

RINGKASAN

Penelitian ini merupakan survei pada mahasiswa FEB Universitas Jenderal Soedirman. Penelitian ini mengambil judul : “Pengaruh *Customer Engagement* terhadap *Brand loyalty* dengan variabel mediasi Brand Attachment dan Customer Trust (Studi Pada Mahasiswa FEB Unsoed Pengguna Aplikasi Tiket.com)”.

Populasi dalam penelitian ini adalah Mahasiswa FEB Unsoed yang pernah melakukan transaksi melalui aplikasi Tiket.com. Sampel pada penelitian ini sebanyak 135 responden yang diambil menggunakan metode *non probability sampling*.

Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan *software* AMOS menunjukkan bahwa : (1) *Customer Engagement* berpengaruh positif signifikan terhadap *Brand Loyalty*. (2) *Customer Engagement* berpengaruh positif signifikan terhadap *Brand Attachment*. (3) *Customer Engagement* berpengaruh positif signifikan terhadap *Customer Trust*. (4) *Brand Attachment* berpengaruh positif signifikan terhadap *Brand Loyalty*. (5) *Customer Trust* berpengaruh positif signifikan terhadap *Brand Loyalty*. (6) *Brand Attachment* berpengaruh positif signifikan terhadap *Customer Trust*. (7) *Brand Attachment* dapat memediasi *Customer Engagement* terhadap *Brand Loyalty* secara signifikan. (8) *Customer Trust* dapat memediasi *Customer Engagement* terhadap *Brand Loyalty* secara signifikan.

Kata kunci : Customer Engagement, Brand Loyalty, Brand Attachment, Customer Trust

SUMMARY

This research is a survey of FEB students at Jenderal Soedirman University. This study takes the title: "The Influence of Customer Engagement on Brand Loyalty with Mediating Variables Brand Attachment and Customer Trust (Study on Unsoed FEB Students Users Tiket.com Application)".

The population in this research were FEB Unsoed students who had made transactions through the Tiket.com application. The sample in this research was 135 respondents who were taken using a non-probability sampling method.

Based on the results of research conducted using Structural Equation Modeling (SEM) processed with AMOS software, it shows that: (1) Customer Engagement has a significant positive effect on Brand Loyalty. (2) Customer Engagement has a significant positive effect on Brand Attachment. (3) Customer Engagement has a significant positive effect on Customer Trust. (4) Brand Attachment has a significant positive effect on Brand Loyalty. (5) Customer Trust has a significant positive effect on Brand Loyalty. (6) Brand Attachment has a significant positive effect on Customer Trust. (7) Brand Attachment can significantly mediate Customer Engagement towards Brand Loyalty. (8) Customer Trust can significantly mediate Customer Engagement on Brand Loyalty.

Keywords: *Customer Engagement, Brand Loyalty, Brand Attachment, Customer Trust.*