ABSTRACT

Nowaday, e-wallet industry is growing with changes in the pattern of society towards a cashless society. It's no wonder that players in the e-wallet industry compete with each other to become number one in Indonesia, one of which is by using social media as a marketing strategy to increase customer loyalty. However, still not understanding the content on social media has an impact on the formation of customer involvement or not. This research aims to study the perspective of experience, social, epistemic and materialize the formation of customer engagement on Facebook social media e-wallet companies in Indonesia. Quantitative content analysis is used as a method for this research. The data used is the postal brand data on several e-wallets in Indonesia, namely Gopay, OVO, Dana and LinkAja in the period from 19 February 2020 to 19 April 2020 with a total of 505 data. Data processing methods used in this study, using descriptive analysis techniques and poisson regression to answer the proposed hypothesis. The results showed that posts containing social and epistemic experience had an influence on the e-wallet corporate brand customer engagement pages in Indonesia. Meanwhile, the experience of perception and manifested experience has no effect on customer brand engagement on e-wallet company pages in Indonesia.

Key Words : Social media, Facebook, E-Wallet, Customer Engagement, Content Analysis, Negative Binomial Regression