The Impact of Content Marketing and Online Customer Reviews on Purchase Intention and Consumer Engagement

Heppy Agustiana Vidyastuti[*]

STIE Ekuitas, Indonesia

Abstract: *This quantitative research takes data that is used as a survey target or object of data collection is market place users in West Java. SmartPLS version 4 used to process and analyse data collection result and its results are: 1 The Customer Enggagement variable not affected significantly by Content marketing variable, 2 The purchase intention variable affected significantly by content marketing variable, 3 Customer Enggagement variable affected significantly by online customer review variable, 4. Online Customer Review variable no effect on Purchase Intention 5 Customer Enggagement variable no affected significantly purchase intention variable, 6. The effect of Content Marekting variable to the customer enggagement variable mediated by the purchase intention variable doesnt meet the requirements in this study, 7. The effect of Online Review to the customer enggagement variable mediated by the purchase intentiont variable doesn't meet the requirements in this study.*

Keywords: *Content marketing; online customer review;purchase intention;consumer engagement.*

Introduction

In the digital era, strategies of marketing have undergone significant changes with the emergence of various new platforms and information technologies. The technological development facilitates the behavior of customers who previously made purchases directly at offline shops, to make purchases through marketpalce or e-commerce. In addition, the existence of various types of marketplaces also provides opportunities for sellers to increase product marketing at a small cost but provides extraordinary benefits in the economic activities carried out (Ardianto et al., 2020). Internet users in Indonesia, which continue to grow, are a very promising market for e-commerce players, so that many e-commerce and marketplaces have sprung up such as Blibli, Bukalapak, Lazada, Matahari Mall, Shopee, Tokopedia, and others (Mulyati & Gesitera, 2020).

Technology-based marketing strategies such as content marketing and online customer review have become key tools for businesses to increase interest in product purchases However, the effectiveness of these two strategies does not always guarantee success, especially when influenced by negative reviews from online customers. This phenomenon is increasingly relevant in today's fiercely competitive marketplaces, where consumers rely not only on promotional content, but also reviews from other users to make purchasing decisions. One of the key issues is the high

sensitivity of consumers to online customer reviews, both positive and negative. According to (Eriksson & Nielsen, 2022) , more than 70% of consumers tend to trust online reviews over information provided directly by companies. In this context, negative reviews can undermine consumer trust in content delivered through content marketing , even if the content is creative and engaging. Conversely, positive reviews can strengthen the influence of these marketing strategies on purchase intent. Unfortunately, many businesses do not fully understand how to utilize online customer reviews as a strategic element in their marketing. In research (Prilia Naomi & Ardhiyansyah, 2021; Sugianto & Astuti, 2023; Ventre & Kolbe, 2020), proving that online customer reviews have an effect on purchase intention or purchase decisions. Based on research by(Filieri et al., 2021), Online reviews has an important role on shaping consumer perceptions of product and service quality, so as to increase relationship between purchase intention and marketing strategy.The form of online customer reviews, containing emotions from customers refers to the journal (Guo et al., 2020). Several previous research results (Prilia Naomi & Ardhiyansyah, 2021), show relationship between variables of online customer reviews, ratings and customer trust in purchasing decisions and found that all three variables have a signifance effect for decisions of purchasing. The research conducted (Liu & Ji, 2018) used the

