

ABSTRAK

Penelitian ini mengambil judul “The Mediating Role Of Self Branding Connections On The Influence Of Consumer Brand Engagement On Customer Decision To Donate On Kitabisa.Com”. Penelitian ini bertujuan untuk mengetahui seberapa besar Consumer Brand Engagement terhadap Decision to Donate dengan Self Branding Connection sebagai mediasi. Populasi dalam penelitian ini adalah 200 responden yang pernah berdonasi online di Kitabisa.com.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SEM (Structural Equation Modeling) - SPSS (Statistical Program for Social Science) menunjukkan bahwa: (1) Consumer Brand Engagement berpengaruh positif terhadap Decision to Donate, (2) Self Branding Connection berpengaruh positif terhadap Decision to Donate, (3) Consumer Brand Engagement berpengaruh positif terhadap Self Branding Connection, (4) Self Branding Connection mampu memediasi antara Consumer Brand Engagement dan Decision to Donate.

Implikasi dari hasil penelitian ini adalah Kitabisa.com harus melakukan pendekatan dengan calon donator secara aktif dan membangun image positif dengan memberikan respon yang cepat setiap pertanyaan dari calon donator di platform digital untuk meningkatkan keputusan seseorang dalam melakukan berdonasi.

Kata Kunci: *Consumer Brand Engagement, Self Branding Connection, Decision to Donate.*

ABSTRACT

This study takes the title "The Mediating Role Of Self Branding Connections On The Influence Of Consumer Brand Engagement On Customer Decision To Donate On Kitabisa.Com". This study aims to determine how much Consumer Brand Engagement is on Decision to Donate with Self Branding Connection as mediation. The population in this study were 200 respondents who had donated online at Kitabisa.com.

Based on the results of research and data analysis using SEM (Structural Equation Modeling) - SPSS (Statistical Program for Social Science) shows that (1) Consumer Brand Engagement has a positive effect on the Decision to Donate, (2) Self Branding Connection has a positive effect on the Decision to Donate, (3) Consumer Brand Engagement has a positive effect on Self Branding Connection, (4) Self Branding Connection is able to mediate between Consumer Brand Engagement and Decision to Donate.

The implication of the results of this study is that Kitabisa.com must actively approach potential donors and build a positive image by responding quickly to questions from potential donors on the digital platform to improve one's decision to donate.

Keywords: Consumer Brand Engagement, Self Branding Connection, Decision to Donate.