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## Impact of Digital Influencer, Live Streaming Shopping, and Social Media Marketing on Purchase Intention With Customer Engagement As a Mediation Variable (Study Case at PT. ABC)

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**Abstract:** This study evaluates the influence of digital influencers, live streaming shopping, and social media marketing on purchase intention, with customer engagement as a mediating variable. The research focuses on PT. ABC, a retail bag company experiencing declining sales despite the rapid growth of e-commerce and social media. Using a quantitative approach and survey method, data were collected from active consumers on digital platforms and analyzed through linear regression and mediation tests. The study involved 97 respondents, providing sufficient data to analyze the relationships between variables. The results show that all three digital marketing strategies positively and significantly affect purchase intention. Digital influencers build trust through authentic content, live streaming shopping enhances interactive relationships that drive purchasing decisions, and social media marketing captures attention and enthusiasm with engaging content. Customer engagement plays a crucial mediating role, amplifying the overall impact of these strategies. Practical implications include selecting relevant influencers, maximizing live streaming features, and designing innovative social media campaigns to enhance marketing effectiveness. The findings provide theoretical contributions to understanding customer engagement in digital marketing, offering insights for businesses to adapt to dynamic market demands while strengthening customer relationships and increasing sales.

**Keywords:** Digital Influencer, Live Streaming Shopping, Social Media Marketing, Customer Engagement, Purchase Intention.

## INTRODUCTION

In recent years, significant shifts in consumer behavior have driven a massive migration to digital platforms. Advances in technology have facilitated easier access to information and transactions, fundamentally altering shopping habits. The e-commerce and m-commerce sectors are projected to grow to USD 160 billion by 2030, signifying a robust transformation in purchasing behavior and retail dynamics (Statista, 2023). This transition has reshaped consumer expectations, emphasizing speed, convenience, and personalized services.

Platforms like *TikTok*, *Shopee*, and *Tokopedia* have emerged as dominant forces in e-commerce and m-commerce, enabling customers to access diverse product offerings seamlessly. Moreover, mobile commerce ensures faster and more efficient transactions. The fashion industry, in particular, has been a frontrunner in adopting digital marketing techniques, with online fashion sales continuously increasing as consumers gravitate towards mobile devices to explore and purchase products. Surveys indicate that clothing and accessories remain the most popular categories, with 89% of consumers shopping online within this segment (Goodstart, 2022).

Despite the apparent advantages of digital marketing strategies, PT. ABC, a local retail bag company based in Bandung, has experienced a consistent decline in sales from 2020 to 2023. While e-commerce and social media usage have grown, the company has faced challenges in leveraging these platforms effectively. Sales dropped from IDR 17.37 billion in 2020 to IDR 8.33 billion in 2023, accompanied by a significant reduction in buyers. The number of consumers decreased from 54,384 in 2020 to 16,635 in 2023, highlighting the urgency to address this trend (Company Data, 2024).

**Table 1. Sales and Qty Sold PT. ABC from 2020 to 2023**

Years	Sales (IDR in Billion)	Qty Sold
2020	17.37	54,384
2021	10.45	41,563
2022	8.82	25,679
2023	8.33	16,635

Source: Company data PT. ABC

Parallel to this, the role of social media has expanded significantly, not merely as a communication tool but as an integral component of marketing strategies. The penetration of social media platforms reached 76.04% in 2023, compared to 47.03% in 2017, highlighting their growing influence on consumer behavior (Statista, 2023). Platforms like *Instagram*, *Facebook*, and *TikTok* have transformed how brands interact with consumers, offering targeted, interactive advertisements that resonate more personally with users. These platforms leverage advanced algorithms to present ads tailored to user preferences, thereby increasing conversion rates and engagement.

