

**PENGARUH *SOCIAL MEDIA ENGAGEMENT* DAN *BRAND TRUST*  
TERHADAP *BRAND ADVOCACY*  
(Survei terhadap Pelanggan Erigo pada *platform* Shopee di Indonesia)**

**SKRIPSI**

Ditujukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana  
Pendidikan pada Program Studi Pendidikan Bisnis



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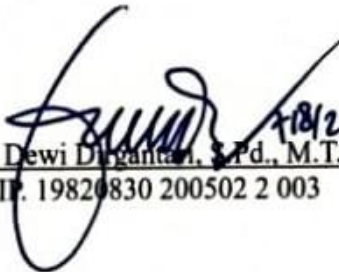


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## ABSTRAK

May Elisa Debora Simarmata (1901642), **“Pengaruh *Social Media Engagement* dan *Brand Trust* terhadap *Brand Advocacy* (Survei terhadap Pelanggan Erigo pada *platform* Shopee di Indonesia)”** di bawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *social media engagement* dan *brand trust* terhadap *brand advocacy* pada pelanggan Erigo melalui *platform* Shopee di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel penelitian ini berjumlah 200 responden yang merupakan pelanggan Erigo yang membuat ulasan pada *platform* Shopee di Indonesia. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *social media engagement*, *brand trust* dan *brand advocacy* berada di kategori cukup baik. *Social media engagement* dan *brand trust* memiliki pengaruh positif terhadap *brand advocacy*. Temuan ini menunjukkan bahwa penerapan *social media engagement* dan *brand trust* menciptakan *brand advocacy* pada pelanggan Erigo melalui Shopee di Indonesia.

Kata Kunci: *Brand Advocacy*, *Brand Trust*, *E-commerce* dan *Social Media Engagement*

## **ABSTRACT**

May Elisa Debora Simarmata (1901642), "***Social Media Engagement and Brand Trust on Brand Advocacy (Survey of Erigo Customers on the Shopee platform in Indonesia)***" under the guidance Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Dita Amanah, MBA.

*This study aims to obtain an overview and influence of social media involvement and brand trust on brand advocacy for Erigo customers through the Shopee platform in Indonesia. This research uses descriptive and verification methods with a quantitative approach. The sample of this research is 200 respondents who are Erigo customers who make reviews on the Shopee platform in Indonesia. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that the descriptions of social media engagement, brand trust and brand advocacy were in a fairly good category. Social media engagement and brand trust have a positive influence on brand advocacy. These findings show that the application of social media engagement and brand trust creates brand advocacy for Erigo customers through Shopee in Indonesia.*

*Keywords: Brand Advocacy, Brand Trust, E-commerce and Social Media Engagement*

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