

ABSTRACT

The Influence of Value Co-Creation on Brand Equity Through Brand Engagement

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The purpose of this study is to find out how the role of brand engagement in mediating the interaction between value co-creation and brand equity. This study was designed as a survey method by distributing questionnaires to 250 respondents who are Tokopedia users in Tasikmalaya City who have made transactions more than 1x and are 18 years old, using purposive sampling technique. The analytical tool used in this study is Structural Equation Modeling (SEM). The results of this study prove that value co-creation has an influence on brand engagement and brand engagement has proven to have an effect on brand equity. In addition, the variable brand engagement is proven to mediate between value co-creation and brand equity.

Keyword: Value Co-Creation, Brand Engagement, Brand Equity

ABSTRAK

Pengaruh *Value Co-Creation* Terhadap *Brand Equity* Melalui *Brand Engagement* (Kasus Pada Pengguna Tokopedia di Kota Tasikmalaya)

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Tujuan dari penelitian ini adalah untuk mengetahui bagaimana peran *brand engagement* dalam memediasi interaksi antara *value co-creation* dan *brand equity*. Penelitian ini dirancang sebagai *survey method* dengan melakukan penyebaran angket kepada 250 responden yang merupakan pengguna Tokopedia di Kota Tasikmalaya yang pernah melakukan transaksi lebih dari 1x dan berusia 18 tahun, dengan menggunakan Teknik *purposive sampling*. Alat analisis yang digunakan dalam penelitian ini yaitu *Structural Equation Modeling* (SEM). Hasil penelitian ini membuktikan bahwa *value co-creation* memiliki pengaruh terhadap *brand engagement* dan *brand engagement* memiliki terbukti berpengaruh terhadap *brand equity*. Selain itu variabel *brand engagement* terbukti memediasi antara *value co-creation* dengan *brand equity*.

Kata Kunci: *Value Co-Creation, Brand Engagement, Brand Equity*