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The Influence of Social Media Marketing and Video Marketing on Purchase Decisions through Customer Engagement on TikTok

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ABSTRACT

Using customer engagement among TikTok users as a metric, this study examines how social media marketing and video marketing impact purchase decisions. We utilized a quantitative approach by surveying 244 active TikTok users with questionnaires. We used a Structural Equation Modeling strategy SEM-PLS to analyze the data. The findings demonstrate that marketing through social media and video has a favorable and substantial effect on consumers' decisions to buy, both directly and via the mediating variable of consumer participation. An essential psychological process that links digital marketing tactics to real purchase choices is customer involvement. These results help businesses improve their social media marketing strategies while also adding to the body of knowledge in digital marketing.

INTRODUCTION

Thanks to the rise of social media platforms that facilitate highly interactive dialogue between brands and consumers, technological advancements have radically changed the marketing environment (Kotler & Keller, 2016) . TikTok, as the fastest-growing short-video-based platform, has become a strategic marketing ecosystem for businesses across various sectors. Indonesia recorded the highest number of TikTok users in the world, with a figure of around 157.6 million active users as of July 2024, surpassing the United States which was at 120.5 million users (Andriyani et al., 2025; *Statista, 2024*) . This figure represents a significant jump compared to 113 million users in April 2023, reflecting exponential growth in a short duration. With an average monthly usage duration of 44 hours and 54 minutes, TikTok is the most popular application in Indonesia among active users (We Are Social, 2025) . These facts show that TikTok is not just an entertainment platform, but a digital marketing arena with very high reach and intensity of consumer engagement.

Although TikTok has a very high number of users and usage rates in Indonesia, this is not always accompanied by a comparable increase in purchasing decisions. In practice, high numbers of views, *likes*, and interactions on marketing content do not necessarily motivate consumers to make actual purchases. This phenomenon indicates a gap between high user activity and marketing effectiveness in generating real sales conversions. This issue is crucial because many businesses invest significant resources in digital marketing

without adequately understanding the mechanisms connecting these activities to purchasing decisions. Therefore, a more in-depth study is needed on the aspects that connect digital marketing efforts with purchasing choices. One such component is customer engagement, which refers to the mental and emotional bond formed between consumers and a company.

Within the TikTok ecosystem, two primary marketing strategies widely adopted by businesses are *social media marketing* (SMM) and *video marketing* . *Social media marketing* on TikTok encompasses interactive content-based marketing activities designed to build brand awareness, engagement, and emotional connections with consumers on an ongoing basis (Kim & Ko, 2012) . Meanwhile, *video marketing* utilizes short video formats rich in audiovisual stimuli as a primary persuasive instrument in influencing consumer behavior on the digital platform (Zhang et al., 2025) . Ideally, these two strategies should work in tandem and complement each other, creating a holistic and integrated consumer experience. The combination of the two is expected to create a greater impact than using either strategy alone, ultimately driving consumer purchasing decisions more effectively.

The theoretical basis used to explain the relationship between variables in this study is the SOR Theory developed by Mehrabian and Russell (1974) . This theory shows that individual behavior is a response to environmental stimuli that are processed through internal conditions involving cognitive and affective aspects. The SOR theory consists of three main components that are sequentially interconnected. *Stimulus* (S) refers to external stimuli that attract an individual's attention, in this study in the form of *social media marketing activities* and *video marketing* on TikTok. *Organism* (O) describes the internal condition of consumers that includes cognitive and affective aspects, in this study, namely *customer engagement* as a form of consumer involvement with the brand (Pansari & Kumar, 2017) . *Response* (R) is the final result in the form of behavior, namely the purchasing decision taken by consumers after going through an evaluation process (*Kotler & Keller, 2016*) .

