

ABSTRACT

Vidiodotcom is a video-on-demand service that has been ranked as one of the most popular paid entertainment platforms. TikTok is Vidiodotcom's digital marketing channel with the largest traffic. Therefore, this study aims to prove the effect of Content Marketing on purchasing decisions with Customer Engagement as an intervening variabel.

This research uses quantitative descriptive methods. The sample of this study amounted to 100 respondents with the criteria of having bought Vidiodotcom or seen Vidiodotcom's Tiktok account. The sampling technique used purposive sampling. Based on Hypothesis testing, Content Marketing has a positive and significant effect on Purchasing Decisions through Customer Engagement. Sobel test results show that Customer Engagement can mediate between Content Marketing and Vidiodotcom Purchasing Decisions.

Based on R Square Content marketing (X) has an effect of 67.9% on Purchasing Decisions (Y) through Customer Engagement (Z), the remaining 32.1% is the influence of other variabels not included in this study. Vidiodotcom has succeeded in utilizing Tiktok as a forum for conducting marketing activities wrapped in a message strategy through content marketing to create a response to buy in the minds of consumers through customer engagement.

Keywords: *Content Marketing, Customer Engagement, Purchase Decision, Tiktok Vidiodotcom.*