

ABSTRACT

Tokopedia is one of the largest digital-based e-commerce platforms in Indonesia. Tokopedia actively supports Micro, Small and Medium Enterprises (MSMEs) and individuals in expanding their businesses by providing an online platform to market their products. Now in practice TikTok Shop collaborates with Tokopedia e-commerce for supervision and regulation. TikTok Shop is an e-commerce platform that is integrated directly within the TikTok social media application, which is why TikTok is often referred to as a social-commerce platform.

This study aims to determine how much influence brand attachment has on brand loyalty with moderation of brand distinctiveness and mediation of consumer attitude in Tokopedia consumers after the acquisition by Tiktok Shop. The phenomenon of TikTok's acquisition of Tokopedia has led to changes in TikTok Shop as a dynamic and attractive e-commerce platform, thus becoming an important factor in maintaining user loyalty in the midst of intense e-commerce competition in Indonesia.

This research uses a quantitative approach with descriptive research. The population in this study was 350 people using non-probability sampling purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique used is Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software.

The results showed, Brand Attachment has a positive and significant effect on Brand Loyalty, Brand Attachment has a positive and significant effect on Consumer Attitude, Brand Distinctiveness has a positive and significant effect on Brand Loyalty, Consumer Attitude has a positive and significant effect on Brand Loyalty, Brand Distinctiveness does not moderate the relationship between Brand Attachment and Brand Loyalty in Tokopedia consumers and Brand Attachment has a positive and significant effect on Brand Loyalty through Consumer Attitude.

Based on the results of this study, Tokopedia is advised to consistently improve Brand Attachment by fostering strong emotional relationships with consumers through a more personalized and innovative shopping experience. This approach is crucial in strengthening consumers' attachment to the Tokopedia brand, which will ultimately lead to greater Brand Loyalty.

Keywords: Brand Attachment, Brand Loyalty, Brand Distincveness, Consumer Attitude, Tokopedia, Tiktok Shop.