTERNATIONAL BUSINESS STUDY PROGRAM  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
2019**

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

**UNDERGRADUATE THESIS**  
Addressed to  
**BUSINESS FACULTY**  
**WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA**  
to Fulfill the Requirements  
for the Economy Bachelor Degree  
International Business Management Program

**BY:**  
**AGNES MARIANA LAUWRENCE**  
3303015024

**INTERNATIONAL BUSINESS MANAGEMENT  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
2019**

**APPROVAL PAGE**

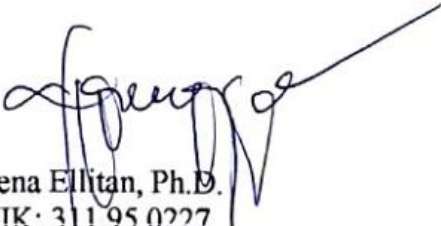
THESIS

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

BY:  
AGNES MARIANA LAUWRENCE  
3303015024


Approved and Accepted  
To be submitted to the Examiner Team

Advisor I,



Lena Ellitan, Ph.D.  
NIK: 311.95.0227  
Date: 15/01/2019

Advisor II,



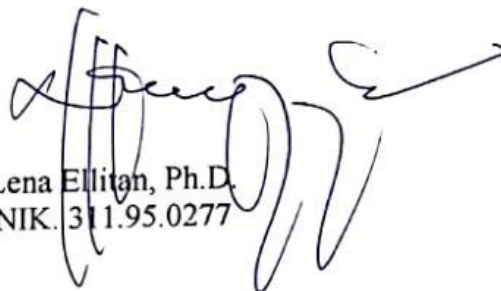
Robertus Sigit H., SE., M.Sc.  
NIK: 311.15.0855  
Date: 16/01/2019

## VALIDATION PAGE

**Thesis written by: Agnes Mariana Lauwrence NRP. 3303015024**

Has been examined on January 25<sup>th</sup>, 2019 and declared to have PASSED by the Examiner Team

Panel Team Leader:



Lena Ellitan, Ph.D.  
NIK. 311.95.0277

Acknowledge by:

Dean of Business Faculty,



Dr. Lodovicus Lasdi, M.M., Ak., CA., CPAI.  
NIK: 32k.96.0370

Head of Management,



Robertus Sigit H., SE., M.Sc.  
NIK: 311.11.0678

**AUTHENTICATION STATEMENT OF SCIENTIFIC PAPER AND  
PUBLICATION APPROVAL OF SCIENTIFIC PAPER**

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Agnes Mariana Lauwrence

NRP : 3303015024

Title : Effect of Individual-Antecedents toward brand loyalty mediation by community engagement and brand engagement of Suzuki Ertiga in Ertiga Club Indonesia Facebook community page.

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.

Thereby the authenticity statement and the publication approval that I made sincerely.



Surabaya, 16 Januari 2019

Stated by,

(Agnes Mariana Lauwrence)

## 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:

1. Dr. Lodovicus Lasdi, MM., Ak., CA., as the Dean of Business Faculty at Widya Mandala Catholic University Surabaya.
2. Robertus Sigit Haribowo Lukito, SE., M.Sc., as the Head of Management Department at Widya Mandala Catholic University Surabaya and as advisor II, who already gave many advices, guidance, and time for author.
3. Dr. Wahyudi Wibowo, ST., MM., as the head of International Business Management Program Widya Mandala Catholic University.
4. Lena Ellitan, Ph.D. as Advisor I, who already spent time, give advices, and guidance for author to be able to complete this thesis.
5. Mr. Erwin as the leader of Ertiga Club Indonesia Chapter Surabaya, who are willing to help author in distributing the questionnaire to members of ERCI chapter Surabaya.
6. Author’s family, who gives prayers and encourage to author to be able to do and complete this thesis.
7. Author’s friends in IBM department and from others university, who have worked together and support author in completing this thesis.
8. All parties who cannot be mentioned one by one who has given support during the process of preparation and completing this thesis.

May this research could be useful in the future for educational development and for readers.

Surabaya, January 2019  
Researcher

Agnes Mariana Lauwrence

## TABLE OF CONTENTS

	Page
COVER PAGE.....	i
APPROVAL PAGE .....	ii
VALIDATION PAGE .....	iii
AUTHENTICATION STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER.....	iv
FOREWORDS .....	v
TABLE OF CONTENTS.....	vii
LIST OF TABLES .....	x
LIST OF FIGURES.....	xi
LIST OF APPENDICES .....	xii
ABSTRAK.....	xiii
ABSTRACT.....	xiv
CHAPTER 1: INTRODUCTION	
1.1 Background.....	1
1.2 Research Questions.....	5
1.3 Objectives of the Study.....	5
1.4 Advantages of the Study.....	6
1.5 Systematic of Writing.....	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Basic Theory.....	8
2.1.1 Brand .....	8
2.1.2 Online Interaction Propensity .....	9
2.1.3 Attitude Toward Participation.....	10
2.1.4 Product Involvement.....	10
2.1.5 Community Engagement .....	11
2.1.6 Brand Engagement.....	12
2.1.7 Brand Loyalty .....	13
2.2 Previous Research.....	15
2.3 Relationship among Variables.....	17
2.3.1 Influence of Online Interaction Propensity on Community Engagement .....	17
2.3.2 Influence of Attitude Toward Participation on Community Engagement .....	18
2.3.3 Influence of Product Involvement on Community Engagement.....	19
2.3.4 Influence of Community Engagement on Brand Engagement.....	19
2.3.5 Influence of Brand Engagement on Brand Loyalty .....	20
2.4 Research Hypothesis.....	21



