

Content Marketing, Social Ads, and Purchase Intention: The Role of Customer Engagement on Erigo's TikTok

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ABSTRACT

Purpose This study aims to determine the direct and indirect effects of Content Marketing and Social Media Advertising variables on Purchase Intention on Erigo's TikTok Account through Customer Engagement as an intervening variable. **Methodology** The method used is causal associative with a quantitative approach. The sampling technique in this study used purposive sampling technique based on criteria determined by the researcher. The sample in this study amounted to 210 respondents with a questionnaire data collection method. The data analysis methods in this study are Validity Test, Reliability Test, Coefficient of Determination, Predictive Relevance, Path Coefficient and Hypothesis Test using SmartPLS 4 software assistance. **Findings** The results reveal, direct effects; Content marketing and social media advertising significantly increase purchase intention and customer engagement. Mediation; Customer engagement partially mediates the relationship between both independent variables (content marketing, social ads) and purchase intention. **Suggestion** Erigo and similar brands should optimize TikTok content and ads to strengthen customer engagement, thereby boosting purchase intent. Future studies could expand to other platforms or demographic segments.

Keywords: content marketing; social media advertising; customer engagement; purchase intention; TikTok; PLS-SEM

ABSTRAK

Tujuan Penelitian ini bertujuan untuk mengetahui pengaruh langsung dan tidak langsung variabel Content Marketing dan Social Media Advertising terhadap Purchase Intention pada Akun TikTok Erigo melalui Customer Engagement sebagai variabel intervening. **Metodologi** Metode yang digunakan adalah asosiatif kausal dengan pendekatan kuantitatif. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik purposive sampling berdasarkan kriteria yang ditentukan oleh peneliti. Sampel dalam penelitian ini berjumlah 210 responden dengan metode pengumpulan data kuesioner. Metode analisis data dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Koefisien Determinasi, Relevansi Prediktif, Koefisien Jalur dan Uji Hipotesis dengan menggunakan bantuan software SmartPLS 4. **Temuan** Hasil penelitian mengungkapkan, pengaruh langsung; Content marketing dan social media advertising secara signifikan meningkatkan purchase intention dan customer engagement. Mediasi; Customer engagement secara parsial memediasi hubungan antara kedua variabel independen (content marketing, social ads) dan purchase intention. **Saran** Sebaiknya Erigo dan merek sejenis mengoptimalkan konten dan iklan TikTok untuk memperkuat customer engagement sehingga dapat meningkatkan purchase intention. Penelitian selanjutnya dapat diperluas ke platform atau segmen demografi lainnya.

Kata kunci: content marketing; social media advertising; keterlibatan pelanggan; niat pembelian; TikTok; PLS-SEM