

ABSTRACT

The popularity of social media in recent years has resulted in customer engagement with the company due to its interactivity. Customer engagement is an important first step in building brand awareness in marketing through social media. Marketplaces in Indonesia are facing stiff competition in retaining their customers due to the high level of customer migration to other marketplaces and customer disloyalty to a marketplace.

Marketplaces in Indonesia are already active in managing social media, but it is not yet known whether the content that has been shared will affect customer engagement. This study aims to determine whether the dimensions of brand experience in the form of perceptual, social, epistemic, and material experiences will influence the formation of customer engagement marketplaces in Indonesia. Four experience dimensions were used to categorize each brand page.

This research was conducted using quantitative content analysis methods. The data used is brand post data on the Facebook brand page of each marketplace in Indonesia, namely Tokopedia, Shopee, Bukalapak and Lazada for a period of two months from 01 June 2020 to 31 July 2020 with a total of 1,043 data.

The data processing method used in this study used descriptive analysis techniques and negative binomial regression to answer the proposed hypothesis. The results show that brand pages that share more perceptual and embodied experiences have an effect on the formation of customer engagement in Indonesian marketplace companies. Meanwhile, social and epistemic experiences do not affect the formation of Indonesian marketplace company customers.

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