

## ABSTRACT

*This study aims to analyze the influence of authenticity, interactivity, and involvement on customer loyalty with customer engagement as an intervening variable among Traveloka app users in Bandung. The background of this research is based on the rapid growth of the digital industry, particularly in the Online Travel Agent (OTA) sector, which has transformed consumer behavior in planning and booking travel services. Traveloka, as one of the largest OTAs in Indonesia, faces the challenge of maintaining customer loyalty amid increasing competition and changing consumer expectations for authentic, interactive, and engaging digital experiences.*

*This study uses a quantitative method with a survey approach to 282 active Traveloka app users in Bandung. Data collection was carried out using a questionnaire with an ordinal Likert scale ranging from 1 to 5, and data analysis was performed using Partial Least Square (PLS) techniques to examine both direct and indirect relationships among variables. The results show that authenticity, interactivity, and involvement have a positive and significant effect on customer engagement. Furthermore, customer engagement was found to significantly mediate the influence of authenticity, interactivity, and involvement on customer loyalty. This emphasizes that customer engagement is a key factor in building long-term loyalty in the digital age.*

*The practical implications of this research highlight the importance for OTA companies like Traveloka to continuously improve service authenticity, app interactivity, and encourage active user participation to strengthen emotional attachment and customer loyalty. This study also contributes theoretically to the development of customer engagement and customer loyalty models in the digital travel industry. Recommendations for future research include expanding the research object*

*to other OTAs and adding other relevant variables related to digital consumer behavior.*

*Keywords: authenticity, interactivity, involvement, customer engagement, customer loyalty, Traveloka, Online Travel Agent, PLS.*