The rise of influencer marketing further underscores the importance of digital platforms. The global influencer marketing market reached USD 21.1 billion in 2023. Influencers, by leveraging their credibility and relatability, play a pivotal role in shaping consumer opinions and purchase intentions (Kotler, 2020). Studies indicate that influencer recommendations and reviews often carry more credibility than traditional advertisements due to the authentic connection they establish with their audience. Aulia and Harto (2024) found that digital influencers significantly enhance customer engagement through relatable and credible content. Furthermore, Simarmata and Parameswari (2024) highlighted the effectiveness of influencer marketing in increasing purchase intentions for specific products, demonstrating its ability to create immediate and measurable results.

Live streaming shopping has also gained traction as a transformative marketing tool. This method allows real-time interaction between sellers and buyers, fostering a personal and engaging shopping experience. Research by Mindiasari et al. (2023) revealed that live streaming shopping significantly influences purchase intention by building trust and providing detailed product demonstrations. Additionally, Aulia and Harto (2024) emphasized that the interactive nature of live streaming increases customer engagement, making it a powerful tool for driving sales in digital commerce.

Social media marketing remains a cornerstone of digital marketing strategies. According to Horan and Simorangkir (2022), well-executed social media campaigns significantly boost

purchase intentions by creating personalized and interactive communication with consumers. Yohandi et al. (2022) demonstrated that engaging and relevant social media content fosters customer loyalty and trust, ultimately translating into higher sales. Sembiring et al. (2023) further illustrated that social media platforms facilitate intense brand-consumer interactions, enhancing customer engagement and purchase behavior.

Customer engagement as a mediating variable has been extensively studied in the context of digital marketing strategies and purchase intention. Nurul and Harto (2024) found that customer engagement mediates the relationship between social media marketing and purchase intention by strengthening emotional and cognitive bonds with the brand. Similarly, Wulandari (2020) demonstrated that high customer engagement not only fosters trust but also enhances loyalty, which significantly impacts the decision-making process. Saputra and Khasanah (2022) concluded that when customers are actively engaged with a brand's digital content, their purchase intention increases due to heightened trust and perceived value.

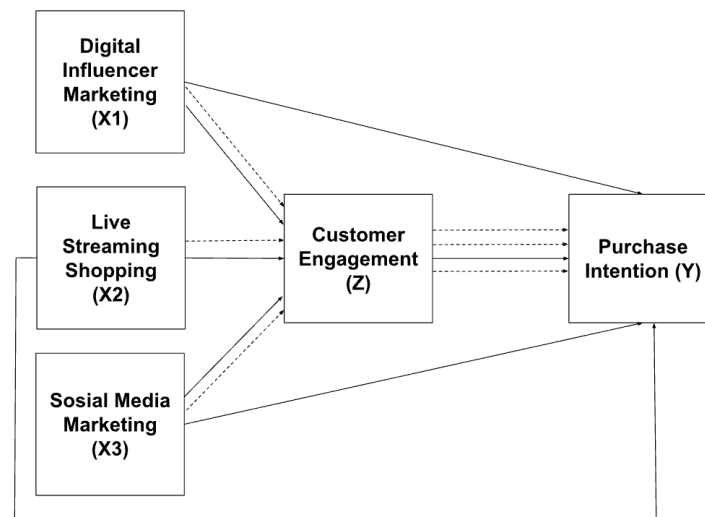
This research aims to evaluate the impact of digital influencers, live streaming shopping, and social media marketing on purchase intention, with customer engagement serving as a mediating variable. The operational definitions in this study include customer engagement, which refers to the emotional and cognitive connection between a consumer and a brand, encompassing dimensions such as enthusiasm, attention, interaction, identification, and absorption (Brodie et al., 2011). Purchase intention is defined as the consumer's willingness to buy a product, influenced by factors such as trust, product knowledge, and perceived value (Kotler & Keller, 2016). By identifying the dynamics between these digital marketing strategies and consumer behavior, the study aims to provide actionable insights for PT. ABC to optimize its marketing approach. The findings are expected to inform strategies that enhance engagement, build stronger customer relationships, and ultimately drive sales growth. This research contributes both practically and theoretically by emphasizing the critical role of customer engagement in maximizing the potential of digital marketing strategies.