variables of online customer reviews, promotional marketing and consumer trust in purchasing decisions. This study (Mantik & Faradita Chasanah, 2021), explaine more detail how to determine the effect of content marketing and the quality of Scarlett brand beauty products on purchasing decisions through people's purchasing interest in Surabaya as an intervening variable. The results of the study (D. K. Anggraini & Mochlasin, 2023), showed that purchasing decisions were significantly affected by the ratings of online customer, reviews of online customer and consumer confidence, while the study (Trenz & Berger, 2013), explained the analysis of online reviews and research conducted (Ventre & Kolbe, 2020), explain the significant influence of three variables : customer risk, customer trust and online reviews in purchase intention. For research related to customer engagement variables, previous studies, including research (Chuah et al., 2020), explain the sustaining customer engagement behavior through corporate social responsibility, research Chen et al., 2021), examining Customer engagement research in hospitality and tourism, (Gao & Huang, 2021) describe the channel integration Quality and customer loyalty in omni channel retailing. However, high exposure to digital information is not always directly proportional to increased purchase intention. This is because many manipulative or inauthentic content and reviews can cause consumers to lose trust.. Research (Filieri & McLeay, 2014), examines how online reviews influence purchasing decisions, with a focus on trust as a key factor. (Zhang et al., 2014). This journal explores how online reviews influence purchase intentions, considering factors such as trust and credibility..

Based on a review of the previous literature, in this research try to combine existing variables in one study, so that the complexity of this research is obtained and becomes an update, here I also explore consumer behavior, especially marketplace users so that it can become additional new knowledge for other researchers, business people, both consumers and producers as well as new marketing knowledge, especially related to the case under study. This research has high urgency and significance amid the rapid development of the digital ecosystem, especially in the world of marketing and consumer behaviour. Along with the increasing use of the internet and social media, consumers are increasingly encouraged to seek information that is organic and based on other users' experiences before making a purchase. This research is expected can produce a significant theoretical and practical contribution to the development of digital marketing literature and become a consideration for policy makers in designing more effective programs and policies to encourage interest in digital marketing.This study aims to determine the effect of content marketing and Online Customer review on purchase intention and Customer Engagement.

Methods

This research applies quantitative methods with a verification approach where surveyed object are marketplace users. The method to collect data used in this study by online survey via Google Forms. The target data consists of consumers using the marketplace since the total number of marketplace users is unknown, the size of sample was calculated using the Cochran formula, producing sample 322 data. Non-probability sampling and purposive sampling methods are used in collecting data from respondents who must meet the criteria: Consumers must have a marketplace account and Respondents must be domiciled in the province of West Java. This study uses 5 variables to be studied,

namely live streaming, online customer reviews, customer ratings, customer trust and customer engagement. The data collection process is carried out by distributing questionnaires through social media with targets who have made transactions in the marketplace and are domiciled in the province of West Java. The questionnaire was created using Google Form which had been prepared in accordance with the objectives of this study with the aim of respondents filling out the questionnaire online, time-limited and the results could be monitored online. If the respondents who filled out were domiciled outside West Java and had never made transactions in the Market Place, then the respondents would be eliminated. To make it easier for respondents, the questionnaire form is prepared using a Likert scale from value 1 up to value 5, that can be describe" to "The survey employed a Likert scale ranging from 1 to 5, where: (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, and (1) Strongly Disagree." The total data 337 respondents were processed using the SEM PLS Version 4 application.

Results and Discussions

A. Data Collection Results

The data was obtained from data collection of 207 respondents and then the data was processed using SEM PLS.Version 4 application.

B. Test Outer Model

The outer model is used to test the validity and reliability of data, where this model can explain how each indicator block connected to its latent variables.

a) Validity test

Referring to JF Hair's research (2014), explaine that validity test will use two measurement methods are : Validity of Convergent and Discriminant measurement.

