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# The Influence of Instagram Content Marketing on Purchase Intention: The Mediating Role of Brand Image and Consumer Engagement

MUHAMAD FAZA FAUZAN<sup>1</sup>, SHINE PINTOR SIOLEMB<sup>2</sup>, WENI NOVANDARI<sup>3</sup>

<sup>1, 2, 3</sup> Master of Management Program, Faculty of Economics and Business, Universitas Terbuka, Indonesia

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## Abstract

This study examines how followers of the PPM Manajemen Instagram account are affected by Instagram content marketing in terms of their intention to buy, using consumer engagement and brand image as mediating factors. A total of 100 respondents participated in a survey conducted using a quantitative research approach. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via the SmartPLS software. The results show that content marketing has a positive effect on brand image and consumer engagement. However, content marketing does not have a direct effect on purchase intention, but rather an indirect effect through brand image and consumer engagement as mediators. Both brand image and consumer engagement significantly influence purchase intention. These findings highlight the importance of strengthening brand image and consumer engagement in content marketing strategies to drive consumer purchase intention. This study contributes to the digital marketing literature and offers practical insights for PPM Manajemen and other organizations in leveraging Instagram as an effective brand communication medium.

## Keywords

Instagram, content marketing, purchase intention, brand image, consumer engagement, social media marketing, PLS-SEM, digital marketing strategy, mediating variables, SmartPLS

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## INTRODUCTION

In the digital era, social media has become a primary strategy for reaching consumers (Schumpeter, 1934; Tuten & Solomon, 2017), and Instagram is often used to build brand image and increase engagement. One of the main approaches is content marketing, which is a way to deliver valuable information through digital platforms (Rowley, 2008; Strauss & Frost, 2014). Informative, entertaining, and relevant content has been proven to influence purchase intention (Liu & Wang, 2023; Chen et al., 2021). However, studies on the direct effect of content marketing on purchase intention remain inconsistent. Some studies (Liu & Wang, 2023; Kartika & Hermawan, 2020) report a significant direct effect, while others (Bruhn et al., 2012; Nurcahyania & Sigit, 2022) suggest an indirect influence through mediating variables such as engagement or brand image.

Most of the previous research still focuses on the direct effect of content marketing on purchase intention, often without mediating variables (Jonni & Hariyanti, 2021; Rachmadillah &

Purnamasari, 2024). In fact, customer engagement may increase the brands emotional and cognitive connections with consumers which in turn may increase their propensity to buy (Purba et al. 2023) even though its mediating function has not yet been thoroughly investigated. Nurcahyania and Sigit (2022) found that brand engagement may serve as an indirect pathway between content marketing and purchase intention. Likewise, brand image—formed through positive perceptions of content—can drive consumers' intention to purchase (Bruhn et al., 2012; Sidharta et al., 2021).

With an emphasis on the mediating functions of brand image and consumer engagement, this study investigates the impact of content marketing on purchase intention within the framework of PPM Manajemen's consulting services. This inquiry is based on the phenomenon of the Instagram account @ppm\_manajemen, which has over 37,900 followers but low engagement rate (0.14%), which indicates untapped potential. Well-designed content is believed to drive emotional

connections and positive perceptions that ultimately increase consumers' purchase intention (Purba et al., 2023; Sidharta et al., 2021).

## **Literature Review**

### **Stimulus-Organism-Response (SOR) Theory**

The Stimulus-Organism-Response (SOR) framework describes how marketing content sets off psychological reactions in consumers which in turn lead to behavioral reactions like purchase intention. According to the theory which was first put forth by Hovland Janis and Kelly in 1953 and then improved upon by Mehrabian and Russell in 1974, in a marketing context, the organism stands in for the consumer who processes the stimulus both emotionally and cognitively, and the response is the consumers actions such as engagement or purchase intention.

The SOR framework is used in this study to examine how @ppm\_manajemen's Instagram content, as the stimulus, affects brand image and consumer engagement, as internal processes (organisms), drive purchase intention (response). This strategy helps to explain why PPM Manajemen's Instagram account has a low engagement rate despite having a sizable followers.

By examining the indirect effects of content marketing on purchase intention through consumers psychological processes, the SOR model offers a foundation for creating more engaging and brand-image-enhancing content strategies.