## METHOD

This study employs a quantitative research approach to evaluate the relationships between digital influencers, live streaming shopping, social media marketing, customer engagement, and purchase intention. Quantitative methods were chosen to allow for statistical analysis and hypothesis testing, providing a clear understanding of variable interactions.

The population for this research comprises consumers of PT. ABC who are active on digital platforms, including social media and e-commerce sites. A purposive sampling technique was used to select respondents, focusing on individuals who have interacted with the company's digital marketing activities. The sample size was determined based on the criteria set by Rao Purba formula, with a minimum of 97 respondents. A structured questionnaire was designed to collect data from respondents. The questionnaire consisted of several sections: demographic information, exposure to digital influencers, live streaming shopping, and social media marketing, as well as customer engagement and purchase intention. Each item was measured using a 5-point Likert scale ranging from "strongly disagree" to "strongly agree."

Data analysis was performed using structural equation modeling (SEM) with the help of SmartPLS software. The analysis included two stages: testing the measurement model (outer model) to assess reliability and validity, and testing the structural model (inner model) to evaluate the relationships between variables. Mediation analysis was conducted to determine the role of customer engagement in the relationship between digital marketing strategies and purchase intention. The form of the research model is as follows



Source: Research Results

**Figure 1. Conceptual Framework**

From Figure 1, the research hypothesis is as follows :

- H1: Digital Influencer Marketing has a significant effect on Customer Engagement.
- H2: Live Streaming Shopping has a significant effect on Customer Engagement.
- H3: Social Media Marketing has a significant effect on Customer Engagement.
- H4: Digital Influencer Marketing has a significant effect on Purchase Intention.
- H5: Live Streaming Shopping has a significant effect on Purchase Intention.
- H6: Social Media Marketing has a significant effect on Purchase Intention.
- H7: Customer Engagement has a significant effect on Purchase Intention.
- H8: Customer Engagement can mediate the influence of Digital Influencer Marketing on Purchase Intention.
- H9: Customer Engagement can mediate the influence of Live Streaming Shopping on Purchase Intention.
- H10: Customer Engagement can mediate the influence of Social Media Marketing on Purchase Intention.

## RESULTS AND DISCUSSION

The study gathered responses from 97 participants who were consumers of PT. ABC. Of these, 56.7% were female, and 43.3% were male. The majority of respondents were aged between 18-28 years, representing 57.7% of the sample, followed by those aged 29-39 years at 39.2%, and those over 39 years at 3.1%. Respondents were distributed across multiple regions, with the majority residing in West Java (29.9%), followed by Greater Jakarta (21.6%) and other areas in Java. This geographic distribution highlights the concentration of PT. ABC consumer base in urban and peri-urban areas, aligning with the company's market strategy targeting digitally active and urban populations.

### Data Analysis

The analysis utilized PLS-SEM to examine the relationships among variables, focusing on both the outer model and inner model evaluations. The results demonstrated that the indicators accurately represented the constructs, and the relationships between variables were statistically significant. Overall, the PLS analysis confirmed the robustness and validity of the research model.

## Outer Model

The outer model analysis is a stage aimed at measuring the relationship between latent variables and their indicators. Hair et al. (2017) emphasize that outer model analysis is crucial to ensure that the indicators used to measure latent variables effectively represent the intended concept. In this process, the indicators are assessed using tests such as Convergent Validity, Average Variance Extracted (AVE), Composite Reliability, and Discriminant Validity.

### a. Convergent Validity

Convergent validity measures the extent to which indicators within a latent variable are correlated and truly reflect the intended construct. Indicator loading values demonstrate the contribution of each indicator to the latent variable. Hair et al. (2017) recommend a good indicator loading value of  $\geq 0.7$ . If the indicator loading is below 0.7, the indicator should be considered for removal or replacement.

