

Pengaruh customer engagement melalui media sosial twitter terhadap pembentukan electronic word of mouth (E-Wom) positif (studi pada Twitter XL@ XL123) = The effect of customer engagement in social media twitter in establish positive electronic word of mouth e wom study on XL @ Twitter XL123

Jafar Fathul Haq, author

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Abstrak

Seiring dengan pertumbuhan internet, kegiatan customer engagement melalui media sosial menjadi penting untuk meningkatkan hubungan antara perusahaan dan customer-nya. Disamping itu, electronic word of mouth telah menjadi bentuk iklan yang paling dipercaya oleh konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh antara customer engagement terhadap pembentukan electronic word of mouth positif pada Twitter XL @XL123 serta melihat dimensi customer engagement manakah yang mempunyai pengaruh paling besar terhadap pembentukan electronic word of mouth positif pada Twitter XL @XL123. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan non-probability sampling. Sample dalam penelitian ini adalah 100 responden. Instrumen penelitian ini menggunakan kuisisioner dan dianalisis menggunakan multiple regression. Hasil penelitian ini membuktikan bahwa customer engagement memiliki pengaruh terhadap pembentukan electronic word of mouth positif. Dimensi customer engagement yang memiliki pengaruh terbesar pada pembentukan electronic word of mouth positif adalah Cognitive Attachment.

*Following the growth of the Internet, customer engagement activities through social media have become an important activities to increase the company relationship with its customer. In addition, electronic word of mouth have become the most trusted form of advertising. This research aimed to observe the effect of customer engagement on establishing positive electronic word of mouth, and to observe which dimension of customer engagement had the greatest effect on establishing positive electronic word of mouth. This research applied quantitative approach and collected using non-probability sampling. The sample of this research was 100 respondent. This research used questionnaire as a research instrument and analyzed with multiple regression. This research proved that customer engagement had an effect on establishing positive electronic word mouth. The dimension of customer engagement which has the greatest effect on establishing positive electronic word of mouth was cognitive attachment.*