

***INFLUENCE OF INFLUENCER MARKETING  
AND VALUE CO-CREATION ON CUSTOMER ENGAGEMENT  
THROUGH PURCHASE INTENTION AND IMPULSIVE  
BUYING IN MODERN BATIK FASHION BY KARTINI'S LABEL  
(A Case Study Of Generation Z And Millennials In West Java)***

**ABSTRACT**

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*This study aims to examine the direct influence of influencer marketing and value co-creation on customer engagement through two intervening variables, namely purchase intention and impulsive buying. An empirical investigation was conducted among consumers of Batik Kartini's Label fashion, specifically targeting Generation Z and Millennials in West Java. The sample was collected using stratified random sampling, resulting in 210 female respondents who have made at least one purchase. The research instrument employed was a questionnaire featuring Likert scale statements. Data analysis was performed using Structural Equation Modelling with the Smart PLS application. The findings reveal that: 1) Influencer marketing and value co-creation positively impact purchase intention; 2) These strategies also enhance impulsive buying; 3) Both factors contribute to higher customer engagement; 4) Purchase intention and impulsive buying drive increased customer engagement; 5) Influencer marketing boosts customer engagement through purchase intention; 6) Influencer marketing enhances customer engagement via impulsive buying; 7) Value co-creation strengthens customer engagement through purchase intention; and 8) Value co-creation improves customer engagement via impulsive buying.*

**Keywords:** *Customer engagement, Purchase Intention, Impulsive Buying, Influencer Marketing, Value Co-creation, Batik Fashion.*

**PENGARUH *INFLUENCER MARKETING* DAN *VALUE CO-CREATION* TERHADAP *CUSTOMER ENGAGEMENT* MELALUI MINAT BELI DAN *IMPULSIVE BUYING* PADA *FASHION* BATIK MODERN KARTINI'S LABEL  
(Studi kasus pada Generasi Z dan Generasi Milenial di Jawa Barat)**

**ABSTRAK**

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Penelitian ini bertujuan untuk menguji pengaruh langsung *influencer marketing* dan *value co-creation* terhadap *customer engagement* melalui dua variabel *intervening* yaitu minat beli dan *impulsive buying*. Studi empiris dilakukan konsumen *fashion* Batik Kartini's Label pada Generasi Z dan Milenial di Jawa Barat. Pengambilan sampel dilakukan dengan teknik stratified random sampling dengan jumlah sampel sebanyak 210 sampel yang merupakan wanita dengan kriteria minimal telah melakukan pembelian pertama. Instrumen penelitian ini adalah kuisioner pernyataan dengan skala likert. Teknik analisis data menggunakan Stuctural Equation Modelling dengan aplikasi Smart PLS. Hasil penelitian menunjukkan 1) *Influencer marketing* dan *value co-creation* berpengaruh positif terhadap minat beli 2) *Influencer marketing* dan *value co-creation* berpengaruh positif terhadap *impulsive buying* 3) *Influencer marketing* dan *value co-creation* berpengaruh positif terhadap *customer engagement* 4) Minat Beli dan *impulsive buying* berpengaruh positif terhadap *customer engagement* 5) *Influencer marketing* berpengaruh positif terhadap *customer engagement* melalui minat beli. 6) *Influencer marketing* berpengaruh positif terhadap *customer engagement* melalui *impulsive buying*. 7) *Value co-creation* berpengaruh positif terhadap *customer engagement* melalui minat beli. 8) *Value co-creation* berpengaruh positif terhadap *customer engagement* melalui *impulsive buying*.

**Kata Kunci:** *Customer engagement*, Minat Beli, *Impulsive Buying*, *Influencer Marketing*, *Value Co-creation*, *Batik Fashion*.