

ABSTRACT

The existence of the COVID-19 pandemic has caused changes in various aspects of life, including changes in people's consumption behavior to the impact on global economic activity. This condition indirectly provides an increase in e-commerce business but accelerates the process of decline in traditional retail. Matahari department store is one retail company that utilizes.

Matahari is a retail business entity which has also begun to focus on digital marketing. Matahari regularly shares interesting content on Instagram as one of its social media. However, this does not make Matahari have good social media engagement. This study aims to measure the effect of Brand equity on engagement behavior mediated by engagement intentions with social media context as a moderating variable.

In this study, a quantitative method was used with a causal approach. The population that is the focus of this research is the followers of the Matahari Department store Instagram account.

The sampling technique used is purposive sampling, where the sample is selected based on certain considerations. Data collection was carried out by distributing questionnaires online using the Google Form. The collected data were analyzed using the Structural Equation Modeling (SEM) method using SMART PLS 3.0 software. The results of the study state that brand equity is mediated by engagement intention and has a positive and significant effect on consumption and contribution behavior. Media richness moderates the relationship between engagement intention and consumption behavior.

This research still has some limitations, so it is hoped that future researchers will consider them when studying engagement behavior, such as adding variables and expanding the scope to an industry-level analysis.

Keywords: *Brand equity, engagement intention, social media, engagement behavior.*