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Customer Engagement Mediates the Effect of Content marketing on Purchase Intention

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KEYWORDS	ABSTRACT
<p>Keywords:</p> <p>Content Marketing; Customer Engagement; Purchase Intention; Mediation; Digital Marketing.</p> <p>Conflict of Interest Statement:</p> <p>The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p>Copyright © 2024 ABIM. All rights reserved.</p>	<p>Purpose: This study examines the effect of Content Marketing on Purchase Intention through Customer Engagement.</p> <p>Research Design and Methodology: This study uses a quantitative research design with survey and path analysis methods. Data was collected from respondents who were involved in digital interactions with marketing content.</p> <p>Findings and Discussion: The results showed that Content Marketing significantly indirectly affects one's Purchase Intention through increased Customer Engagement. This finding indicates that relevant, engaging, and valuable content can increase consumer engagement, strengthening their intention to purchase.</p> <p>Implications: This research highlights the importance of companies developing content marketing strategies that focus on increasing customer engagement to maximize purchase intention. This research contributes to the digital marketing literature by highlighting the mediating role of Customer Engagement. However, limitations of this study include a sample that may not be representative of the broader population and a cross-sectional design that cannot identify changes in consumer behavior over time. Future research should use a longitudinal design and expand the sample to increase external validity and explore other factors influencing this relationship.</p>

Introduction

Social media has become vital in modern marketing strategies in the increasingly advanced digital era. One brand that utilizes this platform effectively is @jiniso.id, a fashion brand that focuses on jeans and other casual wear. The brand has managed to attract a market segment of teens and young adults active on social media through creative and targeted content marketing on Instagram. However, behind this success, practical and theoretical issues form the basis of this research. While many brands have successfully used social media to increase their visibility and sales, only some deeply understand how content marketing on platforms like Instagram can influence consumer purchase intent through increased customer engagement. This raises important questions about how an effective content marketing strategy can be designed to maximize consumer engagement and, ultimately, influence their purchase intent (Tuan et al., 2020). This issue is becoming increasingly relevant given the changing behavior of consumers in the digital age, where purchasing decisions are often influenced by their interaction and engagement with content presented on social media (Onofrei et al., 2022).

Therefore, this study aims to dig deeper into how content marketing on Instagram can influence purchase intent through increased customer engagement, hoping to provide practical guidance for other brands in designing more effective marketing strategies in the digital era (Chowdhury et al., 2024).

Recent studies have shown that content marketing has a significant role in attracting consumers' attention and building deeper relationships with them. For example, research by Dolan et al. (2019) highlights that social media provides an ideal platform to engage with consumers through engaging and relevant content. Furthermore, a study by Dabbous & Barakat (2020) revealed that effective content marketing can increase brand awareness and consumer engagement, driving purchase intention. However, while many studies demonstrate the benefits of content marketing, there are still limitations in understanding how this mechanism works, specifically on platforms such as Instagram. For example, a study by De Vries et al. (2012) showed that engagement on social media can increase consumer loyalty. Still, this study should have explicitly examined how engagement affects consumer purchase intention. Various studies have explored the relationship between content marketing, customer engagement, and purchase intention. Aeni & Sagir (2022) found that cause-related marketing positively influences customer engagement, with content marketing playing a direct role in this relationship. Similarly, Marlie & Tunjungsari (2024) both found that visual social media marketing and social media content marketing, respectively, had a positive impact on purchase intent, with customer engagement mediating this relationship. Evania et al. (2023) found that content marketing directly influences customer engagement. Mishra (2019) also found that content marketing, along with social media marketing, has a significant favorable influence on customer engagement. Finally, Azzariaputrie & Avicenna (2023) found that content marketing on TikTok considerably influences customer engagement. These studies collectively suggest that content marketing is vital in influencing customer engagement, which may mediate the relationship between content marketing and purchase intent.

The gap between recent studies and the empirical and theoretical aspects of the focused research is becoming increasingly apparent. While evidence suggests that content marketing can increase customer engagement and purchase intention, research has yet to explore how these variables interact on Instagram comprehensively. Most previous research has focused on social media platforms without paying particular attention to the unique dynamics of Instagram. This creates a gap in the literature that needs to be filled with more specific and targeted research. Studies such as the one by De Vries et al. (2012) show that engagement on social media can increase consumer loyalty. However, they did not explicitly examine how this engagement affects purchase intent. In addition, studies by Hollebeek and Macky (2019) highlight the importance of content marketing in increasing brand awareness and engagement but need to explain in detail the mechanisms on specific platforms such as Instagram. Various other studies, such as those by Aeni & Sagir (2022) and Marlie & Tunjungsari (2024), have explored the relationship between content marketing and customer engagement but often do not consider the mediating role of customer engagement in the relationship between content marketing and purchase intention. This gap suggests that many unexplored aspects still require further research. Previous studies often overlook the mediating role of customer engagement, which can provide a deeper understanding of how effective content marketing strategies can be implemented on Instagram to influence consumers' purchase intentions. Thus, this study aims to fill the gap by exploring how Content marketing on Instagram can influence purchase intent through increased customer engagement, making an essential contribution to digital marketing literature and practice.

