

The Effect of Content Marketing and Electronic Word of Mouth on Purchase Decisions with Customer Engagement as a Mediating Variable on the Blibli Platform

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ABSTRACT

This study aims to analyze the influence of Content Marketing and Electronic Word of Mouth on Purchase Decisions, with Customer Engagement serving as a mediating variable. The research design employed is a quantitative method using a causal approach. The population for this study consists of all residents of Padang City who have shopped on the Blibli platform, as well as consumers who have viewed informational content or offers displayed on that platform, with an unknown population size. The sample in this study consists of 100 respondents selected using purposive sampling, with respondents aged 17–50 years who actively use e-commerce platforms. The research instrument was measured using a 1–5 Likert scale. Data analysis techniques included descriptive analysis, data verification, and analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0. Validity testing was conducted through convergent and discriminant validity, while reliability was measured using Cronbach's Alpha and Composite Reliability. The results indicate that all hypotheses, both directly and indirectly, have a significant effect. These findings confirm that improving the quality of marketing content and managing positive e-WOM, as well as efforts to build sustainable consumer engagement, are effective strategies for enhancing purchasing decisions on the Blibli platform.



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INTRODUCTION

Indonesia, as a country with high internet penetration, has experienced a huge surge in e-commerce users in recent years. This has triggered fierce competition among digital platforms to win consumers' hearts. Various e-commerce companies are competing to develop features, improve customer experience, and design attractive and relevant digital marketing strategies. Based on data from the Indonesian Internet Service Providers Association (APJII, 2023) national internet penetration has reached 78.19% of the total population. This high penetration has triggered fierce competition among digital platforms such as Shopee, Tokopedia, Lazada, and Blibli to capture consumers' attention. Based on the above description, we can see a graph of e-commerce user growth in Indonesia from 2020 to 2029.

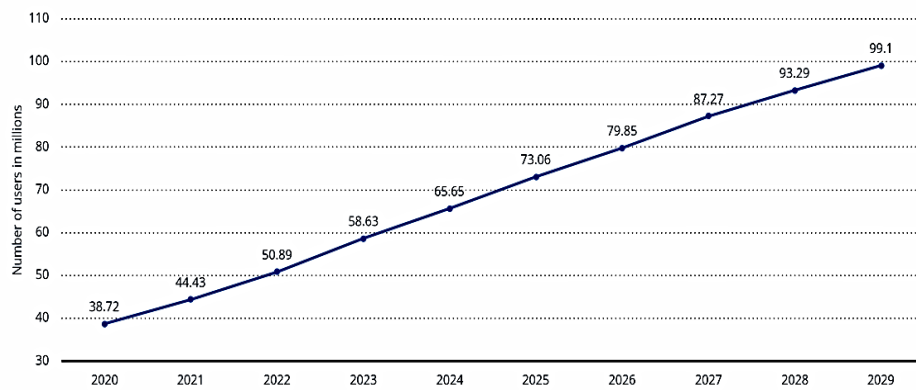


Figure 1. Graph showing the growth of e-commerce users in Indonesia from 2020 to 2029.

Source: APJII data 2023

The graph above shows that one local platform that stands out amid the dominance of foreign and regional players is Blibli. Blibli is known as an Indonesian-made e-commerce platform that promotes a premium image and focuses on service quality. Amid fierce competition, Blibli has achieved surprising success. In 2023, Blibli was listed as the e-commerce platform with the highest revenue in Indonesia, ahead of Tokopedia, Shopee, and Lazada, according to a report by Standard Insights. This fact shows that Blibli has been able to build a loyal customer base and effective monetization strategies. Based on the latest performance report, Blibli recorded revenue of IDR 14.7 trillion in 2023. This success has earned Blibli a spot on the Fortune Southeast Asia 500 list with total revenue reaching USD 1.05 billion.

However, despite initially leading in terms of revenue, user visits to the Blibli platform showed a declining trend. Data from (SimilarWeb, 2024) shows that Blibli ranks last in terms of monthly and annual visits and GMV (Gross Merchandise Value) market share, or the total gross sales value of all goods sold within a certain period of time. For more details, please refer to the following table:

Table 1. Number of Visits and GMV Market Share of Online Shopping Platforms from 2024 to 2025.

Platform	Monthly Visits (Latest)	Change (%)	Total Visits 2024	GMV Market Share
Shopee	235,9 million	–	2,3 billion	36%
Tokopedia	100,3 million	–	1,2 billion	35%
Lazada	45,3 million	-	762,4 billion	15 %
Blibli	24,15 million	-7,74%	337,4 billion	4%

Source: E-commerce Traffic Checker - SimilarWeb

The table above shows that despite Blibli's premium image, its user visits and Gross Merchandise Value (GMV) are still relatively low compared to its main competitors. The data above shows that Blibli's monthly visits were only 24.15 million, a decrease of 7.74% compared to the previous month. In terms of GMV, Blibli only captured a market share of around 4%, far behind Shopee, which controls 36%, Tokopedia with 35%, and Lazada with 15%. This phenomenon shows a gap between the premium image that Blibli has built and the low purchase decision rate among consumers.

