

**PERAN CUSTOMER ENGAGEMENT DALAM MEMEDIASI PENGARUH
SOCIAL MEDIA MARKETING ACTIVITY SHOPEE LIVE TERHADAP
PURCHASE INTENTION MAHASISWA GENERASI Z KOTA PADANG**

TESIS

Diajukan sebagai salah satu syarat untuk mencapai gelar Magister Manajemen
pada Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis,
Universitas Andalas



Oleh:

Fauzi Rusdiyanto

2420522067

Pembimbing 1. Dr. Eri Besra., S.E., M.M

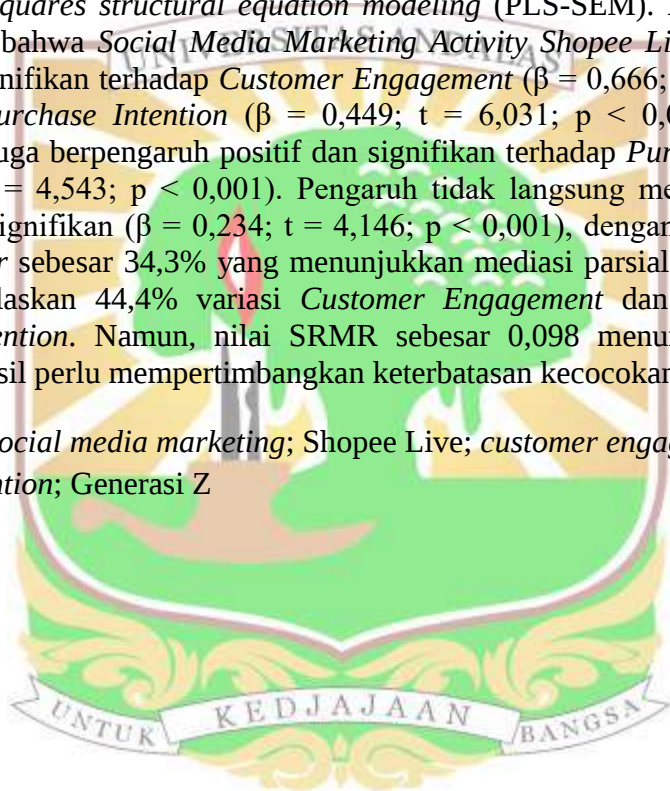
Pembimbing 2. Dr. Alfitman., S.E., M.Sc

**PROGRAM STUDI S2 MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS ANDALAS
PADANG
AGUSTUS 2026**

ABSTRAK

Perkembangan *live commerce* mendorong pemanfaatan Shopee Live sebagai media pemasaran yang menggabungkan hiburan, interaksi, informasi terkini, personalisasi, dan komunikasi antarkonsumen. Penelitian ini bertujuan menganalisis pengaruh *Social Media Marketing Activity Shopee Live* terhadap *Customer Engagement* dan *Purchase Intention*, pengaruh *Customer Engagement* terhadap *Purchase Intention*, serta peran mediasi *Customer Engagement* pada mahasiswa Generasi Z di Kota Padang. Penelitian ini menggunakan pendekatan kuantitatif dengan desain survei potong lintang. Sampel terdiri atas 150 mahasiswa yang dipilih melalui *purposive sampling* sesuai dengan kriteria inklusi. Data dikumpulkan menggunakan kuesioner berskala Likert dan dianalisis dengan *partial least squares structural equation modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *Social Media Marketing Activity Shopee Live* berpengaruh positif dan signifikan terhadap *Customer Engagement* ($\beta = 0,666$; $t = 13,831$; $p < 0,001$) dan *Purchase Intention* ($\beta = 0,449$; $t = 6,031$; $p < 0,001$). *Customer Engagement* juga berpengaruh positif dan signifikan terhadap *Purchase Intention* ($\beta = 0,351$; $t = 4,543$; $p < 0,001$). Pengaruh tidak langsung melalui *Customer Engagement* signifikan ($\beta = 0,234$; $t = 4,146$; $p < 0,001$), dengan nilai *Variance Accounted For* sebesar 34,3% yang menunjukkan mediasi parsial komplementer. Model menjelaskan 44,4% variasi *Customer Engagement* dan 53,5% variasi *Purchase Intention*. Namun, nilai SRMR sebesar 0,098 menunjukkan bahwa interpretasi hasil perlu mempertimbangkan keterbatasan kecocokan model.

Kata kunci: *social media marketing*; Shopee Live; *customer engagement*; *purchase intention*; Generasi Z



ABSTRACT

The growth of live commerce has encouraged the use of Shopee Live as a marketing channel that integrates entertainment, interaction, up-to-date information, personalization, and communication among consumers. This study examined the effects of Shopee Live Social Media Marketing on Customer Engagement and Purchase Intention, the effect of Customer Engagement on Purchase Intention, and the mediating role of Customer Engagement among Generation Z university students in Padang City. This quantitative study employed a cross-sectional survey design. The sample comprised 150 students selected through purposive sampling according to predetermined inclusion criteria. Data were collected using a Likert-scale questionnaire and analyzed using partial least squares structural equation modeling (PLS-SEM). The results showed that Shopee Live Social Media Marketing had positive and significant effects on Customer Engagement ($\beta = 0.666$; $t = 13.831$; $p < 0.001$) and Purchase Intention ($\beta = 0.449$; $t = 6.031$; $p < 0.001$). Customer Engagement also had a positive and significant effect on Purchase Intention ($\beta = 0.351$; $t = 4.543$; $p < 0.001$). The indirect effect through Customer Engagement was significant ($\beta = 0.234$; $t = 4.146$; $p < 0.001$), and a Variance Accounted For value of 34.3% indicated complementary partial mediation. The model explained 44.4% of the variance in Customer Engagement and 53.5% of the variance in Purchase Intention. However, the SRMR value of 0.098 indicates that the findings should be interpreted while considering the limitation in model fit.

Keywords: social media marketing; Shopee Live; customer engagement; purchase intention; Generation Z

