

The Influence of Infotainment Content, Remunerative Content, and Relational Content, on Purchase Intention Through Customer Engagement on Skincare Products on Social Media

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Abstract.

This study aims to analyze the influence of infotainment content, remunerative content, and relational content on purchase intention through customer engagement for Scarlett Whitening skincare products on TikTok social media. The development of the skincare industry in Indonesia has increased competition between brands, requiring companies to optimize their digital marketing strategies through social media. One important factor in digital marketing is selecting the type of content that can build consumer engagement and drive purchase intention. This study used a quantitative approach with a survey method. Data was collected through distributing online questionnaires to 254 respondents who were Scarlett Whitening consumers in the Greater Jakarta area. The sampling technique used purposive sampling with the criteria of respondents aged 18–35 years and having purchased Scarlett Whitening products. Data analysis was carried out using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the help of SmartPLS 4.0 software. The results showed that infotainment content, remunerative content, and relational content had a significant effect on customer engagement. Furthermore, customer engagement has proven to have a significant effect on purchase intention. Testing the indirect effect shows that customer engagement mediates the relationship between infotainment content and relational content on purchase intention, but not the effect of remunerative content. This finding suggests that educational, entertaining, and relational content are more effective in building consumer engagement and driving purchase intention than incentive-based promotional content.

Keywords: Customer engagement; infotainment content; purchase intention; relational content and remunerative content.

I. INTRODUCTION

The skincare industry in Indonesia has shown significant growth, marked by the increasing number of local brands and the variety of products offered to consumers. This situation has created increasingly competitive market conditions, requiring companies to optimize marketing strategies that can attract and maintain consumer interest[1]. In the context of consumer behavior, purchase intention is a crucial construct because it reflects consumers' tendency to make actual purchasing decisions. This construct is often used as an indicator of marketing strategy effectiveness because it is related to perceived value, product evaluation, and brand trust[2]. Digital transformation has transformed marketing communication patterns, with social media serving as the primary channel for interaction between companies and consumers. Social media no longer functions simply as a means of conveying information, but has become a digital experience space that shapes consumer perceptions, attitudes, and behavioral responses. In this context, content-based marketing strategies are becoming increasingly relevant, enabling brands to deliver more interactive, visual, and participatory messages[3]. Previous research has shown that the characteristics of digital content play a significant role in influencing customer engagement and marketing responses such as purchase intention[4].

The concept of customer engagement refers to the psychological and behavioral involvement of consumers, reflected through active interactions with brand content, such as liking, commenting, and sharing. This construct is a crucial mechanism in explaining how digital communication stimuli translate into behavioral consumer responses. Consumers who demonstrate high levels of engagement tend to have stronger attention, information processing, and emotional attachment to brands. Several studies confirm that customer engagement is closely related to the formation of purchase intentions because consumer involvement strengthens the perception of value and trust in a product[5]. In digital marketing literature, social media content is categorized into several types, each with different characteristics and impacts on consumer behavior[6]. Kulikovskaja et al.[7] digital content is categorized into three main types: infotainment content, remunerative content, and relational content. Infotainment content combines informative and entertaining elements to capture attention and facilitate consumer understanding of brand

messages. Remunerative content emphasizes providing economic incentives such as discounts and promotions, while relational content focuses on building emotional connections and two-way communication between brands and consumers[8].

Previous research has shown mixed results regarding the effectiveness of content types on customer engagement and purchase intention. Informative and entertaining content are considered effective in increasing audience attention and participation [9], while economic incentive-based content tends to generate situational and short-term engagement.[7]. On the other hand, relational content is often associated with deeper engagement because it can build emotional closeness and perceived relationships with brands. These varied findings suggest that the relationship between digital content types and consumer behavioral responses still requires more comprehensive empirical testing[10]. Based on this gap, this study aims to analyze the influence of infotainment content, remunerative content, and relational content on purchase intention, considering the role of customer engagement as a mediating variable[11]. This research is expected to provide conceptual contributions to the digital marketing literature, particularly regarding the effectiveness of social media content strategies. Furthermore, the research findings are expected to provide practical implications for companies in designing more effective digital communication strategies to build consumer engagement and purchase intention.

II. METHODS

This research uses a quantitative approach with a survey method to test the causal relationships between variables in a mediation model. The research model consists of infotainment content, remunerative content, and relational content as independent variables, customer engagement as a mediating variable, and purchase intention as a dependent variable. The mediation model is used to explain the psychological mechanisms that channel the influence of digital content stimuli on consumer behavioural responses. This approach was chosen because it can explain the simultaneous relationship between latent variables in the context of digital consumer behaviour[12]. The study population was consumers of Scarlett Whitening skincare products who had made at least one purchase. The sampling technique used purposive sampling, with the criteria being respondents aged 18–35, active social media users, and having experience interacting with Scarlett Whitening content. The study was conducted online through a digital questionnaire. A total of 254 respondents were used in this study, which was deemed to meet the minimum sample size for SEM-PLS analysis.

