

ABSTRACT

The advancement of digital technology has significantly transformed the landscape of commerce, particularly through e-commerce, which has become the primary choice for many people when shopping. One platform that has experienced rapid growth is TikTok Shop, which combines elements of entertainment and commerce through features such as live streaming and short videos. This phenomenon has shifted consumer behavior, especially in Bandung, particularly in shaping strong customer loyalty toward a brand or store.

This study aims to analyze the influence of marketing personnel on customer loyalty in TikTok Shop. The focus of the research is on the competence of marketing personnel, including communication skills, responsiveness, professionalism, and direct interaction through TikTok's live features. A quantitative approach was used with a survey method involving 385 active TikTok Shop users in Bandung. Data were analyzed using simple linear regression to measure the direct influence of marketing personnel on customer loyalty.

The results show that marketing personnel have a significant influence on customer loyalty. The higher the competence and quality of interaction provided by the marketing personnel, the greater the likelihood that customers will make repeat purchases, recommend the store to others, and develop emotional attachment to the platform. These findings reinforce the importance of marketing personnel in building long-term and personal relationships with customers in a highly competitive digital environment.

This study provides practical implications for e-commerce businesses, especially TikTok Shop users, to focus more on training marketing personnel in communication and customer service aspects. In addition, the research contributes to the development of customer loyalty theory in the context of interactive video-based social commerce. It is expected that the results of this study will serve as a reference for academics and business practitioners in developing more effective and relevant customer experience-based marketing strategies.

Keywords: *marketing personnel, customer loyalty, TikTok Shop, e-commerce, linear regression*