



The Influence of Content Marketing on Purchase Intention Through the Mediation of Customer Engagement Among TikTok Followers

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ABSTRACT

The purpose of this study is to examine the influence of content marketing on purchase intention through the mediation of customer engagement among TikTok followers of @Dentarajut. The research aims to fill the gap in existing literature by focusing on the specific impacts of content marketing strategies on customer engagement and purchase intentions in the context of TikTok.

This research employs a quantitative approach, utilizing a Likert scale survey to collect data from 396 respondents who follow @Dentarajut on TikTok. The data is analyzed using SmartPLS to assess the relationships between content marketing, customer engagement, and purchase intention.

The findings indicate that content marketing significantly influences customer engagement, which in turn, mediates the relationship between content marketing and purchase intention. The results suggest that effective content marketing strategies on TikTok can enhance customer engagement, leading to higher purchase intentions among followers.

This study offers novelty by integrating the analysis of content marketing, customer engagement, and purchase intention specifically on the TikTok platform. It provides new insights for brands on optimizing their content marketing strategies to improve customer engagement and drive purchase intentions, particularly in the underexplored context of TikTok marketing.

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INTRODUCTION

In the continuously evolving digital era, social media marketing has become one of the main strategies for many brands, including in the fashion industry. TikTok, as an increasingly popular social media platform, offers significant opportunities for brands to expand their reach and engage with potential consumers. Content marketing has become a primary focus for many brands on TikTok. This strategy allows brands to present engaging and relevant content to their audience in hopes of influencing purchase intention and customer engagement.

Digital marketing is now closely related to the transformation of traditional marketing activities into marketing through smartphones (Purwaamijaya et al., 2022). Exploring the development of social media provides insights into technological revolution as well as the continuously evolving social and cultural changes. Social media is one example of new information technology development (Saputra & Fadhillah, 2022). According to data released by We Are Social in October 2023, there are approximately 4.95 billion active social media users worldwide, while the number of internet users reached 5.30 billion. These figures highlight the significant impact of social media on the global online experience and its crucial role in shaping the continuously evolving social and cultural changes. Indonesia has an understanding of the role of technology in utilizing it as something valuable (Mariska & Prasetyo, 2022). Based on We Are Social 2023 data, TikTok ranks fourth as the most popular platform in Indonesia, reaching 70.8% of the total internet user population aged 13 to 65 years.

According to Fadhillah & Saputra (2021), TikTok has developed into an entertainment platform that allows users to upload videos, add friends, and communicate. The popularity of the TikTok platform in Indonesia is very high, placing Indonesia as the second-largest TikTok user in the world. TikTok, as a social media platform, provides a variety of content ranging from songs, dances, creativity, singing, and more. Therefore, many entrepreneurs use TikTok for digital marketing, creating significant opportunities and chances to use TikTok as a promotional medium (Dewa & Safitri, 2021). TikTok recently introduced a new feature called TikTok Shop, which is the latest innovation in the development of the TikTok application (Murhadi & Reski, 2022).

According to Katadata (2022), TikTok Shop in Indonesia has gained popularity because it offers more affordable prices, attractive promotions and vouchers, product advertisements appearing on FYP, and the addition of product links in videos. The success of TikTok Shop as an example of digital marketing implementation is evident from studies discussing factors influencing consumer purchase decisions. Content marketing allows brands to present relevant and engaging content to their audience (Hollebeek & Macky, 2019). This research highlights the lack of understanding of how content marketing affects the level of customer engagement on TikTok social media, particularly through the @Dentarajut account. With a better understanding of the interaction between content marketing and customer engagement, brands can optimize their marketing strategies to increase participation, engagement, and ultimately, sales conversion.

Based on this background, the author determined the title "The Influence of Content Marketing on Purchase Intention Through the Mediation of Customer Engagement Among TikTok Followers of @Dentarajut".

In the continuously evolving digital era, social media marketing has become one of the main strategies for many brands, including in the fashion industry. TikTok, as an increasingly popular social media platform, offers significant opportunities for brands to expand their reach and engage with potential consumers. Content marketing has become a primary focus for many brands on TikTok, allowing them to present engaging and relevant content to their audience in hopes of influencing purchase intention and customer engagement.