**Table 1. Convergent Validity Result**

Variabel	Indikator	Loadings Value	Status
Digital Influencer	X1.1	0.993	Valid
	X1.2	0.843	Valid
	X1.3	0.726	Valid
	X1.4	0.832	Valid
	X1.5	0.967	Valid
Live Streaming Shopping	X2.1	0.811	Valid
	X2.2	0.738	Valid
	X2.3	0.812	Valid
Social Media Marketing	X3.1	0.768	Valid
	X3.2	0.972	Valid
	X3.3	0.763	Valid
	X3.4	0.874	Valid
Purchase Intention	Y1.1	0.801	Valid
	Y1.2	0.861	Valid
	Y1.3	0.768	Valid
	Y1.4	0.748	Valid
Customer Engagement	Z1.1	0.791	Valid
	Z1.2	0.955	Valid
	Z1.3	0.836	Valid
	Z1.4	0.707	Valid
	Z1.5	0.791	Valid

Source: Data Processing Result at via SmartPLS

Based on table 1, the loading value of all latent variables on the indicators shows a value of  $> 0.7$  (Ghozali, 2015) so that all indicators are stated to have good validity in explaining the latent variables.

### b. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is used to assess the convergent validity of the measurement model for a latent variable, determining the extent to which the indicators used to measure the latent variable are correlated and accurately represent the intended construct. AVE reflects the proportion of variance explained by the indicators within a latent variable. **An AVE value of  $\geq 0.50$  is considered acceptable, indicating that more than 50% of the variance in the indicators is explained by the latent variable (Hair et al., 2017). The results of AVE testing for this research were obtained as follows:**

**Table 2. Average Variance Extracted (AVE) Result**



Variabel	Average Variance Extracted (AVE)	Status
Digital Influencer	0.857	Valid
Live Streaming Shopping	0.940	Valid
Social Media Marketing	0.896	Valid
Purchase Intention	0.709	Valid
Customer Engagement	0.712	Valid

Source: Data Processing Result at via SmartPLS

Based on table 2, the AVE value of all latent variables on the indicators shows a value of  $> 0.5$  so that all indicators are explained by the latent variable.

### c. Composite Reliability (Cronbach's Alpha)

Reliability refers to the extent to which a measurement instrument produces consistent and stable results. In PLS-SEM, reliability assesses the internal consistency of the indicators used to measure the same construct. Two key indicators for testing reliability are Cronbach's alpha and composite reliability. Both are considered acceptable when their values exceed 0.7 (Hair et al., 2017). The results of Reliability testing for this research were obtained as follows:

**Table 3. Reliability Result**

Variabel	Composite Reliability	Cronbach's Alpha	Status
Digital Influencer	0.732	0.856	Valid
Live Streaming Shopping	0.855	0.855	Valid
Social Media Marketing	0.769	0.769	Valid
Purchase Intention	0.818	0.818	Valid
Customer Engagement	0.851	0.851	Valid

Source: Data Processing Result at via SmartPLS

Based on the table 3, the Cronbach's Alpha and Composite Reliability (CR) values for each latent variable exceed 0.7 (Yamin and Kurniawan, 2011 in Hair et al, 2002) so that the model is declared to have high reliability.

### d. Discriminant Validity

According to Hair et al. (2017), discriminant validity is an essential aspect of overall validity because if latent variables cannot be clearly distinguished, the model will not accurately measure the desired constructs. Discriminant validity tests the extent to which latent variables are distinct from each other. This is important to ensure that each latent variable in the model measures something different and does not merely replicate the measurement of another variable. The results of discriminant validity testing for this research were obtained as follows:

**Table 4. Discriminant Validity Result**

Variabel	Digital Influencer	Live Streaming Shopping	Social Media Marketing	Purchase Intention	Customer Engagement
Digital Influencer	0.798				
Live Streaming Shopping	0.476	0.864			
Social Media Marketing	0.521	0.674	0.830		
Purchase Intention	0.521	0.634	0.762	0.839	
Customer Engagement	0.267	0.290	0.538	0.668	0.759

Source: Data Processing Result at via SmartPLS

From table 4, all indicators have loading factor values greater than their loading factors on other constructs so that the model meets the required discriminant validity requirements.

