

TikTok Made Me Buy It: Analyzing the Influence of Content Marketing and Engagement on Generation Z's Purchase Intention

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Abstract

This study aims to examine the influence of content marketing and customer engagement on the purchase intentions of Generation Z users on the TikTok platform in Central Java, utilizing a quantitative methodology and the SmartPLS version 3.29 analysis tool. The sample of this study included 200 Tiktok Platform Users aged 16-28 years in the Central Java region. Data was collected through a questionnaire focused on content marketing, customer engagement, and purchase intention. An analysis was performed to examine the correlation between content marketing and customer engagement regarding buy intention and to evaluate the mediation function of consumer engagement in the correlation between content marketing and purchase intention. The outcomes of this study indicate that content marketing and customer engagement have a positive and significant impact on purchase intention, with customer engagement acting as a mediating variable in the relationship between content marketing and purchase intention. Furthermore, creating content by paying attention to Reader Cognition and sharing motivation, persuasion, and decision-making factors with Generation Z on the Tiktok platform will increase enthusiasm, attention, sharing, and learning in customer engagement so that it will encourage transactional interest or referential interest or preferential interest or an exploratory interest in customers.

Keywords: Content Marketing, customer engagement, gen z, purchase intention, tiktok.



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INTRODUCTION

We are now at a phase known as the global industry, Revolution Industry 4.0, where the main focus is Internet use. Every day, the internet is a component of life that plays a role in the affairs. The internet allows everyone to access everything they want, regardless of where they are (Schwab, 2019). According to data from Indonesia.id, with 99.1 million active users and many features. Interestingly, TikTok has become one of the most popular social media (Hariyanti, 2022) making it the world's most downloaded app since 2020 (Cheng & Li, 2024). The majority of TikTok users are members of Generation Z. Forbes reports that more than sixty percent of the people who use TikTok are members of Generation Z, which is defined as individuals who were born after the year 1996 (Anggraini et al., 2022).

It was also mentioned by Andriyanti & Farida (2022) generation Z predominates in the utilization of TikTok. So, no matter the show behavior, Generation Z prefers to watch TikTok videos and intends to buy compared to Generation The. And no A little user Tiktok that does decision purchase through application Tiktok. Promotion using social media TikTok is an activity of uploading or posting product videos made by the company to communicate the superiority of a product to consumers very quickly to attract candidate customers and make Generation Z members purchase online and offline items. They typically prefer trending and relaxed (Nurhalim, 2022). Group age demographic TikTok users show that adults young including in target audience a brand. Due to this particular reason, researchers focus their attention on older TikTok users between the ages of 18 and 34.

According to Kotler et al., (2019), content marketing provides knowledge about some marketing strategies, the latest and most recent on TikTok, including content marketing, which is activity marketing that includes creating engaging content, selecting, sharing, and expanding the audience to create interaction with content that has been there is. According to Umami & Darma (2021), content marketing generates and disseminates content to entice, acquire, and engage specific audiences to take profitable action. According to Rachmah & Madiawati (2022), content marketing includes activity marketing like making content, selecting, sharing, and developing content in a better way that is Active, relevant, and profitable for the target audience to increase interaction with the content mentioned. Content about products made by creators on TikTok is considered marketing content because it contains product information that can help users make decisions and purchases. Additionally referred to as marketing content, marketing content is a marketing strategy that tries to design, distribute, and produce innovative information to attract customers who are interested in the product or service (Bening & Kurniawati, 2019). Content marketing aims are designed to encompass sales, direct sales, brand awareness, customer retention, brand loyalty, and customer acquisition, in addition to increasing web traffic (Umami & Darma, 2021). Therefore, after customers know about the business conducted, content marketing aims to attract customers and have the potential to become customers.

