

ABSTRACT

Eiger is one of the most famous local brand and being market leader in Indonesia from PT. Eigerindo Multi Produk Industri that produce outdoor tools and equipments. In early 2021, Eiger did a big mistake (blunder) and got viral in all social medias that effected Eiger got blasphemed from netizen until lot of customers decided to move to other brands.

This research goals are to analyze the effect of content marketing, mobile interactivity and quality of channel integration to customer loyalty by customer engagement on Eiger. This research used quantitative method and used 120 respondents with purposive sampling. Tools for data analyze in this research was used AMOS 23.

The results are all of the characteristics of content marketing, mobile interactivity, quality of channel integration has significant effect to customer engagement and customer engagement effected significantly to customer loyalty. So it can be concluded the more the better of content quality, interactivity level and channel integration quality, it will increase the customer engagement.

Keywords: Content marketing, mobile interactivity, quality of channel integration customer engagement, customer loyalty