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

By

Hana Helmard

11603079

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The Prominence Tower

Jalan Jalur Sutera Barat No. 15, Alam Sutera

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STATEMENT BY THE AUTHOR

Name of Student	:	Hana Helmard
Student ID	:	1-160-3079
Faculty	:	Business Administration and Communication
Study Program	:	International Business and Marketing
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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.

Hana Helmard
(Name of Student)

Approved by:
Date: 28 July 2021

Acknowledged by:
Date: 28 July 2021

Esa Theodore Mbouw BBA., M.Sc.
(Thesis Advisor)

Dr. Nila Krisnawati Hidayat, S.E., M.M.
(Dean of Faculty of Business Administration & Communication)

Hana Helmard

ABSTRACT

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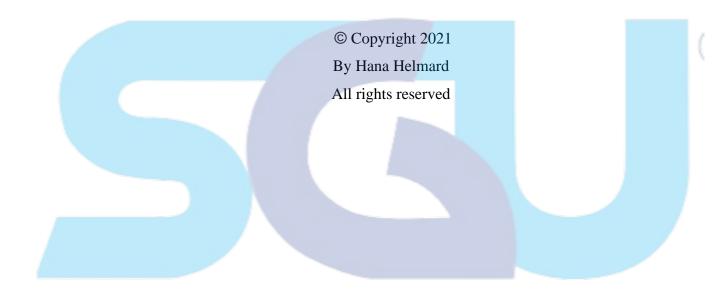
Towards Brand Loyalty Through Tiktok

By

Hana Helmard

Esa Theodore Mbouw BBA., M.Sc.

Advisor

Swiss German University

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. Milennialls 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 usind 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 analyzed 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

Hana Helmard

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

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Hana Helmard

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