

ABSTRACT

The digital marketing landscape is quickly growing. Many new media emerged as digital marketing channel. Recently, digital marketing is moving towards mobile marketing because the high smartphone penetration rate and people got addictive with it. One of the newest forms of digital marketing in mobile is the mobile messenger marketing. Nowadays mobile messenger not only for sending instant message with the others, but it evolved with many new features like VOIP call, video call, stickers, mobile coupon and the latest features, B2C account.

LINE is one of mobile messenger applications that started providing services for company or a brand to connect directly with their consumers or target. LINE Official Account allows the brand to do a promotion, share information or even interact directly with their consumers. In Indonesia many brand, media, public figure, and celebrity already using this feature to connect with their fans. But there's lack of understanding about how large an influence posed from this feature to brand engagement.

This study examines brand engagement of a user with a promoting company in mobile marketing context by adopting customer value theory. Based from customer value theory, there are four factor that can be used to examines the influence, i.e: perceived of price discount, perceived of information quality, relationship support and perceived of convenience.

Data were collected through questionnaires distributed online to 100 users of LINE Messenger who had ever interacted with LINE Official Account and using mobile coupon The valid data were analyzed by using SmartPLS 3.2.1.

The result showed that three factors (Perceived information quality, Relationship Support and Perceived convenience) had positive and significant influence towards brand engagement. And Perceived price discount also had positive influence but not significant towards brand engagement. This research suggested to pay more intention to Timeline features and should create interesting post that can attract users to comment on it, like it or sharing it to the others.

Other results suggested showed that Perceived convenience also had a big influence toward brand engagement. It means LINE Official Account is a good feature and can be considered as a marketing channel for a brand in mobile marketing.

Keywords: Mobile Marketing, Brand Engagement, Customer Value, Mobile Messenger