

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh content marketing berbasis video pendek pada platform TikTok terhadap minat foto konsumen jasa photography dengan customer engagement dan perceived value sebagai variabel mediasi. Perkembangan media sosial, khususnya TikTok sebagai platform video pendek, telah mengubah pola komunikasi pemasaran dan perilaku konsumen pada industri jasa berbasis pengalaman visual seperti photography. Namun, tidak semua konten video pendek mampu secara langsung mendorong minat konsumen sehingga diperlukan pemahaman mengenai mekanisme psikologis yang menjembatani pengaruh tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap konsumen atau calon konsumen yang pernah melihat konten video pendek XPOSE Self Studio di TikTok. Teknik analisis data menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) untuk menguji hubungan langsung dan tidak langsung antarvariabel. Hasil penelitian menunjukkan bahwa content marketing berbasis video pendek berpengaruh positif dan signifikan terhadap minat foto konsumen. Selain itu, content marketing juga berpengaruh positif terhadap customer engagement dan perceived value. Customer engagement dan perceived value terbukti berpengaruh positif terhadap minat foto konsumen serta berperan sebagai variabel mediasi dalam hubungan antara content marketing dan minat foto konsumen. Temuan ini mengindikasikan bahwa efektivitas content marketing tidak hanya bergantung pada daya tarik visual, tetapi juga pada kemampuannya dalam membangun keterlibatan dan persepsi nilai yang positif di benak konsumen. Penelitian ini memberikan kontribusi teoretis dalam pengembangan model pemasaran digital berbasis teori Stimulus–Organism–Response (S-O-R) dan Elaboration Likelihood Model (ELM), serta kontribusi praktis bagi pelaku jasa photography dalam merancang strategi konten video pendek yang lebih efektif untuk meningkatkan minat konsumen.

Kata kunci: Content marketing, video pendek, TikTok, customer engagement, perceived value, minat foto konsumen, jasa photography.

ABSTRACT

This study aims to analyze the effect of short-form video-based content marketing on the TikTok platform on consumers' photography interest, with customer engagement and perceived value as mediating variables. The rapid development of social media, particularly TikTok as a short-video platform, has transformed marketing communication patterns and consumer behavior in experience-based service industries such as photography. However, not all short-form video content directly stimulates consumer interest, highlighting the need to understand the psychological mechanisms that mediate this relationship. This research employs a quantitative approach using a survey method targeting consumers or potential customers who have viewed XPOSE Self Studio's short-form video content on TikTok. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine both direct and indirect relationships among variables. The results indicate that short-form video-based content marketing has a positive and significant effect on consumers' photography interest. Furthermore, content marketing positively influences customer engagement and perceived value. Both customer engagement and perceived value significantly affect consumers' photography interest and act as mediating variables in the relationship between content marketing and photography interest. These findings suggest that the effectiveness of content marketing depends not only on visual attractiveness but also on its ability to build engagement and create positive value perceptions among consumers. This study contributes theoretically to the development of digital marketing models based on the Stimulus–Organism–Response (S-O-R) theory and the Elaboration Likelihood Model (ELM), while also providing practical implications for photography service providers in designing more effective short-form video content strategies to enhance consumer interest.

Keywords: Content marketing, short-form video, TikTok, customer engagement, perceived value, consumer photography interest, photography services.