

ABSTRACT

Indonesia's information and communication technology has been improved. The greatest impact is the rise of Internet through the usage of social media. Facebook is popular in Indonesia. In January 2018, the number of Facebook users in Indonesia has reached 130 million. 3 (Tri) Indonesia as one of the telecommunication service providers in Indonesia uses Facebook as a medium where consumers and the company can communicate in order to generate more customer engagement.

This research aims to explore the impact of sub variables of Brand Experiences through four experiences, which are perceptual experience, social experience, epistemic experience, and embodied experience, on customer engagement of 3 (Tri) Indonesia's Facebook page. This research uses convenience sampling techniques with descriptive quantitative methods. The research is conducted using multiple linear regression that require 100 respondents which are 3 (Tri) Indonesia's Facebook page followers.

Based on the data, it is evident that only three experiences have a response with high category. Those three experiences are perceptual experience with a percentage of 70,2%, social experience with a percentage of 74,3%, and epistemic experience with a percentage of 80, 16%. However, embodied experience has a response with low category which is 50,9%. Other findings show that perceptual experience, social experience, epistemic experience, and embodied experience have positive relation with customer engagement simultaneously. Nonetheless, if it was done partially, then embodied experience affects customer engagement.

Based on the analysis, 3 (Tri) Indonesia needs to focus on increasing the embodied experience on their Facebook page because the respondents' assessment about the embodied experience is categorized as low while it actually affects partially on customer engagement. If 3 (Tri) Indonesia wants to improve the customer engagement, then what they need to do first is to carry out more events, games, competitions, or quizzes that engage the Facebook followers of 3 (Tri) Indonesia.

Keywords : *Social Media, Customer Engagement, Brand Experiences*