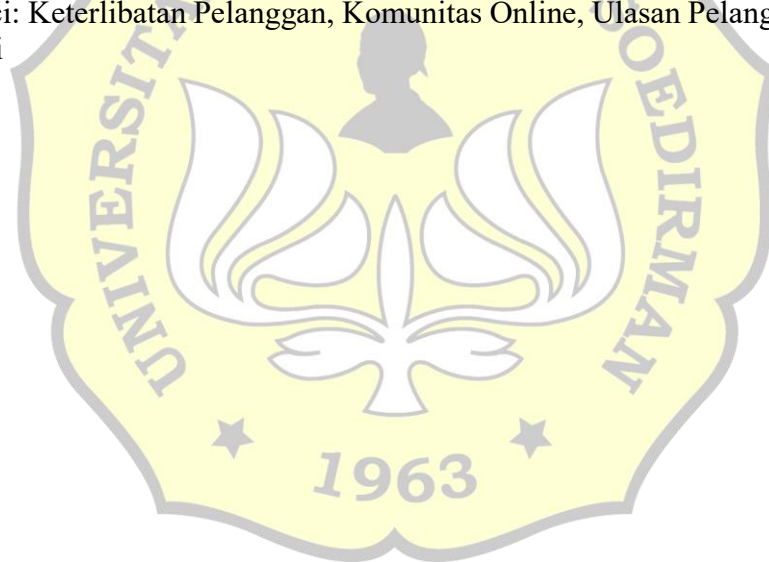


RINGKASAN

Penelitian ini menganalisis pengaruh keterlibatan pelanggan dan komunitas *online* yang dimediasi dengan ulasan pelanggan *online* terhadap minat beli. Dalam penelitian ini, melakukan survei kepada 175 responden merupakan mahasiswa aktif Universitas Jenderal Soedirman dengan rentang usia 17-25 tahun yang merupakan pengikut akun *autobase @Unsoedfess1963* dan pernah membaca postingan terkait review makanan di akun *@Unsoedfess1963* minimal tiga kali dalam kurun waktu tiga bulan terakhir. Model penelitian diuji secara empiris menggunakan dengan *software SmartPLS* menunjukkan bahwa: (1) Keterlibatan Pelanggan berpengaruh positif terhadap Minat Beli (2) Keterlibatan Pelanggan berpengaruh positif terhadap Ulasan Pelanggan Online (3) Keterlibatan Pelanggan yang dimediasi dengan Ulasan Pelanggan Online berpengaruh terhadap Minat Beli (4) Komunitas Online berpengaruh positif terhadap Minat Beli (5) Komunitas Online berpengaruh positif terhadap Ulasan Pelanggan Online (6) Komunitas Online yang dimediasi dengan Ulasan Pelanggan Online berpengaruh positif terhadap Minat Beli (7) Ulasan Pelanggan Online berpengaruh positif terhadap Minat Beli

Kata Kunci: Keterlibatan Pelanggan, Komunitas Online, Ulasan Pelanggan Online, Minat Beli



SUMMARY

This study analyzes the effect of customer engagement and online communities mediated by online customer reviews on purchase intention. In this study, 175 respondents were active students of Jenderal Soedirman University with an age range of 17-25 years who were followers of the @Unsoedfess1963 autobase account and had read posts related to food reviews on the @Unsoedfess1963 account at least three times in the last three months. The research model was tested empirically using SmartPLS software, which showed that: (1) Customer Engagement has a positive effect on Purchase Intention (2) Customer Engagement has a positive effect on Online Customer Reviews (3) Customer Engagement mediated by Online Customer Reviews has an effect on Purchase Intention (4) Online Community has a positive effect on Purchase Intention (5) Online Community has a positive effect on Online Customer Reviews (6) Online Community mediated by Online Customer Reviews has a positive effect on Purchase Intention (7) Online Customer Reviews have a positive effect on Purchase Intention.

Keyword: Customer Engagement, Online Communities, Online Customer Review, Purchase Intention

