

The Role of Consumer Engagement as Mediator Between Social Media Content and Purchase Intention

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Abstract

Social media is an internet-based platform or service that allows users to create, share, and exchange information, ideas, messages, images, and other forms of content directly. Social media functions not only as a means of entertainment but also as a new space for businesses to conduct sales and conduct marketing communications with the hope of influencing consumer behavior and purchasing decisions. TikTok, as a short video-based platform, provides significant opportunities for tourism promotion through creative, dynamic, and easily appealing visual content for young users. This study aims to analyze the influence of social media content on purchase intentions, with consumer engagement as a mediating variable. The method used is a quantitative approach with linear regression analysis techniques and the sobel mediation test to determine the strength of the influence between variables. The results of the study indicate that social media content influences consumer engagement and purchase intention. Consumer engagement influences purchase intention and mediates the relationship between social media content and purchase intention. These findings confirm that engaging, informative, and interactive social media content not only increases user engagement but is also effective in shaping purchase intention for tourism products promoted through digital media.

Keywords: Social Media Content; Consumer Engagement; Purchase Intention; Tiktok Travel Ads; Digital Marketing.

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INTRODUCTION

In today's digital era, social media plays a significant role in consumer interaction and decision-making. Indonesia is the fourth most populous country in the world. In 2024, social media users will reach more than 189 million people, with an average daily usage time of 3 hours and 11 minutes, with high daily usage accounting for almost half of the internet usage time (Haidar & Fachrunnisa, 2025). Criteria for internet use, Indonesian society is active, especially in terms of online shopping and use of social media (Harahap & Adeni, 2020). Statistical data shows that 213 million Indonesians already have internet access, each person has at least 1 mobile device, and Indonesia has a high percentage of social media users, namely 60% of the population, which means there are 3 social media users for every 5 residents (Saputra et al., 2024).

Indonesians are known to be active in online shopping and use an average of 7.8 different social media platforms every month, indicating a high reliance on digital activities and great potential in social media-based marketing strategies (Ningrum & Hayuningtias, 2022) (Sea et al., 2022). TikTok, as one of the most popular social media platforms in the world, has a huge influence in Indonesia (Priyono & Sari, 2023). By 2024, there were 127 million active TikTok users in Indonesia, making it the second most popular platform after YouTube (Siregar, 2025). According to the 2025 Indonesia Digital Report, active TikTok users in Indonesia reached 126 million, or 43% of the total population. This figure represents a 21% increase compared to the previous year. According to a 2024 report by ByteDance, TikTok advertising has reached 45.5% of Indonesia's adult population, and when viewed from internet users alone, the percentage reaches 68.5% (Dewi, 2025).

Table 1 Number of Social Media Users in Indonesia

Number	Media Social	Total
1	Youtube	139 million
2	Tiktok	127 million
3	Facebook	118 million
4	Intagram	101 million
5	Linkedin	26 million
6	X (Twitter)	25 million
7	Pinterest	984 thousand

Source: www.slice.id (Simon Kimp, 2024)

984 thousand TikTok user growth in Indonesia from 2020–2025, with a trend that continues to increase significantly, especially in the 18–34 age segment which dominates 68% of users (Tamba, 2025). Interestingly, in the past year, male users on TikTok have increased to 53.5%, while female users have increased to 46.5%. The high level of interaction, such as likes, shares, and comments, demonstrates that engagement is a key factor in the effectiveness of content-based promotions. TikTok is not only an entertainment medium, but also a strategic tool in digital marketing, especially for industries that rely on visualization and storytelling, such as the tourism and lifestyle sectors (Migotuwio et al., 2025). TikTok has become a creative content medium that is easily spread widely, especially among the younger segment, with interesting travel content that often triggers emotions, inspiration, or a spontaneous desire to travel (Sihotang & Putra, 2023) (Bunga & Aziz, 2025).