Based on this gap analysis, this study aims to uncover and understand the effect of Content marketing on purchase intention with customer engagement as a mediating variable. The main research questions raised are: How can content marketing on Instagram influence purchase intention through increased customer engagement? The purpose of this study is to test and validate the hypotheses that content marketing has a direct effect on purchase intention, content marketing has a direct impact on customer engagement, customer engagement has a direct effect on purchase intention, and content marketing has an indirect impact on purchase intention through customer engagement. The novelty of this study lies in its specific approach to the Instagram platform and its focus on the mediating role of customer engagement. While most previous research has focused on social media platforms in general, this study pays particular attention to the unique dynamics of

Instagram. This unique approach allows a deeper understanding of how content marketing can be optimized on this platform to achieve better results. This research is expected to make a significant contribution to the digital marketing literature by providing deeper insights into the mechanisms of how content marketing can increase consumers' purchase intent through their engagement on social media. In addition, the findings of this study are expected to provide practical guidance for marketers in designing more effective and efficient content marketing strategies in the digital era. Thus, this research offers theoretical contributions and practical solutions that marketers can implement to improve their marketing performance on social media platforms, especially Instagram.

Literature Review

Content marketing

In the digital era, content marketing has emerged as a pivotal strategy for engaging consumers and enhancing brand visibility. Content, in this context, refers to any information available through various media or electronic products, including text, images, graphics, blogs, videos, articles, infographics, social media posts, audio, documents, and reports. Marketing, on the other hand, is the process through which individuals or groups meet their needs and desires by creating, offering, and exchanging goods and services. Content marketing, therefore, can be defined as a marketing strategy that involves planning, creating, and distributing content that attracts an audience and drives them to become customers. This content can take many forms, such as images, photos, videos, audio, and text, and is widely used by marketers to introduce products to consumers. Quality content can potentially engage consumers with the brand, which is crucial for stimulating purchase intention by encouraging consumers to visit websites and interact with the content presented.

Content marketing, as Andika (2022) describes, is the creation and distribution of valuable and engaging content to attract, acquire, and engage a clearly defined target audience to drive profitable customer actions. It is considered an art of communicating with the public without directly selling anything; it involves branded content as part of the broader scope of content marketing. As Laksmana et al. (2018) points out, content marketing includes creating or sharing long-form content (such as articles, e-books, and blogs), short-form content (such as updates on Twitter, Instagram, and Facebook), and engaging in online conversations (like commenting in online forums) that have relevant value to attract customers and prompt them to take action without the need for continuous, direct selling. However, Laksmana et al. (2018) also notes that companies must balance the time spent on content creation, promotion, and costs. Many companies spend significant time and resources promoting their content but often need to pay more attention to the associated costs, leading to unsustainable practices that can burden the company. The most critical strategy for gaining consumer attention is providing quality content to build brand awareness and customer engagement, eventually leading to purchase intention (Mahendra & Nugroho, 2016). Content marketing has become one of the best strategies to stimulate online engagement, particularly with the rise of social media (Mahendra & Nugroho, 2016).

Several key factors must be considered to create compelling and engaging content marketing. Irianto (2021) emphasizes the importance of unique, engaging, and creative content, highlighting design, current events, reading experience, timing, and tone. Design focuses on visually appealing elements, while current events ensure content relevance to trending topics. The reading experience aims for clarity and ease of understanding, timing involves strategic posting schedules, and tone ensures that content aligns with the brand and resonates with the target audience. Larissa (2020) identifies dimensions essential for content production: reader cognition, sharing motivation, persuasion, decision-making, and external factors. Reader cognition recognizes diverse processing styles, necessitating varied content forms, while sharing motivation explores why audiences share content. Persuasion guides audience decisions toward becoming customers, and decision-making varies based on trust and emotions. External influences, such as social environment, also play a role. Abdurrahim & Sangen (2018) propose indicators like relevance, accuracy, value, ease of understanding, and consistency to measure content marketing effectiveness. Relevant content meets consumer needs; accurate content is factual; valuable content offers utility; easy-to-understand content is straightforward, and consistent content maintains regular engagement. Together, these

factors and dimensions help craft a successful content marketing strategy that drives consumer engagement and fosters brand loyalty.

Purchase Intention

Purchase intention refers to the likelihood or tendency of a consumer to buy a particular brand, which is generally influenced by the alignment between the consumer's purchase motives and the attributes or characteristics of the brand being considered. According to Kotler & Keller (2016), purchase intention arises as a consumer's behavioral response to an object, reflecting their desire to purchase. Similarly, Durianto & Sugiarto (2001) defines purchase intention as a consumer's desire to own a product, which develops when they are influenced by the quality and perceived value of a product and the information available about it. Several factors contribute to shaping consumer purchase intention. Abzari et al. (2014) identify key factors that influence a consumer's intention to purchase a product, including product quality, which relates to the physical benefits of a product; brand, which provides non-material benefits such as emotional satisfaction; packaging, which pertains to the wrapping or container of the primary product; price, which represents the natural and material sacrifice made by consumers to acquire a product; product availability, which reflects consumers' perceptions of product accessibility; and promotions, which are external stimuli that encourage consumers to choose a product. Additionally, Kotler & Keller (2016) suggest that buying behavior is influenced by four primary factors: cultural (including culture, subculture, and social classes), social (such as reference groups, family, roles, and status), personal (including age, life cycle stage, occupation, economic situation, personality, self-concept, lifestyle, and values), and psychological factors (such as motivation, perception, learning, emotions, and memory).

Consumer behavior regarding purchase intention can be categorized into several stages, as noted by (Durianto & Sugiarto, 2001). First, consumers may be interested in seeking information about a product when their needs are stimulated. This information-seeking behavior can occur at two levels: a lighter level, where consumers pay more attention to information, and an active level, where they seek out specific details by reading, asking friends, or visiting stores. Second, consumers consider purchasing based on the information they have gathered. They evaluate competing brands and their features, weighing their options before buying a product. Third, consumers develop an interest in trying a product. After evaluating their needs and comparing different brands, consumers may seek specific benefits from a product solution and evaluate its effectiveness. This evaluation process is considered cognitive, implying that consumers assess a product consciously and rationally, leading to an interest in trying it. Fourth, consumers may want to learn more about a product after showing interest. They view the product as a collection of attributes that offer varying degrees of benefit to meet their needs. Lastly, consumers develop a desire to own the product. They focus on the attributes that provide the desired benefits, ultimately forming an intention to purchase or own the product based on their evaluation of these attributes.

