



Customer Brand Engagement and Brand Loyalty Insurance Users in Bali Province

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Abstract

Customer brand engagement is a way for companies to make brands a meaningful part of consumer conversations by increasing consumer engagement to makes brand conversations on social media. This study aims to examine the effect of customer brand engagement, consumer participation, and brand satisfaction on the loyalty of insurance users in Bali Province. Data collection was done by distributing questionnaires to respondents who had participated in the insurance discussion that they used on Facebook with a sample size of 120 people. The analysis technique used is path analysis and Sobel test. The results show that customer brand engagement influences consumer partisipation positively significant, as well as consumer participation that has a positive and significant effect on brand satisfaction, consumer participation has a significant and positive effect on brand loyalty, and brand satisfaction has a significant and positive effect on brand loyalty. The results also show that brand satisfaction is able to mediates the effect of consumer participation on brand loyalty.

Keywords: customer brand engagement, brand loyalty