

# Pengaruh Trust in Broadcaster, Trust in Community Members, dan Trust in Products terhadap Customer Engagement melalui Swift Guanxi sebagai Variabel Mediasi (Studi pada Penonton Shopee Live Somethinc di Jabodetabek) = The Influence of Trust in Broadcaster, Trust in Community Members, and Trust in Products on Customer Engagement through Swift Guanxi (A Study on Shopee Live Somethinc Viewers in Jabodetabek)

Divanadia Aprilia Putri, author

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## Abstrak

Pemanfaatan live streaming commerce dilakukan untuk membangun customer engagement. Adanya permasalahan ketika mencari produk secara daring membuat terhambatnya pembentukan kepercayaan pelanggan. Kepercayaan pelanggan yang tidak terbentuk dapat mengurangi keterikatan pelanggan dengan produk sehingga keseluruhan upaya pembangunan customer engagement dapat lebih tercapai dengan kehadiran customer trust. Penelitian ini bertujuan untuk menganalisis pengaruh trust in broadcaster, trust in community members, dan trust in products terhadap customer engagement melalui swift guanxi sebagai variabel mediasi kepada penonton Shopee Live Somethinc di Jabodetabek. Penelitian ini memiliki pendekatan kuantitatif serta pengumpulan data menggunakan metode survei dengan purposive sampling. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 156 responden. Hasil penelitian dianalisis menggunakan SmartPLS 3.0 yang menunjukkan hasil penelitian bahwa terdapat pengaruh trust in broadcaster terhadap customer engagement, terdapat pengaruh langsung dan tidak langsung trust in community members terhadap customer engagement, trust in broadcaster memberikan pengaruh terhadap trust in community members dan trust in products, trust in community members dan trust in products memberikan pengaruh terhadap swift guanxi, swift guanxi memberikan pengaruh terhadap customer engagement, dan trust in products memberikan pengaruh terhadap customer engagement melalui swift guanxi. Hasil penelitian ini juga mengungkapkan bahwa tidak terdapat pengaruh antara trust in products dan customer engagement, tidak terdapat pengaruh antara trust in community members dan trust in products, tidak terdapat pengaruh antara trust in broadcaster dan swift guanxi, dan tidak terdapat pengaruh antara trust in broadcaster dan customer engagement melalui swift guanxi.

.....Live streaming commerce is utilized to build customer engagement. The problems when searching for products online hinders the formation of customer trust. Customer trust that is not formed can reduce customer engagement with the product so the efforts to build customer engagement can be more achieved with the presence of customer trust. This research aims to analyze the influence of trust in broadcaster, trust in community members, and trust in products on customer engagement through swift guanxi on Shopee Live Somethinc's viewers in Jabodetabek. This research has a quantitative approach and uses a survey method with purposive sampling. This research was conducted by distributing questionnaires to 156 respondents. The research results were analyzed using SmartPLS 3.0 which showed that there is an influence of trust in broadcaster on customer engagement, there is a direct and indirect influence of trust in community members on customer engagement, trust in broadcaster has an influence on trust in community members and trust in products, trust in community members and trust in products has an influence on swift guanxi, swift guanxi

has an influence on customer engagement, and trust in products has an influence on customer engagement through swift guanxi. This research also reveals that there is no influence between trust in products and customer engagement, there is no influence between trust in community members and trust in products, there is no influence between trust in broadcaster and swift guanxi, and there is no influence between trust in broadcaster and customer engagement via swift guanxi.