Several indicators have been proposed to measure purchase intention. Ferdinand (2014) identifies four key indicators: transactional intention, which is the tendency of an individual to purchase a product; referential intention, which is the likelihood of an individual recommending a product to others; preferential intention, which describes a consumer's primary preference for a product that can only be replaced if something happens to their preferred product; and exploratory intention, which reflects a consumer's behavior of constantly seeking information about a desired product and looking for positive attributes to reinforce their purchase decision. Research has highlighted various factors influencing purchase intention. Wang & Hazen (2016) emphasize that consumer trust and perceived quality are critical in shaping purchase intention, particularly in e-commerce settings. Similarly, Jia et al. (2022) find that brand image and perceived value significantly affect purchase intentions among consumers in online retail environments. A study by Tien et al. (2019) suggests that social influence, including peer reviews and word-of-mouth, is crucial in influencing purchase intentions. Recent studies have also explored the impact of digital marketing strategies on purchase intention. For instance, (Onofrei et al., 2022) found that interactive and engaging content on social media platforms can significantly increase consumer purchase intentions by fostering a sense of community and engagement.

Customer Engagement

Customer engagement, a strategic cornerstone in marketing literature and practice, is increasingly vital as companies endeavor to fortify customer relationships. As Willems (2011) posits, customer engagement encompasses activities that indirectly influence brand selection, such as searching, evaluating alternatives, and making decisions (Vivek et al., 2012). Sashi (2012) further underscores the escalating significance of customer engagement for managers and consultants across diverse industries, as evidenced by the burgeoning literature, blogs, discussion forums, reviews, seminars, and symposiums. This mounting interest underscores the critical need to comprehend how to foster customer engagement effectively to bolster brand loyalty and propel business performance. Customer engagement transcends mere rhetoric; it epitomizes a strategic endeavor to create, build, and fortify relationships with customers, a pivotal factor for sustaining business performance in the future (Brodie et al., 2011). Engagement is a motivational state that steers and influences consumer behavior during decision-making processes (Peter & Olson, 2000). However, engagement is unattainable if a brand fails to involve customers in its activities or provide engaging and relevant social media content. Customers are more likely to interact with a brand's social media presence when compelling content is available. Therefore, customer engagement can be defined as a personal, physical, cognitive, and emotional relationship that consumers develop with a brand's products. This leads to participatory actions shaped by direct and indirect experiences related to the product or perceived impact.

Several factors influence customer engagement. Hansen & Mowen (2003) identify four main factors: product characteristics, situational context, communication, and consumer personality. Product characteristics often lead to higher consumer engagement, mainly when the product or service under consideration is expensive, socially accepted, or carries a purchase risk. Situational context also plays a role, as the environment in which a purchase occurs can impact engagement. Communication is another critical factor; effective communication can enhance engagement by evoking more robust consumer emotional responses. Lastly, consumer personality influences engagement, as different consumers may react differently to the same product, situation, or communication style. The indicators of customer engagement provide insight into how deeply customers are involved with a brand. So et al. (2014) identify five key indicators of customer engagement: enthusiasm, attention, absorption, interaction, and identification. Enthusiasm reflects an individual's excitement, interest, and passion towards a brand. Attention refers to the degree of focus a customer has on a particular brand, indicating how much mental energy they devote to it. Absorption occurs when a customer is so engrossed in a brand that they lose track of time, reflecting a deeply immersive experience. Interaction encompasses the various exchanges between customers and a brand or among customers outside the purchasing process. Identification represents how customers perceive themselves as aligned with or belonging to a brand, indicating a solid emotional and psychological connection.

Recent studies have expanded on these definitions and factors, exploring how brands can effectively engage customers in various contexts. For instance, Pansari & Kumar (2017) argue that customer engagement goes beyond mere satisfaction; it involves emotional and behavioral investment in a brand. This deeper level of engagement can lead to increased loyalty and advocacy, driving long-term business success. Similarly, Hollebeek & Macky (2019) find that digital and social media platforms are not just tools, but critical enablers in fostering customer engagement. These platforms provide interactive and personalized experiences that enhance emotional bonds with a brand. Lemon and Verhoef (2016) highlight the importance of understanding the customer journey and designing engagement strategies that align with different stages of this journey to maximize impact. Further research by Wirtz et al. (2021) emphasizes the role of trust and transparency in customer engagement. They argue that brands perceived as trustworthy and transparent are more likely to cultivate strong engagement with their customers. Gambetti & Graffigna (2015) also note that co-creation, where customers actively participate in the development and promotion of products, can significantly enhance engagement by making customers feel more valued and involved. Brodie et al. (2011) suggest that engagement is a dynamic process that evolves as customers interact with a brand across different touchpoints. Consequently, marketers must continually adapt their strategies to maintain and deepen engagement.