The Stimulus-Organism-Response (S-O-R) theory, proposed by (Mehrabian & Russel, 1974), explains that individual behavior is the result of a psychological process involving three main components: stimulus, organism, and response. Stimulus refers to various external stimuli received by an individual from their environment, such as information, messages, or experiences provided by a platform or medium. Organism describes the individual's internal state, including the cognitive, affective, and emotional aspects that process these stimuli. Meanwhile, response is the reaction or behavior produced after the individual interprets the stimulus through their internal state. Thus, this theory emphasizes that behavioral responses do not occur directly but through an internalization process within the individual.

Based on the S-O-R theoretical framework, this study categorizes content marketing and electronic word of mouth (e-WOM) variables as stimuli received by consumers from the Blibli digital platform. These two stimuli influence consumers' psychological states, represented through customer engagement as the organism. Subsequently, these conditions will drive the emergence of a response in the form of a purchase decision. Using this approach, the study aims to explain how the interaction between external stimuli and consumers' internal processes can influence purchasing behavior more comprehensively.

Purchasing decisions are increasingly influenced by the existence of various digital channels that provide information, reviews, and recommendations that accelerate and facilitate consumers in evaluating available options (Pires et al., 2022). Purchasing decisions are essentially closely related to the fulfillment of consumer needs based on the hierarchy of needs, ranging from basic needs to self-actualization, which ultimately drives the behavior of choosing certain products (Bari & Hidayat, 2022).

One factor that can explain the low purchase decision is the effectiveness of content marketing. Content marketing has a direct influence on purchasing decisions. Clear, informative, and relevant content helps consumers understand products or services, build interest, and reduce uncertainty before buying (Kotler & Keller, 2016). With a better understanding through content, consumers become more confident in considering products, thus deciding to make a purchase.

In addition to content marketing, another important factor that can influence low purchase decisions is e-WOM. E-WOM also directly influences purchase decisions because consumers tend to trust the experiences of others. Positive reviews or testimonials can increase purchase interest, while negative reviews can decrease purchase intent. Consumers view e-WOM as a credible source of information, similar to recommendations from friends or family (Goldsmith & Horowitz, 2019). The main characteristics of e-WOM include credibility, speed of dissemination, and wide audience reach, enabling it to influence consumer perceptions and purchasing decisions (Cheung & Thadani, 2012). Thus, the more positive the e-WOM received by consumers, the greater the likelihood of a purchasing decision being made.

Ultimately, the level of customer engagement is also a determining factor in purchasing decisions. Customer engagement acts as a mediator because both content marketing and e-WOM influence purchasing decisions not only directly but also through consumer involvement. Consumers who are actively involved, for example by reading content, commenting, or sharing reviews, tend to be more confident in their decision-making, in line with (Xiao & Chen, 2025) which states that the behavioral, emotional, and cognitive dimensions of customer engagement have been proven to mediate the relationship between digital marketing strategies and purchasing decisions. This is reinforced by the findings of (Putri, D O., Suci, 2022) and (Zabrina & Saktiana, 2025), which confirm that customer engagement is a key factor that bridges the influence of content marketing and e-WOM on consumer purchasing decisions in the era of digital marketing.

Therefore, Blibli's low GMV compared to its competitors can be understood not only because of low traffic, but also because of the need to optimize content-based digital marketing strategies, utilize credible e-WOM, and strengthen customer engagement. Through a combination of these three variables, Blibli has the potential to increase consumer purchasing decisions and increase GMV, enabling it to compete more effectively with other platforms in the Indonesian e-commerce market. To find out more, this study aims to analyze the influence of content marketing and electronic word of mouth on purchasing decisions, using customer engagement as a mediating variable.

RESEARCH METHOD

This study employs a quantitative method with a causal approach to examine the influence of content marketing and electronic word of mouth (e-WOM) on purchase decisions, with customer engagement serving as a mediating variable on the Blibli platform. Conceptually, this study is based on the Stimulus-Organism-Response (S-O-R) theory proposed by (Mehrabian & Russel, 1974), which explains that individual behavior is the result of a process involving

stimulus (external stimuli), organism (internal processes), and response (resulting behavior). In the context of this study, content marketing and e-WOM serve as stimuli, customer engagement as the organism, and purchase decisions as the response. Based on this theoretical framework and supported by prior literature, the research hypotheses are formulated as follows: H1: the effect of content marketing on purchase decisions, H2: the effect of e-WOM on purchase decisions, H3: the effect of content marketing on customer engagement, H4: the effect of e-WOM on customer engagement, H5: the effect of customer engagement on purchase decisions, H6: the effect of content marketing on purchase decisions through customer engagement, H7: the effect of e-WOM on purchase decisions through customer engagement. The population in this study consists of all consumers residing in Padang City who have shopped on the Blibli platform and have viewed informational content or offers on that platform, with an unknown population size. The sample size was determined using Cochran's formula for an unknown population, resulting in a minimum sample size of 96 respondents, which was then rounded up to 100 respondents. Sampling was conducted using purposive sampling with criteria of respondents aged 17–50 years and actively using e-commerce platforms. Data were collected via an online questionnaire using Google Forms with a 1–5 Likert scale, designed to measure respondents' perceptions of each variable. Data analysis was performed using path analysis with the SEM PLS tool.