1. Convergent Validity

Convergent validity is used to test the extent to which indicators in a construct (latent variable) are strongly correlated and represent the same construct. In the Smart PLS (Partial Least Squares Structural Equation Modeling) application, convergent validity is evaluated by considering three factors, namely: factor loadings, composite reliability, and average variance extracted (AVE). Referring to the research of Hair et al. (2006) which explains that the practical method commonly used for initial examination of factor matrices with values less than or equal to 0.5 is considered ineligible, while values greater than or equal to 0.6 are considered eligible and the higher the value, the better. The greater the value of the loading factor, the more important its role in the relationship between variables. In this study, a factor loading value of 0.5 and an average variance extracted (AVE) value were used which is the convergent validate value. The results of the convergent validation test are declared valid if the external loading value and the average variance extracted (AVE) value are greater than 0.5. In Figure 1, the path diagram values show the relationship between the loading of each indicator and the causal relationship between its components.
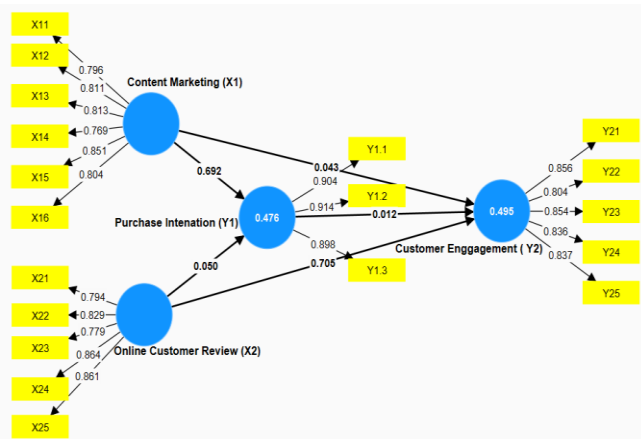
Figure 2. Outer Model

Source: SMART PLS4 Process (2025)

Table 1. Outer Loading Test

Variable	Indicator	Content Marketing (X1)	Customer Enggagement (Y2)	Online Customer Review (X2)	Purchase Intenation (Y1)
Content Marketing	X11= Relevance	0.796			
	X12= Accuracy	0.811			
	X13= Valuable	0.813			
	X14= Easy to Understand	0.769			
	X15= Easy to Find	0.851			
	X16= Consistent	0.804			
Online Customer Review	X21 =Perceived Usefull			0.794	
	X22= Source Credibility			0.829	
	X23= Argument Quality			0.779	
	X24= Valence			0.864	
	X25= Volume of Review			0.861	
Purchase Intention	Y1.1= Recommended				0.904
	Y1.2= Main Choice				0.914
	Y1.3= Get to know more				0.898
Customer Enggagement	Y21= Enthuasiasm		0.856		
	Y22= Attention		0.804		
	Y23= Absorption		0.854		
	Y24= Interaction		0.836		
	Y25= Identification		0.837		

Source: Data processing result by Author, 2025

The value of outer loading of the components of the 4 variables studied can be seen at Table 1 and the value for all variables is above 0.5 where the smallest value is 0.769 for the content marketing variable on the easy to understand indicator. Because the outer loading test values of the 4 variables studied all have an outer value higher than 0.5, so that based on the

comparison of these values, conclusions can be drawn that all components of the 4 variables studied are valid.

Table 2. Value of AVE

Variable	Average Variance Extracted (AVE)
Content Marketing (X1)	0.652
Customer Enggagement (Y2)	0.701
Online Customer Review (X2)	0.682
Purchase Intenation (Y1)	0.820

Source: Data processing result by Author, 2025

In table 2 can be seeen the value of AVE for all variables studied obtained the smallest value of 0.652 for the content marketing variable and the largest value of 0.820 for the purchase intention variable. Reffer to all AVE values for all variables studied are higher than 0.5, so that based on the comparison of these values, conclusions can be drawn that the convergent validity test for all variables is valid.

2. Discriminant Validity

Discriminant validity test used in statistical analysis, especially in the development of research instruments such as questionnaires or measurement scales, to evaluate the extent to which a construct (the theoretical concept being measured) can be clearly distinguished from other constructs. This test is used to ensure that items in an instrument measuring a construct do not overlap or correlate too highly with items measuring other constructs. The Cross-Loading value is used to test Discriminant Validity. The results of the discriminant validity test are declared to meet the requirements if the value of each variable of a construct is always greater than the correlation value of the construct with other latent variables.

