

**BRAND INTERACTIVITY AND INVOLVEMENT IN DRIVING SOCIAL
MEDIA CUSTOMER BRAND ENGAGEMENT AND BRAND LOYALTY:
BRAND TRUST AS THE MEDIATOR IN SOMETHINC INSTAGRAM**

PAGE

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
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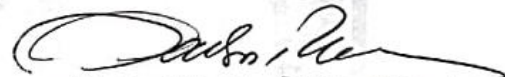
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Declare that it is fully my work and does not contain the work of others except for some parts that require references with the proper procedures for writing scientific papers and are stated in the bibliography in this thesis.

Yogyakarta, June 19th, 2024

The Researcher



Josephina Kayla Indra Andjani

PREFACE

The author gives thanks to God Almighty because thanks to him, I was able to complete this thesis as required by my undergraduate degree in Universitas Atma Jaya Yogyakarta. The proposed title for this thesis is:

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The author has received a lot of help and support from various parties in writing this thesis. Without their invaluable assistance, the completion of this thesis would not have been possible. Through this opportunity, the researcher would like to express her deepest gratitude for all the assistance and support provided, namely to:

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The author acknowledges that this thesis is far from perfect and recognizes the room for improvement. All criticism, suggestions, and input that can further enhance the study are welcomed by the author. The author hopes that this thesis has made a valuable contribution in the research field and will have a positive impact on the readers and other stakeholders.

The author,

A handwritten signature in black ink, appearing to read 'Josephina Kayla Indra Andjani', written in a cursive style.

Josephina Kayla Indra Andjani

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ABSTRACT

The study aims to analyze the influence of brand interactivity and brand involvement towards social media customer brand engagement while considering brand trust as a mediating factor of social media customer brand engagement influences brand loyalty of Somethinc Instagram page. The research was conducted through online questionnaire using a 5-point Likert Scale and collected 233 respondents. The data analysis was performed using SmartPLS 3 with a partial least squares structural equation modeling (PLS-SEM). The study's findings show that brand interactivity and involvement positively influence social media brand engagement. Brand interactivity positively influence brand trust. Social media customer brand engagement positively influence brand trust but does not influence brand loyalty. Furthermore, brand trust positively influences brand loyalty and is the mediator variable between social media brand engagement and brand loyalty.

Keywords: brand interactivity, brand involvement, social media customer brand engagement, brand trust, brand loyalty