RESULTS AND DISCUSSION

Results

Respondent characteristics

Based on the results of the questionnaire distribution, the characteristics of the respondents participating in this study can be categorized as follows:

a. Characteristics of respondents' residences by subdistrict in the city of Padang

Table 2. Characteristics of Respondents by Subdistrict in the City of Padang

No	Sub-district	Frequency	Percentage
1	Padang Timur	18	18%
2	Padang Barat	8	8%
3	Padang Selatan	9	9%
4	Padang Utara	7	7%
5	Pauh	10	10%
6	Bungus Teluk Kabung	9	9%
7	Nanggalo	5	5%
8	Kuranji	10	10%
9	Lubuk Kilangan	6	6%
10	Koto Tengah	12	12%
11	Lubuk Begalung	6	6%
	Total	100 orang	100%

Source: Primary Data, Processed 2026

b. Respondent Characteristics by Gender

Table 3. Respondents by gender

No	Gender	Frequency	Percentage
1	Male	26	26%
2	Female	74	74%
Total		100 orang	100%

Source: Primary Data, Processed 2026

c. Characteristics of Respondents by Age

Table 4. Respondents by age

No	Age	Frequency	Percentage
1	< 17 - 30	29	29%
2	31 - 40	45	45%
3	41 - 50	17	17%
4	> 50	9	9%
Total		100 orang	100%

Source: Primary Data, Processed 2026

d. Respondent Characteristics by Occupation

Table 5. Respondent characteristics by occupation

No	Occupation	Frequency	Percentage
1	Pelajar/Mahasiswa	21	21%
2	Pegawai Swasta	25	25%
3	Pegawai Negeri	29	29%
4	Wiraswasta	25	25%
5	Lainnya	0	0%
Total		100 orang	100%

Source: Primary Data, Processed 2026

Outer Model

a. Validity Test

This study employed two types of validity tests, convergent validity and discriminant validity. Convergent validity was tested through factor loading analysis to measure the degree of correlation among the indicators that make up a construct, thereby ensuring they represent the same variable. Discriminant validity is measured to ensure the uniqueness of each construct so that there is no overlap between one construct and another. If convergent validity has an outer loading value >0.5 , then it can be said to have convergent validity. Meanwhile, discriminant validity can be measured from the cross-loading value. A variable is considered to have discriminant validity if the correlation of its indicators is higher than the correlations of other variables' indicators. An alternative method for assessing

discriminant validity is to examine the AVE of all elements and observe the correlations between other elements in the model. If a construct has an AVE value greater than or equal to 0.5, it is considered valid.

Table 6. Outer Loading and Cross Loading

No	Variable	X1	X2	Y	Z
1.	X1.1	0.691	0.523	0.525	0.488
2.	X1.2	0.683	0.611	0.540	0.575
3.	X1.3	0.661	0.638	0.569	0.601
4.	X1.4	0.740	0.736	0.671	0.658
5.	X1.5	0.609	0.580	0.540	0.484
6.	X1.6	0.693	0.541	0.523	0.500
7.	X1.7	0.619	0.469	0.596	0.522
8.	X1.8	0.612	0.419	0.626	0.530
9.	X1.9	0.691	0.589	0.582	0.661
10.	X2.1	0.658	0.725	0.614	0.667
11.	X2.2	0.651	0.710	0.613	0.609
12.	X2.3	0.684	0.789	0.718	0.635
13.	X2.4	0.631	0.738	0.680	0.563
14.	X2.5	0.548	0.738	0.568	0.599
15.	X2.6	0.610	0.729	0.577	0.614
16.	X2.7	0.560	0.654	0.488	0.535
17.	Y.1	0.658	0.698	0.797	0.702
18.	Y.2	0.604	0.569	0.709	0.547
19.	Y.3	0.639	0.623	0.762	0.646
20.	Y.4	0.722	0.598	0.750	0.619
21.	Y.5	0.662	0.667	0.778	0.631
22.	Y.6	0.653	0.658	0.777	0.727
23.	Y.7	0.464	0.528	0.624	0.609
24.	Y.8	0.612	0.419	0.626	0.530
25.	Y.9	0.631	0.738	0.680	0.563
26.	Y.10	0.571	0.527	0.675	0.685
27.	Z.1	0.594	0.574	0.558	0.630
28.	Z.2	0.682	0.630	0.662	0.743
29.	Z.3	0.571	0.527	0.675	0.685
30.	Z.4	0.653	0.655	0.702	0.769
31.	Z.5	0.632	0.644	0.680	0.795
32.	Z.6	0.676	0.652	0.638	0.787
33.	Z.7	0.608	0.575	0.532	0.672
34.	Z.8	0.513	0.543	0.581	0.701
35.	Z.9	0.551	0.603	0.636	0.722

