

ABSTRAK

**PENGARUH INFLUENCER CREDIBILITY, INTERACTIVITY,
CONTENT QUALITY TERHADAP MINAT BELI DENGAN CUSTOMER
ENGAGEMENT SEBAGAI VARIABEL MEDIASI
Studi Pada Pengguna Live TikTok Shop**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *influencer credibility* terhadap minat beli, 2) pengaruh *interactivity* terhadap minat beli, 3) pengaruh *content quality* terhadap minat beli, 4) pengaruh *customer engagement* terhadap minat beli, 5) pengaruh *influencer credibility* terhadap minat beli yang dimediasi oleh *customer engagement*, 6) pengaruh *interactivity* terhadap minat beli yang dimediasi oleh *customer engagement*, dan 7) pengaruh *content quality* terhadap minat beli yang dimediasi oleh *customer engagement*. Penelitian menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui survei menggunakan kuesioner. Sampel penelitian berjumlah 105 responden yang dipilih menggunakan teknik *purposive sampling* pengguna *TikTok Shop* dan pernah melakukan pembelian melalui fitur *live shopping*. Teknik analisis data yang digunakan adalah *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS) dengan bantuan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa: 1) *influencer credibility* secara langsung berpengaruh terhadap minat beli, 2) *interactivity* tidak berpengaruh secara langsung terhadap minat beli, 3) *content quality* berpengaruh secara langsung terhadap minat beli, 4) *customer engagement* berpengaruh terhadap minat beli, 5) *influencer credibility* tidak berpengaruh terhadap minat beli melalui mediasi *customer engagement*, 6) *interactivity* berpengaruh terhadap minat beli melalui mediasi *customer engagement*, dan 7) *content quality* berpengaruh terhadap minat beli melalui mediasi *customer engagement*. Penelitian ini memberikan implikasi bahwa *influencer credibility*, *interactivity*, *content quality*, dan *customer engagement* memiliki peranan dalam meningkatkan minat beli konsumen pada fitur *live shopping TikTok Shop*, sehingga pelaku usaha perlu memperhatikan strategi komunikasi yang lebih interaktif, informatif, dan mampu membangun keterlibatan konsumen secara berkelanjutan.

Kata Kunci: *influencer credibility*, *interactivity*, *content quality*, *customer engagement*, minat beli, *live TikTok Shop*

ABSTRACT

**THE INFLUENCE OF INFLUENCER CREDIBILITY, INTERACTIVITY, AND
CONTENT QUALITY ON PURCHASE INTENTION WITH CUSTOMER
ENGAGEMENT AS A MEDIATING VARIABLE**
Study on Live TikTok Shop Users

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This study aims to examine: 1) the effect of influencer credibility on purchase intention, 2) the effect of interactivity on purchase intention, 3) the effect of content quality on purchase intention, 4) the effect of customer engagement on purchase intention, 5) the effect of influencer credibility on purchase intention mediated by customer engagement, 6) the effect of interactivity on purchase intention mediated by customer engagement, and 7) the effect of content quality on purchase intention mediated by customer engagement. This study employed a quantitative approach with data collected through a survey using a questionnaire. The research sample consisted of 105 respondents selected using purposive sampling technique among TikTok Shop users who had made purchases through the live shopping feature. The data analysis technique used was Structural Equation Modeling based on Partial Least Square (SEM-PLS) with the assistance of SmartPLS software. The results indicate that: 1) influencer credibility directly affects purchase intention, 2) interactivity does not directly affect purchase intention, 3) content quality directly affects purchase intention, 4) customer engagement affects purchase intention, 5) influencer credibility does not affect purchase intention through customer engagement as a mediator, 6) interactivity affects purchase intention through customer engagement as a mediator, and 7) content quality affects purchase intention through customer engagement as a mediator. This study implies that influencer credibility, interactivity, content quality, and customer engagement play significant roles in increasing consumers' purchase intention on TikTok Shop's live shopping feature, thus business practitioners need to pay attention to communication strategies that are more interactive, informative, and capable of building sustained consumer engagement.

Keywords: influencer credibility, interactivity, content quality, customer engagement, purchase intention, TikTok Shop live shopping.