## Inner Model

Hair et al. (2017), the inner model analysis in SEM-PLS aims to evaluate the structural relationships between latent constructs in the research model. This inner model represents the hypotheses or causal relationships between the constructs being studied. The evaluation of the inner model ensures that the relationships between constructs can be statistically explained and support the underlying theory of the research. In the inner model testing, key measures include calculating R-Square and F-Square.

### a. R-Square ( $R^2$ )

This analysis aims to determine the extent of variability in the endogenous construct that can be explained by the variability in the exogenous constructs. It also evaluates the goodness of the structural equation model. The higher the R-square value, the greater the ability of the exogenous variables to explain the endogenous variables, indicating a better structural equation model. Below are the output values of the R-Square:

**Table 5. R-Square Result**

Variabel	Purchase Intention
Purchase Intention	0.727
Customer Engagement	0.580

Source: Data Processing Result at via SmartPLS

1. The R-square value for the purchase intention variable is 0.727, meaning that 72.7% of the variability in the endogenous purchase intention can be explained by the exogenous variables, including Digital Influencer, live streaming shopping, social media marketing, and customer engagement, while the remaining variability is explained by other variables not studied in this research.
2. The R-square value for the customer engagement variable is 0.580, meaning that 58.0% of the variability in customer engagement mediation can be explained by the exogenous variables, including Digital Influencer Marketing, live streaming shopping, and social media marketing, while the remaining variability is explained by other variables outside the scope of this study.

### b. F-Square ( $f^2$ )

This formula is to explore whether the endogenous latent variable is strongly influenced or not by the exogenous latent variable. If the F-Square number produces a value of  $<0.02$  then the influence is small, a value of 0.15 is medium and a value of  $>0.35$  means the influence of the exogenous latent variable is declared large (Ghozali and Latan, 2015). The following are the results of the F-Square values:

**Table 6. F-Square Result**

Variabel	Purchase Intention	Criteria	Customer Engagement	Criteria
Digital Influencer	0.479	Large	0.437	Large
Live Streaming Shopping	0.411	Large	0.351	Large
Social Media Marketing	0.142	Medium	0.270	Medium
Purchase Intention				
Customer Engagement	0.391	Large		

Source: Data Processing Result at via SmartPLS

Based on table 6. F-Square results above, it can be explained as follows:

1. The variable of social media marketing towards purchase intention, with an f-square value of 0.479, has a large impact.
2. The variable of Digital Influencer Marketing towards purchase intention, with an f-square value of 0.411, has a large impact.
3. The variable of live streaming shopping towards purchase intention, with an f-square value of 0.142, has a medium impact.
4. The variable of customer engagement towards purchase intention, with an f-square value of 0.391, has a large impact.
5. The variable of social media marketing towards customer engagement, with an f-square value of 0.437, has a large impact.
6. The variable of Digital Influencer Marketing towards customer engagement, with an f-square value of 0.351, has a large impact.
7. The variable of live streaming shopping towards customer engagement, with an f-square value of 0.270, has a medium impact.

### Hypothesis Testing

Hypothesis significance testing is conducted using a significance level of 0.05. In this research, the null hypothesis (H0) will be rejected if the p-value < 0.05 and t-statistic > 1.96, indicating that the relationship between variables in the model is statistically significant. Conversely, if the p-value > 0.05 and t-statistic < 1.96, H0 cannot be rejected or accepted, meaning there is insufficient evidence to support a significant relationship between the variables. Below is a summary of the hypothesis testing results, indicating whether the hypotheses in this study can be accepted or rejected based on the established significance criteria.

