

ABSTRACT

This study aims to analyze the influence of TikTok promotional media on repurchase interest, with customer engagement as a mediating variable. This study was conducted on Masagi Koffee consumers in Bandung City, considering the problems related to low customer engagement and repurchase interest in the cafe, as indicated by the low TikTok engagement rating and sales fluctuations. This study uses a survey method with data collection through questionnaires distributed to 100 respondents who are Masagi Koffee consumers on TikTok. Variables are measured using a Likert scale and analyzed using the Method of Successive Interval (MSI) to convert ordinal data into intervals, as well as path analysis. The results of the study show that TikTok promotional media has a positive and significant influence on customer engagement, where consumers are more likely to be interested in repurchasing products after watching interesting and informative TikTok promotional media. In addition, purchasing interest then mediates the relationship between TikTok promotional media and repurchase interest, which means that customer engagement plays an important factor that connects the two variables with the consumer's final decision to buy a product.

Keyword: Tiktok Promotion Media, Customer Engagement, Repurchase Interest, Masagi Koffee