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Exploring the Dynamics of Instagram Content Marketing and Engagement: Its Impact on YouTube Membership Subscription Decisions

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A B S T R A C T

This study aims to investigate the influence of content marketing on customer engagement and purchase intention among followers of Jurnalrisa's official Instagram account who have subscribed to the Jurnalrisa YouTube channel. A quantitative research method was applied, and data were analyzed using path coefficient analysis with SmartPLS. The study involved followers who met specific criteria related to engagement with Jurnalrisa's social media platforms. The results show that content marketing has a positive impact on customer engagement, which subsequently enhances purchase intention. Furthermore, customer engagement acts as a significant mediating variable between content marketing and purchase intention, emphasizing the critical role of customer involvement in influencing purchasing decisions. These findings offer valuable insights for marketers to develop more effective strategies by focusing on engaging and relevant content to drive customer purchase intentions.

Penelitian ini bertujuan untuk menyelidiki pengaruh content marketing terhadap customer engagement dan purchase intention di antara pengikut akun Instagram resmi Jurnalrisa yang telah berlangganan saluran YouTube Jurnalrisa. Metode penelitian kuantitatif digunakan, dan data dianalisis dengan analisis koefisien jalur menggunakan SmartPLS. Penelitian ini melibatkan pengikut yang memenuhi kriteria keterlibatan dengan platform media sosial Jurnalrisa. Hasil penelitian menunjukkan bahwa content marketing berpengaruh positif terhadap customer engagement, yang selanjutnya meningkatkan purchase intention. Selain itu, customer engagement berperan sebagai variabel mediasi yang signifikan antara content marketing dan purchase intention, menekankan pentingnya keterlibatan pelanggan dalam mempengaruhi keputusan pembelian. Temuan ini memberikan wawasan berharga bagi pemasar untuk mengembangkan strategi yang lebih efektif dengan menekankan pada konten yang menarik dan relevan untuk mendorong niat pembelian pelanggan.

A R T I C L E I N F O R E

1. INTRODUCTION

With the advancement of digital technology, social media has become a crucial platform for companies and content creators to build and strengthen relationships with their audiences. One widely used strategy is content marketing, where engaging and valuable content is created to capture attention and maintain audience engagement (Pinaria & Sumartini, 2023). Platforms like Instagram, with its visually appealing format and ability to foster interaction, make content marketing more personalized and captivating. However, the main challenge lies in translating this content into tangible actions, such as the intention to purchase or subscribe to certain services. For instance, research on the Instagram account @bulogbisnis.jakarta found that while the content was easily understood and used a communicative style, the interaction rate, such as comments, remained low due to a lack of creativity in the content (Elena et al., 2024).

Previous research has shown that content marketing on social media significantly impacts consumers' purchase intentions through their engagement. Earlier studies demonstrated that content marketing strategies can boost customer engagement and increase purchase intention (Dewi Oktavia Putri et al., 2022). These studies revealed that engaging content positively influences consumer involvement, ultimately driving purchasing decisions. Moreover, customer engagement acts as a mediating variable between content marketing and purchase intention, underscoring the importance of involving consumers to enhance sales (Rini, 2023).

Although numerous studies have shown that content marketing is effective in increasing purchase intention, the role of engagement as a mediating variable remains underexplored, particularly in the context of YouTube channels in the horror genre. Previous research has predominantly focused on the fashion industry or general consumer products (Dewi Oktavia Putri et al., 2022), while horror content with YouTube membership subscriptions presents different dynamics in terms of audience motivation and engagement. As a result, there is a research gap in the literature regarding how content on social media platforms like Instagram can influence audience subscription intentions through active engagement.(Saripudin et al., 2022)

Customer engagement as a mediating variable plays a critical role in bridging the relationship between content marketing and purchase intention. As highlighted in a study by (Darmawan et al., 2021),consumer engagement significantly enhances the impact of content marketing on purchase intention. Engagement, which includes various interactions such as likes, comments, shares, or responses to content, reflects the emotional connection between consumers and a brand or content creator. In the context of a horror-themed YouTube channel, customer engagement on Instagram is expected to influence the audience's decision to subscribe to YouTube memberships.

By reviewing previous research, this study aims to fill the gap in the literature regarding the impact of content marketing on social media on purchase intention, considering customer engagement as a mediating variable. This research will explore how content marketing strategies on Instagram can be effectively utilized to enhance customer engagement, which, in turn, affects the intention to subscribe to memberships on YouTube. It is hoped that this study will provide new insights for developing more specific and effective content marketing strategies, particularly in the context of content creators on YouTube within the horror genre.

Hypothesis 1   = There is a direct effect of content marketing on purchase intention.

Hypothesis 2 = There is a direct effect of content marketing on customer engagement.

Hypothesis 3 = There is a direct effect of customer engagement on purchase intention.

Hypothesis 4: There is a significant effect of content marketing on purchase intention through the mediation of customer engagement.

2. METHODS

The research methodology employed in this study is a quantitative method with a survey approach, aimed at gathering data from 51 respondents who were purposively selected from the population of followers of the official Instagram account of a horror-themed YouTube channel with over 7 million subscribers. These followers have also subscribed to the YouTube channel. This approach is designed to test the hypothesis regarding the influence of content marketing on purchase intention through customer engagement as a mediating variable.

The research instrument consists of an online questionnaire designed to measure respondents' perceptions of content marketing, engagement levels, and subscription intentions. The research model illustrates the relationships between the independent variable (X), content marketing, the mediating variable, customer engagement, and the dependent variable (Y), purchase intention. Data processing is carried out using statistical analysis to determine the causal relationships between these variables. With this approach, the study aims to provide in-depth insights into effective content marketing strategies on social media platforms, particularly on YouTube channels with large audiences.

