ABSTRACT

*Regina Azharia / 26150376 / The influence of Sense of Virtual Community towards Online Consumer Engagement at Female Daily Network / Dr. Ir. Bilson Simamora, M.M*

*Marketing in this era has undergone changes in the customer path from mass-communication to two-ways communication. The company no longer focuses on only providing information to customers, but also focuses on how customers reach out to the company, and how customers interact with each other. One way is to use the power of online communities. Female Daily Network is one of the company that has reached it’s success in managing online communities, to increase the engagement of their online community. Therefore, researcher is interested in further researching about the influence of Sense of Virtual Community dimensions towards Online Consumer Engagement in Female Daily Network.*

*The theory used as the basis for this research is the understanding the meanings of Online Community, Sense of Community, Sense of Virtual Community and its dimensions, and Online Consumer Engagement. The variables used in this study are divided into two, namely the independent variable and the dependent variable. The independent variables used in this study are Sense of Virtual Community, with its dimensions such as Reciprocal Involvement, Basic Trust for Others, Common Purpose, and Shared History. While the dependent variable used is Online Consumer Engagement.*

*The object of this research is Female Daily Network as an online beauty platform. The method used is multivariate linear regression method with descriptive analysis. Data collection was done by distributing questionnaires and the samples taken were 150 samples, with the sample criteria of Female Daily Network members who own a Beauty ID, at least 15 years old, and visited the Female Daily Network platform at least 1 (one) time during Last 6 months. Sampling is done by non-probability sampling, judgment sampling.*

*The results of the study show that Reciprocal Involvement, Common Purpose, and Shared History variables, have enough evidence that there is a significant positive relationship to Female Daily Network’s Online Consumer Engagement. Common Purpose is the variable that has the most influence on Online Consumer Engagement compared to other variables. Whereas Basic Trust for Others does not have enough evidence to have a significant positive effect on Female Daily Network’s Online Consumer Engagement.*

*To improve the quality of its services, Female Daily needs to renew services in the form of better product recommendations and providing accurate and useful beauty information because these factors are the biggest drivers of consumer engagement in the Female Daily community.*

*Keywords: Reciprocal Involvement, Basic Trust for Others, Common Purpose, Shared History, Online Consumer Engagement.*