Table 3. Cross Loading

Indicator	Content Marketing (X1)	Customer Enggagement (Y2)	Online Customer Review (X2)	Purchase Intenation (Y1)
X11	0.796	-0.023	-0.085	0.526
X12	0.811	0.009	-0.049	0.548
X13	0.813	0.000	-0.088	0.574
X14	0.769	-0.005	-0.074	0.531
X15	0.851	-0.002	-0.049	0.599
X16	0.804	0.017	-0.010	0.552
X21	-0.062	0.491	0.794	0.018
X22	-0.054	0.618	0.829	-0.018
X23	-0.007	0.601	0.779	0.019
X24	-0.086	0.566	0.864	-0.017
X25	-0.095	0.605	0.861	-0.002
Y1.1	0.585	0.063	0.018	0.904
Y1.2	0.676	0.043	-0.017	0.914
Y1.3	0.603	0.004	0.000	0.898
Y21	0.021	0.856	0.617	0.040
Y22	0.025	0.804	0.527	0.041
Y23	0.009	0.854	0.553	0.095
Y24	-0.002	0.836	0.570	0.013
Y25	-0.049	0.837	0.656	-0.011

Source: Data processing result by Author, 2025

On table 3, all value of cross loading for each variable (in green) is always greater the value of other latent variables. Reffer to data processing result on the table above be concluded that the test of discriminant validity is valid.

b) Reliability Test

Test of Reliability used to measure a research instrument (such as a questionnaire, measurement scale, or test) produces consistent and stable results when used to measure the same construct or variable. Reliability refers to the degree of reliability and consistency in measuring what it is supposed to measure. Reliability is an important aspect of research because unreliable instruments can produce inaccurate data, thus affecting the validity of the research results. If an instrument is reliable, the measurement results will be consistent even if they are carried out at different times or different people.

Reliability Test is used to measure the consistency and accuracy of latent variables by considering the Cronbach's alpha variability value and composite reliability. If the Cronbach's alpha value and composite reliability are greater than 0.7, it can be concluded that the reliability test is accepted or it can be interpreted that the data obtained from data collection in this study and processed with the SMART PLS p application have good consistency and accuracy.

Table 4. Realibility Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Content Marketing (X1)	0.893	0.895	0.918	0.652
Customer Enggagement (Y2)	0.894	0.897	0.921	0.701
Online Customer Review (X2)	0.883	0.886	0.915	0.682
Purchase Intenation (Y1)	0.890	0.895	0.932	0.820

Source: Data processing result by Author, 2025

The smallest Cronbach's alpha value of all variables is 0.883 for the online customer review variable and the smallest composite reliability value of all variables is 0.886 for the live streaming variable. The Cronbach's alpha and composite reliability values for all variables studied, the values for all variables are greater than 0.7, so based on the explanation of the reliability test provisions, it can be concluded that the results of the reliability test in this study have strong consistency and accuracy.

C. Test Inner Model

This internal model is measured using the R2 or R-Square determination coefficient test on the results of data processing. This R-square value explains the extent to which the variability of exogenous variables has a significant effect on endogenous variables. R square value is grouped into 3 parts: 1 R square value > 0.67, its indicates strong relationship, 2 R square value between 0.33 to 0.67 showa medium relationship and R square value < 0.19 indicates a weak relationship.

Table 5. R S quare Value

Variable	R-square	R-square adjusted
Customer Enggagement (Y2)	0.495	0.490
Purchase Intention (Y1)	0.476	0.473

Source: Data processing result by Author, 2025

In table 5, the R-Square value is 0.495 for the customer enggagement variable and 0.476 for the purchase intention variable. This value shows that the content marketing, and online customer review variables contribute 49.5% to customer enggagement and the remaining 50.5% is affected by other variables. Furthermore, the content marketing and online customer review variables contributed 47.6% to the purchase intention variable and the remaining 52.4% was affected by other variables.