One of the keys to success in the business moment is creating and maintaining long-term connections with customers. For a considerable amount of time, this has been the primary worry and objective of managers and brands; however, the advent of social media and the development

of Web 2.0 has brought to light the significance of establishing engagement with individual customers (Malthouse et al., 2016). Thus, the involvement of customers is a relevant topic for managers in all industries and companies. The author states that “involvement customers show involvement customer One each other, with company brand”. Consumers or organizations can take the main steps for involvement engagement, online and offline. It has been explored that giving voice to customers and motivating them to participate, interact, and develop familiarity with various methods can help involve customers. It is of the utmost importance for a firm to understand how they may communicate more positively with their online community and the factors that influence that interaction. Numerous academic studies indicate that the sole factor influencing consumer involvement is the qualities of social networking sites and developing platforms; yet there is a notable deficiency in ongoing advancement regarding assessment in this field (Coelho et al., 2016; Dessart et al., 2016). Companies must comprehend how they may enhance their interactions with their online community and the aspects that solely influence customer engagement. Even though it is already general, research has no canothcaughtained development in matter measurements, characteristics of social networking platforms, and emerging sites (Coelho et al., 2016; Dessart et al., 2016).

The term “intention buy” can be defined as what and what will be bought, product or services, whether will buy or not, where will buy, and how payment for purchased goods (Kotler et al., 2019). During this era of digital technology, consumers require factual information that can be useful to them when making decisions. Providing knowledge to an audience is the goal of content marketing, which is an art (Fadhilah & Saputra, 2021). According to statistics that Social Insider recently revealed, the amount of engagement on the TikTok app is declining by 28% in 2022 compared to the previous year. The decrease in engagement can have a variety of effects on customers' decisions regarding their purchases. For example, decreased engagement can reduce the brand's exposure to users. Previous studies also found little literature linking content marketing with customer engagement towards intention in Generation Z TikTok users in Central Java. Based on the business phenomenon and Research Gap stated above, this study tests the engagement of 3 variables, in particular, the relationship between content marketing and purchase intention, as well as the effect that customer engagement plays as a mediator in this relationship, specifically about the association between content marketing and buy intention.

METHOD

This study aims to test the relationship between Content Marketing (CM) and reader cognition, persuasion, sharing motivation, decision-making, and the relationship between Customer Engagement (CE) and enthusiasm, enjoyment, attention, and absorption. The dependent variable in this research is Purchase Intention (PI), which is measured by tendencies to recommend, preference, find information, and buy again. The study focuses on Generation Z TikTok users in Central Java, with a sample size of 200 respondents who are teenagers aged 16-28 and TikTok users. The data collected is processed using the SmartPLS 3 program. The study utilizes a quantitative approach and employs a measurement scale ranging from 1 to 10. In addition to providing significant insights into the relationship between content marketing, customer engagement, and purchase intention, the findings of this study contribute to the hypotheses developed in earlier research.

RESULTS AND DISCUSSION

Outer model measurement

Outer model testing in SmartPLS 3.29 (Partial Least Squares Structural Equation Modeling) aims to assess the validity and reliability of the indicators used to measure constructs (latent variables). Outer model evaluation encompasses convergent validity, discriminant validity, and dependability (Hair et al., 2019).

Table 1. Measurement Evaluation Models

Latent Variables	Convergent Validity		Internal Composite Reliability			Discriminant Validity
	Indicators	Loading > 0.70	AVE >0.50	CR >0.70	CA >0.70	HTMT < 1
Content Marketing	CM.1	0.830	0.679	0.894	0.846	YES
	CM.2	0.838				
	CM.3	0.758				
	CM.4	0.867				
Customer Engagement	CE.1	0.839	0.701	0.904	0.858	YES
	CE.2	0.805				
	CE.3	0.842				
	CE.4	0.863				
Purchase Intention	PI.1	0.857	0.797	0.940	0.915	YES
	PI.2	0.906				
	PI.3	0.912				
	PI.4	0.894				

This study employed Partial Least Squares (PLS) to assess the validity and reliability of the model constructs with Smart PLS techniques. SmartPLS was utilized to test both the Outer Model and the Inner Model. The outer model test determines the validity and reliability of the variables and indicators employed in the research undertaking. This evaluation was conducted based on three criteria: convergent validity, internal consistency, and discriminant validity, according to their characteristics. To establish convergent validity, it was necessary to examine the loading value, which had to be greater than 0.7 (Yana et al., 2015), and the Average Variance Extracted (AVE) number, which must exceed 0.5 (Dash & Paul, 2021). Cronbach's alpha value must exceed 0.7 (Cheung et al., 2024), along with composite reliability, which needed to meet the requirement of being more significant than 0.7 and was used to evaluate the internal consistency of the data. The Fornell-Lacker value was used to evaluate the discriminant validity of the test. To be considered valid, the AVE square (diagonal) root value had to be greater than the values of the other variables, and the HTMT (Heterotrait-Monotrait Correlation Ratio) had to be lower than 1. The indicators and variables considered for this study were assessed to be valid and reliable in accordance with these criteria.