Research Design and Methodology

This research uses explanatory research with a quantitative approach to explain the position and influence of the variables studied (Sugiyono, 2017). This research design uses a quantitative survey method to obtain data on beliefs, opinions, characteristics, behaviors, and variable relationships from specific populations. This research focuses on the influence of content marketing variables on purchase intention, with customer engagement as a mediating variable. The research steps include finding problems, preliminary studies, determining variables and indicators, testing logical relationships between variables, formulating problems, building hypotheses, selecting approaches, collecting and analyzing data, and drawing conclusions. The research was conducted during November-December 2023 using a sample of 140 followers of the @jiniso.id Instagram account through the quota sampling technique. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) with the AMOS 24 program. The validity and reliability of the instrument were tested using SPSS 25 and AMOS 25, with the results said to be valid if the significance value $\alpha < 0.05$ and reliable if Cronbach's Alpha > 0.70 . The study results were tested using various fit indexes such as Chi-Square, RMSEA, GFI, AGFI, CFI, and TLI to ensure that the proposed model fits the data collected.

Findings and Discussion

Findings

In this study, the validity test used SPSS 25, where the variable question was said to be valid if the significance value was $\alpha < 0.05$. The r table can be seen from the distribution of the r table at a significant 0.05% and with the formula $DF = N - 2 = 140 - 2 = 138$. then the r table used in this study is 0.1660. SPSS 25 software provides facilities to measure reliability with the Cronbach Alpha (a) statistical test. The questionnaire is reliable if Cronboach Alpha > 0.70 and is unreliable if it is equal to or below 0.70 (Ghozali, 2011).

Table 1. Validity Test and Reliability Test Results

Variable	Indicator	r count	r tabel	r table Sig. (2-tailed)	Validity	Cronbach Alpha	Reliability
CM	Relevan	0.912	0.166	0.000	Valid	0.924	Reliable
CM	Accurate	0.783	0.166	0.000	Valid	0.924	Reliable
CM	Valuable	0.804	0.166	0.000	Valid	0.924	Reliable
CM	Easy to Understand	0.740	0.166	0.000	Valid	0.924	Reliable
CM	Consistent	0.693	0.166	0.000	Valid	0.924	Reliable
CE	Enthusiasm	0.841	0.166	0.000	Valid	0.923	Reliable
CE	Attention	0.748	0.166	0.000	Valid	0.923	Reliable
CE	Interaction	0.742	0.166	0.000	Valid	0.923	Reliable
CE	Identification	0.649	0.166	0.000	Valid	0.923	Reliable
CE	Absorption	0.710	0.166	0.000	Valid	0.923	Reliable
PI	Transactional Interest	0.831	0.166	0.000	Valid	0.893	Reliable
PI	Preferential Interest	0.683	0.166	0.000	Valid	0.893	Reliable
PI	Preferential Interest	0.683	0.166	0.000	Valid	0.893	Reliable
PI	Explorative Interest	0.595	0.166	0.000	Valid	0.893	Reliable

Source: Data processed with SPSS 25 (2024)

Table 1 presents the validity and reliability test results for the three main variables: Content Marketing, Customer Engagement, and Purchase Intention. Each variable in the table has several indicators tested to ensure their validity and reliability. The Content Marketing variable has five indicators: Relevant, Accurate, Valuable, Easy to Understand, and Consistent. The calculated r values for each indicator are 0.912, 0.783, 0.804, 0.740, and 0.693, all greater than the r table of 0.166. In addition, the significance value (Sig. 2-tailed) for all indicators is 0.000, which indicates that all indicators are significant at the 95% confidence level. Therefore, all Content Marketing indicators are declared valid. The reliability of this variable is indicated by the Cronbach Alpha value of 0.924, which is higher than the reliability standard of 0.70, so it can be concluded that this instrument is reliable. For the Customer Engagement variable, there are five indicators: Enthusiasm, Attention, Interaction, Identification, and Absorption. The calculated r values for these indicators are 0.841, 0.748, 0.742, 0.649, and 0.710, all greater than the r table of 0.166. In addition, the significance value (Sig. 2-tailed) for all indicators is 0.000, which indicates that all indicators are significant at the 95% confidence level. Therefore, all Customer Engagement indicators are declared valid. The reliability of this variable is indicated by the Cronbach Alpha value of 0.923, which is higher than the reliability standard of 0.70, so it can be concluded that this instrument is reliable. For the Purchase Intention variable, there are three indicators: Transactional Interest, Preferential Interest, and Explorative Interest. The calculated r values for these indicators are 0.831, 0.683, and 0.595, all greater than the r table of 0.166. In addition, the significance value (Sig. 2-tailed) for all indicators is 0.000, which indicates that all indicators are significant at the 95% confidence level. Therefore, all Purchase Intention indicators are declared valid. The reliability of this variable is indicated by the Cronbach Alpha value of 0.893, which is higher than the reliability standard of 0.70, so it can be concluded that this instrument is reliable.

0.649, and 0.710, respectively, all of which are also greater than r table 0.166. The significance value for all these indicators is 0.000, indicating that all indicators are valid. The Cronbach Alpha value of 0.923, which also exceeds the reliability standard of 0.70, demonstrates the reliability of the Customer Engagement variable, making this instrument also reliable.

The purchase intention variable has four indicators: transactional interest, referential interest, preferential interest, and exploratory interest. The calculated r values for these indicators are 0.831, 0.683, 0.683, and 0.595, all greater than r table 0.166. The significance value for all these indicators is 0.000, indicating significant validity. The Cronbach Alpha value of 0.893, which is higher than the average 0.70, indicates the reliability of this variable, proving that this instrument is also reliable. The validity test results show that all indicators for the three variables are valid because the calculated r -value is greater than the r -table, and the significance value is smaller than 0.05. In addition, the reliability test results show that all variables have a Cronbach Alpha value higher than the standard 0.70, which indicates that the instruments used in this study are reliable. Therefore, this research instrument is good for measuring the variables studied: content marketing, customer engagement, and purchase intention.

