

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh *marketer generated content* dan *brand relationship quality* terhadap *brand love* dengan *customer engagement* sebagai mediasi pada Toko Bunga Florasea di Purwokerto. Jenis penelitian ini adalah penelitian kuantitatif dengan menggunakan Partial Least Square (PLS) dengan metode survey. Populasi dalam penelitian ini adalah semua konsumen pada Toko Bunga Florasea di Purwokerto. Teknik pengumpulan data dengan menggunakan kuesioner pada 105 responden.

Berdasarkan hasil penelitian dan analisis data, menunjukkan bahwa: (1) *Marketer generated content* berpengaruh signifikan terhadap *customer engagement*, (2) *Brand relationship quality* berpengaruh signifikan terhadap *customer engagement*, (3) *Customer engagement* memiliki pengaruh signifikan dengan *brand love*, (4) *Marketer generated content* berpengaruh secara signifikan terhadap *brand love*, (5) *Brand relationship quality* memiliki pengaruh secara signifikan terhadap *brand love*, (6) *Customer engagement* memediasi hubungan antara *marketer generated content* terhadap *brand love*, dan (7) *Customer engagement* memediasi hubungan antara *brand relationship quality* terhadap *brand love*.

Hasil penelitian ini dapat membantu praktisi untuk meningkatkan cinta merek pada perusahaan berdasarkan *marketer generated content*, *brand relationship quality*, dan *customer engagement*. Implikasi terhadap Florasea apabila ingin meningkatkan rasa cinta pada konsumen melalui *customer engagement*, maka Florasea dapat menciptakan kegiatan positif yang lebih bervariasi agar pelanggan lebih tertarik mengikuti berbagai kegiatan seperti *flower arrangement class*, *talkshow*, dan *giveaway* produk Florasea sehingga konsumen akan berinteraksi dan terikat pada Florasea. Implikasi untuk peningkatan rasa cinta pada konsumen melalui konten yang dibuat oleh pemasar, maka Florasea perlu meningkatkan isi konten yang lebih bersifat edukatif supaya pelanggan lebih mampu membangun emosional yang positif terhadap merek, memperkuat citra merek, serta menciptakan kedekatan psikologis dengan konsumen. Implikasi untuk peningkatan rasa cinta pada konsumen melalui kualitas hubungan pelanggan, maka Florasea dapat membangun interaksi yang lebih personal dan konsisten dengan konsumen. Hal ini dapat dilakukan melalui pelayanan yang responsif, komunikasi dua arah, dan pemberian perhatian khusus terhadap kebutuhan dan preferensi individu konsumen.

Kata kunci: *Marketer Generated Content, Brand Relationship Quality, Customer Engagement, Brand Love.*

SUMMARY

This study aims to examine the influence of marketer-generated content and brand relationship quality on brand love, with customer engagement as a mediating variable, at Florasea Florist in Purwokerto. This research is quantitative in nature and employs the Partial Least Squares (PLS) method using a survey approach. The population in this study includes all customers of Florasea Florist in Purwokerto. Data were collected through questionnaires to 105 respondents.

Based on the results of research, it has got conclusions: (1) Marketer-generated content has a significant effect on customer engagement, (2) Brand relationship quality has a significant effect on customer engagement, (3) Customer engagement has a significant effect on brand love, (4) Marketer-generated content significantly influences brand love, (5) Brand relationship quality significantly influences brand love, (6) Customer engagement mediates the relationship between marketer-generated content and brand love, and (7) Customer engagement mediates the relationship between brand relationship quality and brand love.

The results of this research can assist practitioners in enhancing brand love within the company through marketer-generated content, brand relationship quality, and customer engagement. The implication for Florasea in fostering brand love through customer engagement is to create more varied and positive activities that attract customers to participate, such as flower arrangement classes, talk shows, and product giveaways. These initiatives can encourage consumer interaction and foster a stronger connection with Florasea. To enhance brand love through marketer-generated content, Florasea should improve the content by making it more educational in nature. This approach can help customers develop positive emotional associations with the brand, strengthen brand image, and establish psychological closeness with consumers. To foster brand love through improved brand relationship quality, Florasea should build more personal and consistent interactions with customers. This can be achieved through responsive service, two-way communication, and personalized attention to individual customer needs and preferences.

Keywords: Marketer Generated Content, Brand Relationship Quality, Customer Engagement, Brand Love.