### **Content Marketing**

According to Mahendra and Nugroho (2023) content marketing is a communication strategy that entails producing and disseminating educational and pertinent content via digital platforms to draw attention, add value, and foster long-term audience engagement. This strategy emphasizes not only direct promotion but also long-term relationships through valuable information. In this study, content marketing is examined in terms of both its direct and indirect effects on purchase intention, mediated by consumer engagement and brand image.

Yusuf (2020) identified key factors in content effectiveness, including design, relevance, accuracy, added value, ease of understanding, and consistency. Bening and Kurniawati (2019)

also emphasized how crucial eye-catching design and reliable delivery are to capturing attention and encouraging engagement. Accordingly, this study adopts these indicators to assess the effectiveness of PPM Manajemen's content marketing in influencing its followers' purchase intention on social media.

### **Consumer Engagement**

As it captures the emotional and mental exchanges between customers and brands, consumer engagement is a crucial component of contemporary marketing. Kaveh et al. (2021) define it as the emotional bond between consumers and companies that can drive purchase intention. Additionally, it was discovered by Algharabat (2018) that customer engagement significantly and favorably influences purchase decisions highlighting the value of emotional connection and active engagement in fostering loyalty. Using metrics like emotional engagement (enthusiasm and attention to content) and active interaction (likes, comments, shares) consumer engagement is used in this study as a mediating variable between content marketing and purchase intention. Thus, managing consumer engagement becomes essential for optimizing content marketing effectiveness and strengthening brand-audience connections.

### **Brand Image**

Brand image refers to the perception formed by consumers based on past experiences and information, manifested through associations, beliefs, and impressions stored in memory (Kotler, 2009; Keller, 2009; Schiffman & Kanuk, 2007). Since consumers are more likely to choose brands with solid reputations and reliable quality, a positive brand image can boost purchase intention (Zainul Amin 2020 Ferrinadewi 2008). Putri and Yasa (2020) highlight the significance of brand trust in enhancing brand image and customer loyalty, while Zainul Amin highlights the significance of reputation and favorable associations in purchasing decisions. Indicators of PPM Manajemen's quality and credibility, such as reputation, favorable associations, and consumer trust are used in this study to gauge brand image.

### **Purchase Intention**

Purchase intention theory explains consumers' purchase intention for a product or service as

influenced by various factors such as attitudes toward the product, subjective norms, and experiences. Purchase intention according to Schiffman and Kanuk (2007) is a model of consumer attitudes toward a brand or product category that are influenced by information and motivate the desire to buy. Transactional, referential, preferential, and exploratory intentions are the four indicators used in this study to gauge purchase intention.

## **HYPOTHESIS DEVELOPMENT**

### **Content Marketing Positively Influences Purchase Intention**

A communication tactic called content marketing uses valuable, interesting, and pertinent content on Instagram and other digital platforms to pique consumer's interest. By fostering favorable opinions and emotional appeal, this tactic should, in theory, not only increase brand recognition but also directly influence purchase intention. Nugroho and Haryanto (2021) concluded that consistent and value-driven content drives purchase intention, while Bening and Kurniawati (2019) demonstrated that the quality and attraction of digital content had a direct effect on purchase intention in the context of e-commerce. Yusuf (2020) found that young people's intention to purchase local products was increased by informative and engaging social media content. The following formulation of the hypothesis is based on these findings:

H1: Content marketing has a positive effect on purchase intention.

### **Content Marketing Positively Influences Brand Image**

Content marketing that is interesting, pertinent, and helpful can improve brand perception and elicit strong emotional responses from customers. Bruhn et al. (2012) claimed that emotional engagement and two-way communication are how social media content enhances brand's reputation. García, López, and Molina (2019) added that the quality and consistency of digital content strengthen brand perceptions, particularly among younger audiences. Khoirunnisa and Adelia (2022) also found that informative and aesthetic Instagram content significantly improves brand perception. Based on these findings, the following hypothesis is proposed:

H2: Content marketing has a positive effect on brand image.

### **Content Marketing Positively Influences Consumer Engagement**

Cognitive emotional and behavioral consumer engagement may all be raised by relevant and engaging content marketing. Customers are more inclined to actively engage with the brand when they relate to the content. Rudyanto (2018) stated that social media improve consumer engagement, which leads to purchase intention. Nurcahyani & Sigit (2022) emphasized that effective content strategies build engagement that drives purchase decisions. It was also demonstrated by Shofiya and Fachira (2021) that appealing content forges a deep emotional connection between customers and the brand. As a result, the following is how the hypothesis is stated:

H3: Content marketing has a positive effect on consumer engagement.