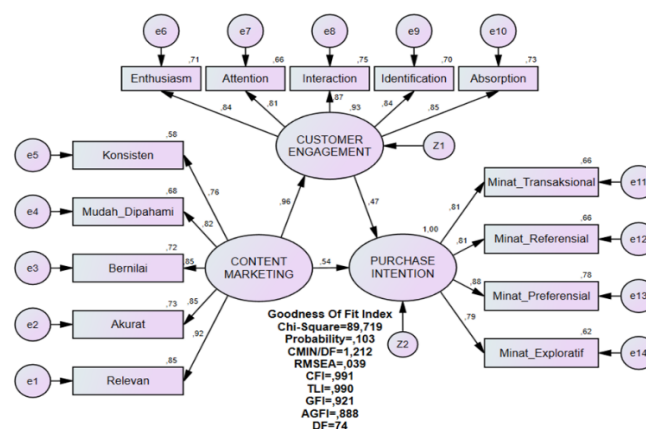


Figure 1. AMOS 24 SEM Testing Results
 Source: Data processed with SPSS 25 (2024)

Figure 1 presents a structural model that shows the relationship between Content Marketing, Customer Engagement, and Purchase intention variables and their indicators. This model measures validity with high loading factors for each indicator. The Content Marketing variable is measured through five indicators: Relevant (0.85), Accurate (0.72), Valuable (0.76), Easy to Understand (0.96), and consistent (0.58). Customer Engagement is measured by five indicators: Enthusiasm (0.71), Attention (0.66), Interaction (0.67), Identification (0.70), and absorption (0.73). Purchase Intention is measured by four indicators: Transactional Interest (0.66), Referential Interest (0.81), Preferential Interest (0.79), and Exploratory interest (0.62). Content marketing has a substantial direct influence on customer engagement, with a coefficient of 0.84, and it also affects purchase intention, with a coefficient of 0.54. In addition, customer Engagement also affects Purchase Intention with a coefficient of 0.67. This shows that Customer Engagement mediates the relationship between Content Marketing and Purchase Intention. The goodness of the Fit Index shows that this model fits the data. Chi-Square of 89.719 with a probability of 0.103, CMIN/DF of 1.212, RMSEA of 0.039, CFI of 0.991, TLI of 0.990, GFI of 0.921, and AGFI of 0.888 all indicate a good fit. Overall, this model shows that Content Marketing and Customer Engagement significantly influence Purchase Intention. The indicators used are valid, and this model fits the observational data, indicating that a good content marketing strategy and high customer engagement can increase customer purchase intentions.

Table 2 presents the results of data normality testing and Mahalanobis distance for the observations identified in the study. Normality testing involves analyzing the skewness and kurtosis of various variables, while Mahalanobis distance is used to identify potential outliers in the data. In the normality testing section, variables such as Exploratory Interest, Preferential Interest, Referential Interest, Transactional Interest, Absorption, Identification, Interaction, Attention,

Enthusiasm, Consistent, Understandable, Valuable, Accurate, and Relevant were analyzed for skewness and kurtosis values. Skewness indicates the degree of asymmetry of the data distribution, with positive values indicating a right-skewed distribution and negative values indicating a left-skewed distribution. Kurtosis measures the degree of peakiness of the data distribution, with positive values indicating a distribution peakier than a normal distribution and negative values indicating a flatter distribution. The test results show that most variables have skewness and kurtosis values close to zero, indicating a relatively normal data distribution. For example, the Transactional Interest variable has a skewness of 0.494 and a kurtosis of 0.382, indicating a data distribution slightly skewed to the right and relatively peaky. In contrast, the Preferential Interest variable has a skewness of -0.175 and a kurtosis of -0.331, indicating a data distribution slightly skewed to the left and flatter than a normal distribution. Several observations were identified with high Mahalanobis d-squared values in the Mahalanobis distance section, indicating potential outliers. Observation numbers 1 and 73 have Mahalanobis d-squared values of 30.147 and 29.970, respectively, with a p-value (p1) less than 0.05, indicating they are significant outliers. Other observations, such as numbers 15, 19, and 40, have lower Mahalanobis d-squared values and higher p-values (p1), indicating they are not significant outliers.

Based on Table 3, there is a marginal fit model, namely AGFI; however, overall, all models are suitable, and the value of each model has exceeded or met the Cut Off Value, so it can be concluded that each model is fit.

Table 2. Results of Data Normality Testing and Outlier Assumptions

Variable	min	max	Skew	c.r. (Skew)	Kurtosis	c.r. (Kurtosis)	Observation number	Mahalanobis d-squared	p1	p2
Interest_Explorative	6.0	10.0	0.308	1.489	0.162	0.391	1	30.147	0.007	0.641
Interest_Preferential	6.0	10.0	-	-0.844	-0.331	-0.799	73	29.970	0.008	0.293
			0.175							
Interest_Referential	6.0	10.0	0.350	1.688	-0.098	-0.236	15	21.406	0.092	1.000
Interest_Transactional	6.0	10.0	0.494	2.388	0.382	0.923	19	21.266	0.095	0.999
Absorption	5.0	10.0	0.029	0.142	0.315	0.760	40	21.238	0.096	0.998
Identification	5.0	10.0	-	-0.021	0.057	0.138	-	-	-	-
			0.004							
Interaction	6.0	10.0	0.186	0.898	-0.445	-1.075	115	11.566	0.641	0.041
Attention	6.0	10.0	0.276	1.333	-0.165	-0.398	-	-	-	-
Enthusiasm	5.0	10.0	0.347	1.676	-0.131	-0.316	-	-	-	-
Consistency	5.0	10.0	0.129	0.624	0.469	1.134	-	-	-	-
Easy_to_Understand	5.0	10.0	0.225	1.088	0.154	0.372	-	-	-	-
Valuable	6.0	10.0	0.305	1.475	-0.008	-0.019	-	-	-	-
Accurate	5.0	10.0	0.121	0.586	-0.018	-0.043	-	-	-	-
Relevant	6.0	10.0	-	-0.151	-0.331	-0.799	-	-	-	-
			0.031							
Multivariate	-	-	-	-5.806	-	-1.623	-	-	-	-

