

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *content marketing* terhadap keputusan berbelanja online dengan *customer engagement* sebagai variabel mediasi pada pengguna *platform live shopping* di Kota Padang. Perkembangan digital mendorong maraknya penggunaan fitur *live shopping* yang menawarkan interaksi langsung antara penjual dan konsumen, sehingga strategi *content marketing* menjadi kunci penting dalam menarik perhatian dan meningkatkan keputusan pembelian konsumen.

Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 138 responden yang merupakan pengguna aktif *platform live shopping* di Kota Padang. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) dengan bantuan software SmartPLS 3.0.

Hasil penelitian menunjukkan bahwa *content marketing* berpengaruh positif dan signifikan terhadap *customer engagement* dan keputusan berbelanja online. *Customer engagement* juga berpengaruh positif dan signifikan terhadap keputusan berbelanja online. Selain itu, *customer engagement* terbukti memediasi hubungan antara *content marketing* dan keputusan berbelanja online. Temuan ini mengindikasikan bahwa strategi *content marketing* yang efektif dan interaktif dapat meningkatkan keterlibatan konsumen dan mendorong mereka untuk melakukan pembelian.

Kata kunci: *content marketing*, *customer engagement*, keputusan berbelanja online, live shopping, PLS-SEM

ABSTRACT

This study aims to analyze the effect of content marketing on online shopping decisions with customer engagement as a mediating variable among users of live shopping platforms in Padang City. The rapid development of digital technology has encouraged the widespread use of live shopping features, which offer real-time interaction between sellers and consumers. As a result, content marketing strategies play a crucial role in attracting attention and influencing consumers' purchasing decisions.

This research uses a quantitative method with data collected through questionnaires distributed to 138 respondents who are active users of live shopping platforms in Padang City. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS 3.0 software.

The results show that content marketing has a positive and significant effect on both customer engagement and online shopping decisions. Furthermore, customer engagement also has a positive and significant impact on online shopping decisions. In addition, customer engagement is proven to mediate the relationship between content marketing and online shopping decisions. These findings indicate that effective and interactive content marketing strategies can enhance consumer engagement and drive purchasing behavior.

Keywords: *content marketing, customer engagement, online shopping decisions, live shopping, PLS-SEM*