MEMBANGUN HUBUNGAN PADA

FACEBOOK *BRAND PAGES*

KLUB SEPAK BOLA PERSEBAYA DI INDONESIA

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ABSTRAK

Tujuan dari skripsi ini adalah untuk mengetahui pengaruh *information motive, entertainment motive, remuneration motive, social interaction motive,* dan *personal identity motive* terhadap *customer engagement*, lalu menemukan pengaruh *customer engagement* terhadap Facebook *Brand Page Trust* dan *Commitment* dalam halaman Facebook klub Persebaya. Data diolah menggunakan *Structural Equation Modeling* (SEM) dengan aplikasi IBM SPSS Amos 22. Penelitian ini menggunakan data primer dari kuesioner yang disebar secara *online* melalui *google form*. Sebanyak 269 responden pernah memberi *like* atau berkomentar dalam halaman Facebook Persebaya Surabaya atau Persebaya Store dalam 1 tahun terakhir. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah non-probability sampling. Penelitian ini menunjukkan bahwa *information motive, remuneration motive,* dan *social interaction motive* memiliki pengaruh pada *customer engagement,* sedangkan *entertainment motive,* dan *personal identity motive* tidak memiliki pengaruh terhadap *customer engagement*. *Customer engagement* tidak berpengaruh pada Facebook *Brand Page Trust* dan *Commitment* pada klub sepak bola Persebaya.

Kata Kunci: Keterlibatan Pelanggan, Motivasi, Kepercayaan Dan Komitmen, Olahraga, Media Sosial, Facebook.

BUILDING RELATIONSHIPS IN

PERSEBAYA FOOTBALL CLUB

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ABSTRACT

The purpose of this thesis is to determine the effect of the information motive, entertainment motive, remuneration motive, social interaction motive, and personal identity motive on customer engagement, then to discover the effect of customer engagement on Facebook Brand Page Trust and Commitment. The data was processed using Structural Equation Modeling (SEM) with the IBM SPSS Amos 22 application. This study used primary data from questionnaires distributed online via google form. A total of 269 respondents have liked or commented on the Persebaya Surabaya or Persebaya Store Facebook page in the last 1 year. The sampling technique used in this research is non-probability sampling. This study shows that the information motive, remuneration motive, and social interaction motive have an influence on customer engagement, while the entertainment motive and personal identity motive have no effect on customer engagement. Customer engagement has no effect on Facebook Brand Page Trust and Commitment at Persebaya football club.

Keywords: Customer Engagement, Motivation, Trust And Commitment, Sports, Social Media, Facebook.