

ABSTRACT

Xiaomi Yi Indonesia Community is an online community in Facebook. Xiaomi Yi Indonesia Community is a community that stands without any interference from the company. Xiaomi Yi Indonesia Community has a lot of activities, such as sharing photos, videos, sharing information, and quiz with a prize. This community is a very active community, as evidenced by at least more than ten posts in one day. Each posting was at least there were five comments. And this proves that this online community is very active.

The purpose of this study was to determine and analyze how the influence of engagement behaviors towards relationship outcome with relationship benefits as a mediator in Xiaomi Yi Indonesia Community. The method used in this research is the quantitative methods with this type of research is descriptive and causal. The sampling method used in this research was probability sampling with the technique is simple random sampling. This study had 100 respondents who are members of Xiaomi Yi Indonesia Community. The analysis technique used is descriptive analysis and path analysis.

The results of this study stated that the indirect effect that occurred Engagement Behaviors to Relationship Outcome through Relationship Benefits has a greater value than the direct influence of Engagement Behaviors to Relationship Outcome. This indicates that the relationship benefits play a role in improving relationship outcome the members of the online community, Xiaomi Yi Indonesia Community.

Keywords : Engagement Behaviors, Relationship Benefits, Relationship Outcome