

THE EFFECT OF CONSUMER BRAND ENGAGEMENT TOWARDS
BRAND LOYALTY OF IDOUDOKSTORE THROUGH TIKTOK

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BACHELOR'S DEGREE
in
INTERNATIONAL BUSINESS AND MARKETING
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June 2021

Revision after Thesis Defense on July 15th 2021

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I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

The Effect of Consumer-Brand Engagement
Towards Brand Loyalty Through Tiktok

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As technology advances, there are so many media that are being used as a tool in communication, as well as social media that can easily be accessed through the internet. Millennials that are familiar with the use of technology became the target of businesses to increase their profit by using Social Media. The number of K-pop fans in Indonesia is growing rapidly and Indonesian businesses are profiting from K-Pop. With K-Pop notoriety spreading far and wide, a growing number of fans are excitedly investing their time and money in collecting even the smallest gifts that remind them of their favorite idols. Thus, businesses are evolving their strategies to keep up with the current situation by approaching millennials with Social Media Marketing.

This research aims to determine the effects of Cognitive dimension of Consumer-brand Engagement, Affective dimension of Consumer-brand Engagement, and Behavioral dimension of Consumer-brand Engagement on IDOUDOKSTORE Brand Loyalty (BL) via TikTok by using empirical method. The study also attempts to compare CBE and its dimensions as BL predictors. The sample comprises of 142 millennials with questionnaires as the method of collecting data, using SPSS to analyze the data for both pre-test and post-test. This research discovered the effect of all three variables (Cognitive, Affective and Behavioral) on Brand Loyalty.

Keywords: Consumer Brand Engagement, Brand Loyalty, Brand, Marketing, Social Media Marketing, Millennials, Korean Culture



DEDICATION

To my parents,
Helmi & Mardawati P Bungsu

And my siblings,
Faiza Dwinov & Khasyi Falah

And to my dearest friends,
Who was there for me and supporting me in every way possible



ACKNOWLEDGEMENT

First and foremost, I want to thank God for providing me with the strength, health, and direction that I now have. This research would not be possible without His blessings.

Second, I am grateful to my parents and friends for their unwavering support and encouragement throughout the process. Thank you for all of your suggestions, assistance, criticisms, prayers, and love. I would not be able to do this research without their assistance.

Then there's Sir Esa, my advisor, who patiently teaches and guides me. Regardless of how much trouble I caused him, he always displays sympathy and kindness, providing me with unending support and teaching me many useful lessons despite his extremely busy schedule. Also, a big thanks to Sir James from the English department, who helped me with my grammar and provided me a lot of vocabulary suggestions.

I also would like to thank my friends who are there for me. Appreciation for Almira Vania, Annisa Livia, Adenia Larasati, Nadya Shafira, Jannah Tasning, Cahya Intan, Moza Puteri and the rest that I can't mention one by one for assisting me in the unsurpassed way they can do from the first time and be my emergency call when I needed the most. For those who continuously gave me mental support and being my motivation, EXO and NCT. I wouldn't have been able to finish this all without your love and support. And to all of you, who are reading this, I wish you all the best thing

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