Source: Primary Data, Processed by SmartPLS V 4.0 2026

Table 7. AVE Analysis

Variable	AVE
Content Marketing	0.446
Electronic Word of Mouth	0.529
Customer Engagement	0.525
Keputusan Pembelian	0.519

Source: Primary Data, Processed by SmartPLS V 4.0 2026

Based on the validity test results, most constructs met the criteria for convergent validity with outer loadings above 0.6. However, there were several indicators with outer loadings in the range of 0.5–0.7, which are still acceptable. In general, the Average Variance Extracted (AVE) values for nearly all constructs exceeded 0.50, although one construct had an AVE value below 0.50. This indicates that the construct does not yet fully possess optimal convergent validity. Nevertheless, this construct was retained in the model because the indicators' outer loadings remained above 0.50 and were supported by Composite Reliability values that met the criteria (>0.70), making it still considered acceptable. Additionally, the results of the discriminant validity test via cross-loading showed that each indicator had a higher correlation with its own construct compared to other constructs, ensuring the model still met the criteria for discriminant validity.

b. Reliability Test

Reliability testing aims to determine the consistency of measurement results when the test is repeated at different times. Cronbach's alpha was used as a tool to measure the stability of the measurement instrument in order to ensure the reliability of the data obtained.

Table 8. Results of Composite Reliability and Cronbach's Alpha Analysis

Variable	Cronbach's Alpha	Composite Reliability
Content Marketing (X1)	0.844	0.878
Electronic Word of Mouth (X2)	0.851	0.887
Purchase Decision (Y)	0.896	0.915
Customer Engagement (Z)	0.886	0.908

Source: Primary Data, Processed by SmartPLS V 4.0 2026

Based on the table above, it shows that the composite reliability value for all constructs is above 0.70, which means that all constructs in the estimated model can meet the criteria or are reliable.

Structural Model Measurement (Inner Model)

Structural model testing was conducted by examining the relationships between variables, significant values, and the R-square of the research model. The structural model was evaluated using R-square to determine the percentage of influence of exogenous variables on endogenous variables, as well as t-tests to determine the significance of latent variables. The path coefficient score or inner model indicated by the T-Statistic value must be above 1.96.