Social media marketing plays a role as an external stimulus that drives consumer engagement across various dimensions of interaction on digital platforms. Research by Kim and Ko (2012) shows that *the entertainment* and *interaction dimensions* of SMM significantly influence *brand equity* and consumer *purchase intention* for certain brands. In their meta-analysis of 64 studies , Atfzahraatf et al. (2024) confirmed that SMM contributes to *brand engagement* on social networks, with consequences including higher loyalty, *repurchase intention* , *trust* , *satisfaction* , and *brand advocacy* . *In the context of TikTok,* Andriyani et al. (2025) demonstrated that TikTok, as a digital service strategy platform, significantly influences consumer decision-making processes in Indonesia. Sashi and Brynildsen (2022) confirmed that SMM serves as a catalyst for relational relationships between brands and consumers through loyalty and *liking,* which encourage positive *word-of-mouth communication.*

Video marketing, particularly in the short video format on TikTok, is a rich audiovisual stimulus capable of triggering consumers' emotional and cognitive responses quickly and intensively. Zhang et al. (2025) in their study of 520 TikTok users found that video characteristics such as *informativeness*, *entertainment value*, and *authenticity* positively influence consumers' *cognitive* and *affective engagement* with brands. Liu et al. (2023) showed that process - *oriented video content* is more effective in building *emotional engagement* than content that only shows the end result (*outcome-oriented*), because the narrative of the product journey creates a deeper emotional connection. Wang et al. (2025)

revealed that visual elements such as color, movement, and transitions in short videos can trigger instant emotional responses that significantly drive *engagement behaviors*.

Customer engagement (CE) is a crucial component of the SOR framework, linking marketing stimuli to purchase responses through consumers' internal psychological mechanisms. CE reflects consumers' cognitive, emotional, and behavioral involvement, resulting from satisfying relational interactions between consumers and brands. Pansari and Kumar (2017) and Rather and Hollebeek (2021) examined the relationship between CE and behavioral outcomes in the service sector and found that CE significantly impacted purchase intentions and overall consumer loyalty. Of the various *engagement dimensions* , *affective engagement* had the greatest impact on purchase decisions compared to other *engagement dimensions*. (Atfzahraatf et al., 2024) in their meta-analysis confirmed that *brand engagement* is a strong predictor of customer loyalty, *repurchase intention* , and positive *e-WOM* .

Within the SOR framework, SMM and *video marketing* as stimuli need to be processed through the organism in the form of CE before generating an actual purchase response. Rather and Hollebeek (2021) demonstrated that CE functions as a full mediator between social media activity and purchase intention in the service industry. Sashi and Brynildsen (2022) found that loyalty and *liking* positively influence the relationship between brand networks and word-of-mouth recommendation communication on social media. Atfzahraatf et al. (2024) in their meta-analysis confirmed that customer engagement is a significant factor influencing brand engagement on social media, with outcomes including loyalty, repurchase likelihood, trust, satisfaction, and brand support. Fernanda and Dwita (2024) demonstrated that consumer brand engagement acts as a link between SMM and purchase intention among Generation Z in Indonesia.

Although SMM, *video marketing*, CE, and purchase decisions have been examined in numerous studies, three empirical shortcomings remain poorly addressed in the existing literature. *First* , previous studies have tended to treat SMM or *video marketing* as separate factors (Handranata, 2024; Muna & Wiguna, 2026) , thus directly examining how these two strategies function together within a unified model. *Second* , there is variation in the selection of mediating variables, with some studies relying on consumer brand engagement (Fernanda & Dwita, 2024) while others opted for trust (Zhang et al., 2025) , suggesting a lack of consensus on the most appropriate psychological mechanism. *Third* , most studies use purchase intention as the final variable (Fernanda & Dwita, 2024; Luo et al., 2025) , even though the purchase decision represents a more comprehensive evaluation process.

Based on the above description, this study aims to fill the gap by simultaneously testing the influence of SMM and *video marketing* on purchasing decisions through CE as a mediating variable among TikTok users in Indonesia. This study uses a quantitative approach with data collection techniques through questionnaires distributed to 244 active TikTok users in Indonesia. Data analysis was carried out using the SEM-PLS approach which allows testing the relationship between variables simultaneously. The hypotheses are stated: H1 : SMM has a positive influence on CE; H2 : *Video marketing* has a positive influence on CE; H3 : CE has a positive influence on purchasing decisions; H4 : CE mediates the influence of SMM on purchasing decisions; and H5 : CE mediates the influence of *video marketing* on purchasing decisions. It is hoped that this study can provide academic and practical contributions to the development of digital marketing.

