

**THE ANTECEDENTS AND EFFECTS OF SOCIAL MEDIA
CUSTOMER BRAND ENGAGEMENT
(A STUDY OF EAT SAMBEL ON TIKTOK)**

Thesis

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



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2024

APPROVAL PAGE

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This work is solely my own and does not incorporate the ideas or wording of others without proper attribution. Where applicable, I have cited sources using a recognized academic style guide and provided a complete reference list for all materials on the bibliography.

Yogyakarta, 6 June 2024

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LETTER OF STATEMENT

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Has been defended and accepted in front of examiners on 12 July 2024 as
fulfillment of the requirements for the Degree of Sarjana Manajemen

In International Business Management Program


Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta

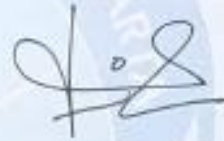
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PREFACE

The researcher acknowledges the enduring support and everlasting guidance of God, The Heavenly Father. This thesis is a partial fulfillment of the requirements for the International Business Management Program at the Faculty of Business and Economics, Universitas Atma Jaya Yogyakarta. The title of the thesis is:

THE ANTECEDENTS AND EFFECTS OF SOCIAL MEDIA CUSTOMER BRAND ENGAGEMENT (A STUDY OF EAT SAMBEL ON TIKTOK)

The researcher also would like to extends his deep appreciation for the assistance and support from several figures, including:

1. Parents and sibling for their unwavering love and support throughout his academic journey.
2. The thesis supervisor, Elisabet Dita Septiari SE., MSc., PhD, for her invaluable guidance throughout the research and writing process. Her expertise and insightful feedback were instrumental in shaping this thesis.
3. Thesis writing buddies, Leo and El, for their support and insightful discussions during the writing process.
4. Timses friends, Leo, Alex, Koresy, Nando, and Dede, for their support and encouragement over the past few years.
5. Hizkia Mudita, whose never-ending support and belief in the researcher were a constant source of strength and joy throughout this process.
6. Other friends of the researcher who have been a source of strength throughout this journey.

The researcher also recognize the imperfections that exists within this study. The researcher welcomes constructive feedback on how this work can be improved to serve as a valuable resource for future studies.

Yogyakarta, 6 June 2024



Beneditto Nefi Suranto

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ABSTRACT

The market for sauces and spices products is growing in Indonesia, and sambal brands like Eat Sambel aim to capitalize on this trend through digital marketing. This research examines the factors influencing customer brand engagement on social media, focusing on the Eat Sambel brand on TikTok. The factors include perceived brand interactivity and brand involvement, while the outcomes are brand loyalty and brand trust. A survey was conducted using a 5-point Likert scale online questionnaire, gathering data from 208 respondents. Results were analyzed using structured equation modelling – partial least squares. Findings show that brand involvement and perceived brand interactivity positively influence customer brand engagement. Additionally, customer brand engagement positively affects brand trust and brand loyalty. Brand trust completely mediates the impact of customer brand engagement on brand loyalty. The evidence indicates that brand involvement has a stronger impact on customer brand engagement than perceived brand interactivity, and brand trust has a greater influence on brand loyalty than customer brand engagement.

Keywords: *Customer brand engagement, Sambal brands, TikTok, Brand Loyalty, Brand Trust, Perceived brand interactivity, Brand involvement*