

ABSTRACT

Technological advancements have transformed shopping habits in Indonesian society, with e-commerce becoming the preferred choice over traditional markets. Shopee, as one of the leading e-commerce platforms, has shown significant growth in visits in 2023. One of Shopee's key marketing strategies is the use of Brand Ambassadors, with JKT48 being the latest Brand Ambassador for Shopee's 11.11 Big Sale. This study aims to analyze the impact of Fan Engagement on Brand Love and Brand Loyalty with JKT48 as Shopee's Brand Ambassador. A quantitative method with a descriptive analysis approach was used in this study. The sample consisted of 120 JKT48 fans who are also Shopee users, selected through purposive sampling. Data were collected using an online questionnaire and analyzed with descriptive analysis and path analysis using SmartPLS software. The results indicate that Fan Engagement, Brand Love, and Brand Loyalty are all at very good levels. Fan Engagement positively contributes to both Brand Love and Brand Loyalty, with Brand Love also playing a significant role in building brand loyalty. Hypothesis testing results show that Fan Engagement has a significant impact on Brand Love and Brand Loyalty, both directly and through Brand Love. Model fit and mediation tests show a good fit and a significant effect of Brand Love in mediating the relationship between Fan Engagement and Brand Loyalty. These findings underscore the importance of fan engagement in marketing strategies to strengthen emotional connections and brand loyalty. Effective marketing strategies should focus on enhancing Fan Engagement to achieve higher brand loyalty.

Keywords: Fan Engagement, Brand Love, Brand Loyalty