

## ABSTRACT

### THE EFFECT OF CONTENT MARKETING ON PURCHASE INTENTION THROUGH CUSTOMER ENGAGEMENT AS AN INTERVENING VARIABLE (IN REGIONAL LANGUAGE BTS CONTENT ON TOKOPEDIA)

By:

AANG RIANGGA

In the current digital era, companies are competing fiercely in various ways, including through content marketing. The purpose of the research was to empirically find out the effect of content marketing on purchase intention through customer engagement as an intervening variable in regional language BTS content on Tokopedia e-commerce. The research population was e-commerce users who have viewed BTS content in regional languages. The sampling method was non-probability sampling with purposive sampling technique and the sample consisted of 100 respondents. This type of research was quantitative research using the path analysis method. The research result showed that the content marketing variable had a positive effect on purchase intention through customer engagement as an intervening variable. It is recommended that content had emotional aspects, be entertaining as well, and be informative.

**Keywords: Content Marketing, Customer Engagement, Purchase Intention, Intervention.**