Data collection was conducted using a structured questionnaire with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). All research instruments were adapted from scales validated in previous research. The variables of infotainment content, remunerative content, relational content, and customer engagement were measured using an instrument referring to the research of Kulikovskaja et al.[7]. The purchase intention variable was measured using an instrument adapted from Aulia et al.[13]. All instrument items were translated and contextually adapted to skincare consumer behavior on social media. Data analysis was conducted using the Structural Equation Modeling Partial Least Squares (PLS-SEM) approach with the assistance of SmartPLS 4.0 software. Evaluation of the measurement model (outer model) was conducted through tests of convergent validity, discriminant validity, and construct reliability[14]. The structural model (inner model) was evaluated using the R-square value, path coefficient, and hypothesis testing through a bootstrapping procedure. The relationship between variables was declared significant if the T-statistic value exceeded 1.96 and the P-value was below 0.05.

III. RESULT AND DISCUSSION

Respondent characteristics indicate that this study involved 254 consumers of Scarlett Whitening products. Based on gender, the majority of respondents were women, 201 people (79.1%). In terms of domicile, the most respondents came from Jakarta, 88 people (34.6%). Based on the latest education level, the Bachelor's category was the most dominant with 101 respondents (39.8%). In terms of age, the 21–25 age group was the largest category with 113 respondents (44.5%). Based on Scarlett Whitening purchasing expenditures over the past six months, the category >IDR 300,000–Rp 500,000 was the largest with 86

respondents (33.9%). In terms of product type, sunscreen was the most purchased product with 93 respondents (36.6%). This distribution reflects the general characteristics of skincare consumers who are dominated by young adults with a relatively active product consumption intensity. Evaluation of the measurement model (outer model) was carried out to assess the validity and reliability of the research construct.

Variables	Indicator	Outer Loading	AVE	Composite Reliability
Customer Engagement	CE_1	0.788	0.661	0.854
	CE_2	0.826		
	CE_3	0.824		
Infotainment Content	IC_1	0.399	0.280	0.748
	IC_2	0.463		
	IC_3	0.402		
	IC_4	0.496		
	IC_5	0.495		
	IC_6	0.507		
	IC_7	0.636		
	IC_8	0.742		
Purchase Intention	PI_1	0.749	0.405	0.717
	PI_2	0.351		
	PI_3	0.596		
	PI_4	0.761		
Remunerative Content	RC_1	0.794	0.586	0.809
	RC_2	0.792		
	RC_3	0.708		
Relational Content	RLC_1	0.629	0.279	0.685
	RLC_2	0.401		
	RLC_3	0.507		
	RLC_4	0.744		
	RLC_5	0.391		
	RLC_6	0.395		

Fig 1. Evaluation of Measurement Model (Outer Model)

