

ABSTRACT

Social media has become more popular in recent years because of its interactivity which leads to direct engagement from users. Engagement is the first important step in building customer loyalty on social media marketing. Cellular operator in Indonesia faced a fierce competition to retain their customers due to the high level of cellular operator switching and customer disloyalty towards a cellular operator. Indonesian cellular operators are already active in managing their social media, but it's not yet known whether the content that has been shared has affected customer engagement. This research aims to determine how the influence of perceptual, social, epistemic, and embodied experience dimensions affected customer engagement of Indonesian cellular operator companies. Four dimensions of experience are used to categorize each brand post. This research was conducted by quantitative content analysis method. The data used are brand post data on all cellular operators in Indonesia, Telkomsel, XL Axiata, IM3 Ooredoo, Smartfren, and Tri Indonesia within a period of two months from 17 July 2019 to 17 September 2019 with a total of 923 data. Data analysis uses descriptive analysis techniques and negative binomial regression to answer the proposed hypothesis. The results showed that brand posts containing social and epistemic experience had an impact on increasing customer engagement of Indonesian cellular operators. Meanwhile, perceptual and embodied experiences do not have an impact on increasing customer engagement of Indonesian cellular operators.

Keywords: Facebook, Social Media, Content Analysis, Customer Engagement, Negative Binomial