ABSTRACT

Content marketing is one of the most popular digital marketing strategies approached by companies, together with the rapid development in technology. This study intends to analyze the relationship between content marketing (CM), customer engagement (CE), E-WOM, and purchase intention (PI) in Indonesia's B2C e-commerce named Lemonilo.

A total of 524 online questionnaires are collected, but only 348 data were used from those who had known about Lemonilo and its content. Multiple linear regressions were used to determine the relationships of each variable, calculated using IBM SPSS Statistics 23.

The result showed that CM, CE, and E-WOM positively influence PI. CM shows a positive influence on CE, while CM and CE also positively influences E-WOM. Both CE and E-WOM partially mediate the effect of CM to PI with a weaker indirect effect than the direct effect of CM on PI.

Key Words*: e-commerce, content marketing, customer engagement, E-WOM, purchase intention*