

ABSTRAK

Penelitian ini dilatar belakangi oleh perkembangan *k-pop* dan menurunnya advokasi merek pada NCT di media sosial X. Penelitian ini dilakukan dengan tujuan untuk mengetahui gambaran *brand love*, *customer engagement* dan *brand adavocacy* penggemar NCT di *social media X* serta pengaruh *brand love* dan *customer engagement* terhadap *brand adavocacy* penggemar NCT secara simultan maupun parsial. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi pada penelitian ini adalah pengikut akun @nctzenbase. Teknik sampling yang digunakan adalah *purposive sampling* dengan sampel sebesar 100 responden. Berdasarkan hasil penelitian diperoleh bahwa *brand love* berada pada kategori sangat tinggi, *customer engagement* berada pada kategori tinggi, dan *brand advocacy* berada pada kategori tinggi. Berdasarkan hasil uji determinasi diperoleh bahwa *brand love* berpengaruh sebesar 86,3% terhadap *brand advocacy*, *customer engagement* berpengaruh sebesar 74,2% terhadap *brand advocacy*, *brand love* dan *customer engagement* berpengaruh sebesar 86,2% terhadap *brand advocacy*. Hasil penelitian menunjukkan bahwa *brand love* berpengaruh secara parsial pada *brand advocacy*, *customer engagement* tidak berpengaruh secara parsial terhadap *brand advocacy*, dan *brand advocacy* dan *customer engagement* berpengaruh secara simultan terhadap *brand advocacy*.

Kata Kunci: *Brand Advocacy, Brand Love, Customer Engagement*

ABSTRACT

This research is motivated by the development of k-pop and the decline in brand advocacy for NCT on social media X. This study was conducted with the aim of knowing the description of brand love, customer engagement and brand advocacy of NCT fans on social media X and the effect of brand love and customer engagement on NCT fans' brand advocacy simultaneously and partially. The methods used in this research are descriptive and verification methods with a quantitative approach. The population in this study were followers of the @nctzenbase account. The sampling technique used was purposive sampling with a sample of 100 respondents. Based on the research results, it is found that brand love is in a very high category, customer engagement is in a high category, and brand advocacy is in a high category. Based on the results of the determination test, it is found that brand love has an effect of 86.3% on brand advocacy, customer engagement has an effect of 74.2% on brand advocacy, brand love and customer engagement have an effect of 86.2% on brand advocacy. The results showed that the brand love partially affects brand advocacy, customer engagement has no partial effect on brand advocacy, and brand advocacy and customer engagement simultaneously affect brand advocacy.

Keywords : *Brand Advocacy, Brand Love, Customer Engagement*