

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Customer Engagement*, *Customer Trust* dan *Customer Perceived Value* pada Minat Beli Produk Fashion Roughneck 1991. Responden dalam penelitian ini adalah remaja di wilayah Jakarta Selatan yang jumlahnya tidak diketahui. Sampel yang digunakan dalam penelitian ini adalah sebanyak 185 responden. Teknik pengambilan sampel menggunakan *Convenience Sampling*. Dengan menggunakan pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM PLS. Penelitian ini membuktikan bahwa *Customer Engagement*, *Customer Trust* dan *Customer Perceived Value* berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci : *Customer Engagement*, *Customer Trust*, *Customer Perceived Value*, Minat Beli



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ABSTRACT

This study aims to analyze the effect of Customer Engagement, Customer Trust and Customer Perceived Value on Purchase Intention of Fashion Roughneck 1991 Products. Respondents in this study were teenagers in the South Jakarta area whose number is unknown. The samples used in this study were 185 respondents. The sampling technique uses Convenience Sampling. By using a quantitative descriptive approach. The data analysis used is statistical analysis in the form of SEM PLS. This study proves that Customer Engagement, Customer Trust and Customer Perceived Value have a positive and significant effect on purchase intention.

Keywords: Customer Engagement, Customer Trust, Customer Perceived Value, Purchase Intention



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