

**PENGARUH *CONTENT MARKETING* NESTLE PURE LIFE DI TIKTOK
TERHADAP MINAT BELI PENGGUNA DENGAN MEDIASI *CUSTOMER
ENGAGEMENT***

JESSICA PUTRI FITRIA

ABSTRAK

Penelitian ini dimaksudkan guna menganalisis ada tidaknya pengaruh *Content Marketing* (X) Nestle Pure Life di media sosial TikTok terhadap Minat Beli (Y) pengguna dengan *Customer Engagement* (Z) sebagai variabel mediasi. Teknik sampling yang diterapkan yakni *purposive sampling*. Metode yang digunakan dalam penelitian ini adalah kuantitatif eksplanatif dengan pengumpulan data melalui penyebaran kuesioner kepada 100 responden pengguna TikTok yang pernah melihat content marketing @nestlepurelife_id. Data dianalisis menggunakan Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) dengan software SmartPLS. Teori dalam penelitian ini menggunakan teori respon kognitif. Adapun uji hipotesis pengaruh tidak langsung memperlihatkan nilai P values $0.001 < 0.005$, dimana H_0 ditolak dan H_4 diterima dengan makna *customer engagement* memediasi *content marketing* dengan minat beli. Selain itu pada tabel uji hipotesis *content marketing* berpengaruh pada minat beli dengan menunjukkan nilai t hitung $2.233 >$ dari t tabel 1.960. *Customer engagement* berpengaruh pada minat beli dengan nilai t hitung $2.830 >$ t tabel 1.960. *Content marketing* berpengaruh pada *customer engagement* dengan nilai t hitung $6.676 >$ t tabel 1.960.

Kata Kunci: *Content Marketing*, *Customer Engagement*, Minat Beli, TikTok, Teori Respon Kognitif

**PENGARUH *CONTENT MARKETING* NESTLE PURE LIFE DI TIKTOK
TERHADAP MINAT BELI PENGGUNA DENGAN MEDIASI *CUSTOMER
ENGAGEMENT***

JESSICA PUTRI FITRIA

ABSTRACT

This study aims to analyze whether there is an influence of Nestle Pure Life's Content Marketing (X) on TikTok social media on users' Purchase Intention (Y), with Customer Engagement (Z) as a mediating variable. The sampling technique used in this study is purposive sampling. The research method applied is explanatory quantitative, with data collected through questionnaires distributed to 100 TikTok users who have seen content marketing from @nestlepurelife_id. The data was analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the SmartPLS software. The theoretical framework employed in this study is based on Cognitive Response Theory. The hypothesis test for the indirect effect showed a p-value of $0.001 < 0.005$, indicating that H0 is rejected and H4 is accepted, which means that customer engagement mediates the relationship between content marketing and purchase intention. Furthermore, the hypothesis testing table shows that content marketing has a significant effect on purchase intention with a t-value of $2.233 > t\text{-table value of } 1.960$. Customer engagement also significantly affects purchase intention with a t-value of $2.830 > 1.960$. Additionally, content marketing significantly influences customer engagement with a t-value of $6.676 > 1.960$.

Keywords: Cognitive Response Theory, Content Marketing, Customer Engagement, Purchase Intention, TikTok