Inner model measurement

The structural or inner model is assessed to anticipate the relationship between latent variables. The inner model defines the link between latent variables, outlining their structural interconnections. This paradigm is occasionally termed the inner relationship. The internal model is grounded in substantive theory.

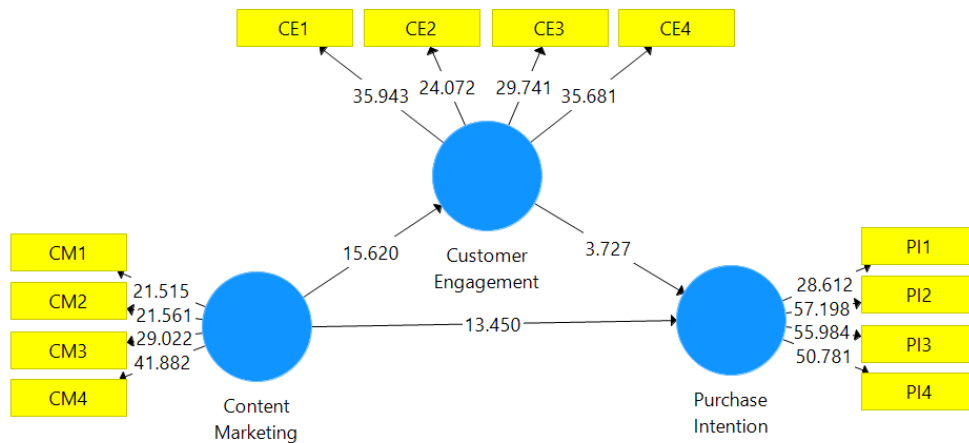


Figure 1. Results of Inner Models Testing

Table 2. Hypothesis Test

	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Value
CM > CE	0.671	0.673	0.043	15,714	0.000
CM > PI	0.625	0.629	0.044	14,064	0.000
CE > PI	0.235	0.231	0.060	3,927	0.000

Table 3. Mediating Effect Test

	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Value
CM > CE > PI	0.158	0.156	0.043	3,701	0.000

Hypothesis testing is conducted after meeting data quality requirements and removing unqualified indicators from the model. The testing is done using a significance probability level of 0.05. Hypotheses are accepted when the t statistical value exceeds the t table value of 1.96 (for $p < 0.05$). The initial sample value signifies the orientation of the hypothesis test. The test results indicate that all theories, including content marketing, customer engagement, and purchase intention, have a positive value, as supported by the original sample value. The test results also demonstrate that all hypotheses have a significant effect, with P-value results less than 0.005.

Therefore, it can be concluded that all proposed hypotheses have a positive and significant impact. Additionally, assessing the mediating effect of customer interaction on content marketing and buy intention indicates a positive influence with an original sample value of 0.158. This is additionally corroborated by a p-value of 0.000.

Discussion

According to the results of the hypothesis testing presented in Table 2, which involves Content Marketing (CM), Customer Engagement (CE), and Purchase Intention (PI) variables can arrange narrative results study as follows:

The Influence of Content Marketing (CM) on Customer Engagement (CE)

Based on the results of testing, a value T-Statistic as significant as 15,714 with a P-Value of 0.000 shows that The influence of Content Marketing (CM) on Customer Engagement (CE) is significant at the level of 95% confidence ($\alpha = 0.05$). In other words, the hypothesis that Content Marketing has a positive and significant effect on Customer Engagement can be accepted. Teenager users of the TikTok application are the main target of the marketing strategy based on content (content marketing). Teenagers tend to be more involved in a way that is active with exciting and relevant content with interest, like viral challenges, creative short videos, and collaborations with influencers. Contents This success increases TikTok user engagement with brands or products promoted on the platform. This aligns with research conducted by Abiyyuansyah et al., (2019), which showed that content marketing can form dimensions of customer engagement through involvement behavior. Another study conducted by Artvanka & Hidayat (2021) showed that content marketing influences significant customer engagement to customer engagement.