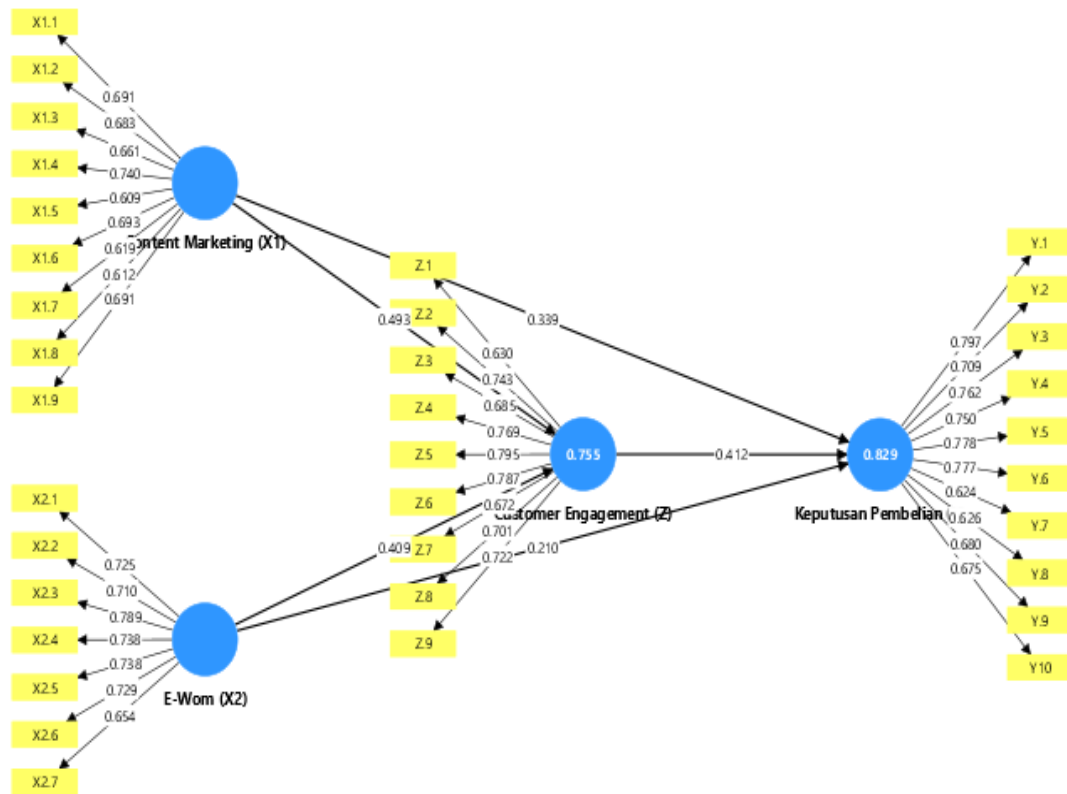


Figure 2. Inner Model 2026

Source: Primary Data, Processed by SmartPLS V 4.0 2026

In assessing the model with PLS, we begin by looking at the R-square for each dependent latent variable. The R-square value is the value possessed by the endogenous variable (Y). The R-square value is used to measure the level of variation in the independent variable relative to the dependent variable. The criteria for the R-square value can be divided into three categories: 0.67 (strong), 0.33 (moderate), and 0.15 (weak). The following are the R-square estimation results using Smart PLS:

R-Square

Table 9. R-square Results

Variable	R-Square	Adjusted R-square
Customer Engagement (Z)	0.755	0.750
Purchase Decision (Y)	0.829	0.824

Source: Primary Data, Processed by SmartPLS V 4.0 2026

The table above shows the R-square values of the variables. The Customer Engagement variable obtained a value of 0.755. This indicates that the Content Marketing and e-WOM variables together can explain 75% of the variation in Customer Engagement. This value is relatively high, indicating that Content Marketing strategies and e-WOM interactions play a strong role in shaping customer engagement. Meanwhile, for the Purchase Decision (Y) variable, the R-square value obtained is 0.829. This means that the variables of Content Marketing, E-

WOM, and Customer Engagement are able to explain 82% of the variation in Purchase Decision. This value indicates excellent capability.

Q-Square (Q²)

Table 10. Predictive Relevance Value (Q²)

Variable	R-Square	(1-R ²)
Customer Engagement	0,755	0.245
Purchase Decision	0,829	0.171
Q²		0.958

Source: Primary Data, Processed by SmartPLS V 4.0 2026

The predictive relevance (Q²) value was 0.958, indicating that the model has excellent predictive power. This suggests that the exogenous variables in the study are able to explain the endogenous variables with a high degree of relevance.

F-Square (Effect Size)

Table 11. effect size (f²)

	Z	Y
X1	0.266	0.143
X2	0.184	0.058
Z		0.243

Source: Primary Data, Processed by SmartPLS V 4.0 2026

X1 → Z (0.266) Positive effect, moderate category, because it is above 0.15 and below 0.35.

X1 → Y (0.143) Positive effect, weak category, because it is below 0.15.

X2 → Z (0.184) Moderately positive influence, as it is above 0.15.

X2 → Y (0.058) Weak positive influence, as it is below 0.15.

Z → Y (0.243) Moderately positive influence, as it falls between 0.15 and 0.35.

Goodness of Fit (GoF)

Table 12. Goodness of Fit analysis

Variable	AVE	R-Square
X1	0.446	-
X2	0.529	-
Z	0.525	0.755
Y	0.519	0.829
Rata-rata	0,505	0,792

Source: Primary Data, Processed by SmartPLS V 4.0 2026

Nilai GOF = $\sqrt{\text{rata} - \text{rata AVE} \times \text{rata} - \text{rata R Square}}$

GOF Value = $\sqrt{0,505 \times 0,792}$

GOF Value = 0,632 Strong fit

Hypothesis Testing

a. Direct Influence Hypothesis

The direct effect hypothesis was tested by examining the t-statistic generated by the structural model (inner model). The research hypothesis can be accepted if the t-statistic value is >1.96 . The following are the results of the direct effect hypothesis test:

Table 13. Results of Inner Model Analysis of Direct Effects

Variable	Original Sample (o)	Simple Mean (M)	Standard Deviation (STDEV)	T-statistics (O/STDEVI)	P values
X1 → Y	0.339	0.350	0.126	2.700	0.000
X1 → Z	0.493	0.497	0.108	4.577	0.000
X2 → Y	0.210	0.210	0.096	2.174	0.030
X2 → Z	0.409	0.405	0.109	3.764	0.000
Z → Y	0.412	0.400	0.122	3.374	0.007

Source: Primary Data, Processed by SmartPLS V 4.0 2026

Hypothesis 1: Content marketing has a significant effect on the purchasing decisions of Blibli users in Padang City with a T-count value of 2.700 greater than the T-table value of 1.96 and a P-value of 0.000 less than 0.05. Thus, the first hypothesis is accepted.

Hypothesis 2: e-WOM has a significant effect on the purchasing decisions of Blibli users in Padang City with a T-count value of 2.174 greater than the T-table value of 1.96 and a P-value of 0.030 less than 0.05. Therefore, the second hypothesis is accepted.

Hypothesis 3: Content Marketing has a significant effect on customer engagement among Blibli users in Padang City with a T-count value of 4.577 greater than the T-table value of 1.96 and a P-value of 0.000 less than 0.05. The hypothesis is accepted.