**Table 7. Hypothesis Testing Result**

No.	Hypothesis	t-statistic	p-value	Result
1.	Digital influencer marketing has a significant effect on customer engagement	3.399	0.008	H1 Accepted
2.	Live streaming shopping has a significant effect on customer engagement	0.713	0.476	H2 Rejected
3.	Social media marketing has a significant effect on customer engagement	1.809	0.270	H3 Rejected
4.	Digital influencer marketing has a significant effect on purchase intention	3.916	0.025	H4 Accepted
5.	Live streaming shopping has a significant effect on purchase intention	2.491	0.013	H5 Accepted
6.	Social media marketing has a significant effect on purchase intention	2.386	0.017	H6 Accepted
7.	Customer Engagement has a significant effect on purchase intention	3.462	0.001	H7 Accepted
8.	Digital influencer marketing has a significant effect on purchase intention through customer engagement	0.041	0.968	H8 Rejected
9.	Live streaming shopping has a significant effect on purchase intention through customer engagement	2.035	0.035	H9 Accepted
10.	Social media marketing has a significant effect on purchase intention through customer engagement	2.764	0.006	H10 Accepted

Source: Data Processing Result at via SmartPLS

Based on the analysis results, the following is an explanation of hypothesis testing in table 7 for the influence of Digital Influencer, Live Streaming Shopping, and Social Media Marketing on purchasing Intention through Customer Engagement:

### Impact of Digital Influencer Marketing on Customer Engagement at PT. ABC



The hypothesis testing on the variable of Digital Influencer Marketing and customer engagement shows a significant effect, as evidenced by a t-statistic of 3.339 (greater than 1.96) and a significance level of 0.008 (less than 0.05), leading to the rejection of H0 and acceptance of H1. This indicates that Digital Influencer Marketing significantly impacts customer engagement. According to Prasetyo and Indriani (2022), influencers with high credibility effectively influence their audience, leading to greater customer engagement with the promoted brand. This finding aligns with theories emphasizing the importance of source credibility, social influence, and emotional connections in brand-customer relationships. Supporting studies by Ao Lie et al. (2023) and Jaitly (2021) highlight how digital influencers strengthen customer engagement through relevant content, emotional bonds, and trust, with influencer marketing offering a more authentic and accepted approach compared to traditional methods (De Veirman et al., 2017). Additionally, Brown & Fiorella (2013) argue that the success of influencer marketing lies in the influencer's ability to build credibility and emotional connection with their audience, ultimately enhancing customer engagement.

### **Impact of Live Streaming Shopping on Customer Engagement at PT. ABC**

The hypothesis testing on the variable of live streaming shopping and customer engagement shows no significant effect, with a t-statistic of 0.713 (less than 1.96) and a significance level of 0.476 (greater than 0.05), leading to the acceptance of H0 and rejection of H2. This indicates that live streaming shopping does not significantly impact customer engagement at PT. ABC. Previous research highlights several factors explaining this result, such as excessive interactivity that overwhelms customers (Li & Wang, 2020), the importance of host credibility (Zhang & Liu, 2019), and product type suitability (Huang & Chen, 2021). Technical issues, such as poor streaming quality and inappropriate timing, also hinder engagement (Tang & Xu, 2020). Additionally, a lack of personalization or direct responses to audience comments can make customers feel undervalued, further reducing engagement (Chen & Wu, 2021; Clarissa, 2019).

### **Impact of Social Media Marketing on Customer Engagement at PT. ABC**

The hypothesis testing on the variable of social media marketing and customer engagement reveals no significant effect, with a t-statistic of 1.809 (less than 1.96) and a significance level of 0.270 (greater than 0.05), leading to the acceptance of H0 and rejection of H3. This suggests that social media marketing does not significantly impact customer engagement at PT. ABC. Supporting research, such as Nyadzayo et al. (2020) and Ibrahim et al. (2020), indicates that while social media marketing can influence engagement, its effectiveness depends on content quality and the depth of interaction between the brand and consumers. Overexposure to information or a lack of personalization can overwhelm customers, reducing their engagement (Jacoby, 1977). Additionally, theories like Differential Engagement (Gummerus et al., 2012) and Trust and Credibility (Hovland et al.) emphasize the importance of relevance, trust, and credibility in fostering deeper customer engagement.

