

ABSTRACT

Technology develops and progresses as to facilitate human to do their activities, one of the most visible progress is the development of the internet. Facebook is now the social media with the largest users of 1.8 billion people worldwide and it get used by IM3 Ooredoo by creating a facebook page. Perceptual experience, social, epistemic and embodied into things that studied its influence on customer engagement on IM3 Ooredoo's Facebook page.

This study uses descriptive method, using multiple linear analysis techniques and using the respondents as many as 100 people who are users of IM3 Ooredoo and Facebook IM3 Ooredoo. The variables to be studied are perceptual experience, social experience, epistemic experience, and embodied experience as independent variables and customer involvement as the dependent variable.

Based on data processed results with perceptual experience variables have good category with percentage of 76,95%. Variabel social experience has a good category with a percentage of 69.65%. Next on epistemic experience have good category with a percentage of 72,27% and embodied experience with a percentage of 58.65%. While the variable Y is the consumer relationship has a good category with a percentage of 65.4%. Partially perceptual, epistemic and social experiences have no positive effect on customer engagement, only embodied experience has a positive effect on costumer engagement.

Based on the results of the analysis, there are some that need to be repaired by IM3 Ooredoo on the facebook page is the experience materialized because the experience has a positive influence on costumer engagement and assessment of experiences that are still categorized neutral. If IM3 Ooredoo wants to improve customer engagement then the first thing to be improved is the experience materialized like the show, quiz or competition held on the facebook page IM3 Ooredoo.

Keywords: Perceptual experience, Social experience, epistemic experience, Embidoed experience, customer engagement