The influence of social media content on purchase intention is often mediated by consumer engagement, namely the level of participation and active involvement of consumers in responding to content through likes, comments, sharing, and other interactions (Haidar & Fachrunnisa, n.d.). Consumer engagement is a form of psychological and emotional connection that arises when consumers feel connected to a brand through positive experiences gained from digital interaction (Haidar & Fachrunnisa, n.d.). High levels of engagement will strengthen trust and loyalty to the brand, as well as increase the chances of a purchase decision. On platforms like TikTok and Instagram, consumer engagement plays a significant role as a mediating variable between content

quality and purchase intention (Chen & Sundar, 2018) . The greater a consumer's engagement with content, the higher their likelihood of making a purchase. Others research revealed that content marketing indirectly influences purchase intention through increased consumer engagement (Al-Haddad et al., 2022). Short video content on social media, through its usability and entertainment elements, increases trust and mediates the influence on purchase intention (Luo et al., 2025). Much research has explored the relationship between social media content and purchase intention but generally focuses on physical products such as fashion and luxury goods and many studies have examined the relationship between social media content and purchase intentions, but social media content is still more limited to the information and visual dimensions, without the aspects of interactivity and emotional closeness. (Akbari et al., 2022; Khan et al., 2021). Few studies have examined the context of digital tourism, particularly through TikTok Travel Ads, which emphasize visual and interactive content. Furthermore, research that considers consumer engagement as a mediating variable is still limited, even though this factor plays a crucial role in bridging the influence of content on purchase intention. The purpose of this study is to analyze the influence of social media content on purchase intention, with consumer engagement as a mediating variable on the TikTok Travel Ads platform.

Literature Review

Purchase intention is an important concept in consumer behavior that indicates a person's desire to purchase a product or service based on their assessment and experience of the brand or the information they receive (Kotler & Keller, 2016). Purchase intention is a consumer's initial plan to purchase a particular product in the future (Rakib et al., 2022). According to another definition, Purchase Intention is formed through consumers' affective and cognitive experiences after they are exposed to digital marketing content, where entertainment and interactivity aspects play an important role in forming a positive response (Li et al., 2022). Purchase Intention is a stage of behavioral intention that connects consumer interest in a product with actual purchasing actions that will be carried out in the future (Liu et al., 2022). Some factors that influence Purchase Intention include trust in the brand (Asti et al., 2021), quality of information received (L. Lee & Charles, 2021), consumer experience with the product (Akin, 2024), as well as the emotional and social values contained in marketing content (Yum & Kim, 2024). In addition, the potential for Purchase Intention can also increase through high consumer engagement with interactive and relevant social media content (Majeed et al., 2022). The indicators of Purchase Intention include several aspects, namely Attitude, Toward, Product (Wijaya & Paramita, 2021). Social media content is a key element in digital marketing communications, serving as a means of interaction between brands and audiences across various online platforms (Heggde & Shainesh, 2018). Social media content in another definition is the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience (Ahmad & Rosli, 2023). Nowadays, content is no longer just a means of sharing information but has become a primary instrument in shaping brand identity and consumer behavior (Rusdian et al., 2024). Social media content is created to provide added value to the audience through relevant information, engaging entertainment, and narratives that can foster emotional attachment to the brand (Purnamasari & Suryandari, 2023). Short video content on social media can build trust and form positive perceptions of brands through the entertainment value and benefits felt by users (Luo et al., 2025). Consumer engagement is an increasingly central concept in modern digital marketing, reflecting consumers' active involvement with a brand, both cognitively, affectively, and behaviorally (Kotler & Keller, 2016). Consumer engagement reflects the active response that occurs when consumers feel psychologically connected to the values and experiences conveyed by a brand through social media (Gvili & Levy, 2021). Consumer engagement can be influenced by several factors such as content quality, brand trust, visual appeal, and the level of interactivity offered by the social media platform (Luo et al., 2025).

METHOD

This study uses a quantitative approach aimed at analyzing the relationship between social media content, consumer engagement, and purchase intention. The subjects were active TikTok users in Semarang City who had viewed or interacted with Tik-Tok Travel Ads. Data collection was conducted through an online questionnaire distributed to 100 respondents aged 17–44 years, focusing on Generation Z and Generation Y, considering that these two generations are the most active social media users and have high levels of digital literacy. Respondents were determined using a purposive sampling technique, which is selecting samples based on certain criteria so that the data obtained aligns with the research objectives. The data used were primary data obtained directly from respondents' answers to questionnaire statements, which were compiled based on indicators for each research variable.

To provide clear conceptual boundaries, operational definitions of the variables were developed as a reference in measuring each research construct. The social media content variable was measured through the dimensions of information, reliability, entertainment, and interaction, while consumer engagement was measured through the dimensions of cognitive, affective, and behavioral involvement. Meanwhile, purchase intention was measured through indicators of attitude toward the product and respondents' purchasing intention tendencies. An operational variable table was compiled to clarify the measurement of each construction used in the research questionnaire.

