

# Pengaruh Customer Engagement Terhadap Co-Creation, Customer Trust, Customer Retention Melalui Self-Congruence (Studi Pada Pengikut TikTok Somethinc) = The Effect of Customer Engagement on Co-Creation, Customer Trust, Customer Retention Through Self-Congruence (Study on TikTok Somethinc Followers)

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## Abstrak

Kemajuan teknologi yang terus meningkat dapat dimanfaatkan oleh berbagai industri yang kemudian dimanfaatkan untuk meningkatkan hubungannya dengan konsumen serta menjangkau lebih banyak potensi pasar, salah satunya oleh industri kecantikan. Dalam konteks ini, kemajuan media sosial menawarkan peluang yang lebih besar untuk melibatkan konsumen, sehingga engagement sering digunakan untuk menjelaskan motivasi yang dimiliki serta kesesuaiannya dengan pribadi konsumen saat terhubung dengan saluran media atau brand tertentu. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh customer engagement terhadap co-creation, customer trust, customer retention melalui self-congruence sebagai mediasi pada pengikut TikTok Somethinc di DKI Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data kuantitatif menggunakan kuesioner. Sampel dalam penelitian ini sebanyak 165 responden dengan teknik non-probability jenis purposive sampling. Data diolah menggunakan software SmartPLS 4. Hasil penelitian menunjukkan bahwa terdapat hubungan positif signifikan antara customer engagement terhadap co-creation, customer trust, customer retention dalam konteks media sosial. Lebih lanjut, terdapat pengaruh positif signifikan pada hubungan customer engagement terhadap co-creation, customer trust, customer retention melalui self-congruence sebagai mediasi. Mengingat teknologi akan terus meningkatkan kompleksitas dan kecepatan bisnis, marketer perlu mengeksplorasi lebih banyak kemungkinan variabel hasil dalam konteks aplikasi mobile maupun media sosial dengan wawancara secara mendalam.

.....Increasing technological advancements can be utilised by various industries to improve their relationship with consumers and reach more potential markets, including the beauty industry. In this context, advances in social media offer greater opportunities to engage consumers, so engagement is often used to explain the motivations that consumers have and how they fit into their personalities when connecting with certain media channels or brands. Therefore, this study aims to analyse the effect of customer engagement on co-creation, customer trust, customer retention through self-congruence as mediation for TikTok Somethinc followers in DKI Jakarta. This research uses a quantitative approach with quantitative data collection techniques using a questionnaire. The sample in this study were 165 respondents with non-probability purposive sampling technique. The results showed that there is a significant positive relationship between customer engagement on co-creation, customer trust, customer retention in the context of social media. Furthermore, there is a significant positive effect on the relationship of customer engagement to co-creation, customer trust, customer retention through self-congruence as mediation. Given that technology will continue to increase the complexity and speed of business, marketers need to explore more possible outcome variables in the context of mobile applications and social media with in-depth interviews.