The questionnaire used in this study consists of three main sections, each measuring one research variable. Each variable is represented by eight specific indicators, designed to capture the key dimensions of that variable. For the content marketing variable (X), indicators include aspects such as content creativity, relevance, and posting frequency. The customer engagement variable, serving as the mediator, includes indicators such as interaction levels, emotional involvement, and loyalty. For the purchase intention variable (Y), indicators include subscription intentions, willingness to buy, and recommendations to others. The questionnaire utilizes a 1-5 Likert scale, where 1 indicates strong disagreement and 5 indicates full agreement. This scale allows respondents to provide clear ratings for each statement, facilitating quantitative analysis to examine the relationships among the variables.

The data analysis technique employed in this study is the Smart Partial Least Squares (PLS) method, known for its effectiveness in analyzing complex relationships between variables. Smart PLS allows for simultaneous analysis of both structural and measurement models, enabling the identification of direct and indirect effects among variables such as content marketing, customer engagement, and purchase intention. Its flexibility in data processing is particularly advantageous when dealing with a limited number of respondents or data that do not fully meet normality assumptions, ensuring reliable and valid results. Moreover, Smart PLS is adept at measuring latent variables, which cannot be directly observed, such as engagement and purchase intention. By utilizing this approach, the researcher can assess the strength and direction of relationships between variables while testing hypotheses, providing valuable insights into how content marketing influences purchase intention through customer engagement as a mediating variable.

3. RESULTS AND DISCUSSION

The research results are derived from the analysis of 51 responses collected through an online Google Form questionnaire, which was tested using Smart PLS. The data qualifications are based on followers of the official JurnalRisa Instagram account who have subscribed to the Jurnalrisa YouTube channel.:

Tabel 1. Descriptive Analysis Results

variables	Cronbach's Alpha	Composite Reability
Content Marketing (X)	0.802	0.877
Customer Engagement (M)	0.838	0.893
Purchase Intention (Y)	0.912	0.932

Table 1 presents the validity results for each variable that is the focus of this study. Validity was assessed using the Cronbach Alpha criterion, which should exceed 0.6, and Composite Reliability, which must be greater than 0.5. According to the findings, all variables demonstrated values above the established criteria. Therefore, it can be concluded that this study meets the desired validity standards, indicating that the collected data is reliable and consistent, thereby enhancing confidence in the research outcomes.

Table 1. Path Coefficient Test Results

hypotesis	Direct Effect	Original Sampel	T-Statistics	P- Value
H1	CM (X) -> CE (M)	0.499	6.039	0.000
H2	CM (X) -> PI (Y)	0.300	3.182	0.002
H3	CE (M) -> PI (Y)	0.671	8.920	0.000

As the next step, a path coefficient analysis was conducted to evaluate the acceptance of hypotheses H1, H2, and H3. The results presented in Table 2 indicate that all hypotheses were accepted based on the path coefficient analysis. This study found a positive and significant effect among the variables of content marketing, customer engagement, and purchase intention among followers of the official Jurnalrisa Instagram account who are subscribed to the Jurnalrisa YouTube channel. Although the direct effect of content marketing on purchase intention had a T-Statistics value of 3.182, indicating a significant influence, it is not as strong as the effect of customer engagement, which demonstrates a robust mediating role. Customer engagement acts as a bridge that strengthens the relationship between content marketing and purchase intention, exhibiting a greater influence.

Table 2: Path Coefficient Test Results

hypotesis	Direct Effect	Original Sampel	T-Statistics	P- Value
H4	(X) -> (M) -> (Y)	0.335	5.716	0.000

Additionally, hypothesis H4, which tests the indirect effect of content marketing (X) through customer engagement (M) on purchase intention (Y), was also accepted with a T-Statistics value of 5.716 and a P-Value of 0.000. These results indicate a significant positive effect of content marketing on purchase intention when mediated by customer engagement. The original sample value of 0.335 suggests that the customer engagement generated from content marketing efforts enhances the intention to purchase. This finding further underscores the importance of content marketing strategies that not only capture audience

attention but also foster strong engagement, which in turn can increase consumer purchase intentions. Thus, the mediating role of customer engagement is crucial in maximizing the impact of content marketing on purchasing decisions. Table 3 illustrates the results for the final hypothesis, which is hypothesis 4, showing a significant positive influence of Jurnalrisa's Instagram content marketing on the intention to subscribe to the Jurnalrisa YouTube channel membership through

4. CONCLUSION

This study successfully revealed a significant relationship between content marketing, customer engagement, and purchase intention among followers of the official Jurnalrisa Instagram account who are subscribed to the Jurnalrisa YouTube channel. The path coefficient analysis results indicate that all hypotheses were accepted, with customer engagement serving as a strong mediating variable. While the direct effect of content marketing on purchase intention was measurable, the influence of customer engagement was much more dominant, highlighting the importance of customer involvement in the decision-making process. These findings suggest that effective content marketing strategies not only capture audience attention but also foster strong relationships with them.

The implications of this research are profound for marketing practitioners, particularly in designing content marketing strategies. By prioritizing customer engagement as a key variable, marketers can enhance consumer purchase intentions through deeper and more relevant interactions. This highlights the necessity of creating content that is not only captivating but also fosters long-term relationships with the audience. As such, marketing efforts centered around customer engagement can significantly boost purchase intentions, providing valuable insights for developing strategies in today's digital era.

Looking ahead, future research should explore other variables that may influence this relationship, such as demographic factors or the types of content used. Additionally, testing this model across various social media platforms and industries could provide a broader understanding of the dynamics in content marketing. By adopting a more comprehensive approach, future studies could offer deeper insights into the development of effective marketing strategies in the digital age. This research contributes significantly to the understanding of the complex relationships among variables in the context of content marketing.

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