RESULT AND DISCUSSION

Result

This section presents research results obtained from 100 respondents who are active TikTok users in Semarang City and have interacted with the TikTok Travel Ads feature. The analysis was conducted to provide an overview of the respondents' characteristics and to assess the relationship between the variables of Social Media Content, Consumer Engagement, and Purchase Intention.

Table 2. Descriptive Analysis

Respondent characteristics	Frequency	%
Gender		
Male	62	62%
Female	38	38%
Total	100	100%
Age		
17 – 20 Years old	13	13%
21 – 24 Years old	39	39%
25 – 28 Years old	20	20%
29 – 32 Years old	15	15%
33 – 36 Years old	9	9%
37 – 40 Years old	3	3%
41 – 44 Years old	1	1%
Total	100	100%
Education		
High School	54	54%
Diploma	15	15%
Bachelor	31	31%
Total	100	100%
Occupation		
Student	27	27%
Private Employee	39	39%
Government employees	12	12%
Self-employed	22	22%
Total	100	100%
Frequency of TikTok Usage/day		
< 1 Hours	21	21%

Respondent characteristics	Frequency	%
1 - 2 Hours	40	40%
3 - 4 Hours	23	23%
> 4 Hours	16	16%
Total	100	100%
Holiday Expenses		
< Rp1.000.000,00	41	14%
Rp1.000.000,00 – Rp3.000.000,00	48	48%
Rp5.000.000 – Rp10.000.000	11	11%
Total	100	100%
Main Purpose of Using the Tiktok Application		
entertainment	40	40%
Find a Travel Information	32	32%
Follow Trends and Influencers	11	11%
View product/service recommendations	16	16%
Seeking knowledge	1	1%
Total	100	100%

The analysis results indicate that the majority of respondents were male (62%), while females comprised (38%). The age group with the highest representation was 21–24 years, comprising 39%, suggesting that TikTok Travel Ads are primarily utilized by young individuals who frequently engage with social media. According to their most recent education, 54% of participants were high school graduates or had an equivalent qualification, whereas 31% held a bachelor's degree. Regarding employment, 39% of participants are employed in the private sector while 26% are students. The majority spend 1–2 hours daily on the TikTok app (40%), showing a significant level of social media usage among participants. The primary reason for using TikTok is to find entertainment (40%) and to gather travel information (32%). This data indicates that TikTok has significant potential as a platform for tourism promotion, as it can capture the interest of younger audiences by blending entertainment with informative content. Prior to conducting hypothesis testing, a validity assessment is performed to verify that each item in the questionnaire accurately reflects the indicators of the variables under investigation

Table 3. Result of Validity Test

Variable	Item	KMO	Loading Factor	Information
Social Media Content	SMC1	0,909	0.778	Valid
	SMC 2	0,909	0.882	Valid
	SMC 3	0,909	0.859	Valid
	SMC 4	0,909	0.884	Valid
	SMC 5	0,909	0.777	Valid
	SMC 6	0,909	0.887	Valid
	SMC 7	0,909	0.694	Valid
	SMC 8	0,909	0.762	Valid
	SMC 9	0,909	0.888	Valid
Consumer Engagement	CE1	0,860	0.836	Valid
	CE2	0,860	0.853	Valid
	CE3	0,860	0.821	Valid
	CE4	0,860	0.877	Valid
	CE5	0,860	0.836	Valid
	CE6	0,860	0.834	Valid
	CE7	0,860	0.525	Valid
	CE8	0,860	0.795	Valid
Purchase Intention	PI1	0,840	0.903	Valid
	PI2	0,840	0.935	Valid
	PI3	0,840	0.946	Valid
	PI4	0,840	0.853	Valid

The Kaiser-Meyer-Olkin (KMO) test results indicate that all variables in the study have met the eligibility criteria for further analysis through factor analysis (Adelia et al., 2025). The Social Media Content variable obtained a KMO value of 0.909, which is in the very feasible category. Each item in this variable also has a loading factor value above 0.60, so all indicators are declared valid to represent the construct. Furthermore, the Consumer Engagement variable showed a KMO value of 0.860, which indicates that the relationship between indicators is at a strong and consistent level. The loading factor value for each item is also above the minimum acceptance limit, indicating that all indicators are worthy of being retained. Meanwhile, the Purchase Intention variable has a KMO value of 0.840, indicating the suitability of the data for factor analysis. All items in this variable have high loading factor values, so they are declared valid and able to explain the Purchase Intention variable strongly. Thus, all variables meet the eligibility requirements because the KMO value is higher than the minimum requirement of 0.50 and the loading factor value is in the adequate to very good category.

