

ABSTRACT

Facebook is one of social media application that used by companies like Telkomsel for creating some experience in using a brand. Perceptual, social, epistemic, and embodied experiences can be affect to consumer engagement on company Facebook page. This is the background of researchers to do research about impact of perceptual, social, epistemic, and embodied experience toward consumer engagement on Telkomsel Facebook page.

This research using descriptive research method with causal investigation and determine 100 people as respondent who following telkomsel Facebook page as research object and use multiple regression liniear. The variables to be research are perceptual, social, epistemic, and embodied experience as independent variables and consumer engagement as a dependent variable.

Based on data results, that show perceptual experience variable has good category with score 76,4%, social experience variable has good category with score 69,3%, epistemic experience variable has good category with score 74,8%, and embodied experience variable has neutral category with score 64,88%, while for consumer engagement got a result 59,75% and has neutral category. As a partial, perceptual and epistemic experience didn't affect to consumer engagement, while social and embodied experience has a affect to consumer engagement.

Based on the results of analysis, there are some things that telkomsel needs to improve on it's Facebook page, which is a embodied experience that needs to be improved because it can affect to consumer engagement on telkomsel Facebook page while the respondent provide neutral score to embodied experience on telkomsel Facebook page.

Keywords: *Perceptual experience, social experience, epistemic experience, embodied experience, consumer engagement*