### **Brand Image Positively Influences Purchase Intention**

By fostering trust and consumer confidence in product selection, a strong and positive brand image raises purchase intention. The intention to purchase is strengthened by cognitive and emotional connections to the brand image. Brand image has a significant impact on both purchase intention and repurchase intention according to studies by Putra (2014), Kiswalini (2014), and Rimiyati & Widodo (2014). As a result, the following formulation of the hypothesis is made:

H4: Brand image has a positive effect on purchase intention.

### **Consumer Engagement Positively Influences Purchase Intention**

Purchase intention can be influenced by consumer engagement which encompasses both emotional and cognitive interactions with a brand. This is because consumers who are highly engaged are more receptive and motivated to make a purchase. High engagement creates a sense of ownership and connection that drives purchase decisions. Research by Algharabat (2018), Jalantina & Minarsih (2021), and Nurcahyani & Sigit (2022) supports that consumer engagement has a significant positive impact on purchase intention. Therefore, the hypothesis is proposed as:

H5: Consumer engagement has a positive effect on purchase intention.

### **Brand Image Mediates the Effect between Content Marketing and Purchase Intention**

Customers are more likely to make a purchase when a brand is positively portrayed through effective content marketing. Positive brand perceptions are fostered by interesting and pertinent content which also boosts consumer trust and encourages purchases. Previous research, such as Hidayatullah et al. (2018), Edeline & Praptiningsih (2022), and Putra & Aristana (2020), supports that brand image plays a critical mediating role in linking content marketing to purchase intention. Moreover, Sidharta et al. (2021) revealed that brand image mediates the influence of social media communication on purchase intention. Fahreza (2024) and Maulani et al. (2024) also found that Instagram marketing content positively influences purchasing decisions, with brand image playing a significant role in this process.

Thus, the following hypothesis is proposed:

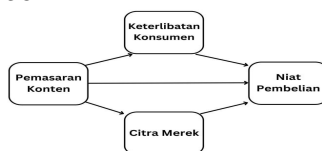
H6: Brand image mediates the effect between content marketing and purchase intention.

### **Consumer Engagement Mediates the Effect between Content Marketing and Purchase Intention**

Purchase intention and content marketing are connected through consumer engagement. Customers who actively engage with marketing content are more likely to connect with the brand on an emotional and cognitive level which increases their interest and propensity to buy. Studies conducted by Toor et al. (2017), Rudyanto (2018), and Shofiya & Fachira (2021) argue that by boosting interactions and satisfying experiences that influence purchase decisions, consumer engagement mediates the impact of social media marketing on purchase intention. Thus, the following is how the hypothesis is stated:

H7: Consumer engagement mediates the effect between content marketing and purchase intention.

The research model is shown as follows in Figure 1 and is based on the theoretical framework, prior research findings, and the hypotheses developed:



**Figure 1. Research Model**

## **METHODS**

### **Research Type**

This study uses a quantitative approach with an explanatory type of research, aiming to explain the effects between variables and test the hypotheses that have been formulated.

### **Population and Sample**

The population in this study consists of all followers of the Instagram account of PPM Manajemen, totaling 37,900 accounts. The sample size was calculated by using Slovin's formula with a 10% margin of error, resulting in a sample of 100 respondents.

### **Data Collection Method**

Data were collected through an online questionnaire distributed via Google Forms,

which was shared across various online platforms to reach the followers of PPM Manajemen's Instagram account.

### **Data Analysis Technique**

The data were analyzed using Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS) method, with the assistance of the SmartPLS software.

Hypothesis testing was conducted by using the bootstrapping procedure with a 5% significance level ( $p < 0.05$ ). Both direct effects (path coefficients) and indirect effects were tested for mediation analysis. The mediation test was conducted by examining t-statistics values in the Specific Indirect Effects table.

## RESULT AND DISCUSSION

### Respondent Profile

**Table 1. Respondent Profile**

Category	Sub-category	Number of Respondents	Percentage
Age	20-25 years	27	27%
	26-30 years	34	34%
	31-35 years	23	23%
	>35 years	16	16%
Gender	Male	26	26%
	Female	74	74%
Education	High School	8	8%
	Diploma	7	7%
	Bachelor' s Degree	72	72%
	Master' s Degree	13	13%
Total Respondents		100	100%

The majority of participants are people in the early to mid stages of their professional careers who are actively employed as evidenced by the fact that the majority of respondents are between the ages of 26 and 30, and are actively engaged in self-development and the use of social media, particularly Instagram.