### **Impact of Digital Influencer Marketing on Purchase Intention at PT. ABC**

The hypothesis testing on the variable of Digital Influencer Marketing and purchase intention shows a significant effect, with a t-statistic of 3.916 (greater than 1.96) and a significance level of 0.025 (less than 0.05), leading to the rejection of H0 and acceptance of H4. This indicates that Digital Influencer Marketing significantly influences consumer purchase intention at PT. ABC. Consistent with Suhardi and Irmayanti (2019), the research found that influencers increase purchase intention by building trust and emotional connections with their audience. Relevant and authentic content from influencers positively impacts consumer engagement and purchase intention, as shown by Evania et al. (2023). This aligns with Kotler and Keller's (2016) theory that trust, experience, and relevance in promotions

enhance purchase intention. Additionally, influencer marketing is considered more effective than traditional advertising due to the personal connection influencers have with their audience (De Veirman et al., 2017).

### **Impact of Live Streaming Shopping on Purchase Intention at PT. ABC**

The hypothesis testing on the variable of live streaming shopping and purchase intention shows a significant effect, with a t-statistic of 2.491 (greater than 1.96) and a significance level of 0.013 (less than 0.05), leading to the rejection of H0 and acceptance of H5. This indicates that live streaming shopping significantly influences consumer purchase intention at PT. ABC. This finding aligns with research by Fajar et al. (2022) and Rifa et al. (2024), which highlight the role of real-time interaction and exclusive offers in boosting consumer trust and urgency to purchase. The study also supports Media Richness Theory, demonstrating that live streaming, with its interactive and multi-dimensional communication, enhances purchase intention. Additionally, the Theory of Planned Behavior (Ajzen, 1991) suggests that live streaming fosters positive attitudes, strengthens social norms, and increases perceived control, all of which contribute to higher purchase intention.

### **Impact of Social Media Marketing on Purchase Intention at PT. ABC**

The hypothesis testing on social media marketing (SMM) and purchase intention shows a significant effect, with a t-statistic of 2.386 (greater than 1.96) and a significance level of 0.017 (less than 0.05), leading to the rejection of H0 and acceptance of H6. This indicates that SMM significantly influences consumer purchase intention at PT. ABC. The study finds that SMM enhances purchase intention by creating relevant, interactive, and personalized experiences that build trust and emotional connections with consumers. This aligns with research by Simorangkir et al. (2022) and Nguyen et al. (2020), which emphasize the importance of engaging content in fostering consumer trust and purchase decisions. Theoretical support from Kotler and Keller (2016) and Kaplan and Haenlein (2010) further highlights the role of direct communication and personalization in motivating purchases, while the S-O-R theory explains how strategic SMM elements drive positive consumer responses leading to purchase behavior.

### **Impact of Customer Engagement on Purchase Intention at PT. ABC**

The hypothesis testing on customer engagement and purchase intention shows a significant effect, with a t-statistic of 3.462 (greater than 1.96) and a significance level of 0.001 (less than 0.05), leading to the rejection of H0 and acceptance of H7. This indicates that customer engagement significantly influences purchase intention at PT. ABC. The study reveals that customer engagement, through active interactions such as "like," "comment," and "share" on social media, enhances understanding, trust, and purchase intention. This aligns with Brodie et al. (2011), who define engagement as a psychological state that influences cognitive, emotional, and behavioral dimensions, contributing to stronger brand connections and increased purchase intent. The findings also support Sashi (2012) and Yoong and Lian (2019), who emphasize the positive impact of high engagement on brand loyalty and purchase decisions.