Hypothesis 4: e-WOM has a significant effect on customer engagement among Blibli users in Padang City with a calculated T-value of 3.764, which is greater than the table T-value of 1.96, and a P-value of 0.000, which is less than 0.05. The hypothesis is accepted.

Hypothesis 5: Customer engagement has a significant effect on purchasing decisions among Blibli users in Padang City, with a calculated T-value of 3.374 greater than the table T-value of 1.96 and a P-value of 0.007 less than 0.05. The hypothesis is accepted.

b. Indirect Effect Hypothesis

The hypothesis of indirect influence can be accepted if the T-statistic value is >1.96 . The following are the results of the indirect effect hypothesis test:

Table 14. Results of the Inner Model Analysis of Indirect Effect

Variable	Original Sample (O)	Simple Mean (M)	Standard Deviation (STDEV)	T-statistics (O/STDEV)	P values
X1 → Z → Y	0.203	0.195	0.062	3.285	0.001
X2 → Z → Y	0.169	0.166	0.078	2.173	0.030

Source: Primary Data, Processed by SmartPLS V 4.0 2026

Hypothesis 6: Content marketing has a significant effect on purchasing decisions through customer engagement among Blibli users in Padang City, with a T-value of 3.285 greater than the T-table value of 1.96 and a P-value of 0.001 less than 0.05. Therefore, hypothesis 6 can be accepted.

Hypothesis 7: e-WOM has a significant effect on purchasing decisions through customer engagement among Blibli users in Padang City, with a T-count value of 2.173 greater than the T-table value of 1.96 and a P-value of 0.030 less than 0.05. Thus, hypothesis 7 can be accepted.

DISCUSSION

The Effect of Content Marketing on Purchase Decisions on the Blibli Platform in Padang City

The results of hypothesis 1 show that Content Marketing has a significant effect on Purchase Decisions. The path coefficient value of 0.339 with a T-count of 2.700, which is greater than the T-table of 1.96, and a P-value of 0.000, which is less than 0.05, indicate that this effect is statistically significant. Structurally, the high R-square value of purchase decisions of 0.829 indicates that most of the variation in purchase decisions can be explained by content marketing, e-WOM, and customer engagement. In addition, the GoF value of 0.632, which is in the large category, reinforces that the model used is fit or suitable for use. Thus, the first hypothesis is accepted. The results of this study are in line with the findings (Hollebeek & Macky, 2019) which confirm that quality digital content can build consumer engagement, create trust, and increase perceived customer value. This is supported by research (Pratiwi & Rahmidani, 2023) which states that content marketing has a significant effect on purchasing decisions. The results of this study are also in line with the results of the study (Alvianti et al., 2024) that content marketing influences purchasing decisions. (Yusuf et al., 2020) found that marketing content has a positive effect on purchasing decisions.

However, some previous studies have shown different results. A study by (Mantik & Chasanah, 2022) found that content marketing does not influence purchase decisions, either directly or through mediating variables. Additionally, the study by (Andasari & Anshori, 2023) also indicates that content marketing does not have a significant effect on purchase intention. This suggests that the influence of content marketing is not always direct but can be influenced by other factors such as content quality, trust levels, and consumer engagement.

Within the framework of the Stimulus Organism Response (S-O-R) theory proposed by (Mehrabian & Russel, 1974), Content Marketing acts as a stimulus that can influence consumers' psychological conditions and generate responses in the form of purchasing decisions. This finding is reinforced by the findings of (Komariah et al., 2022) which state that digital marketing strategies, including viral marketing and e-WOM, have a significant effect on purchasing decisions and reinforce the view that relevant and interesting content is the main trigger for consumer behavior in the digital era.

The Influence of e-WOM (Electronic Word of Mouth) on Purchasing Decisions on the Blibli Platform in Padang City

The results of hypothesis 2 show that e-WOM has a significant effect on purchasing decisions. The coefficient of influence of 0.210 indicates that the more positive the reviews and consumer communication in digital media, the higher the purchasing decision. The calculated T-value of 2.174 is greater than the table T-value of 1.96, and the P-value of 0.030 is less than 0.05, confirming that this influence is significant. The high R-square value of purchase decisions of 0.829 indicates that e-WOM, together with other variables, contributes greatly to explaining consumer behavior. With a GoF value of 0.632 in the large category, this model is very good and feasible to use. Therefore, the second hypothesis is accepted. This study is supported by the findings (Ismagilova et al., 2020) through a meta-analysis concluding that e-WOM communication has a significant effect on consumer purchase intention in various digital contexts. This is in line with the research by (Sari & Rahmidani, 2019) which states that e-WOM has a significant effect on purchasing decisions. It is also in line with the research by (Pratiwi & Rahmidani, 2023) which states that e-WOM has a positive effect on purchasing decisions. According to (Priansa, 2016) electronic word of mouth shows positive results and influences purchasing decisions.

However, some studies have shown differing results regarding the influence of electronic word of mouth (e-WOM) on purchasing decisions. A study by (Hardjono et al., 2020) found that e-WOM is not a direct dominant factor in influencing purchasing decisions; rather, these decisions are more strongly influenced by the credibility of the source and consumer preferences.

