

ABSTRAK

CUSTOMER ADVOCACY DILIHAT DARI DIGITAL MARKETING, BRAND DEVELOPMENT, DAN KUALITAS LAYANAN DENGAN DIMEDIASI CUSTOMER ENGAGEMENT BEHAVIOR PADA UMKM HAUS! DI MALIOBORO YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh *digital marketing*, *brand development*, dan kualitas layanan terhadap *customer advocacy* dengan *customer engagement behavior* sebagai variabel mediasi pada UMKM Haus! di kawasan Malioboro, Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Data dikumpulkan melalui penyebaran kuesioner kepada konsumen yang pernah melakukan pembelian, menggunakan skala Likert dengan teknik *non-probability sampling*. Jumlah responden ditentukan berdasarkan kriteria tertentu yang relevan dengan objek penelitian. Metode analisis data yang digunakan adalah *Structural Equation Modeling–Partial Least Square* (SEM-PLS) untuk menguji hubungan antar variabel baik secara langsung maupun tidak langsung. Hasil penelitian menunjukkan bahwa *digital marketing*, *brand development*, dan kualitas layanan berpengaruh terhadap *customer advocacy*. Selain itu, *customer engagement behavior* terbukti mampu memediasi hubungan antara variabel independen dengan *customer advocacy*, yang berperan sebagai jalur penghubung (mediator) antara variabel independen dengan *customer advocacy*. Temuan ini mengindikasikan bahwa penerapan strategi *digital marketing* yang efektif, pengembangan merek yang konsisten, serta peningkatan kualitas layanan dapat meningkatkan keterlibatan pelanggan secara optimal. Keterlibatan tersebut kemudian mendorong terciptanya perilaku advokasi pelanggan, seperti merekomendasikan produk kepada orang lain, memberikan ulasan positif, serta menunjukkan loyalitas terhadap merek. Dengan demikian, integrasi ketiga faktor tersebut menjadi kunci penting dalam meningkatkan *customer advocacy* pada UMKM di tengah persaingan bisnis yang semakin kompetitif.

Kata kunci: *Digital Marketing, Brand Development, Kualitas Layanan, Customer Engagement Behavior, Customer Advocacy*

ABSTRACT

**THE INFLUENCE OF DIGITAL MARKETING, BRAND DEVELOPMENT, AND
SERVICE QUALITY ON CUSTOMER ADVOCACY : THE MEDIATING
ROLE OF CUSTOMER ENGAGEMENT BEHAVIOR IN HAUS!
MSMEs IN MALIOBORO, YOGYAKARTA**

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This study aims to examine the effect of digital marketing, brand development, and service quality on customer advocacy, with customer engagement behavior as a mediating variable, in the case of Haus! MSME in the Malioboro area, Yogyakarta. This research employs a quantitative approach with a causal associative design. Data were collected through questionnaires distributed to consumers who had previously made a purchase, using a Likert scale and a non-probability sampling technique. The number of respondents was determined based on specific criteria relevant to the research object. The data analysis method used is Structural Equation Modeling–Partial Least Square (SEM-PLS) to examine both the direct and indirect relationships among variables. The results show that digital marketing, brand development, and service quality have a effect on customer advocacy. Furthermore, customer engagement behavior is proven to mediate the relationship between the independent variables and customer advocacy, acting as a connecting pathway (mediator) between the independent variables and customer advocacy. These findings indicate that effective digital marketing strategies, consistent brand development, and improved service quality can optimally enhance customer engagement. This engagement, in turn, drives the emergence of customer advocacy behaviors, such as recommending products to others, providing positive reviews, and demonstrating brand loyalty. Thus, the integration of these three factors is a key element in strengthening customer advocacy among MSMEs amid increasingly competitive business conditions.

Keywords: Digital Marketing, Brand Development, Service Quality, Customer Engagement Behavior, Customer Advocacy