

**PENGARUH KONTEN TIKTOK INFOTAINMENT DAN
KETERLIBATAN PELANGGAN TERHADAP LOYALITAS DENGAN
KEPRIBADIAN PELANGGAN SEBAGAI MODERASI PADA
REDROCKET KOMPUTER JOGJA**

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ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh konten *infotainment* di TikTok terhadap loyalitas pelanggan melalui keterlibatan pelanggan serta peran moderasi kepribadian pelanggan pada pengikut akun TikTok Redrocket Komputer Jogja. Penelitian menggunakan pendekatan kuantitatif dengan metode survei dan teknik purposive sampling terhadap responden yang pernah berinteraksi dengan konten TikTok dan melakukan pembelian di Redrocket. Sampel penelitian berjumlah 151 responden. Analisis data dilakukan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa konten *infotainment* di TikTok berpengaruh positif dan signifikan terhadap keterlibatan pelanggan ($\text{path coefficient} = 0,598$; $t = 10,967$). Keterlibatan pelanggan juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan ($\text{path coefficient} = 0,315$; $t = 3,667$). Selain itu, keterlibatan pelanggan terbukti memediasi secara signifikan pengaruh konten *infotainment* terhadap loyalitas pelanggan ($\text{indirect effect} = 0,189$; $t = 3,310$). Namun, kepribadian pelanggan tidak memoderasi secara signifikan pengaruh konten *infotainment* terhadap keterlibatan pelanggan. Temuan ini menunjukkan bahwa loyalitas pelanggan pada Redrocket Komputer Jogja terbentuk melalui peningkatan keterlibatan pelanggan yang dipicu oleh konten *infotainment* di TikTok. Oleh karena itu, perusahaan perlu mengembangkan strategi konten yang informatif dan menarik untuk meningkatkan keterlibatan pelanggan dan memperkuat loyalitas pelanggan.

Kata Kunci: Konten *Infotainment*; Tiktok; Keterlibatan Pelanggan; Loyalitas Pelanggan; Kepribadian; PLS-SEM.

***THE EFFECT OF INFOTAINMENT TIKTOK CONTENT AND CUSTOMER
ENGAGEMENT ON LOYALTY WITH CUSTOMER PERSONALITY AS A
MODERATOR AT REDROCKET COMPUTER JOGJA***

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ABSTRACT

This study aims to analyze the influence of infotainment content on TikTok on customer loyalty through customer engagement and to examine the moderating role of customer personality among followers of the Redrocket Komputer Jogja TikTok account. A quantitative approach was employed using a survey method with purposive sampling of respondents who had interacted with Redrocket's TikTok content and had made purchases at Redrocket. The study analyzed data from 151 respondents. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that infotainment content on TikTok has a positive and significant effect on customer engagement (path coefficient = 0.598; $t = 10.967$). Customer engagement also has a positive and significant effect on customer loyalty (path coefficient = 0.315; $t = 3.667$). Furthermore, customer engagement significantly mediates the relationship between infotainment content and customer loyalty (indirect effect = 0.189; $t = 3.310$). However, customer personality does not significantly moderate the relationship between infotainment content and customer engagement. These findings indicate that customer loyalty at Redrocket Komputer Jogja is primarily formed through increased customer engagement driven by infotainment content on TikTok. Therefore, companies should develop informative and engaging content strategies to enhance customer engagement and strengthen customer loyalty.

Keywords: Infotainment Content; TikTok; Customer Engagement; Customer Loyalty; Customer Personality; PLS-SEM.