

## ABSTRAK

### **PENGARUH *ENTERTAINMENT*, *INTERACTIVITY*, DAN *PERCEIVED RELEVANCE* TERHADAP *CUSTOMER ENGAGEMENT* (INDUSTRI KREATIF SUBSEKTOR FASHION PADA KONSUMEN ZOYA DI BANDAR LAMPUNG)**

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Penelitian ini bertujuan untuk mengetahui pengaruh *entertainment*, *interactivity*, dan *perceived relevance* terhadap *customer engagement* pada konsumen Zoya di Bandar Lampung. Penelitian ini didasarkan pada teori pemasaran dan perilaku konsumen yang menjelaskan bahwa stimulus pemasaran digital berupa konten yang menghibur, interaktif, dan relevan dapat memengaruhi respon konsumen dalam bentuk keterlibatan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Data dikumpulkan melalui kuesioner dengan teknik purposive sampling terhadap 97 responden. Teknik analisis data meliputi uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis dengan bantuan SPSS versi 29.0. Hasil penelitian menunjukkan bahwa secara parsial *entertainment* dan *interactivity* berpengaruh positif dan signifikan terhadap *customer engagement*, sedangkan *perceived relevance* berpengaruh positif namun tidak signifikan. Secara simultan, ketiga variabel berpengaruh positif dan signifikan terhadap *customer engagement*. Kesimpulannya, *customer engagement* lebih dipengaruhi oleh unsur hiburan dan interaksi dibandingkan relevansi yang dirasakan.

**Kata Kunci:** *Entertainment*, *Interactivity*, *Perceived Relevance*, *Customer Engagement*, industri fashion.

## **ABSTRACT**

### **THE INFLUENCE OF ENTERTAINMENT, INTERACTIVITY, AND PERCEIVED RELEVANCE ON CUSTOMER ENGAGEMENT (CREATIVE INDUSTRIES IN THE FASHION SUBSECTOR FOR CONSUMERS ZOYA IN BANDAR LAMPUNG)**

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*This study aims to determine the effect of entertainment, interactivity, and perceived relevance on customer engagement among Zoya consumers in Bandar Lampung. This study is based on marketing and consumer behavior theory which explains that digital marketing stimuli in the form of entertaining, interactive, and relevant content can influence consumer responses in the form of engagement. This study uses a quantitative approach with an explanatory research method. Data were collected through a questionnaire with a purposive sampling technique on 97 respondents. Data analysis techniques include validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing with the help of SPSS version 29.0. The results show that partially entertainment and interactivity have a positive and significant effect on customer engagement, while perceived relevance has a positive but insignificant effect. Simultaneously, all three variables have a positive and significant effect on customer engagement. In conclusion, customer engagement is more influenced by entertainment and interaction elements than perceived relevance.*

**Keywords:** *Entertainment, Interactivity, Perceived Relevance, Customer Engagement, fashion industry*