

ABSTRACT

Cinema XXI is the biggest cinema network in Indonesia. Understanding what consumer wants and needs is important to keep Cinema XXI as the ruler of the cinema market in Indonesia. Creating customer engagement is important to make consumers active and connected for a company. This research aims to determine what customer engagement factors were successfully created by Cinema XXI through Twitter social media accounts.

By using the Slovin formula, the number of samples in this study were 400 respondents. The factors used amounted to 18 factors obtained from previous research, this reasearch uses quantitative descriptive methods with factor analysis techniques, calculation with SPSS 16.

The results of this research state that from the existing dimensions reduced into three new dimensions, namely affective behavioural engagement with sub-dimensional dominance of enjoyment of 0,765, cognitivie behavioural engagement with sub-dimensional dominance of attention of 0,834 and informative engagement with sub-dimensional dominance of up-to-date information of 0,873.

Keywords: Customer engagement, social media, Twitter, Cinemas