RESEARCH METHODS

This study uses a quantitative approach with a causal design with the aim of examining the influence of *social media marketing* and *video marketing* on purchasing decisions through *customer engagement* as a mediating variable among TikTok users in Indonesia. The quantitative approach was chosen because it allows for statistical hypothesis testing through analysis of the relationship between measurable variables (Sugiyono, 2017) . The study population includes all active TikTok users in Indonesia, totaling 157.6 million people (Statista, 2024). The sampling technique used *purposive sampling* with the following criteria: (a) active TikTok users with a minimum access frequency of 3 times per week, (b) having seen or interacted with product advertisements on TikTok, (c) being at least 17 years old, and (d) domiciled in Indonesia. The sample size was set at 244 participants, meeting the minimum criteria for SEM-PLS analysis, which is 5-10 times the number of indicators (Hair et al., 2019).

Data collection was carried out through an online questionnaire based on Google Forms distributed during the period from April to May 2026. The study instrument was compiled based on the indicators of the variables studied, including *social media marketing*. (Kim & Ko, 2012) , *video marketing* (Zhang et al., 2025) , *customer engagement* (Pansari & Kumar, 2017) , and purchasing decisions (*Kotler & Keller, 2016*) . All statement items use a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Before the main analysis, the instrument was tested for validity and reliability through a limited trial on 30 participants. Convergent validity testing used *outer loading values* > 0.70 and AVE > 0.50, then reliability testing used *Cronbach's Alpha* > 0.70 and *Composite Reliability* (CR) > 0.70 (Hair et al., 2019).

Data analysis was conducted using the SEM-PLS approach using SmartPLS 4.0 software. SEM-PLS was chosen because it can test the relationship between variables simultaneously, is suitable for models with mediating variables, and does not require strict normal distribution assumptions (Chin, 1998; Hair et al., 2019) . The model evaluation process consists of two stages. Testing convergent validity and discriminant validity is part of the initial stage of assessing the measurement model, also known as the outer model (Fornell & Larcker, 1981) , and reliability. The second stage is the evaluation of the structural model (*inner model*) covering the coefficient of determination (R^2), *predictive relevance* (Q^2), *effect size* (f^2), and direct hypothesis testing and mediation through a *bootstrapping procedure* with 5,000 sub-samples at the sig level. 5% (Hair et al., 2019) Multicollinearity testing is carried out by looking at the VIF value < 5.0 to ensure that there is no high correlation between independent variables (Hair et al., 2019) .

RESULTS AND DISCUSSION

This study involved 244 active TikTok user participants in Indonesia who were collected through an online questionnaire during the period of April–May 2026. Based on the collected data, the characteristics of the respondents are presented as follows:

Characteristics	Category	Frequency	Percentage
Gender	Woman	148	60.7%
	Man	96	39.3%
Age	17-25 years old	154	63.1%
	26-35 years old	75	30.7%
	>35 years	15	6.2%
Education	SENIOR HIGH SCHOOL	112	45.9%
	S1	119	48.8%
	S2	13	5.3%
Work	Students	98	40.2%
	Private sector employee	72	29.5%
	Businessman	24	9.8%
	civil servant	18	7.4%
	Other	32	13.1%

Source: Processed primary data (2026)

Interpretation: The predominance of female respondents (60.7%) and those in the 17-25 age group (63.1%) aligns with data on Indonesian TikTok users, which is dominated by Generation Z and women. The majority of respondents (94.7%) had a high school or bachelor's degree, indicating adequate cognitive capacity to respond to digital marketing content.

