PENGARUH CONTENT MARKETING SHOPEE LIVE DAN GAMIFICATION TERHADAP CUSTOMER LOYALTY DENGAN CUSTOMER ENGAGEMENT SEBAGAI VARIABEL INTERVENING PADA APLIKASI SHOPEE (STUDI PADA KONSUMEN GENERASI Z DI KOTA JABODETABEK)

SKRIPSI

INNA HARIYANI
NIM. 2001011002

PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS OSO
PONTIANAK
2023

Kode warna : 02780d

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KONSUMEN GENERASI Z DI
KOTA JABODETABEK)**

Tanggungjawab Yuridis Material pada:

INNA HARIYANI
NIM. 2001011002

Disetujui oleh

Dosen Pembimbing Utama   **Dosen Pembimbing Pendamping**

Nama Dosen   **Nama Dosen**
NIDN. 0000   **NIDN. 0000**

Disahkan oleh:

Dekan Fakultas ………………………………..

Universitas OSO

(Tanda tangan Dekan dan Cap Fakultas)

Nama Dekan
NIP/NIDN ….

Tanggal Lulus: ....

PENGESAHAN TUGAS AKHIR

Tugas akhir dengan judul : Pengaruh Content Marketing Shopee Live dan Gamification terhadap Customer Loyalty dengan Customer Engagement sebagai Variabel Intervening pada Aplikasi Shopee (Studi pada Konsumen Generasi Z di Kota Jabodetabek) ini diajukan oleh:

Nama	: Inna Hariyani
Program Studi	: Manajemen
Tanggal Ujian	:

Dinyatakan telah memenuhi persyaratan dan lulus oleh Tim Penguji dalam Ujian Tugas Akhir untuk memperoleh gelar Sarjana.

TIM PENGUJI

Nama	Tim Penguji	Tgl/bln/thn	TandaTangan
Delta Fenisa, S.E.M.M.	Ketua		
Hence Made Aryasa, S.E. M.M.	Sekretaris		
	Anggota		
	Anggota		

Pontianak, …………………

Mengetahui
Ketua Program Studi Manajemen

Ana Fitriana, S.E. M.M.
NIP. 20001230018751.

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PERNYATAAN BEBAS DARI PLAGIAT

Nama   : Inna Hariyani
NIM   : 2001011002
Program Studi   : Manajemen

Menyatakan dengan sesungguhnya bahwa Tugas Akhir dengan judul **Pengaruh Content Marketing Shopee Live dan Gamification terhadap Customer Loyalty dengan Customer Engagement sebagai Variabel Intervening pada Aplikasi Shopee (Studi pada Konsumen Generasi Z di Kota Jabodetabek**), secara keseluruhan adalah murni karya penulis sendiri dan bukan plagiat dari karya orang lain, kecuali bagian-bagian yang dirujuk sebagai sumber pustaka sesuai dengan panduan penulisan yang berlaku (lembar hasil pemeriksaan plagiat terlampir).

Apabila di dalamnya terbukti penulis melakukan plagiat, maka sepenuhnya menjadi tanggung jawab penulis dan menerima konsekuensi sebagaimana peraturan akademik yang berlaku.

Demikian pernyataan ini penulis buat dengan sebenar-benarnya.

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Ttd bermaterai Rp 10.000

Inna Hariyani
NIM. 2001011002

HALAMAN PERUNTUKKAN
(BILA ADA)

PRAKATA

Puji syukur …

Ucapan terima kasih kepada….

Pontianak,   Juli 2023

Peneliti

Pengaruh Content Marketing Shopee Live dan Gamification terhadap Customer Loyalty dengan Customer Engagement sebagai Variabel Intervening pada Aplikasi Shopee (Studi pada Konsumen PGenerasi Z di Kota Jabodetabek)

Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *content marketing* Shopee *live*, *gamification*, *customer engagement* dan *customer loyalty* pada aplikasi Shopee di Kota Jabodetabek. Populasi dalam penelitian ini adalah konsumen pengguna Shopee *mobile app* di Kota Jabodetabek. Sampel yang diambil pada penelitian ini sebanyak 100 responden menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner dan *google form*. Model analisis data yang digunakan dalam penelitian ini adalah *Structural Equation Model Partial Least Square* (SEMPLS).

