

ABSTRACT

The rise of Over-The-Top (OTT) services has fostered a streaming culture, but it has also led to increased content piracy. Vidio, the official broadcaster of the English Premier League in Indonesia, faces challenges from piracy that undermine customer trust and loyalty. Customer trust is crucial, as its decline can lead to customer loss and reduced loyalty. To address this issue and enhance customer trust, Vidio implemented an Experiential Brand Activation strategy through the 'Roaring Night' event. This study examines the impact of Experiential Brand Activation on Customer Trust using a quantitative approach, surveying 400 members from 11 English Premier League fan communities in Jakarta. Results indicate a positive relationship between Experiential Brand Activation and Customer Trust. However, correlation analysis shows a very low but statistically significant relationship (coefficient 0.180, $p = 0.000$). Experiential Brand Activation accounts for only 3.2% of the variability in Customer Trust, suggesting other influential factors. Future research should adopt qualitative methods for deeper insights and explore additional variables such as customer engagement, celebrity endorsement, and customer loyalty. This study contributes new insights into marketing strategies for the OTT industry, emphasizing the importance of a comprehensive approach to building long-term consumer trust and loyalty.

Keywords: *Over-The-Top (OTT), Experiential Brand Activation, Customer Trust, Content Piracy, English Premier League Fan Communities*