In the S-O-R theory proposed by (Mehrabian & Russel, 1974), e-WOM acts as a social stimulus that influences consumers' internal evaluation (organism) before generating a purchase response. In line with the findings of (Angela et al., 2021) and (Rangsang & Millayani, 2021) which state that online reviews play an important role in the purchasing decision process.

The Influence of Content Marketing on Customer Engagement on the Blibli Platform in Padang City

The results of hypothesis 3 show that Content Marketing has a significant effect on Customer Engagement. The coefficient value of 0.493 indicates a fairly strong effect in increasing Customer Engagement through informative, interesting, and relevant Content Marketing. The T-value of 4.577, which is greater than the T-table value of 1.96, and the P-value of 0.000, which is less than 0.05, confirm the significance of this influence. Statistically, the r-square value of customer engagement of 0.755 indicates that most customer engagement can be explained by content marketing and e-WOM, which signifies the strong role of digital strategies as triggers of engagement. The GoF value of 0.632 indicates that this relationship is in a very fit model. Thus, the hypothesis that Content Marketing influences Customer Engagement can be accepted.

Within the framework of the S-O-R theory proposed by (Mehrabian & Russel, 1974), content marketing as a stimulus triggers an internal response in the form of emotional and cognitive engagement on the part of consumers (organism). This is reflected in customer engagement indicators such as enthusiasm, which shows consumer enthusiasm; attention, which

is focus on content; interaction, through comments and sharing; identification, which is a sense of attachment to the brand; and absorption, which describes deep consumer involvement, as stated by So et al. in (Putri, D O., Suci, 2022) state that customer engagement is a condition of psychological and behavioral involvement of consumers, which is reflected through enthusiasm, attention, interaction, identification, and deep involvement (absorption) with a brand. This finding is reinforced by the findings of (Hollebeek & Macky, 2019) which confirm that customer engagement is the main bridge between digital marketing activities and consumer behavioral responses, including trust and purchase.

The Influence of e-WOM (Electronic Word of Mouth) on Customer Engagement on the Blibli Platform in Padang City

The results of hypothesis 4 show that e-WoM has a significant effect on Customer Engagement. The coefficient of 0.409 indicates that online consumer interactions and reviews can drive Customer Engagement with the brand. The T-value of 3.764, which is greater than the T-table value of 1.96, and the P-value of 0.000, which is less than 0.05, indicate that this effect is significant. The high R-square value of customer engagement of 0.755 shows that consumer engagement is largely influenced by e-WOM and content marketing, confirming the strong role of digital communication in building customer engagement. The GoF value is in the large category, which means that the model is in a Fit state. Thus, the hypothesis stating that e-WoM has a significant effect on Customer Engagement can be accepted.

According to (Rofi & Fapari, 2024) e-WOM includes reviews, ratings, comments, or testimonials shared by consumers online. e-WOM influences consumer perceptions and behavior, as consumers tend to read, compare, and respond to the experiences of others before making a decision. In other words, the more consumers are exposed to e-WOM, the more actively they engage with the brand or product, either directly or through social interaction.

Reviews and opinions shared by other consumers through Blibli's product rating and review feature encourage users to actively pay attention to content, interact with other user communities, and feel more emotionally connected to the platform (Goyette et al., 2010) in (Luthfiyatillah et al., 2020) explain that e-WOM consists of three main indicators, namely intensity, which indicates the frequency of communication between consumers; valence of opinion, which describes the tendency for positive or negative opinions, and content, which reflects the quality of the information shared. High exposure to reviews, the dominance of developing opinions, and the quality of information received encourage emotional involvement and consumer behavior towards the brand, while also influencing the purchasing decision process.

As explained by So et al. in (Putri, D O., Suci, 2022). Within the S-O-R theory framework proposed by (Mehrabian & Russel, 1974), e-WOM as an external stimulus strengthens consumers' internal processes towards brands and platforms, indicating that consumer reviews not only impact purchasing decisions but also enhance the overall consumer engagement experience.

The Influence of Customer Engagement on Purchasing Decisions on the Blibli Platform in Padang City

The results of hypothesis 5 show that customer engagement has a significant effect on purchasing decisions. A coefficient of 0.412 indicates that the higher the level of customer engagement, the greater the tendency for consumers to make purchases. The T-value of 3.374, which is greater than the T-table value of 1.96, and the P-value of 0.007, which is less than 0.05, indicate that this relationship is significant. This relationship contributes greatly to the high R-square value of purchase decisions of 0.829, which indicates that consumer engagement is an important factor in explaining purchasing behavior. Therefore, the fifth hypothesis, which states that Customer Engagement has a significant effect on Purchase Decisions, can be accepted.

