

ABSTRACT

This study aims to determine whether customer involvement, self-brand connection, brand interactivity, and customer brand engagement on brand loyalty and whether usage frequency moderates all existing relationships on Instagram Shop in Indonesia. Brand Loyalty has an important role in a brand / company to retain its consumers, which is supported by the presence of Instagram Shop as an algorithm that helps consumers find brands that have been used and liked by consumers.

The population and samples used in this study are all people spread across various provinces in Indonesia. The number of samples used amounted to 165 respondents with data collection methods carried out through open and closed questionnaires. In this study using Structural Equation Modeling (SEM) analysis with AMOS 24.0 analysis tool.

The results showed that customer involvement, self-brand connection, and brand interactivity have a positive effect on customer brand engagement (CBE). Customer brand engagement has a positive effect on brand loyalty. Usage frequency moderates the relationship between customer involvement with CBE and brand interactivity with CBE.

Keywords: *Social Commerce, Social media, Consumer Behavior, S-D logic, CBE Antecedents, Customer Involvement, Self-brand Connection, Brand Interactivity, Customer Brand Engagement, Brand Loyalty.*