

ABSTRAK

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PERAN PENGGUNAAN TIKTOK LIVE TERHADAP LOYALITAS PELANGGAN B2C DIMEDIASI OLEH RISIKO PEMBELIAN PADA MEREK LUXCRIME DI JABODETABEK

(xvi + 80 halaman: 7 gambar; 21 tabel)

Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan media sosial terhadap loyalitas pelanggan B2C, dengan mempertimbangkan risiko pembelian sebagai variabel mediasi. Objek penelitian adalah pelanggan Luxcrime di wilayah Jabodetabek yang melakukan pembelian melalui platform TikTok Live. Data dikumpulkan dari 365 responden menggunakan teknik non-probability judgment sampling melalui survei online. Analisis dilakukan dengan metode Partial Least Square - Structural Equation Modelling (PLS-SEM) menggunakan software SmartPLS.

Hasil penelitian menunjukkan bahwa penggunaan media sosial berpengaruh positif terhadap loyalitas pelanggan, baik secara langsung maupun melalui risiko pembelian sebagai variabel mediasi. Implikasi manajerial dari penelitian ini memberikan arahan kepada Luxcrime untuk memperkuat strategi pemasaran di media sosial dan mengurangi persepsi risiko pembelian, sehingga dapat meningkatkan loyalitas pelanggan secara efektif.

Kata kunci: Loyalitas Pelanggan, Risiko Pembelian, TikTok, Luxcrime

Referensi: (1975-2023)

ABSTRACT

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THE ROLE OF TIKTOK LIVE ON B2C CUSTOMER LOYALTY MEDIATED BY PURCHASE RISK IN THE LUXCRIME BRAND IN JABODETABEK

(xvi + 80 pages; 7 figures; 21 tables)

This study aims to analyze the influence of social media usage on B2C customer loyalty, considering purchase risk as a mediating variable. The research focuses on Luxcrime customers in the Jabodetabek area who make purchases through the TikTok Live platform. Data were collected from 365 respondents using a non-probability judgment sampling technique through an online survey. The data were analyzed using the Partial Least Square - Structural Equation Modelling (PLS-SEM) method with the help of SmartPLS software.

The results show that social media usage has a positive effect on customer loyalty, both directly and through purchase risk as a mediating variable. The managerial implications of this study suggest that Luxcrime should enhance its social media marketing strategies and mitigate purchase risk perceptions to effectively increase customer loyalty.

Keywords: Customer Loyalty, Purchase Risk, TikTok, Luxcrime

References: (1975-2023)