

## ABSTRAK

Strategi pemasaran berbasis komunitas merek *online* menjadi salah satu pendekatan bisnis yang semakin banyak dikembangkan perusahaan saat ini untuk membangun hubungan pelanggan serta memasarkan produk atau layanannya. Dalam pengembangan komunitas merek *online*, keterlibatan pelanggan menjadi salah satu parameter penting keberhasilan komunitas, yang dapat dipengaruhi oleh berbagai faktor. Penelitian ini bertujuan untuk menganalisis pengaruh modal sosial terhadap keterlibatan pelanggan pada komunitas merek *online*, melalui kepemilikan psikologis kolektif, perilaku kewarganegaraan pelanggan, serta dukungan komunitas yang dipersepsikan. Penelitian dilakukan terhadap komunitas merek *online* yang dikembangkan oleh salah satu perusahaan *edutech* di Indonesia, yaitu RevoU. Responden dalam penelitian ini adalah anggota RevoU *community* yang berusia minimal 17 tahun dan berdomisili di Indonesia. Proses pengumpulan data dilakukan melalui teknik *non-probability sampling*, yaitu *convenience sampling*, dengan mengumpulkan sebanyak 348 responden. Pengolahan data dilakukan melalui metode *Structural Equation Modelling-Partial Least Square* (SEM-PLS) menggunakan aplikasi SmartPLS versi 4.1. Hasil penelitian menunjukkan bahwa modal sosial struktural, relasional, dan kognitif dalam komunitas merek *online* memiliki pengaruh positif untuk meningkatkan kepemilikan psikologis kolektif, yang pada gilirannya dapat mendorong perilaku kewarganegaraan pelanggan, dan dengan demikian memfasilitasi keterlibatan pelanggan yang lebih tinggi. Selain itu, dukungan komunitas yang dipersepsikan mampu memperkuat pengaruh perilaku kewarganegaraan pelanggan terhadap keterlibatan pelanggan.

Kata Kunci : Komunitas Merek *Online*, Modal Sosial, Kepemilikan Psikologis Kolektif, Perilaku Kewarganegaraan Pelanggan, Dukungan Komunitas yang Dipersepsikan, Keterlibatan Pelanggan.

## ***ABSTRACT***

*Online brand communities are becoming one of the marketing strategies that are increasingly utilized by companies in building customer relationships and promoting their products or services. In developing an online brand community, customer engagement becomes an important parameter of community success, which can be influenced by various factors. This research aims to analyze the influence of social capital on customer engagement in online brand communities, through collective psychological ownership, customer citizenship behavior, and perceived community support. This research was conducted on an online brand community developed by an edutech (education technology) company in Indonesia, RevoU. Respondents in this study consists of RevoU community members, aged at least 17 years who live in Indonesia. A total of 348 respondents have participated in this study. Data was collected by a non-probability sampling technique, which is convenience sampling. Testing was conducted using the Structural Equation Modelling-Partial Least Square (SEM-PLS) model processed with SmartPLS 4.1 software. The results of this study show that structural social capital, relational social capital, and cognitive social capital in online brand communities have a positive and significant effect in increasing collective psychological ownership, which can encourage customer citizenship behavior, and thus facilitate higher customer engagement. In addition, perceived community support was found to moderate (strengthen) the effect of customer citizenship behavior towards customer engagement.*

*Keywords: Online Brand Community, Social Capital, Collective Psychological Ownership, Customer Citizenship Behaviour, Perceived Community Support, Customer Engagement.*