Table 4. Reliability

Variable	Minimum Cronbach Alpha	Cronbach Alpha	Information
Social Media Content	0,7	0.930	Reliable
Consumer Engagement	0,7	0.918	Reliable
Purchase Intention	0,7	0.926	Reliable

The reliability test results above indicate that all variables have Cronbach's Alpha values above 0.9, indicating that they are highly reliable. The highest value was obtained for Social Media Content at 0.930, followed by Purchase Intention at 0.926, and Consumer Engagement at 0.918. These results indicate that all indicators have a high level of internal consistency, thus making the research instrument reliable for use in regression model testing.

Table 5. Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894 ^a	.799	.795	.55479

The coefficient of determination results shows an R value of 0.894 and an R Square of 0.799, meaning that 79.9% of the variation in changes in Purchase Intention can be explained by the combination of Social Media Content and Consumer Engagement variables, while the remaining 20.1% is influenced by other factors outside the model. This value indicates that the research model has strong explanatory power regarding the relationship between variables.

Table 6. Hypothesis Result

Latent Variables	Adj R ²	F Test			t Test		
		F Value	Sig	B	Sig	t-Value	Information
SMC → CE	0.774	340.165	.000	.898	18.444	.000	H1 Accepted
SMC → PI	0.795	193.075	.000	.488	4.660	.000	H2 Accepted
CE → PI			.000	.506	4.992	.000	H3 Accepted

Table 7. Sobel Test Result

Sobel Test	B	Std. Error	Statistic Sobel	Sig. One-Tailed	Sig. Two-Tailed
Social Media Content	.488	.105	3.376	0.0003	0.0007
Consumer Engagement	.506	.103			

Dependent Variable: Purchase Intention

The results of the study show that Social Media Content has a positive and significant effect on Consumer Engagement with a significance of 0.000, which means that the more

interesting, informative, and interactive the content displayed through TikTok Travel Ads, the higher the user engagement with the content. Well-packaged content encourages users to pay attention, interact, and build a psychological relationship with the promoted brand. Furthermore, the results of multiple regression show that Social Media Content and Consumer Engagement both have a positive and significant effect on Purchase Intention, with beta coefficients of 0.448 and 0.506 respectively and a significance of 0.000. The Sobel test also shows a value of 3.376 with a one-tailed p-value of 0.0003 and a two-tailed p-value of 0.0007, so it can be concluded that mediation is significant, where Consumer Engagement bridges the influence of Social Media Content on Purchase Intention. These findings confirm that content influence stems not only from the visual appearance or information conveyed, but also from the depth of user emotional engagement in the digital interaction, which then drives purchase intention. Based on these results, H1, H2, and H3 are accepted.

Discussion

This value indicates a strong and significant influence, meaning that the better the social media content displayed, the higher the purchase intention of TikTok users towards the promoted tourism product. This finding empirically supports H3, which states that Social Media Content has a direct and significant effect on Purchase Intention. This influence illustrates that visual appeal, presentation style, and creatively packaged information can create a psychological effect that entices users to try or purchase. TikTok content that highlights the beauty of destinations, combined with music, narrative, and engaging photography, has been proven effective in fostering purchase intention (Putri et al., 2025). Users respond to content not simply as entertainment but as emotional stimulation that shapes positive perceptions of the product (Muarif, 2025). The strong influence of social media also indicates that promotions delivered through digital platforms serve not only as a one-way communication tool but also as a persuasive medium that instills brand values and image (Luo et al., 2025). Content packaged with light and inspiring narratives is more easily accepted by users than content that is solely informative. When users view content depicting real-life travel experiences, they feel as if they are experiencing the moment, which then triggers a desire to experience it firsthand (Bushara et al., 2023). This is why social media content has a significant influence on purchasing decisions because it can penetrate consumers' emotional layers. This mechanism explains why H3 is accepted, as exposure to emotionally rich and visually engaging content directly stimulates consumers' cognitive and affective evaluations, leading to higher purchase intention even without intermediary variables. This finding is consistent with research by Kulikovskaja et al. (2023), which confirms that emotionally engaging and visually driven social media content significantly increases purchase intention through cognitive and affective mechanisms, thereby reinforcing the uses and gratification theory in digital marketing contexts (Kulikovskaja et al., 2023). Furthermore, TikTok's algorithmic nature, which displays content tailored to users' interests, further amplifies this effect. Algorithm-driven exposure strengthens the direct path between content and intention by repeatedly reinforcing message salience, thereby validating the robustness of H3 in algorithm-based social media environments.

