

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh mediasi *Online Customer Engagement* dan *Online Customer Experience* pada hubungan kausal *Content Marketing* terhadap *Purchase Intention* dimoderasi oleh *Usia* dan *Gender* pada Platform TikTok. Penelitian ini termasuk jenis penelitian kuantitatif dengan menggunakan metode survey yang dilakukan dengan menyebarkan kuesioner kepada pengguna TikTok di Wilayah Pulau Jawa. Penentuan sampel dilakukan dengan menggunakan metode *purposive sampling*, dengan jumlah 260 pengguna TikTok. Data yang diperoleh dianalisis secara deskriptif dan menggunakan *Structural Equation Model SmartPLS*.

Hasil penelitian dan analisis menggunakan *SEM Smart PLS* menunjukkan bahwa : (1) *Content Marketing* berpengaruh positif terhadap *Purchase Intention*. (2) *Content Marketing* berpengaruh positif terhadap *Online Customer Engagement*. (3) *Content Marketing* berpengaruh positif terhadap *Online Customer Experience*. (4) *Online Customer Engagement* berpengaruh positif terhadap *Purchase Intention*. (5) *Online Customer Experience* berpengaruh positif terhadap *Purchase Intention*. (6) *Online Customer Engagement* mampu memediasi *Content Marketing* dan *Purchase Intention*. (7) *Online Customer Experience* mampu memediasi *Content Marketing* dan *Purchase Intention*. (8) *Usia* tidak memoderasi *Content Marketing* terhadap *Purchase Intention*. (9) *Gender* mampu memoderasi *Content Marketing* terhadap *Purchase Intention*.

Guna meningkatkan *Purchase Intention*, TikTok *seller* diharapkan dapat meningkatkan kemampuan *Content Marketing* terlebih dahulu. Sebagai upaya dalam meningkatkan *Content Marketing*, juga terdapat dua hal yang perlu diperhatikan yaitu dengan meningkatkan *Online Customer Engagement* serta *Online Customer Experience*.

Kata Kunci : *Content Marketing, Online Customer Engagement, Online Customer Experience, Purchase Intention, Usia, Gender*

ABSTRACT

This study aims to analyze the influence of Online Customer Engagement and Online Customer Experience mediation on the causal relationship between Content Marketing and Purchase Intention moderated by Usia and Gender on the TikTok platform. This research is a quantitative type of research using a survey method conducted by distributing questionnaires to TikTok users in the Java Island region. Sample determination was done using purposive sampling method, with a total of 260 TikTok users. The data obtained were analyzed descriptively and using Structural Equation Model SmartPLS.

The results of the research and analysis using SEM Smart PLS show that: (1) Content Marketing has a positive effect on Purchase Intention. (2) Content Marketing has a positive effect on Online Customer Engagement. (3) Content Marketing has a positive effect on Online Customer Experience. (4) Online Customer Engagement has a positive effect on Purchase Intention. (5) Online Customer Experience has a positive effect on Purchase Intention. (6) Online Customer Engagement is able to mediate Content Marketing and Purchase Intention. (7) Online Customer Experience is able to mediate Content Marketing and Purchase Intention. (8) Usia is not able to moderate Content Marketing towards Purchase Intention. (9) Gender is able to moderate Content Marketing towards Purchase Intention.

To increase Purchase Intention, TikTok sellers are expected to improve their Content Marketing capabilities first. As an effort to improve Content Marketing, there are also two things that need to be considered, namely by increasing Online Customer Engagement and Online Customer Experience.

Keywords : *Content Marketing, Online Customer Engagement, Online Customer Experience, Purchase Intention, age, Gender*