The high proportion of female respondents in this study may be attributed to the tendency of women to engage more actively with self-development content on social media platforms, as well as their higher participation rates in online surveys.

The majority of those surveyed have advanced degrees which is consistent with the target audience for the expert content posted by the @ppm\_manajemen Instagram account.

Overall, the characteristics of the respondents in this study are quite representative of PPM

Manajemen's target market, namely young professionals who are digitally active and interested in developing their competencies.

### Validity Testing

The evaluation of the measurement model (outer model) aims to measure the validity and reliability of the latent constructs. To make sure the indicators can appropriately depict constructs, this assessment is essential. (Ghozali & Latan, 2015). According to Hair et al. (2017), this evaluation includes reliability tests through loading factors and composite reliability, as well as convergent and discriminant validity. The results of the construct validity and reliability are presented in the SEM-PLS model in the following figure.



**Figure 2. Structural Model of SEM-PLS**

The results of the validity and reliability test of the measurement model are presented in Table 2 below:

**Table 2. PLS Algorithm Output Results**

Variable	Loading Factor	Cronbach' s Alpha	Composite Reliability	AVE
<b>Content Marketing</b>		0.854	0.890	0.575
AF1	0.829			
AF10	0.763			
AF3	0.787			
AF6	0.675			
AF7	0.729			
AF9	0.757			
<b>Consumer Engagement</b>		0.860	0.905	0.704
BF2	0.809			
BF5	0.847			
BF6	0.896			
BF7	0.801			
<b>Brand Image</b>		0.913	0.933	0.699
CF1	0.857			
CF2	0.765			
CF3	0.769			
CF4	0.915			
CF5	0.843			
CF7	0.856			
<b>Purchase Intention</b>		0.920	0.936	0.679
DF1	0.761			
DF2	0.672			
DF3	0.717			
DF5	0.864			
DF6	0.924			
DF7	0.911			
DF8	0.880			

The reliability and validity testing in this study showed good results. All constructs have high values of Cronbach's Alpha and Composite Reliability, meeting the minimum standard of  $\alpha \geq 0.70$  as recommended by Hair et al. (2017). In terms of convergent validity, all constructs also meet the  $AVE \geq 0.50$  as proposed by Fornell and Larcker (1981), indicating that each construct is capable of explaining more than 50% of the variance in its indicators. Therefore, the measurement model is declared reliable and valid, and can be proceed to the next stage.

### Heterotrait-Monotrait Ratio (HTMT)

Discriminant validity was tested using the Heterotrait-Monotrait Ratio (HTMT) method, developed by Henseler, Ringle, and Sarstedt (2015) to evaluate the empirical differences between constructs. While a more stringent criterion places the limit at 0.85, an HTMT value below 0.90 indicates adequate discriminant validity. (Kline, 2011).

**Table 3. Heterotrait-Monotrait Ratio**

Variable	Heterotrait-Monotrait Ratio (HTMT)	Discriminant Validity
Consumer Engagement <-> Brand Image	0,719	Good
Purchase Intention <-> Brand Image	0,825	Good
Purchase Intention <-> Consumer Engagement	0,820	Good
Content Marketing <-> Brand Image	0,675	Good
Content Marketing <-> Consumer Engagement	0,841	Good
Content Marketing <-> Purchase Intention	0,734	Good

All HTMT values in this study range from 0.675 to 0.841, which is below the 0.90 limit and in some cases even below 0.85. This indicates that each construct demonstrates good discriminant validity, confirming that the indicators within each construct measure different concepts and support the reliability of further path analysis.

### R-Square

The evaluation of the structural model using PLS begins by examining the R-square values of each endogenous latent variable as a measure of the model's predictive accuracy. Changes in R-square values can be used to describe the effect of exogenous latent variables on endogenous latent variables. A model with an R-square value of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak (Ghozali, 2015).

**Table 4. R-Square**

Variable	R-Square	Description
Brand Image	0,513	Moderate
Consumer Engagement	0,737	Moderate
Purchase Intention	0,764	Strong

According to Hair et al. (2017), the R-square ( $R^2$ ) value is used to assess the explanatory power of independent variables on dependent variables. In this study, the  $R^2$  value for Brand Image is 0.513 and for Consumer Engagement is 0.737, both of which fall into the moderate category, while the  $R^2$  value for Purchase Intention is 0.764, which is considered as strong. These findings suggest that the model can provide a moderate to high level of explanation for the dependent variables.