Source: Data processed with SPSS 25 (2024)

Table 3. Goodness of Fit Testing

Goodness of Fit Index	Value	Cut Off Value	Assumption
Chi Square (x2)	89.719	<95.081 (DF=74)	Fit
Probability	0.103	≥ 0,05	Fit
CMIN/DF	1.212	≤ 2,00	Fit
RMSEA	0.039	≤ 0,08	Fit
CFI	0.991	≥ 0,95	Fit
TLI	0.990	≥ 0,95	Fit
GFI	0.921	≥ 0,90	Fit
AGFI	0.888	≥ 0,90	Marginal Fit

Source: Data processed with SPSS 25 (2024)

Table 4. Regression Weight

			Estimate	S.E.	C.R.	P
Purchase Intention	<---	Content Marketing	,440	,186	2,373	,018
Customer Engagement	<---	Content Marketing	,954	,069	13,865	,000
Purchase Intention	<---	Customer Engagement	,385	,188	2,044	,041

Source: Data processed with SPSS 25 (2024)

Table 4 estimates the relationship between Purchase Intention, Content Marketing, and Customer Engagement variables. The results show that Content Marketing significantly affects Purchase Intention, with an estimated coefficient of 0.440 and a p-value of 0.018. This indicates that increasing content marketing strategy will positively increase customer purchase intentions. In addition, Content Marketing significantly influences Customer Engagement, with an estimated coefficient of 0.954 and a p-value of 0.000. This indicates that effective content marketing substantially increases customer engagement. Furthermore, customer engagement was also found to significantly influence purchase intention, with an estimated coefficient of 0.385 and a p-value of 0.041. This indicates that high customer engagement can increase their purchase intention. C.R. (Critical Ratio) values greater than 1.96 for all these relationships indicate that the estimates are significant at the 95% confidence level. These results confirm that content marketing and customer engagement drive customer purchase intent. Marketing strategies that increase customer engagement will indirectly increase purchase intent, reinforcing the importance of focusing on these two aspects in marketing activities.

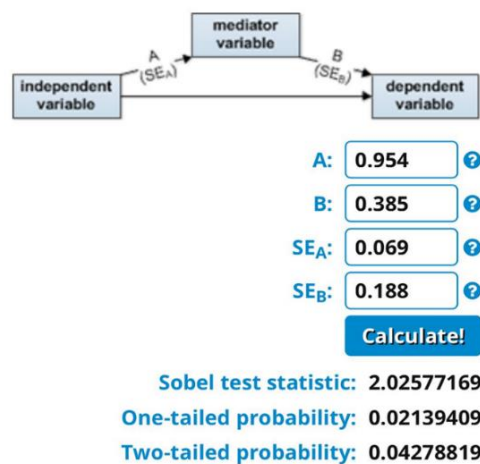


Figure 2. Sobel Test Results

Source: Data processed (2024)

This means that Customer Engagement significantly mediates the relationship between Content Marketing and Purchase Intention. The positive Sobel test statistic (2.02) indicates that the indirect effect of Content Marketing on Purchase Intention through Customer Engagement is statistically significant. Additionally, the two-tailed probability value of 0.04, less than the 0.05 threshold, further supports the conclusion that the mediation effect is significant. Therefore, these findings confirm that Customer Engagement significantly mediates the effect of Content Marketing on Purchase Intention.

Discussion

Content Marketing on Purchase Intention

The findings of this study indicate a positive and significant influence of content marketing on purchase intention. Specifically, the first hypothesis testing shows that content marketing significantly affects consumers' intention to purchase, with the 'relevant' indicator emerging as the most dominant among all content marketing indicators. This underscores the crucial role of relevance in content marketing, as it suggests that @jiniso.id's Instagram account can effectively provide content with relevant information that meets consumers' needs, particularly those related to issues they face. This finding aligns with the basic concept of content marketing, which emphasizes creating and sharing valuable, relevant, and consistent content to attract and engage a clearly defined audience,

ultimately driving profitable customer action (Kotler & Keller, 2016). The research also reveals that the 'consistent' indicator within content marketing has the lowest score among the four indicators measured. This implies that while @jiniso.id provides relevant content, there is a need for greater consistency in content creation and updates related to marketed products. Consistency in content marketing is crucial as it helps establish a stronger connection between customers and marketers, fostering trust and loyalty. Regular and consistent content updates can enhance customer engagement, which in turn can increase purchase intention. Other indicators, such as accuracy, value, and ease of understanding, are also essential and should be further enhanced by @jiniso.id to maximize their impact on consumer purchase behavior.