D. Hypothesis Test

If all the data that has been tested meets the specified requirements, then it will be continued with the hypothesis testing process. In the data processing process, the bootstrapping algorithm will be selected in the SEM PLS version 4 application. The Bootstrapping algorithm will eliminate large sample sizes assuming the data processed uses a normal distribution, in accordance with the research results (Ghozali & Laten, 2012). By using the no sign change scheme, and the number of data processed is 322 data, the significance value is 5% and the T-statistic value is 1.96. Referring to the research (Hair, 2013), if the value meets the requirements above, it can be concluded that the hypothesis test is acceptable..

a) Direct Hypothesis

To test whether the hypothesis proposed in this study is accepted or not, a structural model (Inner Model) is used to test the hypothesis directly. Whether a hypothesis can be accepted or not will be seen from the results of the comparison of the T-statistic value obtained from the results of data processing using the Smart PLS 4 tool and a value of 1.96. The hypothesis being tested is accepted if the T-statistic value is greater than 1.96 and if it is less than 1.96 then the hypothesis is not accepted. Table 6 shows the results of testing each hypothesis.

Table 6. Direct Hypothesis

Direct Hyphotesis	Original sample (O)	T statistics (|O/STDEV|)	P values	Information
Content Marketing (X1) -> Customer Enggagement (Y2)	0.043	0.778	0.437	Not Accepted
Content Marketing (X1) -> Purchase Intenation (Y1)	0.692	22.159	0.000	Accepted
Online Customer Review (X2) -> Customer Enggagement (Y2)	0.705	18.223	0.000	Accepted
Online Customer Review (X2) -> Purchase Intenation (Y1)	0.050	1.349	0.177	Not Accepted
Purchase Intenation (Y1) -> Customer Enggagement (Y2)	0.012	0.212	0.832	Not Accepted

In table 6, the direct hypothesis and its value of T Statistics show a hypothesis of the influence of one variable on another variable will be accepted or not accepted. It can be seen that the smallest value is 0.778 (content marketing -> customer enggagement) and the largest value is 22.159 (content marketing -> purchase intention). According the table above can be summarized the conclution of direct hypothesis as follows :

➢ Hypothesis 1: direct influence of content marketing -> customer enggagement is not accepted because T Statistic 0,778 < 1.96

➢ Hypothesis 2: the direct influence of content marketing -> purchase intention is accepted because T Statistic 22.159 > 1.96

➢ Hypothesis 3: the direct influence of online customer review -> customer enggagement is accepted because T Statistic 18.223 > 1.96

➢ Hypothesis 4: the direct influence of online customer review -> purchase intention is not accepted because T Statistic 1.349 < 1.96

➢ Hypothesis 5: the direct influence of purchase intention -> customer enggagement not accepted because T Statistic 0.212 < 1.96

b) Indirect Hypothesis

Inner Model is used to test the hypothesis of indirect influence. If the T-statistic value obtained from the data processing results is greater than 1.96, then it can be concluded that this indirect hypothesis can be accepted, and if the value is less than 1.96, the Hypothesis will be rejected. The results of data processing related to the indirect hypothesis can be seen in Table 7, which will test 3 hypotheses.

Table 7. Indirect Hypothesis

Indirect Hypothesis	Original sample (O)	T statistics (|O/STDEV|)	P values	Information
Content Marketing (X1) -> Purchase Intention (Y1) -> Customer Enggagement (Y2)	0.008	0.039	0.209	Not Accepted
Online Customer Review (X2) -> Purchase Intenation (Y1) -> Customer Enggagement (Y2)	0.001	0.003	0.176	Not Accepted

Table 7 shows the T statistic value used to conduct an indirect hypothesis test and reffer to T statistic value on the table 7, it can be summarized that:

➢ Hypothesis 7: Indirect influence of Content Marketing -> Purchase Intention -> Customer Enggagement, is not accepted because value of T statistic is 0.039 < 1.96

➢ Hypothesis 8: Indirect influence of Online Customer Review -> Purchase Intention -> Customer Enggagement, is not accepted because value of T statistic is 0.003 < 1.96.