The Influence of Content Marketing (CM) on Purchase Intention (PI)

Test Results show a T-Statistic as big as 14,064 with a P-Value of 0.000, which means the influence of Content Marketing (CM) on Purchase Intention (PI) is also significant. This shows that a marketing strategy based on content increases engagement and encourages the intention to purchase from Consumers. Marketing content on TikTok effectively builds the intention to buy among teenagers. They are often influenced by the trends and recommendations seen on these platforms. When a product is promoted through content, creative, viral things, the capability creates curiosity and encourages them to purchase. This shows how strong the influence of marketing content is in creating an intention to buy among young users. Puspitasari et al., (2017) show the same result of content marketing influencing consumer intention.

The Influence of Customer Engagement (CE) on Purchase Intention (PI)

Analysis Results show that the T-Statistic mark is as big as 3.927 with a P-value of 0.000. This result shows that Customer Engagement has a significant influence on Purchase Intention. In the context of the TikTok app, teens involved with the Coa brand's content have more intended products being promoted. When they feel connected with a brand through interactions, comments, or participation in content-driven campaigns, the more likely they are to perfect that, the more significant they are to purchase. The findings of this investigation are consistent with

those of prior investigations conducted by (Clement Addo et al., 2021; Shafa et al., 2023; Yang & Lin, 2024).

The Influence Content Marketing (CM) Mediation on Purchase Intention (PI) through Customer Engagement (CE)

Table 3, which shows results testing the effect mediation, a value T-Statistic as significant as 3,701 with a P-Value of 0.000, shows that Customer Engagement significantly mediates the influence of Content Marketing on Purchase Intention. Thus, it can be concluded that the involvement of customers strengthens the influence of Content Marketing on the intention to purchase. On the TikTok platform, attractive Content Marketing can create high Customer Engagement, increasing intention purchases among user teenagers. This process walks in a way sustainable; where teenagers are involved with content creativity, a brand will be more easily affected by buying products. Thus, marketing strategy good content must consider the importance of increasing customer involvement to be able to push decision purchase. The results confirm the importance of content marketing, customer engagement, and strategies in influencing decision purchases among TikTok users, especially in the teenage segment. Effective marketing strategies must create deep and constructive engagement through engaging and interactive content.

CONCLUSION

The study examines the impact of Content Marketing, Customer Engagement, and Purchase Intention on teenage customers utilizing the TikTok application. It can be concluded that the three variables have a significant relationship and influence each other in purchasing decisions. The analytical results indicate that content marketing directly enhances customer engagement and buy intention, with customer engagement as a mediator reinforcing the connection between content marketing and buy intention. Well-designed Content Marketing can create an enjoyable, interactive experience for teenage TikTok users. This is important because, in the digital world, creative content that is entertaining and relevant is more effective in reaching and influencing consumers, especially among the younger generation, who tend to be more responsive to viral trends and recommendations. Thus, a content-based marketing strategy can be a powerful tool to increase consumer engagement and purchase intention. Customer engagement has also been shown to be essential in strengthening purchase intention. Users who are actively involved with a brand's content will be more easily influenced to purchase. This confirms that consumer engagement is essential for building brand awareness and directly impacts increasing sales. Therefore, companies must focus on creating interactive experiences to increase customer engagement.

To increase the effectiveness of content marketing on platforms like TikTok, companies are advised to continue to innovate and create relevant and exciting content for young audiences. Interactive content that can trigger active consumer participation will be more effective in creating high engagement. In addition, the use of appropriate influencer marketing can also help expand the reach of content and increase consumer trust in the brand. Companies also need to increase two-way interactions with consumers to strengthen Customer Engagement. One way that can be done is by responding to comments or feedback from users actively and quickly. This interaction increases customer engagement and creates a more personal and emotional

relationship between consumers and brands, which can ultimately increase loyalty and purchasing decisions.

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