

ABSTRACT

With the advent of the internet, interactions can now occur not only through physical contact but also through online communication. This interaction pattern has accelerated significantly, so the majority of people today experience networking through social media applications. Society has now undergone a broad behavioral shift, from seeking information to providing testimonials about products. Consequently, brands also see this as an opportunity to introduce innovations they want to highlight, including Apple. With its product positioning, Apple is widely recognized as a producer of technology with a modern concept that helps users meet their daily needs, particularly related to technological devices

The conceptual research framework developed in this study involves Social Media Marketing, Brand Innovativeness, Customer Engagement, Self-Congruity, and Brand Loyalty, based on previous theories and research. Data collection was conducted through an online questionnaire, successfully gathering 282 respondents. The criteria for respondents in this study were Apple product users who have used or owned at least one Apple device and reside in Semarang. The collected questionnaire data was quantitatively and structurally analyzed using the SEM (Structural Equation Modelling) method with the AMOS (Analysis Moment of Structural) 25 program.

The findings of this study have proven that Social Media Marketing has a positive and significant effect on Customer Engagement. Brand Innovativeness has a positive and significant effect on Customer Engagement. Customer Engagement has a positive and significant effect on Self-Congruity. Brand Innovativeness has a positive but not significant effect on Self-Congruity. Customer Engagement has a positive and significant effect on Brand Loyalty. Finally, Self-Congruity has a positive and significant effect on Brand Loyalty.

Keywords : Social Media Marketing, Brand Innovativeness, Customer Engagement, Self-Congruity, Brand Loyalty, Self-Congruence Theory.

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