

ABSTRACT

THE INFLUENCE OF CONTENT MARKETING ON PURCHASE INTENTION THROUGH BRAND ENGAGEMENT AT VIVA KOSMETIK (A Case Study on Viva Kosmetik in Jabodetabek)

Musripah¹⁾ Windarko, S.T., M.M²⁾

- 1) *Student of Management Study Program, Universitas Pembangunan Jaya*
- 2) *Lecturer of Management Study Program, Universitas Pembangunan Jaya*

This study aims to explain the influence of content marketing on the purchase intention of Viva Kosmetik consumers in the Jabodetabek area, taking into account the role of brand engagement as a mediating variable. The development of digital marketing encourages companies not only to present conventional promotions but also to create engaging, relevant content that builds emotional connections with consumers. This research employs a quantitative approach using an explanatory method and is analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The population in this study consists of Viva Kosmetik consumers in Jabodetabek who actively access brand content via social media. The sampling technique used is purposive sampling, and data were collected using a Likert-scale questionnaire. The results of the study indicate that Content Marketing has a significant effect on both Purchase Intention and Brand Engagement. Furthermore, Brand Engagement also significantly influences Purchase Intention and serves as a significant mediator in the relationship between Content Marketing and Purchase Intention. These findings affirm that an informative and relevant content strategy can not only drive consumers' purchase intentions directly, but also indirectly through increased engagement with the brand. Consumer engagement acts as a crucial bridge in strengthening the effectiveness of content marketing on purchasing decisions.

Keywords: *Content Marketing, Brand Engagement, Purchase Intention, Viva Kosmetik*