2.5 Theoretical Framework.....	21
<b>CHAPTER 3: RESEARCH METHOD</b>	
3.1 Research design .....	23
3.2 Identification of Variables, Variables Operational Definition, Variables Measurement .....	23
3.2.1 Identification of Variables .....	23
3.2.2 Variables Operational Definition.....	23
3.2.2.1 Online Interaction Propensity .....	23
3.2.2.2 Attitude Toward Participation .....	24
3.2.2.3 Product Involvement.....	24
3.2.2.4 Community Engagement .....	24
3.2.2.5 Brand Engagement.....	25
3.2.2.6 Brand Loyalty .....	26
3.2.3 Variable Measurement .....	26
3.3 Data and Data Source .....	26
3.4 Data Collection Tools and Methods .....	26
3.5 Population, Sample and Sampling Technique .....	27
3.6 Data Analysis Technique .....	28
3.6.1 Normality Test .....	28
3.6.2 Validity Test.....	28
3.6.3 Reliability Test.....	29
3.6.4 Fit Test .....	29
3.6.5 Structural Equation Model Fit Test.....	30
3.6.6 Hypothesis Test.....	30
<b>CHAPTER 4: DISCUSSION AND ANALYSIS</b>	
4.1 Respondents Characteristic.....	32
4.1.1 Gender of Respondents .....	32
4.1.2 Age of Respondents .....	32
4.1.3 Respondents Occupation.....	33
4.1.4 Monthly Income of Respondents .....	33
4.1.5 Characteristic of Respondents on How Long Respondents be a Member in ERCI Chapter Surabaya .....	34
4.2 Descriptive Statistic of Research Variables .....	34
4.2.1 Descriptive Statistic of Online Interaction Propensity....	35
4.2.2 Descriptive Statistic of Attitude Toward Participation ...	35
4.2.3 Descriptive Statistic of Product Involvement .....	36
4.2.4 Descriptive Statistic of Community Engagement.....	37
4.2.5 Descriptive Statistic of Brand Engagement .....	37
4.2.6 Descriptive Statistic of Brand Loyalty.....	38
4.3 Structural Equation Modelling Data Analysis .....	39
4.3.1 Normality Test .....	39
4.3.2 Validity Test.....	41
4.3.3 Reliability Test.....	42
4.3.4 Overall Model Fit Test.....	42

4.3.5	Structural Equation Model Fit Test.....	43
4.3.6	Hypothesis Test.....	44
4.4	Discussion .....	45
4.4.1	Online Interaction Propensity Positively Influence Community Engagement .....	45
4.4.2	Attitude Toward Participation Positively Influence Community Engagement .....	46
4.4.3	Product Involvement Positively Influence Community Engagement.....	47
4.4.4	Community Engagement Positively Influence Brand Engagement.....	48
4.4.5	Brand Engagement Positively Influence Brand Loyalty .....	49

## CHAPTER 5: CONCLUSION AND SUGGESTION

5.1	Conclusion .....	51
5.2	Limitation of the Research.....	52
5.3	Suggestion.....	52
5.3.1	Suggestion for Academic.....	52
5.3.2	Suggestion for Practical .....	53

## REFERENCES

## APPENDIX

## LIST OF TABLES

	Page
Table 2.1 The Comparison of Previous Research and Recent Research .....	16
Table 3.1 Hypothesis Testing .....	31
Table 4.1 Characteristic of Respondents Based on Gender .....	32
Table 4.2 Characteristic of Respondents Based on Age .....	32
Table 4.3 Characteristic of Respondents Based on Occupation .....	33
Table 4.4 Characteristic of Respondents Based on Monthly Income .....	33
Table 4.5 How Long Respondent be a Member .....	35
Table 4.6 Interval Mean Score .....	35
Table 4.7 Descriptive Statistic of Online Interaction Propensity .....	36
Table 4.8 Descriptive Statistic of Attitude Toward Participation .....	37
Table 4.9 Descriptive Statistic of Product Involvement .....	37
Table 4.10 Descriptive Statistic of Community Engagement .....	38
Table 4.11 Descriptive Statistic of Brand Engagement .....	39
Table 4.12 Descriptive Statistic of Brand Loyalty .....	40
Table 4.13 Test of Univariate Normality .....	40
Table 4.14 Test of Multivariate Normality .....	41
Table 4.15 Validity Test Result .....	42
Table 4.16 Reliability Test .....	43
Table 4.17 Overall Model Fit Test .....	44
Table 4.18 Hypothesis Test Result .....	45

## LIST OF FIGURES

	Page
Figure 1.1 Sales of Suzuki Ertiga from 2015-2018 (Jan-July).....	4
Figure 2.1 Theoretical Framework.....	22

## **TABLE OF APPENDIX**

- Appendix 1. Questionnaire
- Appendix 2. Respondents' Characteristic
- Appendix 3. Questionnaire Result
- Appendix 4. Normality Test Result
- Appendix 5. SEM Output
- Appendix 6. Diagram of T-values
- Appendix 7. Diagram of Standardized Solution
- Appendix 8. Construct Reliability

## ABSTRAK

*Social* media telah menjadi media bagi orang-orang untuk berinteraksi, mencari informasi, membagikan ide dan masih banyak lagi. Media ini telah digunakan 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 merk 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.**