

ABSTRACT

THE INFLUENCE OF ENTERTAINMENT, INTERACTION, AND CUSTOMIZATION ON BRAND LOYALTY TROUGH CUSTOMER ENGAGEMENT, PERCEIVED VALUE, AND CUSTOMER-BASED BRAND EQUITY

(A Survey of Private Universities in East Priangan)

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This study aims to examine the influence of entertainment, interaction, and customization on brand loyalty through customer engagement, perceived value, and customer-based brand equity at private universities in East Priangan. The research method employed is a survey with a quantitative approach. Primary data were collected through questionnaires distributed to respondents selected using purposive sampling techniques, taking into account stratified proportionate distribution to ensure representative data coverage. Data analysis was conducted using Structural Equation Modeling (SEM). The findings indicate that entertainment, interaction, and customization significantly influence customer engagement, perceived value, and customer-based brand equity. Furthermore, customer engagement positively affects brand loyalty. In addition, perceived value influences customer engagement, customer-based brand equity, and brand loyalty. Another key finding shows that customer-based brand equity impacts brand loyalty.

Keywords: *entertainment, interaction, customization, customer engagement, perceived value, customer-based brand equity, brand loyalty.*

ABSTRAK

PENGARUH *ENTERTAINMENT*, *INTERACTION*, DAN *CUSTOMIZATION* TERHADAP *BRAND LOYALTY* MELALUI *CUSTOMER ENGAGEMENT*, *PERCEIVED VALUE*, DAN *CUSTOMER-BASED BRAND EQUITY* (Survey pada Perguruan Tinggi Swasta di Priangan Timur)

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Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh *entertainment*, *interaction*, dan *customization* terhadap *brand loyalty* melalui *customer engagement*, *perceived value*, dan *customer-based brand equity* pada perguruan tinggi swasta di Priangan Timur. Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif. Data primer digunakan dalam penelitian ini melalui penyebaran kuesioner kepada responden yang dipilih menggunakan teknik *purposive sampling* dengan mempertimbangkan *stratified proportionate* untuk memastikan representasi sebaran data penelitian. Analisis data pada penelitian ini dilakukan dengan menggunakan *Structural Equation Modeling* (SEM). Temuan penelitian ini menunjukkan bahwa *entertainment*, *interaction*, dan *customization* berpengaruh terhadap *customer engagement*, *perceived value*, dan *customer-based brand equity*. Selanjutnya, *customer engagement* terbukti berpengaruh terhadap *brand loyalty*. Selain itu, *perceived value* terbukti berpengaruh terhadap *customer engagement*, *customer-based brand equity*, dan *brand loyalty*. Temuan lain menunjukkan bahwa *customer-based brand equity* berpengaruh terhadap *brand loyalty*.

Kata kunci: *entertainment*, *interaction*, *customization*, *customer engagement*, *perceived value*, dan *customer-based brand equity*, *brand loyalty*.