

***The Influence Of Social Media Marketing, Electronic Word of Mouth, And
Customer Relationship Management On Customer Engagement***

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Abstract

Shopping has now become a basic activity to meet the daily needs of every individual. This encourages innovation from entrepreneurs in creating a platform for online shopping activities that is easily accessible to various groups. The purpose of this study is to test whether there is an effect of social media marketing, electronic word of mouth, and customer relationship management on customer engagement. The research design used in this research is a quantitative approach with a sample taken of 100 Lazada user respondents who live in Bekasi. The sampling technique was carried out by non-probability sampling with purposive sampling method. Data collection using a questionnaire and analysis using SmartPLS 4.0 application. The results of this research show that: (1) social media marketing has a positive and significant effect on customer engagement, (2) electronic word of mouth has a positive and significant effect on customer engagement and (3) customer relationship management has a positive and significant effect on customer engagement.

Keywords : *social media marketing, electronic word of mouth, customer relationship management, and customer engagement.*

Pengaruh *Social Media Marketing, Electronic Word Of Mouth, Dan Customer Relationship Management Terhadap Customer Engagement*

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Abstrak

Berbelanja saat ini sudah menjadi aktifitas dasar untuk memenuhi kebutuhan sehari-hari bagi setiap individu, hal ini mendorong inovasi dari para pengusaha dalam menciptakan wadah untuk kegiatan belanja berbasis daring yang mudah dijangkau berbagai kalangan. Tujuan dari penelitian ini adalah untuk menganalisis apakah terdapat pengaruh *social media marketing, electronic word of mouth, dan customer relationship management* terhadap *customer engagement*. Desain penelitian yang digunakan pada penelitian ini adalah pendekatan kuantitatif dengan sampel yang diambil sebanyak 100 responden pengguna Lazada yang berdomisili di Kota Bekasi. Teknik pengambilan sampel dilakukan dengan *non probability sampling* dengan metode *purposive sampling*. Pengumpulan data dengan menggunakan kuesioner dan analisis dilakukan menggunakan SmartPLS 4.0. Hasil pada penelitian ini menunjukkan bahwa: (1) *social media marketing* berpengaruh positif dan signifikan terhadap *customer engagement* (2) *electronic word of mouth* berpengaruh positif dan signifikan terhadap *customer engagement* dan (3) *customer relationship management* berpengaruh positif dan signifikan terhadap *customer engagement*.

Kata Kunci: *social media marketing, electronic word of mouth, customer relationship management, dan customer engagement.*