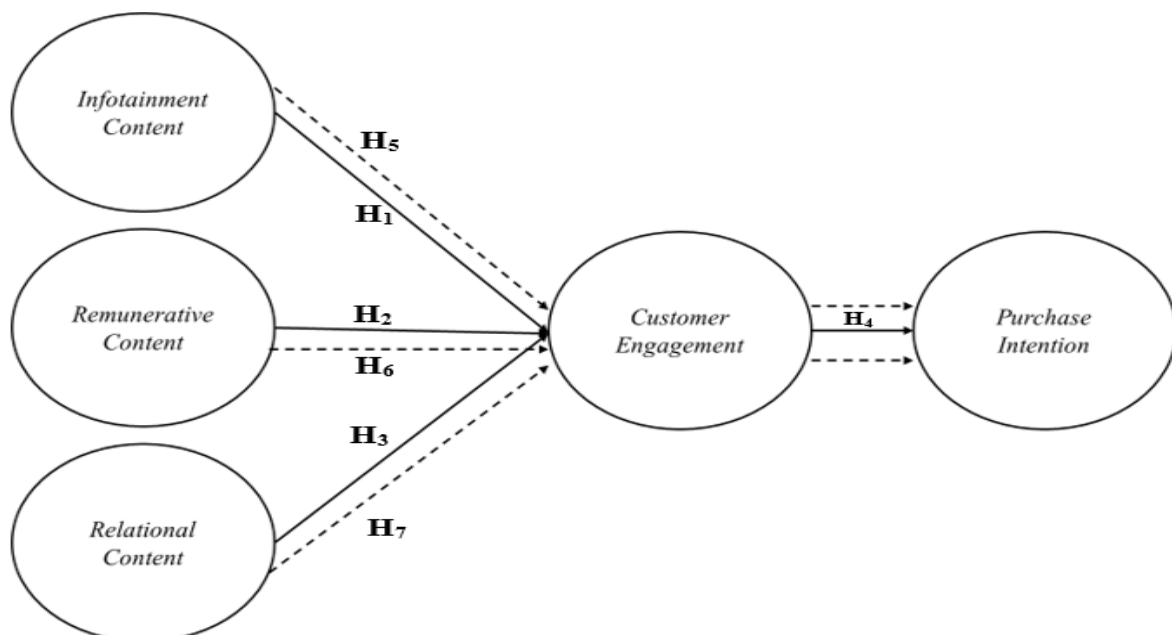


Fig 2. Research Model

Furthermore, the results of the discriminant validity analysis refer to cross-loadings. These findings indicate that each construct in this study has met the criteria for reliability, convergent validity, and discriminant validity. Thus, these constructs are considered suitable for inclusion in the structural model being analyzed.

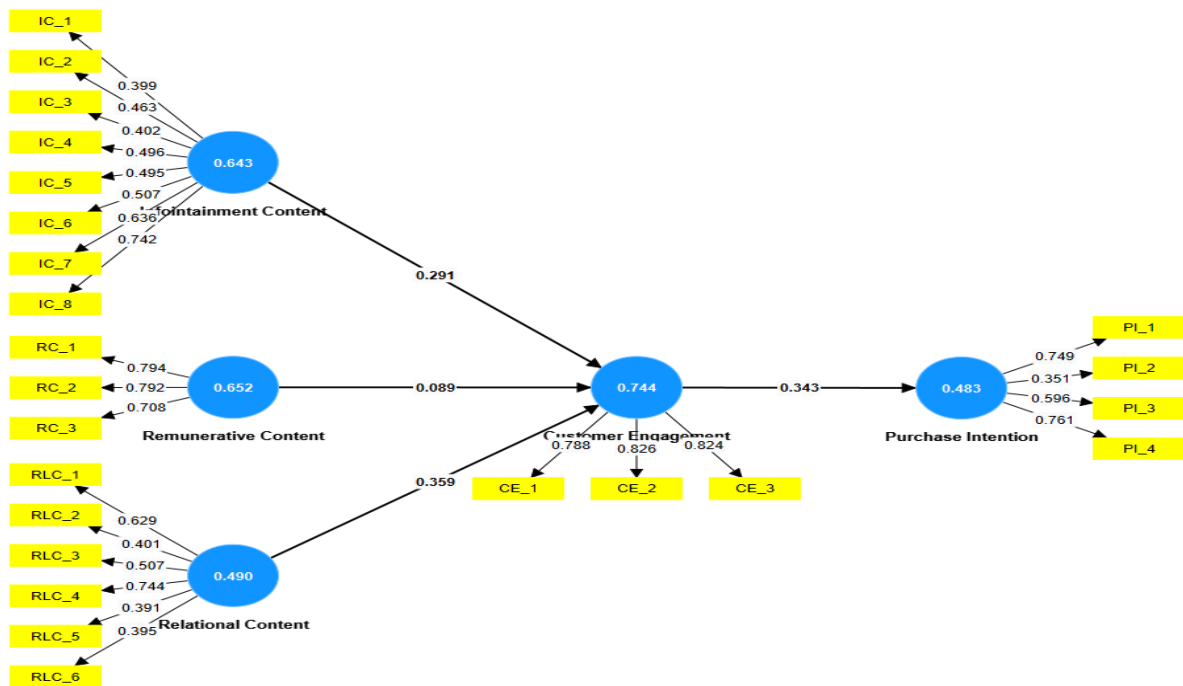


Fig 3. Path Diagram T-Value

The structural model analysis yielded an R-squared value of 0.376 for the customer engagement variable. This indicates that the combination of infotainment content, remunerative content, and relational content is able to explain 37.6% of the variation in customer engagement, while the remaining 62.4% is influenced by other factors outside the research model. For the purchase intention variable, the R-squared value was recorded at 0.118. Thus, purchase intention is explained by 11.8% by the customer engagement variable, while the remaining 88.2% is influenced by other variables not included in the research model. In the hypothesis testing stage, a proposition is considered accepted if the T-statistic value exceeds the T-table value of 1.96.

