

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Benefit* dan *Perceived Cost* pada *Customer Engagement*, *Customer Engagement* pada *Online Community Commitment* serta *Online Community Commitment* pada *Brand Loyalty* dalam komunitas *Facebook Converse Head Indonesia*.

Penelitian ini dianalisis menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 20 dan AMOS. Jumlah sampel yang digunakan dalam penelitian ini adalah 138 responden diambil dari anggota komunitas *Converse Head Indonesia* yang melakukan pembelian dalam kurun waktu 1 tahun terakhir.

Hasil penelitian ini menunjukkan bahwa *Perceived Benefit*, *Customer Engagement*, *Online Community Commitment* memiliki pengaruh positif terhadap *Brand Loyalty*.

Kata kunci: *Perceived Cost*, *Perceived Benefit*, *Customer Engagement*, *Online Community Commitment*, *Brand Loyalty*.

ABSTRACT

The purpose of this study is to investigate the impact of Perceived Benefit and Perceived Cost towards Customer Engagement, Customer Engagement towards Online Community Commitment and Online Community Commitment towards Brand Loyalty in the Converse Head Indonesia community.

This study was analyzed using Structural Equation Model (SEM) with Statistical Package for Social Sciences (SPSS) version 20 and AMOS. The number of samples used in this study was 138 respondents taken from members of Converse Head Indonesia community who made purchases within the last 1 year.

The results of this study indicate that Perceived Benefit, Customer Engagement, Online Community Commitment has a positive effect on Brand Loyalty.

Keywords: Perceived Cost, Perceived Benefit, Customer Engagement, Online Community Commitment, Brand Loyalty.

