

ABSTRACT

**THE INFLUENCE OF LOYALTY PROGRAM ON CUSTOMER LOYALTY
WITH CUSTOMER INVOLVEMENT AS A MODERATION
(Cases of Tokopedia Users)**

By:

Sugeng Riyanto Kuncorojati

193402138

Under the guidance of:

R. Lucky Radi Rinandiyana

Andina Eka Mandasari

This study aims to analyze the effect of loyalty programs on customer loyalty, with customer involvement as a moderating variable among Tokopedia users in Indonesia. A quantitative approach was employed using a survey method, distributing questionnaires to 205 respondents selected through a purposive sampling technique. The criteria for respondents were Tokopedia users aged over 18 years, who are currently using or have previously used Tokopedia, and are aware of the loyalty programs offered by the platform. The collected data were analyzed using Structural Equation Modeling (SEM). The results demonstrate that loyalty programs have a positive effect on customer loyalty. Furthermore, the moderation test reveals that customer involvement significantly strengthens the positive effect of loyalty programs on customer loyalty. These findings indicate that the effectiveness of Tokopedia loyalty programs in building and enhancing customer loyalty is significantly influenced by the level of customer involvement itself. Therefore, the company needs to optimize the strategic design of its loyalty programs, not only by offering attractive incentives but also by encouraging active customer involvement to foster stronger, long-term relationships with customers.

Keywords: Loyalty Program, Customer Loyalty, Customer Involvement.

ABSTRAK

PENGARUH *LOYALTY PROGRAM* TERHADAP *CUSTOMER LOYALTY* DENGAN MODERASI *CUSTOMER INVOLVEMENT* (Kasus Pada Pengguna Tokopedia)

Oleh:

Sugeng Riyanto Kuncorojati

193402138

Di bawah bimbingan:

R. Lucky Radi Rinandiyana

Andina Eka Mandasari

Penelitian ini bertujuan menganalisis pengaruh *loyalty program* terhadap *customer loyalty* dengan *customer involvement* sebagai variabel moderasi pada pengguna Tokopedia di Indonesia. Penelitian menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner terhadap 205 responden yang dipilih menggunakan teknik *purposive sampling*. Kriteria responden dalam penelitian ini adalah pengguna Tokopedia berusia di atas 18 tahun, sedang atau pernah menggunakan Tokopedia, serta mengetahui program loyalitas dari *platform* tersebut. Data yang diperoleh dianalisis menggunakan teknik *Structural Equation Modeling* (SEM). Hasil penelitian membuktikan bahwa *loyalty program* berpengaruh positif terhadap *customer loyalty*. Selain itu, hasil uji moderasi menunjukkan bahwa *customer involvement* mampu memperkuat pengaruh positif *loyalty program* terhadap *customer loyalty*. Temuan ini mengindikasikan bahwa efektivitas program loyalitas Tokopedia dalam membangun dan meningkatkan kesetiaan konsumen dipengaruhi secara signifikan oleh tingkat keterlibatan konsumen itu sendiri. Oleh karena itu, perusahaan perlu mengoptimalkan perancangan strategi program loyalitas yang tidak hanya menawarkan insentif menarik, tetapi juga mampu mendorong keterlibatan aktif (*customer involvement*) guna menciptakan hubungan jangka panjang yang lebih kuat dengan konsumen.

Kata Kunci: *Loyalty Program, Customer Loyalty, Customer Involvement.*