

ABSTRAK

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PENGARUH *DIGITAL STORYTELLING* TERHADAP *CREATION OF USER GENERATED CONTENT* DIMEDIASI OLEH *CUSTOMER ENGAGEMENT, CUSTOMER KNOWLEDGE, DAN BRAND LOVE*, DIMODERASI OLEH *PERCEIVED OUTCOME QUALITY* DAN KEPRIBADIAN EKSTROVERT (STUDI PADA BRAND LOKAL SKINCARE DI INDONESIA)

(144 halaman, 12 gambar, 43 tabel; 8 lampiran)

Penelitian ini mengkaji peran digital storytelling dalam mendorong user-generated content (UGC), dengan fokus pada mediasi customer engagement, customer knowledge, dan brand love. Digital storytelling, khususnya di platform seperti TikTok, menjadi alat efektif untuk membangun ikatan emosional dan keterlibatan konsumen dengan brand. Namun, dampak langsung storytelling terhadap UGC masih jarang diteliti, terutama di industri skincare. Penelitian ini mengisi kesenjangan tersebut melalui survei kuantitatif dengan 218 responden pengguna TikTok yang berinteraksi dengan brand skincare lokal. Hasil analisis PLS-SEM menunjukkan digital storytelling meningkatkan customer engagement dan customer knowledge, yang memperkuat brand love dan memotivasi penciptaan UGC. Selain itu, kepribadian ekstrovert ditemukan memoderasi pengaruh brand love terhadap UGC. Studi ini memberikan kontribusi pada literatur dan praktik, dengan menekankan pentingnya narasi emosional untuk mendorong partisipasi aktif konsumen dan memperkuat loyalitas brand lokal di lanskap digital yang kompetitif.

Kata Kunci: *Digital Storytelling, User-Generated Content (UGC), Brand Love, Customer Engagement, Customer Knowledge, Skincare, TikTok.*

ABSTRACT

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The Influence of Digital Story Telling on Creation of UGC Mediates by Customer Engagement, Customer Knowledge, and Brand Love, Moderates by Perceived Outcome Quality and Extroversion Personality (Study on Local Skincare Brands in Indonesia)

(144 pages, 12 pictures, 43 tables; 8 attachments)

This study examines the role of digital storytelling in driving user-generated content (UGC), focusing on the mediation effects of customer engagement, customer knowledge, and brand love. Digital storytelling, particularly on platforms like TikTok, has become an effective tool for building emotional connections and engaging consumers with brands. However, the direct impact of storytelling on UGC remains underexplored, especially in the skincare industry. This research addresses this gap through a quantitative survey involving 218 TikTok users who interact with local skincare brands. The PLS-SEM analysis reveals that digital storytelling enhances customer engagement and customer knowledge, which, in turn, strengthen brand love and motivate UGC creation. Additionally, extroverted personalities are found to moderate the influence of brand love on UGC. This study contributes to both literature and practice by highlighting the importance of emotional narratives in encouraging active consumer participation and strengthening brand loyalty for local brands in a competitive digital landscape.

Keywords: Digital Storytelling, User-Generated Content (UGC), Brand Love, Customer Engagement, Customer Knowledge, Skincare, TikTok.