

ABSTRACT

This study aims to analyze the effect of brand image, brand experience, and community relationship management on customer value co-creation with customer engagement as an intervening variable on Lokalate consumers. Lokalate has not been able to compete with its competitors' products as evidenced by the level of interaction and popularity of Lokalate which is under similar brands on Google Trends for 2021-2023. Therefore, this research gathered 208 respondents from the customers of Lokalate as the sample.

The sampling method used is non-probability and purposive sampling by distributing questionnaires to the respondents (customers). In this research, a theoretical model was developed by proposing four hypotheses that will be tested using a Structural Equation Modeling (SEM) analyzer operated through the AMOS 21.0 program. Based on the result of SEM data processing for the model that has met the criteria of goodness of fit as follows, chi-square = 252,685; NFI = 0,911; probability = 0,354; RMSEA = 0,012; GFI = 0,907; CFI = 0,997; TLI = 0,997; CMIN/DF = 1,031 with one marginal criterion i.e. AGFI = 0,886. With the results, it can be said that this model is feasible to be used. The result of the research showed that customer value co-creation can be improved by improving the brand image, brand experience, and community relationship management that influence customer engagement as a determinant of success to increase customer value co-creation.

Keywords: *Brand Image, Brand Experience, Community Relationship Management, Customer Engagement, Customer Value Co-Creation*