ABSTRACT

The level of consumer engagement to the brand is considered as the main determinant of the success of activities on brand social media. This study examines the effect of using webcare on consumer engagement. The purpose of this study is also to analyze whether the webcare that has been given to participants can increase consumer engagement to brands. The object of this research is webcare on Xiaomi Indonesia's smartphone social media.

The method in this research is true experimental design with field experiments. The number of participants used was 30 students, consisting of 15 participants for the experimental group who received webcare and 15 participants for the control group who did not get the webcare, the data analysis test used in this study was Paired Sample T-test and Independent Sample T-Test for know the differences and compare results between experimental research groups.

The result of the analysis with t-test shows that experiment done successfully. T-test shows that there is a difference in customer engagement to participants between before and after being treated with the given webcare.

Keywords: Webcare, Customer Engagement.