DISCUSSION

Content Marketing Influence on Customer Engagement

The value of output path coefficient shows the relationship between Content Marketing and Customer Enggagement has a parameter coefficient of 0.043 with a significance of 0.437, a statistical value of 0.778 (0.778< 1.96), thus hypothesis one not accepted. This shows that existing content marketing may not be sufficient for customer engagement directly, this is possible because the existing content marketing is not interesting so that consumers are not interested in getting involved further let alone to decide to buy. Good content marketing in the marketplace will cause consumer involvement to carry out activities, for example giving likes, positive reviews or even making purchasing decisions. The results of this study contradict the results of research (Chuah et al., 2020), which describes customer involvement through social responsibility towards the role of environmental concern and green beliefs, has a positive influence, and research by (Agyei et al., 2020), explains the positive relationship between the influence of trust and customer engagement. This is in line with research conducted by (Alhidayatullah, 2024; Fahimah & Ningsih, 2022; Shabankareh et al., 2024), which explains the relationship between content marketing and customer engagement.

Content Marketing Influence on Purchase Intention

The value of output path coefficient shows the relationship between Content Marketing and Purchase Intention has a parameter coefficient of 0.692 with a significance of 0.000, a statistical value of 22.159 (22.159 > 1.96), thus second hypothesis accepted. Research (du Plessis, 2022), summarizes empirical evidence of the influence of content marketing on consumer behavior in a structured and comprehensive manner. Also, it identifies several knowledge gaps needed for further research. Research (Prasetya & Susilo, 2022)proves that Content Marketing has a positive influence on Purchase Intention. In another study (Marlina et al., 2024), content marketing (X3) has a significant impact on repurchase intention (Y), acceptable. Based on research(Rowley, 2008), explains how important digital content is to the growth of business and society, and that it is imperative to seek a holistic perspective on the definition and nature of digital marketing. The customer experience of digital content is influenced by all stakeholders in the value chain and will enable customers to participate in the learning and co-creation of the experience. The connection with this research is that content marketing created in the marketplace based on customer desires and attractiveness will provide satisfaction to customers and will generate interest in buying.

Online Customer Review Influence on Customer Engagement

The value of output path coefficient shows the relationship between Online Customer Review and Customer Enggagement has a parameter coefficient of 0.705 with a significance of 0.000, a statistical value of 18.223 (18.223 >1.96), thus hypothesis three accepted. Research can explain, reviews or reviews given by consumers in this market place will affect the involvement of other consumers to interact, for example by giving like, comment, save or share symbols. when the reviews given are good, customer engagement is also good, conversely when there are many negative reviews, customer engagement is also not good. Other studies related to customer engagement, including, (Chen et al., 2021), his research on customer enggagement Customer engagement research in hospitality and tourism: a systematic review, (Busalim et al., 2021; Cheng et al., 2020; Fang et al., 2020; Shawky et al., 2020; So et al., 2020), The strength of my research compared to other research is that in my research I examine the relationship between online customer reviews and customer engagement and it is proven to have a positive and significant influence.

Online Customer Review influence on Purchase Intention

The value of output path coefficient shows the relationship between Online customer Review and Purchase Intention has a parameter coefficient of 0.050 with a significance of 0.177, a statistical value of 1.349 (1.349 < 1.96), thus hypothesis four not accepted. This means that the online reviews given by consumers in the market place are mostly negative so that the interest in buying in the market place is low. (Mulyati & Gesitera, 2020) titled "The Effect of Reviews of online customer on Purchase Intention with Trust as an Intervening Variable at Bukalapak Online Stores in Padang City" highlights reviews of online customer has a significant influence to customer trust. According to (Lackermair et al., 2013), reviews of online customer (OCR) represent consumer opinions about their product experiences after making a purchase on an e-commerce platform. These reviews serve as vital references for prospective consumers considering a product. Research conducted by (Guo et al., 2021; Macheka et al., 2023; Zhao et al., 2021), indicates that reviews of online customer encompass both positive and negative opinions about experiences with a product. These reviews help consumers evaluate the quality of the products they are thinking of purchasing.(Latief ; Ayustira2, 2020) emphasize that reviews of online customer are a rich product source information. Online visitors have a strong desire to read these reviews when customer making purchasing decisions. Furthermore, research by (Trenz & Berger, 2013) , suggests that the existence of reviews of online customer helps shape initial expectations among prospective consumers before they engage in online purchases. Customers can compare similar products offered by different online sellers, easily. Research from (Afriani Banurea et al., 2023.) and (Firdaus et al., 2023), also shows that reviews of online customer have a significant impact on consumer trust.