Berdasarkan pengujian hipotesis disimpulkan bahwa *content marketing* Shopee *live* dan *gamification* berpengaruh signifikan terhadap *customer engagement*. Hasil pengujian hipotesis selanjutnya menunjukan bahwa *content marketing* Shopee *live* dan *gamification* berpengaruh signifikan terhadap *customer engagement*. *Content marketing* Shopee *live* berpengaruh signifikan terhadap *customer loyalty*, sementara *gamification* tidak memiliki pengaruh signifikan terhadap *customer loyalty*. Uji efek mediasi menunjukan bahwa *customer engagement* memediasi hubungan antara *content marketing* Shopee *live* dengan *customer loyalty* dan *customer engagement* memediasi hubungan *gamification* dengan *customer loyalty*.

Kata kunci: *content marketing*, *gamification*, *customer engagement*, *customer loyalty*. *(alfabetis)* (3-5 kata)

The Effect Of Content Marketing Shoope Live and Gamification on Customer Loyalty Mediated by Customer Engagement
(Study on Generation Z Consumer Groups in Jabodetabek City)

Abstract

This study aims to examine and analyze the effect of content marketing Shopee live, gamification, customer engagement and customer loyalty on the Shopeeapplication in Jabodetabek City. The population in this study area consumers who use the Shopee mobile app in Jabodetabek City. The sample taken in this study were 100 respondents using non-probability sampling technique with purposive sampling method. Data was collected using a questionnaire and google form. The data analysis model used in this study is the Structural Equation Model Partial Least Square (SEMPLS).

Based on the hypothesis submission, it is concluded that content marketing Shopee live and gamification have a significant effect on customer engagement. The result of further hypothesis testing show that content marketing Shopee live and gamification have a significant effect on customer engagement. Content marketing Shopee live has a significant effect on customer loyalty, while gamification has no significant effect on customer loyalty. The mediation effect test shows that customer engagement mediates the relationship between content marketing Shopee live with customer loyalty and customer engagement mediates the relationship between gamification and customer loyalty.

Keywords: content marketing, gamification, customer engagement, customer loyalty. (sorted a to z, 3-5 words)

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DAFTAR LAMPIRAN

BAB I
PENDAHULUAN

1.1. Latar Belakang

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1.2 Rumusan Masalah

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1.3 Tujuan Penelitian

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1.4 Kontribusi Penelitian

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1.5 Gambaran Kontekstual Penelitian

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BAB II
TINJAUAN PUSTAKA

2.1 Landasan Teori

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2.2 Kajian Empiris

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2.3 Kerangka Konseptual

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2.4 Hipotesis Penelitian (Jika Ada)

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BAB III
METODE PENELITIAN

3.1 Bentuk Penelitian

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Sumber: Logopedia (2020)

Gambar 3.1. Logo Shopee

3.2 Tempat dan Waktu Penelitian

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3.3 Data

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Tabel 3.1
Skala Likert

No	Pengukuran Pertanyaan	Nilai
1	Sangat Setuju (SS)	5
2	Setuju (S)	4
3	Netral (N)	3
4	Kurang Setuju (KS)	2
5	Tidak Setuju (TS)	1

Sumber: Sugiyono (2013)

3.4 Populasi dan Sampel

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3.5 Variabel Penelitian

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BAB IV
HASIL DAN PEMBAHASAN

4.1 Hasil Penelitian

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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4.2 Pembahasan

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BAB V
PENUTUP

5.1 Kesimpulan

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5.2 Rekomdendasi

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LAMPIRAN

Lampiran I. Kuisioner Penelitian

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Lampiran II. Evaluasi Model Pengukuran

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Bagian Punggung Skripsi

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