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**PENGARUH *ELEMENTS INTERFACE DESIGN OF MOBILE APP* DAN *ONLINE BRAND EXPERIENCE* TERHADAP *ONLINE CUSTOMER ENGAGEMENT***  
(Studi pada Pengguna Aplikasi Zalora di Indonesia)

**SKRIPSI**

**Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana Pendidikan Program Studi Pendidikan Bisnis**



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**UNIVERSITAS PENDIDIKAN INDONESIA**  
**2023**

**PENGARUH *ELEMENTS INTERFACE DESIGN OF MOBILE APP* DAN  
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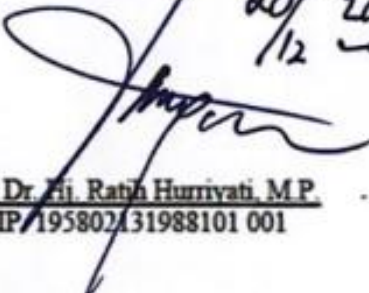

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**PENGARUH *ELEMENTS INTERFACE DESIGN OF MOBILE APP* DAN**  
***ONLINE BRAND EXPERIENCE* TERHADAP *ONLINE CUSTOMER***  
***ENGAGEMENT***  
**(Studi pada Pengguna Aplikasi Zalora di Indonesia)**

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ada Pada Penulis

  
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## SURAT KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul "**Pengaruh *Elements Interface Design of Mobile App* dan *Online Brand Experience* Terhadap *Online Customer Engagement***" (Studi pada **Pengguna Aplikasi Zalora di Indonesia**)" beserta seluruh isi didalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik oranglain, ataupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara orisinil dan otentik.

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Bandung, Januari 2023  
Yang membuat pernyataan,



Taskia Ayu Alifah  
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## ABSTRAK

Taskia Ayu Alifah (1801270), “**Pengaruh *Elements Interface Design of Mobile App* dan *Online Brand Experience* terhadap *Online Customer Engagement*” (Studi pada Pengguna Aplikasi Zalora di Indonesia)” di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Lisnawati S.Pd., M.M.**

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *elements interface design of mobile app* dan *online brand experience* terhadap *online customer engagement* pada pengguna aplikasi Zalora Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel penelitian ini berjumlah 400 responden yang merupakan pengguna aplikasi *Zalora* di Indonesia yang termasuk *followers* akun Instagram resmi *Zalora* Indonesia. Data diolah secara statistik dengan metode regresi linier berganda. Hasil temuan pada penelitian ini menemukan bahwa gambaran *elements interface design of mobile app*, *online brand experience* dan *online customer engagement* berada di kategori cukup baik. *Elements interface design of mobile app* dan *online brand experience* mempengaruhi *online customer engagement* secara simultan dan parsial. Hasil penelitian ini menunjukkan bahwa penerapan *elements interface design of mobile app* dan *online brand experience* yang dilakukan aplikasi *Zalora* di Indonesia mampu menciptakan *online customer engagement* pada pengguna aplikasi *Zalora* di Indonesia.

**Kata Kunci:** *Elements Interface Design of Mobile App, Online Brand Experience, Online Customer Engagement*

## ABSTRACT

Taskia Ayu Alifah (1801270), "***The Influence of Elements Interface Design of Mobile App and Online Brand Experience on Online Customer Engagement***" (***Study on Zalora Application Users in Indonesia***)" under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Lisnawati S.Pd., M.M.

*This study aims to obtain an overview and influence of the interface design elements of a mobile app and online brand experience on online customer engagement on users of Indonesian Zalora applications. This study uses descriptive and verification methods with a quantitative approach. The sample of this study amounted to 400 respondents who are Zalora application users in Indonesia, including followers of the official Instagram accounts of Zalora Indonesia. The data is processed statistically with the multiple linear analysis regression. The findings in this study found that the description of the interface design elements of the mobile app, online brand experience and online customer engagement were in the fairly good category. Elements of interface design of mobile app and online brand experience affect online customer engagement simultaneously and partially. The results of this study indicate that the application of interface design elements of mobile app and online brand experience by Zalora applications in Indonesia is able to create online customer engagement for Zalora application users in Indonesia.*

***Keywords: Elements Interface Design of Mobile App, Online Brand Experience, Online Customer Engagement***

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Taskia Ayu Alifah  
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Taskia Ayu Alifah, 2023

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