The positive influence of the "relevant" indicator of content marketing on purchase intention underscores its importance in driving consumer decisions. When consumers perceive the content as relevant to their needs and challenges, they are more likely to engage with the brand, leading to a higher likelihood of purchasing. This finding is consistent with the research by Amalia & Lubis (2020), which concluded that content marketing significantly influences purchase intention on the Instagram Stories of @Lcheesefactory. Amalia & Lubis (2020) found that relevant and engaging content could effectively drive consumer engagement and enhance their intention to purchase, similar to the findings of this study. This consistency across different studies suggests a robust relationship between content marketing and purchase intention, particularly in social media such as Instagram. The results support the initial hypothesis (H1) that content marketing positively influences purchase intention. The significant relationship observed in the study confirms that well-crafted content marketing strategies can enhance consumers' likelihood of purchasing. The findings align with the theoretical framework that positions content marketing as a critical tool for influencing consumer behavior by addressing their informational needs and emotional triggers (Sashi, 2012). By providing content that resonates with consumers' needs and preferences, brands can foster stronger emotional connections and increase purchase propensity.

There is a noticeable alignment when comparing these results with previous research, such as the studies conducted by Mahendra & Nugroho (2016) and (Sashi, 2012). Mahendra & Nugroho (2016) also found that content marketing could stimulate consumer engagement, a precursor to purchase intention. Similarly, Sashi (2012) emphasized engaging content in building customer relationships and driving sales. Both studies highlight the significance of content quality and relevance in shaping consumer attitudes and behaviors, reinforcing the findings of this current research. The practical implications of these findings are significant for marketers and business practitioners. For @jiniso.id, the results suggest that the brand should consistently deliver relevant, accurate, valuable, and easily understood content to enhance purchase intention among its Instagram followers. Improving consistency in content updates can strengthen the bond with consumers, increasing their engagement levels and likelihood of purchasing. Additionally, other brands can apply these insights by ensuring their content marketing strategies prioritize relevance and consistency, tailored to their target audience's specific needs and preferences. This approach enhances engagement and drives better business outcomes by aligning content with consumer expectations and fostering a sense of trust and loyalty.

Content Marketing on Customer Engagement

The findings from the second hypothesis test demonstrate a positive and significant impact of content marketing on customer engagement. Specifically, the results reveal that the 'interaction' indicator, particularly through the use of interactive content, is the most dominant factor influencing customer engagement among all measured indicators. This suggests that fostering interactions through content marketing, especially interactive content like polls, quizzes, and user-generated content, is crucial for enhancing customer engagement on @jiniso.id's Instagram account. In this context, interaction refers to the various exchanges and communications between the brand and its customers, as well as among customers outside the direct purchasing process. The emphasis on interaction aligns with the fundamental concept of customer engagement, which involves creating meaningful connections and fostering active customer participation (Brodie et al., 2011). The strong influence of the 'interaction' indicator, particularly through interactive content, on customer engagement supports

the hypothesis that content marketing positively affects customer engagement. This finding underscores the importance of interactive content in engaging consumers, as it encourages them to participate actively, thereby building stronger emotional and cognitive ties with the brand. This aligns with the theoretical framework suggesting that customer engagement is driven by the level of interaction a brand can foster with its audience, which is influenced by the content's quality, relevance, and ability to stimulate conversation and interaction (Vivek et al., 2012). The significant impact observed in this study confirms that content marketing, especially when it includes interactive content, can substantially enhance customer engagement. This supports the hypothesis that content marketing positively influences customer engagement, demonstrating that the strategy effectively builds closer, more meaningful relationships with consumers.

Comparing these results with those of previous studies reveals consistency in findings. The current study's results align with the research conducted by Chandra & Sari (2021), which also concluded that content marketing positively and significantly influences customer engagement on LazadaID's Instagram account. Chandra and Sari (2021) found that interactive content—such as polls, quizzes, and user-generated content—plays a crucial role in engaging customers, as it prompts them to participate and engage with the brand actively. Similar findings were reported by Hollebeek & Macky (2019), who emphasized that interactive and engaging content is fundamental to building emotional and cognitive connections with customers, which are critical components of customer engagement. These consistent findings across different studies and contexts reinforce the understanding that interactive content is a pivotal element of content marketing strategies to enhance customer engagement.

The practical implications of these findings are significant for marketers and businesses looking to leverage social media platforms to enhance customer engagement. For @jiniso.id, the results suggest that the brand should create more interactive content, such as engaging posts, stories, live sessions, and content that encourages customer participation and feedback. By fostering a more interactive environment, @jiniso.id can build stronger relationships with its followers, enhancing engagement and potentially driving greater brand loyalty and customer retention. Additionally, these findings highlight the importance of dialogue and community-building in content marketing. Brands should prioritize developing content that informs and invites participation, fosters dialogue and builds community among their audience. This approach can lead to higher customer engagement, essential for long-term brand success in the highly competitive digital landscape.

Customer Engagement on Purchase Intention

The findings from the third hypothesis test indicate a positive and significant effect of customer engagement on purchase intention. Specifically, the results show that the 'preferential interest' indicator is the most dominant factor influencing purchase intention among all measured indicators. This underscores the crucial role of preferential interest—defined as a consumer's strong preference for a particular product that is only replaced if something significant happens to their preferred choice—in shaping purchase intention on the Instagram account @jiniso.id. This finding aligns with the fundamental concept of purchase intention, driven by how engaged and connected a customer feels towards a brand and its offerings. When consumers have a preferential solid interest in a brand, it indicates a deep emotional and cognitive commitment, significantly increasing their likelihood of purchasing (Kotler & Keller, 2016). The results support the hypothesis that customer engagement positively influences purchase intention. The significant impact of the 'preferential interest' indicator highlights that consumers who are more engaged with a brand are likely to develop a strong preference for its products, ultimately leading to higher purchase intentions. This finding aligns with the theoretical framework that suggests a direct relationship between customer engagement and purchase intention, where engagement activities foster deeper emotional and psychological connections, encouraging consumers to prefer and choose the brand over competitors (Vivek et al., 2012). The strong influence observed in this study confirms that enhancing customer engagement, mainly through strategies that build preferential solid interest, can effectively increase purchase intention. This outcome supports the hypothesis by demonstrating that customer engagement is a driver of brand loyalty and a critical determinant of purchasing behavior.