However, despite the growing interest in digital marketing strategies, few researchers have focused on the specific impact of content marketing on customer engagement and purchase

intention on TikTok. Research related to the mediating role of customer engagement in the relationship between content marketing and purchase intention, particularly in the context of TikTok followers of specific brands, is still limited.

Therefore, this research offers novelty by examining the influence of content marketing on purchase intention through the mediation of customer engagement among TikTok followers of @Dentarajut. This study is unique as it combines the analysis of content marketing, customer engagement, and purchase intention specifically on the TikTok platform, which has not been extensively explored by previous research. The aim of this research is to understand how content marketing affects customer engagement and to explore the subsequent impact on purchase intention, thereby providing new insights for brands to optimize their marketing strategies on social media platforms like TikTok.

LITERATURE REVIEW

Content marketing is the marketing process that involves creating and distributing valuable and relevant content to attract, acquire, and engage a target audience. This strategy focuses on planning, creating, and distributing content that aligns with the company's products to potential customers. The goal is to convert them into customers through valuable and consistent content. According to Neil Patel, content marketing can build strong long-term relationships with customers, so the content produced must always be relevant to create needs and emotional closeness with customers (dcloudhost, 2020). According to Yazgan Pektas and Hassan (2020), indicators of content marketing include: Reliability: The degree of trustworthiness or confidence in the information presented in the content marketing, Disbelief: The skepticism or lack of trust from the audience towards the information in the content marketing and Persuasion Knowledge: The consumers' awareness or knowledge about the persuasive efforts made by marketers in the content marketing.

Customer engagement is the effort to build, strengthen, and deepen the relationship between customers and the company through various channels, including social media and e-commerce. This interaction aims to increase motivation and strengthen the relationship between both parties (Hollebeek et al., 2016). This concept also includes large-scale promotional efforts made by the company to increase consumer interest in the products or services they offer (Arianty & Andira, 2020). According to Dessart (2015), the dimensions of customer engagement in online brand communities involve three aspects: Affective Engagement: The level of emotion experienced by the audience towards a brand or engagement object, including feelings of enthusiasm and pleasure, Cognitive Engagement: A sustained active mental state experienced by the audience related to the brand, encompassing deep attention and interest in the brand and Behavioral Engagement: The manifestation of customer engagement in real actions towards the brand beyond purchasing, such as sharing information, learning more about the brand, and providing support or recommendations.

Purchase intention is the desire to buy a product or service in the future after evaluating the product. This evaluation involves selecting products based on brand or intention (Agus and Iswara, 2017). According to Yazgan Pektas and Hassan (2020), there are four indicators to measure consumer purchase intention: The emergence of a desire to buy the product, The presence of a plan to buy the product, Efforts to seek information about the product before purchasing and Efforts to encourage others to buy the product.

METHOD

This study chose Dentarajut as the object of study because the TikTok account @dentarajut, with 38,400 followers, actively uses TikTok Shop for marketing. The focus of the research is on content marketing as the independent variable (X), purchase intention as the dependent variable (Z), and customer engagement as the mediating variable (Y). The sample was taken from the population of account followers who are at least 18 years old and understand the product. Using a non-probability sampling technique, specifically purposive

sampling, it was determined that the required sample size is 396 respondents, based on the Slovin formula with a 5% margin of error. Data were collected through a questionnaire distributed to respondents who met the sample criteria. Based on the objectives, research problems, and data collection methods, this research is categorized as explanatory research. The research location is the place or area where the study is conducted, providing a representative picture of the variables studied through the collected data. This research was conducted in Bandung, with the study population consisting of followers of the Dentarajut TikTok account who are located in Bandung.

This study chose Dentarajut as the object of study because the TikTok account @dentarajut, with 38,400 followers, actively uses TikTok Shop for marketing. Previous research supports and aligns with "The Influence of Content Marketing on Purchase Intention Through the Mediation of Customer Engagement Among TikTok Followers of @Dentarajut." Previous studies affirm that digital marketing and customer engagement have a positive and significant influence on consumer purchase intention. For instance, Thomas Stefanus Kaihatu (2020) and Wida Khansa Nabila (2023) demonstrated that customer engagement mediates the relationship between digital marketing and purchase intention, which aligns with the findings of this study.

