

ABSTRAK

PERAN *CONTENT MARKETING, INFORMATION QUALITY, DAN E-SERVICE QUALITY* DALAM MEMENGARUHI *CUSTOMER ENGAGEMENT* PENGGUNA TIKTOK SHOP DI LAMPUNG

Oleh

AFRIANI NURAINI

Perkembangan teknologi *digital* telah mendorong munculnya *platform* perdagangan sosial seperti TikTok Shop, yang menggabungkan hiburan dan aktivitas belanja. Fenomena ini membuka peluang baru bagi bisnis untuk membangun hubungan interaktif dengan pelanggan melalui strategi pemasaran *digital*. Penelitian ini bertujuan untuk menganalisis pengaruh *content marketing, information quality, dan e-service quality* terhadap *customer engagement* pengguna TikTok Shop di Provinsi Lampung. Ketiga variabel ini dianggap penting dalam membangun pengalaman berbelanja yang positif dan memperkuat keterlibatan pelanggan dengan merek. Penelitian ini diharapkan dapat memperluas pemahaman tentang faktor-faktor yang memengaruhi keterlibatan pelanggan dalam konteks perdagangan sosial.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif (*explanatory research*). Sampel penelitian terdiri dari 120 responden pengguna aktif TikTok Shop di Provinsi Lampung, dengan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner *online* dan dianalisis menggunakan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *content marketing, information quality, dan e-service quality* berpengaruh positif dan signifikan terhadap *customer engagement*. Artinya, semakin baik konten, informasi, dan layanan yang diberikan, semakin tinggi pula keterlibatan pelanggan di TikTok Shop.

Studi ini menekankan pentingnya kualitas konten, kejelasan informasi, dan layanan *digital* yang efisien dalam membangun koneksi emosional dan memengaruhi perilaku konsumen. Konten yang menarik dan relevan mendorong interaksi, informasi yang akurat menumbuhkan kepercayaan, dan layanan yang cepat meningkatkan loyalitas. Namun, studi ini terbatas oleh jumlah responden dan wilayah Lampung. Oleh karena itu, penelitian lebih lanjut direkomendasikan untuk memperluas cakupan dan menambahkan variabel mediasi.

Kata Kunci: *Content Marketing, Information Quality, E-Service Quality, Customer Engagement.*

ABSTRACT

THE ROLE OF CONTENT MARKETING, INFORMATION QUALITY, AND E-SERVICE QUALITY IN INFLUENCING CUSTOMER ENGAGEMENT OF TIKTOK SHOP USERS IN LAMPUNG

By

AFRIANI NURAINI

The development of digital technology has led to the emergence of social commerce platforms such as TikTok Shop, which combine entertainment and shopping activities. This phenomenon opens new opportunities for businesses to build interactive relationships with customers through digital marketing strategies. This study aims to analyze the influence of content marketing, information quality, and e-service quality on customer engagement among TikTok Shop users in Lampung Province. These three variables are considered important in building a positive shopping experience and strengthening customer engagement with the brand. This research is expected to broaden understanding of the factors that influence customer engagement in the context of social commerce.

This study employed a quantitative method with an associative approach (explanatory research). The sample consisted of 120 respondents who were active TikTok Shop users in Lampung Province, using a purposive sampling technique. Data were collected through an online questionnaire and analyzed using the SmartPLS 4.0 application. The results showed that content marketing, information quality, and e-service quality had a positive and significant effect on customer engagement. This means that the better the content, information, and service provided, the higher the customer engagement in TikTok Shop.

This study emphasizes the importance of content quality, information clarity, and efficient digital services in building emotional connections and influencing consumer behavior. Engaging and relevant content encourages interaction, accurate information fosters trust, and prompt service increases loyalty. However, this study is limited by the number of respondents and the Lampung region. Therefore, further research is recommended to expand the scope and add mediating variables.

Keywords: Content Marketing, Information Quality, E-Service Quality, Customer Engagement.