

ABSTRACT

The development of the business world creates a diversity of choices in each product category. This raises the tendency of consumers to become disloyal with a brand. With this, the company needs a way to increase customer loyalty, one of which is consumer engagement.

This study aims to formulate a conceptual model to analyze several variables on consumer engagement and brand loyalty. The self-conformance theory used in this study will go through value conformity and consumer brand identification. This study uses structural equation modeling using the AMOS 22 program. The sample data for 108 people was obtained from questionnaires distributed by respondents with criteria over 17 years old, had bought a Buavita at least 2 times and lived in the territory of Indonesia.

The result is value suitability has a positive effect on brand attractiveness and consumer brand identification. Consumer engagement has a positive effect on consumer brand identification. Brand attractiveness has a positive effect on consumer brand identification and brand loyalty. Also, consumer brand identification has a positive effect on brand loyalty.

Keyword : brand loyalty, customer engagement, value congruence, customer brand identification, brand attractiveness