Additionally, this research has novel elements that distinguish it from previous studies. First, this study uses the SEM-PLS 3.0 measurement tool, which allows for a more in-depth and accurate analysis of the relationships between variables. Second, the research location in Bandung provides a different context and contributes to a broader understanding of how content marketing and customer engagement influence purchase intention in a specific social media environment, namely on the TikTok platform with the @Dentarajut account. The population in this study consists of followers of the Dentarajut TikTok account in Bandung, where the research location provides a representative picture of the variables studied through the collected data. The determination of the sample size for Partial Least Square (PLS) analysis using SEM employs the Slovin formula, which is as follows:

$$n = N / 1 + Ne^2$$

• Explanation:

n : number of samples

N : population of size

e : error tolerance

According to Endra (2023), if the population size exceeds 1,000, the margin of error can be set at 5%. However, if the population is less than 1,000, the margin of error can be increased to 10%. With the population of TikTok Dentarajut followers amounting to 38,400, this study uses the Slovin formula with a confidence level of 95% and a margin of error of 5% as follows:

$$\begin{aligned} N &= 38.400 / 1 + 38.400 (0,05)^2 \\ &= 38.400 / 97 \\ &= 395,8 \\ &= 396 \text{ Respondents} \end{aligned}$$

Therefore, the sample size for this study is 396 respondents, based on the calculation using the Slovin formula.

Theoretical Framework

Based on the previously mentioned theoretical descriptions, the relationship between the variables to be studied can be illustrated through the theoretical framework shown in Figure 1.

