

## **ABSTRAK**

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**Pengaruh Atribut Sosial Komersial terhadap Keterlibatan Pelanggan:  
Dampak pada Niat Pembelian Ulang dan Niat eWOM Produk Kesehatan  
Elvasense**

(.....+.....: .....image; ...table)

Penelitian ini bertujuan untuk menganalisis pengaruh atribut sosial komersial, seperti kolaborasi, komunitas, interaktivitas, dan aspek sosial terhadap keterlibatan pelanggan pada produk kesehatan Elvasense di platform TikTok. Selain itu, penelitian ini mengeksplorasi dampak keterlibatan pelanggan terhadap niat pembelian ulang dan niat electronic word-of-mouth (eWOM). Dengan menggunakan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM), data dari 215 responden dianalisis untuk menguji hubungan kausal antar variabel. Hasil penelitian menunjukkan bahwa komunitas memiliki pengaruh paling signifikan terhadap keterlibatan pelanggan, sementara interaktivitas tidak memberikan pengaruh yang signifikan. Keterlibatan pelanggan ditemukan memiliki dampak positif yang signifikan terhadap niat pembelian ulang dan niat eWOM. Studi ini memberikan wawasan penting bagi perusahaan untuk mengoptimalkan strategi pemasaran digital melalui elemen sosial di platform TikTok.

Kata Kunci: social commerce, keterlibatan pelanggan, niat pembelian ulang, eWOM Intention, TikTok.

## **ABSTRACT**

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### **The Influence of Social Commerce Attributes on Customer Engagement: Impact on Repurchase Intention and eWOM Intention for Elvasense Health Products**

(.....+.....: ....image; ...table)

This study aims to analyze the influence of social commerce attributes, such as collaboration, community, interactivity, and social aspects, on customer engagement with Elvasense health products on the TikTok platform. Additionally, this research explores the impact of customer engagement on repurchase intention and electronic word-of-mouth (eWOM) intention. Using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, data from 215 respondents were analyzed to test the causal relationships between variables. The findings reveal that community has the most significant influence on customer engagement, while interactivity does not show a significant effect. Customer engagement was found to have a positive and significant impact on both repurchase intention and eWOM intention. This study provides valuable insights for companies to optimize digital marketing strategies through social elements on the TikTok platform.

**Keywords:** social commerce, customer engagement, repurchase intention, eWOM Intention, TikTok.