Hypothesis testing aims to assess the direct effects of independent variables on dependent variables and is conducted through significance testing using the bootstrapping technique. According to Hair et al. (2017), In PLS-SEM bootstrapping is a resampling technique used to estimate the sampling distribution and evaluate the relationships significance. The commonly used level of significance is 5% (Cohen, 1988). If the p-value is less than 0.05, the relationship between variables is considered statistically significant (Ghozali, 2015; Kock, 2015).

### Path Coefficients

**Table 5. Path Coefficients**

	Original Sample (O)	T statistics ( O/STDEV )	P Values
Brand Image > Purchase Intention	0,503	5,181	0,000
Consumer Engagement > Purchase Intention	0,331	1,962	0,050
Content Marketing > Brand Image	0,636	19,183	0,000
Content Marketing > Consumer Engagement	0,759	16,455	0,000
Content Marketing > Purchase Intention	0,124	1,001	0,317

The SEM-PLS approach's path coefficient analysis revealed several important conclusions regarding the relationships between the variables in the research model. First, the effect of content marketing on purchase intention was found to be

statistically insignificant, with a T-statistic value of 1.001 (below the threshold of 1.96) and a P-value of 0.317 (above the 0.05 significance level). Furthermore with a T-statistic of 19.183 and a P-value of 0.000 the impact of content marketing

on brand image was statistically significant. The original sample value of 0.636 indicates a positive relationship between the two variables, which means that the higher the quality of the presented content, the stronger and more positive the brand image formed. Content marketing also showed a significant positive effect on consumer engagement, with a T-statistic of 16.455, a P-value of 0.000, and an original sample value of 0.759. This confirms that high-quality content can evoke both emotional and interactive responses from followers, such as likes, comments, and shares.

The effect of consumer engagement on purchase intention shows near-significant results, with a T-statistic of 1.962 and a P-value of 0.050, precisely at the 5% significance threshold. The original sample value of 0.331 indicates a positive direction of the relationship, although this result should be interpreted carefully due to its marginal significance. Meanwhile, the effect of brand

image on purchase intention was found to be significant, with a T-statistic of 5.181, a P-value of 0.000, and an original sample value of 0.503. These findings support the idea that consumers are more likely to intend to buy goods or services when they have a favorable opinion of the brands reputation associations and trustworthiness.

### Indirect Effect Testing

After examining the direct effects among the variables in the research model, the next step was to evaluate mediation or indirect effects through intermediate variables. Mediation analysis was performed by using the bootstrapping approach, as recommended by Hair et al. (2017), which enables testing the significance of indirect paths based on t- and p-values. Table 6 presents the results of the specific indirect effects analysis for each mediation path identified in the model.

Table 6. Specific Indirect Effects

	Original Sample (O)	T Statistic ( O/STDEV )	P Values
Content Marketing -> Consumer Engagement -> Purchase Intention	0.251	1.940	0.052
Content Marketing -> Brand Image -> Purchase Intention	0.320	5.931	0.000

The analysis findings which are shown in Table 6 demonstrate that the brand image mediation path has a statistically significant p-value of 0.000 and t-statistic of 5.931. This finding suggests that brand image serves as a strong mediator in bridging the effect of content marketing on purchase intention. On the other hand, the mediation path through consumer engagement shows an original sample value of 0.251, a t-statistic of 1.940, and a p-value of 0.052, which is slightly above the 0.05 significance threshold. This indicates that the mediating effect of consumer engagement is not statistically significant.

### The Influence of Content Marketing on Purchase Intention

Purchase intention is high (mean = 4.08) and respondents' rate @ppm\_manajemen's Instagram content marketing favorably (mean = 4.14) but there is no statistically significant correlation between the two ( $T = 1.001$   $P = 0.317$ ). Aesthetic and engaging content alone appears insufficient to

directly trigger purchase intention. In the context of PPM Manajemen, this is likely due to the nature of purchasing decisions which are institutional (B2B) and require further consideration. This finding is commensurate with literature identifying that content marketing is more effective in the sense of generating awareness as well as brand interaction but neither converts nor intends to buy directly. Pulizzi (2012) emphasizes that the primary function of content marketing is to build relationships and awareness rather than direct promotion. Holliman and Rowley (2014) also point out that while digital content is important for grabbing consumers attention at the beginning of the customer journey, its effect on conversions varies depending on how far along the customer journey is.

