

ABSTRACT

The short video commerce industry has grown rapidly, particularly on platforms like TikTok. This phenomenon highlights the importance of consumer engagement in digital marketing. This study aims to analyze the influence of social learning on consumer engagement, with brand reputation and consumer attitude as intervening variables. A quantitative approach was used, employing a survey method with 200 active TikTok users in Indonesia. The research model was tested using Structural Equation Modeling (SEM) with AMOS.

The results indicate that information in comment sections and product reviews significantly influences consumer attitudes toward influencers and products. Moreover, brand reputation mediates the relationship between social learning and consumer engagement. Attitudes toward influencers and products also significantly enhance consumer engagement in short video commerce. These findings confirm that social learning through digital interactions has a strong impact on consumer decision-making and engagement within short video-based marketing ecosystems.

Keywords: *Social learning, consumer engagement, brand reputation, consumer attitude, short video commerce, TikTok.*