Outer Model

Based on the results of data processing using SmartPLS, an outer model evaluation was carried out through a convergent validity test. The test aims to measure the level of indicators in a construct that are correlated with each other and correctly represent the construct being measured. (Hair et al., 2019).An indicator is said to be valid if it has an outer loading value > 0.70 and an AVE value > 0.50 (Hair et al., 2019). After going through the testing process and model improvement, one indicator in the Social Media Marketing (SMM) variable was removed because it had a very high VIF value, indicating a serious multicollinearity problem between indicators in the construct. The indicator that was removed was x1.2 with a VIF value of 150.805, which indicates a very high correlation with other indicators. This removal was done to ensure the stability of the model estimation and avoid bias in hypothesis testing (Hair et al., 2019) . Thus, the SMM variable in this study was measured using two indicators, namely x1.1 and x1.3.

Convergent Validity Test

Table 3. Convergent Validity Test Results

Variables	Indicator	Outer Loading	AVE	Information
Social media marketing (SMM)	X1.1	0.851		Valid
	X1.2	0.788	0.673	Valid
Video Marketing (VM)	X2.1	0.716		Valid

	X2.2	0.772		Valid
	X2.3	0.883		Valid
	X2.4	0.885	0.668	Valid
Customer Engagement (CE)	Z1	0.801		Valid
	Z2	0.724		Valid
	Z3	0.733		Valid
	Z4	0.798	0.585	Valid
Purchase Decision (PD)	Y1	0.788		Valid
	Y2	0.794		Valid
	Y3	0.805		Valid
	Y4	0.803	0.636	Valid

Source: Processed primary data (2026)

Based on Table 3, all remaining indicators have an outer loading value > 0.70, showing that each indicator can provide a good explanation of its construct (Hair et al., 2019) . The highest outer loading value was obtained by x2.4 in the Video Marketing variable (0.885) and the lowest by x2.1 in the Video Marketing variable (0.716), but all were above the recommended threshold. All variables had an AVE value > 0.50, with the highest value in the SMM variable (0.673) and the lowest in the Customer Engagement variable (0.585). An AVE value above 0.50 indicates that the average variance of the indicators explained by the construct is greater than the variance explained by the error (Hair et al., 2019) . Therefore, all constructs in this study meet the criteria for convergent validity.

Discriminant Validity Test

Discriminant validity aims to ensure that each latent variable is truly conceptually distinct from the other latent variables. This test uses the Fornell-Larcker criterion, which states that the square root of the AVE of each variable (diagonal values) must exceed the correlation between that variable and the other variables (values below the diagonal) (Fornell & Larcker, 1981; Hair et al., 2019) .

Table 4. Results of the Discriminant Validity Test (Fornell-Larcker)

Variables	CE	PD	SMM	VM
CE	**0.765**			
PD	0.769	**0.798**		
SMM	0.618	0.550	**0.820**	
VM	0.691	0.655	0.589	**0.817**

Source: Processed primary data (2026)

Seeing this, the overall square root of AVE (diagonal value) is higher than the correlation between constructs (values below the diagonal). The square root of AVE value on CE (0.765) is higher than its correlation with PD (0.769), SMM (0.618), and VM (0.691).

The same thing applies to other variables, where PD (0.798), SMM (0.820), and VM (0.817) each have a square root of AVE value greater than the correlation with other variables. Thus, all variables in this study meet the criteria for discriminant validity (Fornell & Larcker, 1981) . This shows that each variable has a different concept and can be distinguished from other variables statistically.

Reliability Test

Reliability testing was conducted to measure the internal consistency of the study instrument. An instrument is considered reliable if its *Cronbach's Alpha value* is > 0.70 and *Composite Reliability* (rho_c) is > 0.70 (Hair et al., 2019) .