Therefore, in order to more successfully encourage purchase intention, content strategy for accounts such as @ppm\_manajemen should concentrate on establishing a sense of urgency



providing unambiguous proof of benefits and employing tangible case studies—particularly in B2B contexts where logical arguments are crucial in decision-making.

### **The Influence of Brand Image on Purchase Intention**

In terms of brand reputation in particular respondents had very high opinions of PPM Manajemen's brand image (mean = 4.21). While immediate buying intention received a slightly lower score (mean = 3.83), purchase intention was likewise rated in the high category (mean = 4.02). Purchase intention is significantly positively influenced by brand image according to the analysis (coefficient = 0.503  $p = 0.000$ ). A strong brand image, particularly in a business-to-business (B2B) setting, boosts consumer trust, reduces perceived risks, and makes purchasing decisions easier. The findings of this study are consistent with those of Keller (2009) who claimed that by fostering associations of quality and trust a favorable brand image increases purchase intention. Ghosh & Co. (2014) also discovered that through perceived value and company reputation, brand image has a major impact on purchase intention. PPM Manajemen's marketing initiatives should continuously improve institutional reputation, professionalism, and credibility in order to increase and maintain purchase intentions.

### **Influence of Consumer Engagement on Purchase Intention**

With the highest score in emotional engagement (mean = 3.45) and the lowest in active interaction (mean = 3.20), consumers' perceptions of the Instagram account @ppm\_manajemen were rated as moderate to high (mean = 3.38). In the meantime, there was a high level of purchase intention (mean = 4.02). According to the statistical analysis, consumer engagement influences purchase intention positively (coefficient = 0.331 T-statistic = 1.962  $p = 0.050$ ), which is statistically significant. This implies that buying intention is still significantly influenced by consumer engagement even though it is still primarily passive and particularly emotional. A complicated and multi-step purchasing process in a business-to-business setting may use this kind of engagement as an early starting point. This is consistent with Hollebeek, Glynn, and Brodie (2014) who highlighted the role that engagement

plays in creating enduring relationships that progressively encourage buying behavior. Similarly, Schivinski, Christodoulides, and Dabrowski (2016) discovered that social media use affects cognitive and affective reactions, which, via psychological processes as opposed to direct interaction direct purchase intention. In order to transform passive engagement into more concrete and quantifiable, purchase intentions content strategies should concentrate on fostering meaningful two-way interactions and promoting active participation.

### **Influence of Content Marketing on Brand Image**

The Instagram account @ppm\_manajemen's content marketing was viewed favorably by respondents (mean = 3.78) who gave the accounts aesthetic design (3.88) and information accuracy (3.81) the highest ratings. Particularly, in relation to consumer trust (4.12) and brand reputation (4.41), brand image was rated extremely highly (mean = 4.21). Content marketing significantly improves brand image according to the analysis (coefficient = 0.636, T-statistic = 19.183,  $p = 0.000$ ). Strong positive perceptions of the PPM Manajemen brand are reinforced by consistent and high-quality content. These results are consistent with those of Godey et al. (2016) who showed how social media contents informative and visual components have a big impact on brand image. Likewise, Schivinski and Dabrowski (2016) discovered that expertly handled branded content raises favorable brand impressions. In order to maintain a strong brand image, marketing strategies should continuously uphold visual quality message consistency and institutional values.

### **Influence of Content Marketing on Consumer Engagement**

According to the respondents @ppm\_manajemen's Instagram, content marketing received high ratings (mean = 3.78), especially for its relevance (3.82), information accuracy (3.81), and attractive design (3.88). The mean rating for consumer engagement was 3.38 with emotional engagement scoring higher at 3.45 than active interactions such as likes or comments (3.20). Consumer engagement is significantly improved by content marketing according to the analysis (coefficient = 0.533 T-statistic = 13.011  $p = 0.000$ ). However, real interaction is still not at

its best, perhaps as a result of the content being more branding-focused and educational than interactive. In order to boost active participation and strengthen the two-way relationship between the brand and its audience, interactive content should be the main focus of future strategies. The findings of de Vries Gensler and Leeflang (2012) who demonstrated that visual components and message appeal affect user interaction levels on social media, and Hollebeek, Glynn, and Brodie (2014) who emphasized that relevant and valuable content drives consumer engagement are in line with this.

