

ABSTRAK

Perkembangan gaya hidup sehat telah memunculkan minat masyarakat untuk berolahraga, kini salah satu bentuk olahraga yang kian digemari adalah olahraga lari. Nike sebagai salah satu pelaku perusahaan olahraga lari terbesar di dunia telah melakukan pengalaman kokreasi dengan tujuan untuk menciptakan nilai bagi konsumen melalui konsumsi. *Co-creation experience* merupakan konsep di mana setiap individu membentuk pengalaman unik mereka dalam mengonsumsi produk dan membagikannya kepada konsumen lain melalui sebuah *platform*. Namun, efektivitas dari praktik ini masih sedikit disadari oleh banyak perusahaan di Indonesia, sehingga penulis melakukan penelitian untuk mengkaji keterlibatan dan pengalaman kokreasi yang berujung pada loyalitas konsumen terhadap merek.

Penelitian ini akan menguji hubungan antara variabel *co-creation experience*, *loyalty*, *engagement*, *sense of community*, dan *emotional intensity*. Penulis menggunakan *Structural Equation Modeling* (SEM) dalam melakukan analisis data. Hasil menunjukkan ada pengaruh *engagement* terhadap *co-creation experience*, *co-creation experience* terhadap *loyalty*, *co-creation experience* terhadap *emotional intensity*, *emotional intensity* terhadap *loyalty*, serta *sense of community* sebagai moderator antara *co-creation* terhadap *loyalty* memiliki pengaruh yang signifikan. Jadi, seluruh hipotesis diterima.

ABSTRACT

The emerging trend of healthy lifestyle has increased citizen motivation to exercise regularly. Nike as one of the biggest running companies in the world has implemented co-creation experience in order to create value for consumers through consumption. Co-creation experience is defined as a concept in which each individual creates their own unique experience in consuming a product and shares it with other consumers using a platform. However, the effectiveness of this practice is still inconsiderable by a lot of companies in Indonesia, so that the author does research for assessing consumer involvement and co-creation experience which result in customer loyalty for the brand.

This study will examine the relationship of each variable that affects co-creation experience to loyalty, with several supporting variables such as engagement and emotional intensity. The author uses Structural Equation Model (SEM) in performing data analysis. The results show that engagement and co-creation experience, co-creation experience and loyalty, co-creation experience and emotional intensity, emotional intensity and loyalty, and lastly sense of community as a moderator effect between co-creation experience and loyalty have a significant influence. Thus, all hypotheses are accepted.