Purchase Intention Influence on Customer Engagement

The value of output path coefficient shows the relationship between Purchase Intention and Customer Enggagement has a parameter coefficient of 0.012 with a significance of 0.177, a statistical value of 0.212 (0.212 < 1.96), thus hypothesis five not accepted. This can be explained because someone is interested in buying or not in the marketplace because of driving factors including promotions carried out by the marketplace and the involvement of other consumers who give good likes, comments,

in this study purchase interest does not affect consumer involvement because consumers are not at the purchasing stage so they hesitate to provide their involvement in the form of likes, comments or shares. Other studies that discuss the role of purchase intention, including (Herzallah et al., 2022), explain the driving factors for purchase intention.

Content Marketing Effect on Customer Enggagement with Purchase Intention as a moderating variable

The output path coefficient value that describes the relationship between content markting and customer engagement through purchase intention is 0.008 with a significance of 0.209, so the T statistic value is 0.039 (0.039 <1.96). Based on the comparison of these values, it can be concluded that the sixth hypothesis is not accepted.This explains that purchase intention does not significantly affect the relationship between content marketing and customer engagement, when the marketing content carried out by the marketplace is not good, someone's buying interest will be low which will have an impact on the low involvement of consumers to like, comment or share posts. This research contradicts the research Neil Patel (2016),   Content marketing creates value and aids consumers in their decision-making processes. the critical factors for building consumer attention and trust lie within the quality of the content provided. Effective content marketing can significantly enhance industry performance by generating good prospects and closing deals. Engaging content captures audience attention and encourages interaction and sharing (Neil Patel, 2016). Further research (Bigne et al., 2020; Blanco-Moreno et al., 2024; Diachuk et al., 2019; Dilys et al., 2022; Ho, 2019; Irdewanti & Setianti, 2023; Kollhorst, 2019; Vinerean, 2017) demonstrates the effectiveness of content marketing in building trust and engagement.

Online Customer Review Effect on Customer Enggagement with Purchase Intention as a moderating variable

The output path coefficient value that describes the relationship between Online customer review and customer engagement through purchase intention is 0.001 with a significance of 0.176, so the T statistic value is 0.003 (0.003 <1.96). Based on the comparison of these values, it can be concluded that the seven hypothesis is not accepted. This shows that purchase intention does not significantly affect the relationship between Online Reviews and Customer Engagement. When consumers already havent trust in the marketplace, they will give bad reviews to the marketplace so that consumers feel a bad connection with the marketplace and that has an impact on the dificult of transactions. Other studies that support this study, for example (Son & Kim, 2023; Tran & Strutton, 2020)   Their research discusses the relationship between customer reviews and customer trust, while this research adds a customer engagement variable, thus providing strength.

Conclusions

SmartPLS version 4 used to process and analyse data collection result and its conclution results are: 1 The Customer Enggagement variable   not affected significantly by Content marketing variable, 2 The purchase intention variable affected significantly by content marketing variable, 3 Customer Enggagement variable affected significantly by online customer review variable, 4. Online Customer Review variable no effect on Purchase Intention 5 Customer Enggagement variable no affected significantly purchase intention variable, 6. The effect of Content

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The results of this study are expected to provide an important contribution to the development of science in the future, especially in the field of digital marketing, and can add new insights and information for academics, practitioners, and other related parties.To increase the understanding of science in the field of marketing, this study result expected to be a foundation for the next research and be able to provide practical direction for similar research, especially in the field of digital marketing.

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