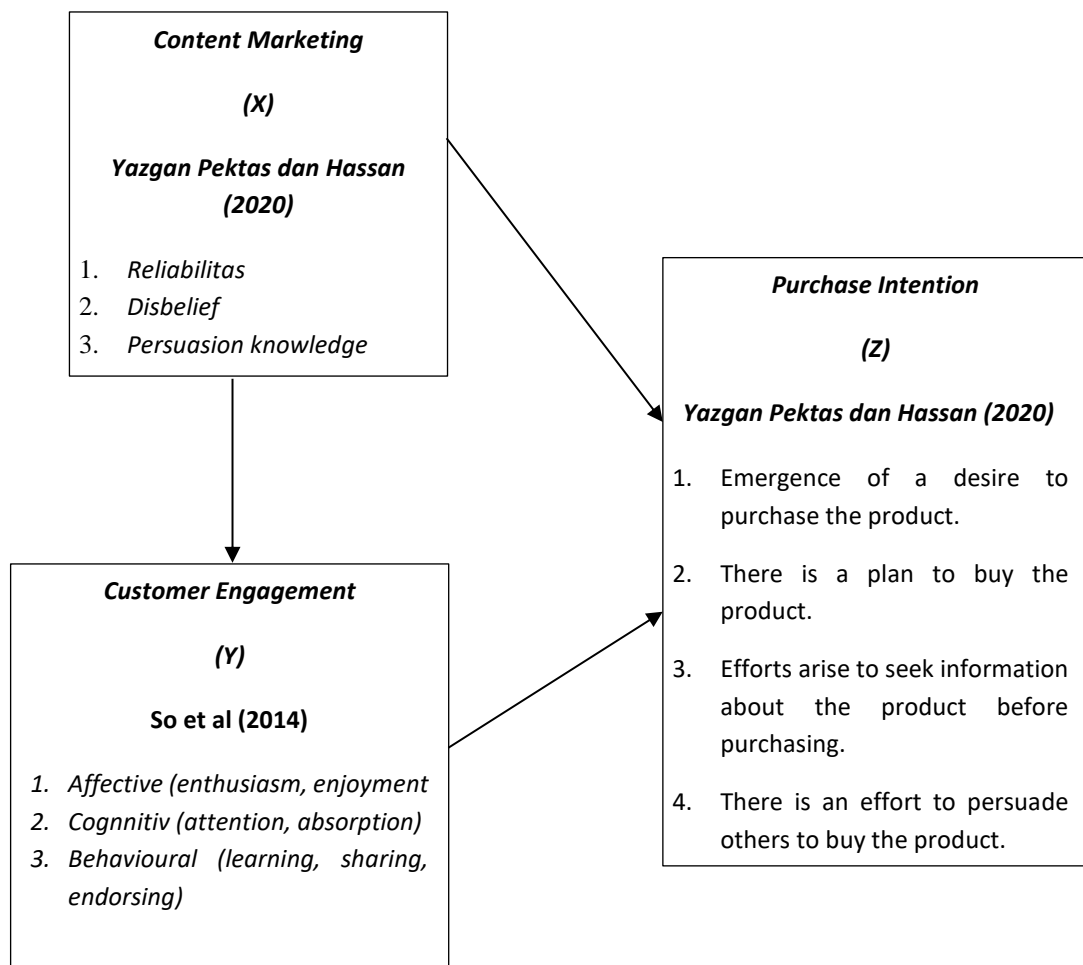


Figure 1 Conceptual Framework

Based on the theoretical framework explained earlier, this study is designed considering the relationships between variables deemed important to investigate. In this research, Content Marketing (X) is used as the independent variable, Purchase Intention (Z) as the dependent variable, and Customer Engagement (Y) as the mediating variable.

The relationships between the variables are hypothesized as follows: H1 states that Content Marketing influences Customer Engagement. H2 states that Customer Engagement influences Purchase Intention. H3 states that Content Marketing directly influences Purchase Intention, and H4 states that Content Marketing also influences Purchase Intention through the mediation of Customer Engagement. In other words, Content Marketing can enhance customer purchase intention both directly and by increasing customer engagement.

Based on the research paradigm above, the research hypotheses can be formulated as follows:

H1: There is a direct influence between Content Marketing and Customer Engagement among TikTok @Dentarajut Followers.

H2: There is a direct influence of Customer Engagement on Purchase Intention among TikTok @Dentarajut Followers.

H3: There is a direct influence of Content Marketing on Purchase Intention among TikTok @Dentarajut Followers.

H4: Content Marketing as an independent variable indirectly influences purchase intention on @Dentarajut products mediated by Customer Engagement among TikTok @Dentarajut Followers.