The persuasive power of social media content lies not only in its aesthetic appeal but also in its ability to construct brand-related meanings that influence consumer decision-making, as demonstrated in studies showing that content marketing significantly shapes purchase decisions through cognitive and emotional pathways (Agi et al., 2023). Social media platforms allow users to actively construct their perceived reality through repeated exposure to curated content, which strengthens belief formation and behavioral intentions, particularly when content aligns with users' personal values and interests (Cho et al., 2024). This repeated exposure mechanism further explains the relatively high explanatory power of Social Media Content in predicting Purchase Intention, as reflected in the significant t-value and p-value reported in the hypothesis testing. This result aligns with recent studies indicating that algorithm-driven platforms amplify the persuasive impact of content by reinforcing attitudinal formation through repeated exposure, strengthening

theoretical perspectives on media-induced belief construction. Repeated exposure to similar content types within algorithm-driven platforms intensifies users' attitudinal responses, making them more susceptible to persuasive messages embedded in visually engaging and narrative-driven content. User interaction with social media content functions as a critical behavioral response, where likes, comments, and shares reflect internalized evaluations rather than passive consumption of information (Confetto et al., 2023). High-quality digital content encourages users to transition from information receivers to active participants who voluntarily disseminate promotional messages, thereby expanding the reach and credibility of marketing communications (Azhar et al., 2023). This transition from passive exposure to active interaction becomes the conceptual bridge leading to H1, which examines the influence of Social Media Content on Consumer Engagement. Personalization mechanisms of social media platforms amplify engagement by continuously reinforcing content relevance, which deepens emotional involvement and strengthens intention-related outcomes. Empirical evidence confirms that emotionally engaging and value-consistent social media content generates stronger behavioral responses than purely informational messages, reinforcing its strategic role in shaping consumer engagement and purchase intention (Confetto et al., 2023).

The more frequently someone sees the same type of content, the stronger its influence on purchase intention (Putri et al., 2025). This study also found that social media content significantly influences consumer engagement, with a beta coefficient of 0.898 and a significance level of 0.000. These results confirm H1, indicating that Social Media Content has a strong and significant effect on Consumer Engagement. This figure reflects that engaging, informative, and authentic content can substantially increase user engagement. When a promotional video captures attention and evokes feelings of enjoyment, users are encouraged to respond, comment, or share the content (Varghese & Agrawal, 2021; Yi Shien et al., 2023). Thus, the acceptance of H1 confirms that social media content functions not only as an informational stimulus but also as a behavioral trigger that activates emotional and participatory responses. These activities demonstrate that the influence of digital content extends to the realm of user behavior. In other words, good content not only informs but also influences users to actively participate in the dissemination of promotional messages (Vinerean & Opreana, 2021). This makes social media content a crucial element in determining the depth of user engagement with the brand or tourism product being displayed.

The influence of social media content on consumer engagement also indicates a shift in digital user behavior patterns. Users now act not only as recipients of information but also as disseminators of messages, contributing to expanding the reach of promotions (Cao et al., 2021). When users find the content, they view enjoyable, humorous, inspiring, or beneficial, they are moved to share it with others without being asked (Mardhatilah et al., 2024). This process demonstrates that the influence of digital content transcends traditional promotion by creating participation that arises from personal awareness. Users who are interested in content about a particular tourist destination will be more active in responding, reviewing, and even recommending it to others (Larasetiati & Ali, 2019). This emphasizes that the power of social media content lies not only in its appearance but also in its ability to create emotional engagement that generates long-term influence on users (Fahimah & Ningsih, 2022).