### **Impact of Digital Influencer Marketing on Purchase Intention through Customer Engagement at PT. ABC**

Hypothesis testing on Digital Influencer Marketing (DIM) and purchase intention, with a t-statistic of 0.041 (less than 1.96) and a significance level of 0.968 (greater than 0.05), led to the acceptance of H0 and rejection of H8, meaning that DIM does not significantly affect purchase intention through customer engagement as a mediating variable. This suggests that the effectiveness of influencers in influencing purchase decisions is not solely dependent on

customer engagement. As Kilumile and Zuo (2024) found, while influencers may increase engagement, their impact on purchase intent is often influenced by other factors such as brand congruence and social presentation. Nanda et al. (2024) also observed that although influencer marketing boosts customer engagement, its direct effect on purchase intent is not significant without a strong brand image. The absence of mediation effect aligns with Customer Engagement Theory (Brodie et al., 2011), which highlights the need for deep and sustained experiences to drive purchase intention. Additionally, Source Credibility Theory emphasizes that the credibility of influencers, such as their expertise, attractiveness, and trustworthiness, influences the effectiveness of their message. Therefore, DIM's lack of significant effect on purchase intention through engagement suggests that a strong influencer-consumer relationship and a positive brand image are crucial for driving purchase intent.

### **Impact of Live Streaming Shopping on Purchase Intention through Customer Engagement at PT. ABC**

Hypothesis testing on live streaming shopping (LSS) and purchase intention, with a t-statistic of 2.035 (greater than 1.96) and a significance level of 0.035 (less than 0.05), led to the rejection of H0 and acceptance of H9, indicating that LSS significantly affects purchase intention through customer engagement. This finding supports previous research by Chen et al. (2021) and Li and Yang (2020), which emphasized the interactive and personal nature of live streaming as a means to boost customer engagement and, consequently, purchase intent. The study aligns with Customer Engagement Theory, which suggests that deeper emotional, cognitive, and behavioral engagement strengthens purchase decisions. Additionally, Uses and Gratifications Theory indicates that LSS meets customer needs for information and entertainment, further enhancing engagement. In conclusion, LSS's impact on purchase intention is not only direct but also mediated by customer engagement, highlighting the importance of creating engaging, relevant content to optimize its effectiveness.

### **Impact of Social Media Marketing on Purchase Intention through Customer Engagement at PT. ABC**

Hypothesis testing on social media marketing (SMM) and purchase intention, with a t-statistic of 2.764 (greater than 1.96) and a significance level of 0.006 (less than 0.05), led to the rejection of H0 and acceptance of the tenth hypothesis, indicating that SMM significantly affects purchase intention through customer engagement. This finding supports the idea that effective social media marketing creates interactive and personal experiences that foster customer engagement, ultimately boosting purchase intent. The study aligns with previous research by Tuten and Solomon (2018) and Nguyen et al. (2020), which highlighted the role of social media in facilitating two-way communication and building stronger relationships between brands and customers. Theoretical frameworks, such as Kotler and Keller's (2016) and Sashi's (2012), further reinforce the link between customer engagement and purchase intention. Additionally, the Stimulus-Organism-Response (S-O-R) Theory explains that SMM stimulates customer engagement, which in turn drives purchase intention. Therefore, brands must design SMM strategies that prioritize engaging, interactive, and relevant content to strengthen customer relationships and increase conversions.

## **CONCLUSION**

The research findings show that digital influencer marketing, live streaming shopping, social media marketing, and customer engagement all significantly impact purchase intention, both directly and indirectly. Specifically, digital influencer marketing positively affects customer engagement (H1) and purchase intention (H4), with engagement mediating it not having a significant effect on purchase intention (H8). Live streaming shopping and social media marketing significantly influence purchase intention (H5, H6), with engagement serving

as a mediator in both (H9, H10), but not significantly on customer engagement (H2, H3). Customer engagement itself also significantly affects purchase intention (H7), supporting its role as a crucial mediator in the relationship between digital marketing strategies and consumer purchase decisions. These results suggest that a strategic focus on enhancing customer engagement through digital influencer marketing, live streaming shopping, and social media marketing can effectively increase consumer purchase intention.

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