RESULT AND DISCUSSION

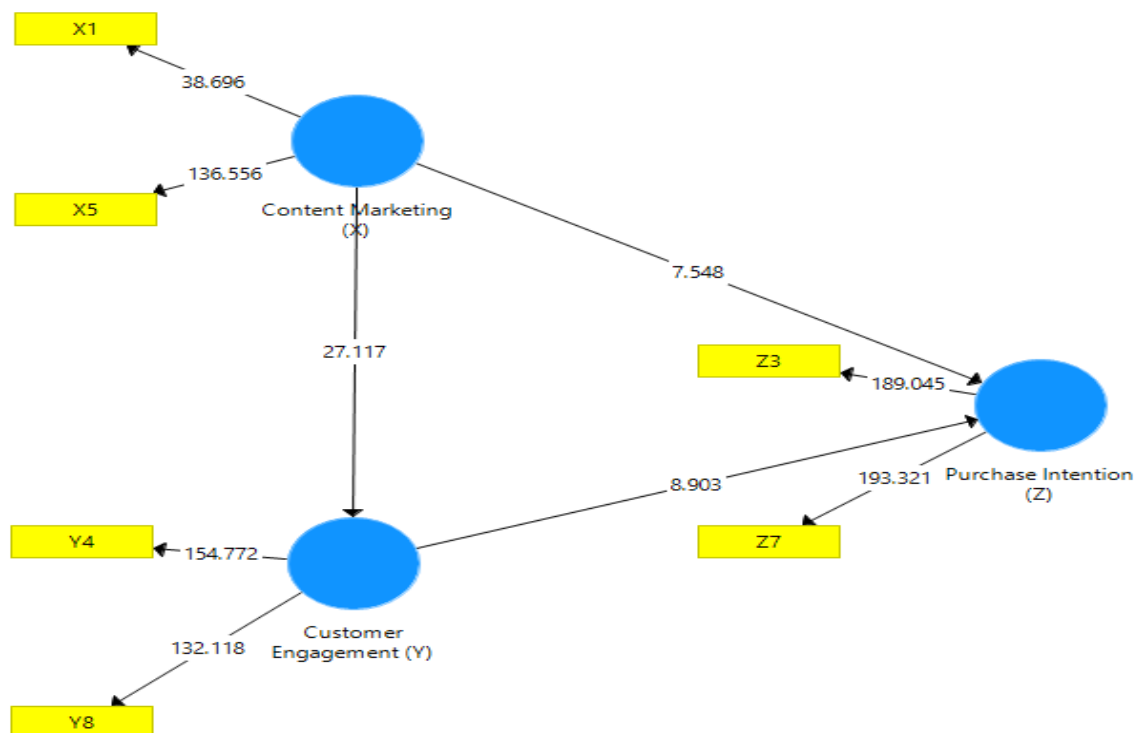


Figure 2 Conceptual Model

Model konseptual diatas mengilustrasikan hubungan antara pemasaran konten, keterlibatan pelanggan, dan niat beli. Hasil pengujian menunjukkan bahwa pemasaran konten memiliki pengaruh positif dan signifikan terhadap keterlibatan pelanggan serta niat beli. Hal ini berarti bahwa semakin baik strategi pemasaran konten yang diterapkan, semakin tinggi tingkat keterlibatan pelanggan, yang pada gilirannya meningkatkan niat beli mereka. Selain itu, keterlibatan pelanggan juga berperan sebagai mediator dalam hubungan ini, memperkuat pengaruh pemasaran konten terhadap niat beli. Secara keseluruhan, model ini mendukung hipotesis bahwa pemasaran konten yang efektif dapat meningkatkan keterlibatan pelanggan dan niat beli, menunjukkan pentingnya strategi pemasaran konten yang baik dalam mempengaruhi keputusan pembelian pelanggan.

Outer Model Testing (Measurement Model Evaluation) Convergent Validity

Table 1. Convergent Validity
Nilai Loading Factor

Indikator	Content Marketing	Customer Engagement	Purchase Intention	Keterangan
X1	0,0769			VALID
X5	0,899			VALID
Y4		0,892		VALID
Y8		0,875		VALID
Z3			0,874	VALID
Z7			0,905	VALID

Source: Data Processed, 2024

From the loading factor values in the table, all loading factor values have exceeded the threshold of 0.70. Therefore, all indicators in the variables of content marketing, customer engagement, and purchase intention are well explained by their respective indicators, demonstrating convergent validity. Overall, these results indicate that the measurement instruments used in this study are reliable and accurate in measuring the specified constructs.

Discriminant Validity

Table 2. Discriminant Validity

Indikator	Nilai Loading Factor			Keterangan
	<i>Content Marketing</i>	<i>Customer Engagement</i>	<i>Purchase Intention</i>	
X1	0,860	0,582	0,671	VALID
X5	0,918	0,777	0,834	VALID
Y4	0,751	0,967	0,859	VALID
Y8	0,748	0,965	0,824	VALID
Z3	0,841	0,832	0,972	VALID
Z7	0,819	0,861	0,972	VALID

Source: Data Processed, 2024

The highest loading factor value for each indicator is always found in the construct measured by that indicator, demonstrating that these indicators have good discriminant validity. This means that each indicator is better at measuring its intended construct compared to other constructs. In other words, all indicators within the variables of Content Marketing, Customer Engagement, and Purchase Intention are well explained by their respective indicators, or can be said to be discriminantly valid. These results indicate that the measurement instruments used in this study can effectively distinguish between different constructs, ensuring that each construct is accurately measured by the relevant indicators.

Reliability Testing

Table 3. Reliability Testing

	Cronbach's Alpha (>0,6)	Composite Reliability (>0,7)	Average Variance Extracted (AVE)	Result
Content Marketing	0,740	0,883	0,791	Reliable
Customer Engagement	0,929	0,966	0,934	Reliable
Purchase Intention	0,941	0,971	0,944	Reliable

Source: Data Processed, 2024

Evaluation using composite reliability aims to assess whether the constructs have a high level of reliability. A composite reliability value above 0.7 indicates that the construct is reliable. Based on the table above, all values meet the composite reliability criteria of > 0.7, indicating that all latent variables in this study are highly reliable. Additionally, the AVE (Average Variance Extracted) values for all constructs are above 0.5, which indicates that the measurement model has good discriminant validity.

Reliability can also be seen from the Cronbach's Alpha values, which measure the reliability of a construct. According to Hair (2006), reliability below 0.60 is considered poor, around 0.70 is acceptable, and above 0.80 is good. Based on the table above, all variables have Cronbach's Alpha values above 0.80, indicating that the variables in this study have good reliability.