When comparing these results with previous research, we find a consistent alignment. The study's findings are in line with the research conducted by Nabila & Negoro (2023), which also concluded that customer engagement positively and significantly impacts purchase intention. Nabila & Negoro (2023) found that high levels of customer engagement, particularly those involving emotional and cognitive bonds with the brand, significantly enhance consumers' intentions to purchase. Similarly, Brodie et al. (2011) emphasized that customer engagement encompasses various dimensions, including emotional, cognitive, and behavioral aspects, which collectively influence consumer decision-making and purchase intentions. The findings are also consistent with studies by Hollebeek & Macky (2019), who highlighted that brands that successfully engage their customers are more likely to see increased purchase intentions as customers develop a stronger preference for their products. These consistent findings across different studies reinforce the understanding that customer engagement is pivotal in driving purchase intention.

The practical implications of these findings are substantial for marketers and business practitioners. For @jiniso.id, the results suggest that fostering strong customer engagement can significantly enhance purchase intention among its Instagram followers. The brand should focus on strategies that build preferential interest, such as creating personalized experiences, offering exclusive content, and engaging directly with followers through interactive posts and stories. By cultivating a deeper connection with customers and reinforcing their preferential interest in the brand, @jiniso.id can increase consumer loyalty and drive higher purchase rates. Additionally, these findings provide valuable insights for other brands aiming to leverage social media platforms to boost purchase intentions. Brands should prioritize engagement strategies beyond mere interaction to build strong emotional and cognitive connections with their audience. This approach can increase purchase intentions and foster long-term customer relationships, ultimately driving business success in a competitive market environment.

Content Marketing on Purchase Intention through Customer Engagement

The results of the fourth hypothesis test indicate that customer engagement effectively mediates the indirect influence of content marketing on purchase intention on the Instagram account @jiniso.id. This finding suggests that while content marketing directly impacts purchase intention, customer engagement significantly enhances its effect. The loading factor analysis reveals that the "interaction" indicator within customer engagement is particularly influential in this mediating role. This implies that content marketing efforts that foster interaction—such as interactive posts, engaging stories, and direct communication with followers—can significantly boost customer engagement, increasing the likelihood of purchase intention. These findings are consistent with the fundamental concept that customer engagement bridges marketing efforts and consumer behavior outcomes. Content marketing aims to provide valuable and relevant content that attracts and engages customers. However, through customer engagement—marked by active participation and emotional connection—these marketing efforts translate into stronger purchase intentions. The results support the hypothesis that customer engagement mediates the relationship between content marketing and purchase intention, reinforcing that engaging customer is critical in converting marketing efforts into actual consumer actions.

Comparing these results with previous research highlights a strong alignment. The findings agree with the study conducted by Mahendra & Nugroho (2016), which also concluded that content marketing indirectly influences purchase intention through customer engagement. Mahendra & Nugroho (2016) found that when customers are engaged—mainly through interactions that foster a sense of community and involvement—they are more likely to develop a preference for the brand, which subsequently increases their purchase intentions. Similarly, research by Brodie et al. (2011) emphasized that customer engagement mediates the relationship between various marketing activities and consumer behavioral outcomes, highlighting its role as a crucial intermediary in the marketing-purchase pathway. These consistent findings across different studies and contexts reinforce the understanding that customer engagement is not just a direct outcome of content marketing but also a vital mediator that enhances its effectiveness in driving purchase intention.

The practical implications of these findings are significant for marketers and business practitioners. For @jiniso.id, the results suggest that to maximize the impact of their content

marketing efforts on purchase intention, the brand should focus on strategies that enhance customer engagement. This could include creating more interactive and engaging content that encourages participation, such as polls, quizzes, live sessions, and user-generated content. By fostering a more interactive environment, @jiniso.id can enhance customer engagement, leading to higher purchase intentions. Moreover, these findings provide valuable insights for other brands leveraging social media platforms to boost purchase intentions. Brands should prioritize content marketing strategies that aim not merely to inform or persuade but also to actively engage their audience actively, fostering deeper emotional and psychological connections. This approach can increase purchase intentions and foster long-term customer loyalty and retention.

Conclusion

This study examines the effect of Content Marketing on Purchase Intention through Customer Engagement. The findings show that effective content marketing can increase consumer engagement, strengthening purchase intentions. Using path analysis, this study successfully identified the mediating role of Customer Engagement in the relationship between Content Marketing and Purchase Intention.

This study not only contributes to the digital marketing and consumer behavior literature but also provides practical implications for marketing practice. It offers original insights into how a targeted content marketing strategy can maximize consumer engagement and indirectly increase purchase intentions. The findings are highly relevant for companies looking to optimize their marketing strategies in an increasingly competitive digital age.

However, this study has some limitations that need to be considered. First, the sample used may not fully represent the wider population, so generalization of the findings must be done with caution. Secondly, this study is cross-sectional, so it cannot identify changes in consumer behavior over time. Therefore, future research should use a longitudinal design and expand the research sample to increase external validity. In addition, further exploration of other factors that can influence the relationship between Content Marketing, Customer Engagement, and Purchase Intention must also be done to provide a more comprehensive understanding.

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