

ABSTRACT

The increasing use of social media, such as TikTok, is one of the impacts of internet development, which has become a popular and successful platform for businesses in Indonesia to build relationships with customers and increase sales through content marketing in the form of short videos. However, the level of customer advocacy in sharing content with others remains low, despite efforts to enhance entertainment intentions. The methodology used in this study is quantitative. Non-probability sampling with G-power was used to choose the sample for this study, and the respondents were TikTok users who had shared skincare content after seeing a video that was posted in the Jakarta region. Structural Equation Modeling (SEM) using a Partial Least Square (PLS) technique is the research model used. The findings show that content marketing influences entertainment intentions positively and significantly, that entertainment intentions influence customer advocacy positively and significantly, and that content marketing influences customer advocacy both directly and indirectly through entertainment intention. Furthermore, it appears that both male and female consumers react in a similar way to the relationship between entertainment intention and customer advocacy, which is not moderated by gender.

Keywords: content marketing, entertainment intention, customer advocacy and gender