Hypothesis	Relationship	Path Coefficient	t-stat	p-value	Decision
H1	Infotainment Content on Customer Engagement	0,291	3,771	0,000	Accepted
H2	Remunerative Content on Customer Engagement	0,089	1,696	0,045	Accepted
H3	Relational Content on Customer Engagement	0,359	4,823	0,000	Accepted
H4	Customer Engagement on Purchase Intention	0,343	5,718	0,000	Accepted
H5	Infotainment Content on Purchase Intention through Customer Engagement	0,100	2,911	0,002	Accepted
H6	Remunerative Content on Purchase Intention through Customer Engagement	0,031	1,528	0,063	Rejected
H7	Relational Content on Purchase Intention through Customer Engagement	0,123	3,549	0,000	Accepted

Fig 4. Hypothesis Test Results

The results showed that most hypotheses were accepted significantly, with varying degrees of influence between variables. Relational Content demonstrated the strongest influence on Customer Engagement, with a t-statistic of 4.823 and a path coefficient of 0.359. Conversely, Remunerative Content demonstrated the weakest influence on Customer Engagement, with a t-statistic of 1.696 and a path coefficient of 0.089. For Purchase Intention, Customer Engagement demonstrated a significant influence, with a t-statistic of 5.718 and a path coefficient of 0.343. Indirect testing demonstrated significant mediation between Customer Engagement and Infotainment Content on Purchase Intention. However, mediation between Remunerative Content and Purchase Intention was insignificant, with a t-statistic of 1.528 and a p-value of 0.063.

	R-square	R-square adjusted
Customer Engagement	0.376	0.368
Purchase Intention	0.118	0.114

Fig 5. R Square Value

Based on the R-square test results, the R-square value for the Customer Engagement variable is 0.376 with an adjusted R-square value of 0.368. This indicates that the Infotainment Content, Remunerative Content, and Relational Content variables together are able to explain 37.6% of the variation in Customer Engagement. Meanwhile, the R-square value for the Purchase Intention variable is 0.118 with an adjusted R-square value of 0.114, which indicates that the model has relatively weak explanatory power for Purchase Intention. Based on the f-square test results, all relationships between variables in the structural model show effect size values in the small category. The relationship between the Relational Content variable and the Customer Engagement variable has an f-square value of 0.135, indicating the largest contribution of influence, although still in the small category. The relationship between the Customer Engagement variable and the Purchase Intention variable has an f-square value of 0.133, indicating a relatively stronger influence compared to other relationships in the model.

	<i>Customer Engagement</i>	<i>Infotainment Content</i>	<i>Purchase Intention</i>	<i>Remunerative Content</i>	<i>Relational Content</i>
<i>Customer Engagement</i>			0.133		
<i>Infotainment Content</i>	0.090				
<i>Purchase Intention</i>					
<i>Remunerative Content</i>	0.011				
<i>Relational Content</i>	0.135				

Fig 6. F Square Value

Meanwhile, the relationship between the Infotainment Content variable and the Customer Engagement variable showed an f-square value of 0.090, which is categorized as a small influence. The relationship between the Remunerative Content variable and the Customer Engagement variable had an f-square value of 0.011, indicating a very low contribution. Overall, these findings indicate that no variable exerts a partial dominant influence in the research model. The results show that in the digital era, skincare consumers play an active role in processing marketing stimuli, in line with the stimulus-organism-response model [15]. Hypothesis testing shows that Infotainment Content, Remunerative Content, and Relational Content have a significant effect on Customer Engagement, consistent with the findings of Kulikovskaja et al. [7].

In contrast, Remunerative Content showed the weakest contribution, indicating that promotional stimuli based on economic incentives tend to produce situational engagement [7]. Among the three variables, Relational Content shows the strongest influence, which confirms that interaction-based content is more effective in building consumer engagement [9]. The Customer Engagement variable is proven to have a significant influence on Purchase Intention, in line with Herzallah et al. [15]. However, the R-square value for Purchase Intention is in the weak category, which indicates that purchase intention is influenced by other factors such as product quality and brand trust [5]. In the mediation test, Customer Engagement mediated the influence of Infotainment Content and Relational Content, consistent with Rini (2022). In contrast, mediation for Remunerative Content was not significant, confirming that digital promotions do not always form stable purchase intentions [7].

IV. CONCLUSION

Based on the analysis using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach, this study shows that Infotainment Content, Remunerative Content, and Relational Content have a significant effect on Customer Engagement. Infotainment Content has been shown to increase consumer engagement through a combination of information and entertainment elements, underscoring the importance of educational content in digital marketing. Remunerative Content also demonstrated a significant effect, albeit with relatively small magnitude, indicating that promotional stimuli based on economic incentives tend to generate situational engagement. Among the three variables, Relational Content demonstrated the strongest effect on Customer Engagement, confirming that interaction-based content, two-way communication, and emotional closeness play a dominant role in building consumer relationships with brands.

Furthermore, Customer Engagement proved to have a significant effect on Purchase Intention, indicating that active consumer involvement plays a crucial role in driving purchase intention. In testing the indirect effect, Customer Engagement mediated the influence of Infotainment Content and Relational Content on Purchase Intention. Conversely, mediation for Remunerative Content was insignificant, indicating that promotions based on economic incentives are not strong enough to form stable purchase intention without emotional involvement. Overall, these findings confirm that Scarlett Whitening's digital marketing effectiveness is more influenced by informative and relational content strategies than by promotional frequency alone.

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