Inner Model Test (Structural Model Evaluation) Coefficient of Determination (R²)

Table 4. Coefficient of Determination

Variabel	R-Square (R ²)
Customer Engagement	0,601
Purchase Intention	0,839

Source: Data Processed, 2024

Based on the analysis results using SmartPLS 3.0 software, the values shown in the table above indicate that the customer engagement variable has an R² value of 0.601. This indicates that 60.1% of the variation in the customer engagement variable can be explained by the content marketing variable. The remaining 39.9% is influenced by other variables not discussed in this study. The R² result for the purchase intention variable shows a value of 0.839, which means that the purchase intention variable is influenced by the content marketing and customer engagement variables by 83.9%, with the remaining 16.1% influenced by other variables not discussed in this study.

Predictive Relevance (Q²)

The following are the results of the predictive relevance test:

$$Q^2 = 1 - (1 - R^2) \times (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,601) \times (1 - 0,839)$$

$$Q^2 = 1 - 0,399 \times 0,161$$

$$Q^2 = 1 - 0,064$$

$$Q^2 = 0,936$$

Explanation:

- Q² : Predictive Relevance Value
- R¹² : R-Square Value for Customer Engagement
- R²² : R-Square Value for *Purchase Intention*

Based on the calculations, this model can explain 93.6% of the variability in the data. The remaining 6.4% of this variability is believed to be influenced by other factors not included in this model. Therefore, the structural model designed can be considered good as the obtained value approaches 1.

Goodness of Fit Index (GoF)

The following are the results of the Goodness of Fit:

$$GoF = \sqrt{AVE} \times \sqrt{R^2}$$

$$GoF = \sqrt{0,934} \times \sqrt{0,0600}$$

$$GoF = 0,748$$

The calculation results indicate a figure of 0.748 or 74.8%, which indicates that the model can explain 74.8% of the data's variance. The remaining 25.2% is explained by other variables not included in the model and error factors.

Hypothesis Testing Testing Direct Effects

Table 5. Path Coefficients

	Original Sample	T-statistics (O/STDEV)	P-Value
H₁: CM>CE	0,775	29,338	0,000
H₂: CE>PI	0,523	7,760	0,000
H₃: CM>PI	0,449	6,514	0,000

Source: Data Processed, 2024

Based on the calculations in the table above, it can be seen that the hypotheses of the study are accepted, indicating a positive and significant influence among the variables.

H₁: The Influence of Content Marketing on Customer Engagement on TikTok @Dentarajut Followers

The influence of Content Marketing (CM) on Customer Engagement (CE) is positive and significant. The path coefficient of 0.775 indicates that an increase in Content Marketing significantly increases Customer Engagement. The high T-statistics value (29.338) and very low P-value (0.000) indicate that this relationship is highly statistically significant. Matching Research: Stefanus Kaihatu (2020) found that digital marketing positively influences consumer engagement, indicating a significant effect of marketing strategies on customer engagement.

H₂: The Influence of Customer Engagement on Purchase Intention on TikTok @Dentarajut Followers

The influence of Customer Engagement (CE) on Purchase Intention (PI) is also positive and significant. The path coefficient of 0.523 shows that an increase in Customer Engagement significantly increases Purchase Intention. The T-statistics value of 7.760 and P-value of 0.000 indicate that this relationship is statistically significant. Matching Research: Bambang Setiyo Pambudi, Sri Hartini, Sony Kusumasondjaja (2022) demonstrated that customer engagement has a positive and significant impact on purchase intention, with a high path coefficient of 0.689, emphasizing the importance of engagement in influencing purchasing decisions.

H₃: The Influence of Content Marketing on Purchase Intention on TikTok @Dentarajut Followers

The influence of Content Marketing (CM) on Purchase Intention (PI) is positive and significant. The path coefficient of 0.449 indicates that an increase in Content Marketing significantly increases Purchase Intention. The T-statistics value of 6.514 and P-value of 0.000 show that this relationship is statistically significant. Matching Research: Stefanus Kaihatu (2020) also identified a positive relationship between digital marketing and purchase intention, supporting the direct influence of marketing strategies on consumers' intent to purchase.

Based on the calculations in the table above, it can be concluded that all research hypotheses are accepted. The Content Marketing variable has a positive and significant influence on Customer Engagement and Purchase Intention. Additionally, Customer Engagement also has a positive and significant influence on Purchase Intention. This indicates that effective Content Marketing strategies can enhance Customer Engagement, ultimately increasing Purchase Intention among TikTok @Dentarajut followers.

