

**THE ROLE OF SHORT FORM CONTENT ON CUSTOMER ENGAGEMENT IN
INDONESIA**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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This study aims to evaluate the role of digital content in the purchasing decision through consumer engagement and purchasing intention in the context of short-form video marketing in Indonesia. Specifically, this study assesses whether entertainment, perceived effectiveness of communication, and content personalization as digital content characteristics exert an influence on consumer engagement, which affects purchasing intention and ultimately, the purchasing decision. A quantitative study was performed using a structured questionnaire distributed to 316 respondents who are active consumers of short-form video content across social media platforms. Data was tested through Structural Equation Modeling (SEM) using IBM SPSS AMOS. Results show that content personalization exerts a positive influence on consumer engagement; Consumer engagement exerts a significant and positive influence on purchasing intention, and the purchasing decision is significantly positively influenced by purchasing intention. Furthermore, findings indicate that entertainment and perceived effectiveness of communication did not have a significant influence on Consumer Engagement. Lastly, the proposed model shows good validity, reliability, and goodness of fit. This study concludes that personalized content plays a critical role in shaping consumers' purchasing behaviors, highlighting the importance for marketers to prioritize personalization and engagement rather than relying solely on entertainment or informational appeal.



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DEDICATIONS

I dedicate this work to my family who has always supported my pursuit for education, and my friends that assisted in guiding me through the troubles and tribulations on this journey.



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