This study shows that consumer engagement has a positive and significant effect on purchase intention, with a beta coefficient of 0.506 and a significant level of 0.000. This finding supports H2, which posits that Consumer Engagement significantly influences Purchase Intention. This means that users who actively engage with promotional content are more likely to have a desire to purchase the tourism product being offered. This finding is in accordance with (Salonen et al., 2024), which demonstrates that high-quality, authentic, and interactive content serves as the primary driver of consumer engagement across social media platforms. User engagement in the form of comments, likes, and other participation strengthens the perception that the promoted product or service has value and appeal (Teo et al., 2025). This influence of engagement indicates that the interaction

between users and content serves as a form of social validation that increases trust in promotional messages (Jang et al., 2018). In tourism promotion, user engagement with destination content increases the potential for conversion from interest to purchase intention. As engagement intensifies, its influence on digital consumer behavior becomes more pronounced, reinforcing the transition from passive interest to active intention (Agag & El-Masry, 2017).

The influence of Consumer Engagement is also evident in how users respond to the emotional experiences offered by content. Engagement driven by feelings of joy, curiosity, and a desire to share creates an emotional connection between the user and the message (Elgarhy et al., 2024). When users feel they have a personal experience with the content, the desire to purchase the product becomes more natural and less forced (Kim et al., 2021; Yum & Kim, 2024). In the case of TikTok Travel Ads, users who actively interact with promotional content are more likely to seek additional information about the displayed location, monitor ticket prices, or even plan a trip (Varghese & Agrawal, 2021). This influence of engagement demonstrates that promotional strategies that activate users' emotional participation will have a greater impact on purchasing decisions than passive promotions that are merely informative (Guo & Li, 2022). The Sobel test results indicate that Consumer Engagement has a significant mediating effect between Social Media Content and Purchase Intention.

The Sobel test statistic of 3.376, with a one-tailed p-value of 0.0003 and a two-tailed p-value of 0.0007, demonstrates that user engagement strengthens the influence of content on purchase intention. This result confirms the mediating role of Consumer Engagement, indicating that H1 and H2 jointly reinforce the indirect pathway linking Social Media Content to Purchase Intention. While social media content already has a direct effect on purchase intention, this influence is enhanced when users feel emotionally, cognitively, and behaviorally involved. This result indicates that engagement strengthens the influence of content by transforming exposure into a deeper cognitive and emotional experience, making promotional messages more memorable and credible (Yi Shien et al., 2023). Thus, consumer engagement not only has a significant influence on its own but also strengthens the content's driving force in triggering purchase intention.

This mediating effect demonstrates that the effectiveness of social media content is maximized when accompanied by strategies that foster user engagement. Compelling visual content is important, but without active user participation, its effect quickly diminishes (Ahmad & Rosli, 2023). Engagement provides an additional layer in the purchase intention formation process, where users not only absorb information but also internalize the message as part of a personal experience (J. Lee & Park, 2022). The results of this study, with an R Square value of 0.795, confirm that the combined influence of Social Media Content and Consumer Engagement can explain 79.5% of the variation in changes in Purchase Intention. This high explanatory power indicates that the proposed model is empirically robust and theoretically sound, reinforcing the acceptance of all proposed hypotheses (H1, H2, and H3). This finding confirms that the success of digital promotions on TikTok Travel Ads is highly dependent on how the content is designed to stimulate interaction and create a memorable emotional experience for users.

Limitations

This study certainly has several limitations. The variables used in this study were limited to mediation, without considering the possibility of moderating variables that might strengthen or weaken the relationship between variables. Furthermore, the number of respondents was only around 100, so the results cannot be generalized more broadly. Future research is recommended to explore more variables, add moderating variables, and use a larger sample size to obtain a more comprehensive picture.

CONCLUSION

Social media content influences consumer engagement. Content perceived as relevant and engaging encourages consumers to pay attention to and interact with a brand. This

engagement influences purchase intentions, as consumers who feel close and familiar with a brand tend to be more confident in making purchase decisions. Social media content also has a direct influence on purchase intentions, so content quality remains a key factor. Consumer engagement plays a mediating role in this relationship, highlighting the importance of content management that is not only informative and visual but also able to build consistent relationships with audiences. These findings confirm that the role of consumer engagement cannot be ignored in the relationship between social media content and purchase intentions. High engagement reflects trust, interest, and satisfaction with the content presented. Therefore, content that can create a sense of belonging and positive user experience will be more effective in driving purchase decisions than content that focuses solely on conveying information.

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