Indirect Effect Testing

Table 6. Indirect Effect

	Original Sample	T-statistics (O/STDEV)	P-Value
H₄: CM>CE>PI	0,406	7,140	0,000

Source: Data Processed, 2024

H₄: The Indirect Influence of Content Marketing on Purchase Intention through Customer Engagement among TikTok @Dentarajut Followers

The analysis results show that the t-statistic value is 7.140 with $p < 0.05$ (0.000) and a positive path coefficient (0.406). The t-statistic value is greater than the t-table value (1.968), and the p-value is smaller than 0.05. Therefore, in this study, content marketing has a significant influence on purchase intention. The indirect influence is considered significant if both direct influences forming it are also significant. Since both the direct influence of content marketing on customer engagement and the direct influence of customer engagement on purchase intention are significant, it can be concluded that. Matching Research: Stefanus Kaihatu (2020) and Hajrina Ulfah, M. Ridha Siregar (2019) both support the mediating role of customer engagement between marketing strategies and purchase intention. Their findings affirm that customer engagement acts as a mediator, enhancing the effect of content marketing on purchase intention.

Managerial Implications

Content marketing has been proven to have a significant impact on customer engagement and purchase intention. Therefore, the company must continue to invest in creating and managing high-quality content that appeals to its audience. Customer engagement acts as a mediator between content marketing and purchase intention, indicating that efforts to enhance customer engagement through interactive and relevant content can increase customer purchase intention. Developing content strategies that not only attract but also motivate active engagement from followers can strengthen the positive influence on purchase intention. Therefore, content strategies should be designed to build strong relationships with the audience. The use of analytical tools such as SmartPLS 3.0 to measure the effectiveness of content marketing strategies should be consistently employed to ensure that efforts yield the desired impact.

Discussion of Research Findings

This study aimed to analyze the impact of content marketing on purchase intention with the mediation of customer engagement among TikTok followers @Dentarajut. Based on the data analysis results, it can be concluded that:

1. Impact of Content Marketing on Customer Engagement: Content marketing significantly influences customer engagement with an effect size of 60.1%. This indicates that effective content marketing strategies can enhance customer engagement. Indicators such as reliability, distrust, and persuasive knowledge contribute significantly to customer engagement.
2. Impact of Customer Engagement on Purchase Intention: Customer engagement also significantly affects purchase intention with an effect size of 83.9%. This suggests that higher customer engagement leads to higher purchase intentions. Customer engagement dimensions such as affective, cognitive, and behavioral aspects play crucial roles in influencing purchase intentions.

3. Direct and Indirect Impact of Content Marketing on Purchase Intention: Apart from through the mediation of customer engagement, content marketing also directly influences purchase intention. Measurement using SmartPLS 3.0 shows that effective content marketing strategies not only increase customer engagement but also directly enhance purchase intention.

CONCLUSION

Based on the issues formulated, the analysis results, and the hypothesis testing conducted in the previous chapter, this research arrives at the following conclusions:

Content marketing has a positive and significant influence on the customer engagement of TikTok followers of dentarajut in Bandung. This indicates that an improvement in the quality of content marketing by the company will enhance consumer engagement.

Customer engagement affects the purchase intention of TikTok followers of dentarajut in Bandung. This means that when the company is able to make consumers feel engaged, their purchase intention will increase.

Content marketing also has a significant influence on the purchase intention of TikTok followers of dentarajut in Bandung. In other words, an improvement in the quality of content marketing by the company will positively impact consumer purchase intention.

The research findings prove that enhancing good content marketing will increase customer engagement and consumer interest in dentarajut products.

RECOMMENDATIONS

Based on the research results, several recommendations can be made:

Improving Content Quality: The company should continually enhance the quality of the content presented on the TikTok platform to attract the attention and engagement of more potential customers.

Interaction with Followers: Increasing interaction with followers through engaging content, such as interactive content, challenges, or Q&A sessions, can boost engagement and ultimately increase purchase intention.

Analysis and Adjustment of Strategies: Regularly analyzing the effectiveness of content strategies implemented and making adjustments based on feedback and data obtained to ensure the content remains relevant and interesting to the audience.

Training and Development of the Content Team: Conducting training for the team responsible for creating content to improve creativity and technical skills in producing engaging and effective content.

Using Influencers: Utilizing influencers who are relevant to the product and target audience can help expand reach and enhance engagement as well as purchase intention. contains conclusion and suggestion.

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