### **Influence of Content Marketing on Purchase Intention through Brand Image**

According to respondents favorable opinions of visual quality and content dependability, Instagram @ppm\_manajemen's content marketing was rated as high (mean = 3.78), especially on metrics like information accuracy (3.81) and aesthetic design (3.88). The audience clearly views the institution as prestigious and credible as evidenced by the very high ratings given to brand image (mean = 4.21) and brand reputation (4.41). The Specific Indirect Effects tables path analysis results which show a coefficient of 0.320, a T-statistic of 5.931, and a p-value of 0.000 show that content marketing significantly influences purchase intention through brand image. Brand image fully mediates the impact of content marketing on purchase intention as indicated by the p-value 0.05 which validates statistical significance. In other words, the content by itself is insufficient to directly influence purchase intention if the institutions brand image is not seen favorably. According to these results, content that is consistent aesthetically, pleasing, and educational is strategically important in establishing an institutions worth and credibility which in turn affects audience purchase intention. The goal of content marketing strategies should be to enhance important aspects of brand image like trust, positive associations, and academic reputation rather than just to temporarily attract attention. Studies by Maulani et al. (2024) are consistent with this outcome, and Fahreza (2024) which claim that consistent and valuable branded content enhances brand perception and influences purchase intention. Additionally, Keller (2009) highlights how a strong brand image creates favorable associations that influence consumer preferences. In practice, content strategies for

@ppm\_manajemen's Instagram account should center on reaffirming institutional narratives through academic records, alumni endorsements, strategic partnerships, and instructional materials that continuously emphasize PPM's strengths and values. This strategy is thought to be more successful than depending only on surface interactions or visual components in fostering long-term brand perception and purchase intention.

### **Influence of Content Marketing on Purchase Intention through Consumer Engagement**

With the highest score for emotional engagement (3.45) and the lowest for active interaction (3.20), consumer engagement was assessed as moderate (mean = 3.38). This shows that although the audience has a moderate emotional connection to the @ppm\_manajemen Instagram content, they are still not very active in terms of liking, commenting, or sharing. A p-value of 0.052, a T-statistic of 1.940, and a coefficient of 0.251 are all displayed by the indirect path analysis in the Specific Indirect Effects table. Although it suggests the possibility of a useful contribution, the p-value indicates that the influence is not statistically significant because it is just above the 0.05 threshold. The impact of content marketing on purchase intention has thus not been demonstrated to be significantly mediated by consumer engagement. One important factor in influencing purchase intention on social media is active audience interaction which may be the cause of this. This result is consistent with Fahreza's (2024) contention that in the professional services context, digital engagement does not always result in purchase intention, particularly in B2B models such as PPM, where strategic and collaborative decision-making is involved. In addition, Calder et al. (2009) emphasize that not all forms of consumer engagement automatically contribute to purchase conversion; affective and cognitive engagement must be integrated with relevant functional stimulus to effectively influence buying behavior. Practically speaking, as part of a long-term relationship strategy, engagement enhancement initiatives are still relevant. To be more successful in influencing purchase intention, this needs to be backed up by content that not only grabs attention but also strengthens perceptions of institutional value.

## CONCLUSION

Purchase intention is not directly impacted by content marketing according to the study's findings. Nonetheless, brand image is significantly and favorably impacted by content marketing. Furthermore, content marketing has a positive and significant impact on consumer engagement as measured by active interactions such as likes, comments, and shares, as well as emotional involvement. Additionally, it has been demonstrated that purchase intention is positively and significantly impacted by both brand image and consumer engagement. By using brand image as a key mediating variable, content marketing indirectly influences purchase intention in this research model. Nevertheless, there is no statistically significant mediating path through consumer engagement.

## Research Limitations

This study has a number of limitations that should be taken into account for subsequent investigations. One of the primary drawbacks is that there is no clear correlation between content marketing and purchase intention. This could be because of other variables that were not considered in the model like customer satisfaction, brand trust, or other unstudied external factors.

## Suggestions for Future Research

To obtain a more thorough grasp of the processes by which content marketing affects purchase intention, future research is urged to incorporate more variables. Additionally, the study's findings have applications for business professionals especially when developing social media content marketing plans. Businesses can improve consumer engagement and brand image by implementing high-quality content that suits audience preferences. This can indirectly increase purchase intention.

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