

ABSTRACT

The Trust on brand, affects the relationships (engagement) of consumers to a brand experience so that becomes a source for consumers to create a sense of trust in the brand. This experience will affect consumers in the evaluation of consumption, usage, or satisfaction by direct and indirect contact to the customer. To maintain the confidence of consumers on the brand, it is necessary to manage the relationship (engagement) consumers towards the company.

This research aims to determine the effect of customer engagement through social media to the trust of brand on traveloka facebook account. The method used in this research are the descriptive and causal method with quantitative approach. In this research, primary data obtained from the questionnaire data collection technique through an online survey and using statistics test. Subjects in this study are the consumers who active and have interacted on traveloka facebook. The data analysis technique that used in this research provided by SPSS version 22.0 as for the technique used is the analysis of validity, reliability, classic assumption test regression, simple linear regression and hypothesis testing. The number of samples in this research were 400 respondents using sampling techniques, and purposive sampling.

Based on the calculation results of descriptive analysis, customer engagement through social media is within both categories with a percentage of 79.12%, the trust on the brand by traveloka facebook account in this research are in good category with a percentage of 77.27%. The influence of Customer engagement on brand trust of 56.4%, in addition to that there are other factors at 43.6% influenced by other factors not examined in this research.

Keywords: customer engagement, social media, The trust on brand