

## ABSTRACT

*Ease of access, low cost, and simple way of using social media have helped firms, especially MSMEs, to connect and engage with customers. This encourages the firm to find the right marketing strategy through content creation. This business phenomenon has impacted firms' marketing activities, especially MSMEs related to purchasing interest. This research aims to study and answer the gaps in previous studies, especially in developing a conceptual framework involving variables of firm-generated content, customer engagement, user-generated content, consumer-based brand equity, and purchase intention. This study is based on service-dominant logic theory supported by previous studies. The respondents of this study were 248 Instagram followers of Naruna Ceramic Studio, Salatiga. The data were then analyzed quantitatively using the Structural Equation Modelling (SEM) method through the Analysis of Moment Structure (AMOS) version 24 program.*

*The findings show that the mediating variables of customer engagement and consumer-based brand equity strengthen the relationship between firm-generated content and purchase intention. Both firm-generated content and user-generated content variables have a significant positive effect on customer engagement, user-generated content, and customer engagement variables have a significant effect on consumer-based brand equity, and consumer-based brand equity variables have a significant positive effect on purchase intention. However, the customer engagement variable does not have a significant effect on purchase intention, so there is one hypothesis that is rejected. This study provides new understanding regarding the influence of company-generated content (Naruna Ceramic Studio, Salatiga) on customer purchase intention.*

**Keywords:** *firm-generated content, user-generated content, customer engagement, consumer-based brand equity, purchase intention*