Customer engagement can be understood as the level of emotional, cognitive, and behavioral involvement of consumers with a brand or platform, which is reflected through enthusiasm, attention, interaction, identification, and deep involvement as stated by (So et al., 2012) in (Putri, D O., Suci, 2022). In the context of Blibli, this engagement is seen in consumers' interest in product content and promotions, their willingness to read information in depth, their activeness in providing reviews or asking questions, their trust and attachment to the platform, and the amount of time spent exploring the platform before making a purchase. High engagement creates a positive experience that strengthens the consumer's relationship with the platform, thereby encouraging consumers to make purchasing decisions reflected in product choices, brand choices, distributors, purchase timing, and purchase quantity, as stated by (Kotler & Keller, 2016).

Within the framework of the S-O-R theory proposed by (Mehrabian & Russel, 1974), customer engagement acts as an organism that represents the internal processes of consumers in responding to digital marketing stimuli. When consumers feel emotionally and cognitively engaged, they not only passively receive information, but also form positive attitudes towards the brand, which ultimately results in a response in the form of a purchase decision.

The Influence of Content Marketing on Purchasing Decisions through Customer Engagement on the Blibli Platform in Padang City

The results of hypothesis 6 show that Content Marketing on Purchase Decisions through Customer Engagement has a coefficient value of 0.203 with a T-count of 3.285, which is greater than the T-table of 1.96, and a P-value of 0.001, which is less than 0.05. These results indicate that Customer Engagement is able to significantly mediate the influence of Content Marketing on Purchase Decisions. This means that effective implementation of Content Marketing can increase Purchase Decisions through increased Customer Engagement. Therefore, it can be concluded that Customer Engagement has been proven to act as a mediating variable that strengthens the influence of Content Marketing on the Purchase Decisions of Blibli users in Padang City. The content presented by Blibli not only shapes consumers' understanding of the product but also creates a digital experience that engages consumers emotionally and behaviorally, thereby increasing their confidence and tendency to make a purchase.

Within the framework of the S-O-R theory proposed by (Mehrabian & Russel, 1974), Content Marketing functions as a stimulus that influences the internal condition of consumers as organisms in the form of Customer engagement, which in turn generates a response in the form of a Purchase Decision. This engagement is an important mechanism that channels the influence of digital content on consumer purchasing behavior. This finding is in line with the view of (Lim et al., 2022) which emphasizes that customer engagement is the main mechanism that connects digital marketing activities with consumer behavior responses. Thus, customer engagement acts as a mediating variable that strengthens the influence of content marketing on purchasing decisions.

The Influence of e-WOM (Electronic Word of Mouth) on Purchase Decisions through Customer Engagement on the Blibli Platform in Padang City

The results of hypothesis 7 show that e-WoM on Purchase Decisions through Customer Engagement has a coefficient value of 0.169 with a T-count of 2.173, which is greater than the T-table of 1.96, and a P-value of 0.030, which is less than 0.05. These results indicate that Customer Engagement is able to significantly mediate the effect of e-WoM on Purchase Decisions. Thus, Customer Engagement becomes an important intermediary in channeling the influence of consumer communication in digital media on Purchase Decisions. Therefore, it can be concluded that Customer Engagement is proven to be a mediating variable that strengthens the effect of E-WOM on the Purchase Decisions of Blibli users in Padang City. Consumer reviews not only influence decisions rationally through product information but also emotionally through the engagement and trust formed toward the platform.

Within the S-O-R theory framework proposed by (Mehrabian & Russel, 1974), e-WOM acts as a social stimulus that influences the internal condition of consumers as Customer engagement is an organism that generates a response in the form of a purchasing decision. Consumer reviews shape perceptions, emotions, and digital experiences that strengthen consumer confidence before making a purchase.

This study is reinforced by findings (Zabrina & Saktiana, 2025) revealing that consumer reviews, comments, and recommendations on digital platforms increase consumer attention and participation in a brand. Information that is considered credible from fellow users encourages active consumer involvement in the process of searching for information and interacting with brands. This involvement then forms positive attitudes and trust, which leads to an increase in purchasing decisions. This aligns with the findings of (Lim et al., 2022) which state that customer engagement serves as the primary link between digital communication and consumer behavior, thereby reinforcing the role of e-WOM in influencing purchasing decisions.

CONCLUSION

Based on the results of the research and discussion described above, the following conclusions can be drawn: (1) Content marketing has a significant effect on the purchasing decisions of Blibli users in Padang. (2) e-WOM has a significant effect on the purchasing decisions

of Blibli users in Padang. (3) Content marketing has a significant effect on customer engagement among Blibli users in Padang City. (4) e-WOM has a significant effect on customer engagement among Blibli users in Padang City. (5) Customer engagement has a significant effect on purchasing decisions among Blibli users in Padang City. (6) Content marketing has a significant effect on purchasing decisions through customer engagement among Blibli users in Padang City. (7) e-WOM has a significant effect on purchasing decisions through customer engagement among Blibli users in Padang City. Therefore, it can be concluded that the variables of content marketing and e-WOM have a significant effect on purchasing decisions through the variable of customer engagement as a mediating variable.

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