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability (rho_c)	Information
Customer Engagement (CE)	0.515	0.804	Reliable
Purchase Decision (PD)	0.831	0.889	Reliable
Social Media Marketing (SMM	0.762	0.849	Reliable
Video Marketing (VM)	0.810	0.875	Reliable

Source: Processed primary data (2026)

Seeing this, all variables have a Composite Reliability (rho_c) value > 0.70, which indicates a reliable study instrument. (Hair et al., 2019).The Social Media Marketing (SMM) variable has a Cronbach's Alpha value of 0.515, not exceeding 0.70. This is caused by the number of indicators consisting of only two items. According to Hair et al. (2019), Composite Reliability is a more appropriate measure of reliability than Cronbach's Alpha in PLS-SEM because it does not assume that all indicators have the same weight. With a Composite Reliability value > 0.70, the SMM variable is declared reliable. Furthermore,Hair et al. (2019) confirms that a construct with two indicators is still acceptable if the correlation between the indicators is high (> 0.70), which in this study is indicated by the outer loading values of x1.1 (0.851) and x1.2 (0.788) and the high AVE SMM value (0.673). Therefore, the entire study instrument is said to be reliable and consistent in measuring its respective constructs.

Classical Assumption Test

If the study model has estimation bias that could compromise the reliability of the analysis, then checking the classical assumptions is necessary. The multicollinearity test is used as a conventional assumption test in this study. Due to the nonparametric nature of the PLS-SEM method, which does not assume homoscedasticity, a heteroscedasticity test was not performed.(Hair et al., 2019).

Multicollinearity Test

This test is conducted to detect high correlation between independent variables in the model. The test uses the VIF value in the inner model. A VIF value <5.0 indicates no serious multicollinearity problem.(Hair et al., 2019).

Table 6. Multicollinearity Test Results (Inner VIF)

Variables	VIF	Information
Social Media Marketing (SMM)	1,531	There is no multicollinearity
Video Marketing (VM)	1,531	There is no multicollinearity
Customer Engagement (CE)	2,202	There is no multicollinearity

Source: Processed primary data (2026)

Based on Table 6, all VIF values are < 5.0, so it can be concluded that the research model is free from multicollinearity problems.(Hair et al., 2019). The highest VIF value was obtained by Customer Engagement (CE) at 2.202, which is still far below the threshold of 5.0. The VIF values for SMM and VM, each at 1.531, are well below the critical limit. The absence of high correlations among the independent variables in this model ensures stable and reliable parameter estimates, while the absence of information overlap among the predictor variables further strengthens this conclusion. Therefore, future hypothesis testing can utilize the regression model used in this study.

Model Fit Test (Inner Model)

Inner model evaluation is conducted to assess the model's ability to explain variations in endogenous variables. This testing includes (Chin, 1998; Hair et al., 2019) .

Coefficient of Determination (R^2)

Table 7. Results of the Determination Coefficient Test

Endogenous Variables	R^2	Adjusted R^2	Category
Customer Engagement (CE)	0.546	0.542	Medium-Strong
Purchase Decision (PD)	0.623	0.619	Strong

Source: Processed primary data (2026)

Considering this, it can be said that the R^2 for Customer Engagement is 0.546, indicating that SMM and Video Marketing together can explain 54.6% of the variation in Customer Engagement, with the remaining 45.4% explained by factors outside the model. The R^2 for Purchase Decision is 0.623, indicating that Customer Engagement, together with the two independent variables, can explain 62.3% of the variation in purchasing decisions. This indicates the model has moderate to strong predictive power.

Predictive Relevance (Q^2)

The Q^2 value is used to measure *the predictive relevance* of the model. The value $Q^2 > 0$ shows that the model has good (Hair et al., 2019).*predictive relevance*

Table 8. Predictive Relevance Test Results

Endogenous Variables	Q^2	Information
Customer Engagement (CE)	0.310	Have predictive relevance
Purchase Decision (PD)	0.388	Have predictive relevance

Source: Processed primary data (2026)

Considering this, the overall Q^2 value is > 0, with the Q^2 CE value being 0.310 and the Q^2 PD value being 0.388. This indicates that the model has *predictive relevance* both in predicting Customer Engagement and Purchase Decisions (Hair et al., 2019) .

Effect Size (f^2)

The f^2 value is used to measure the relative contribution of each predictor variable to the endogenous variable. The f^2 categories refer to (Cohen, 2009) : 0.02 (small), 0.15 (medium), and 0.35 (large).

Table 9. Effect Size Test Results

Connection	f^2	Category
SMM → CE	0.150	Currently
Video Marketing → CE	0.361	Big
CE → PD	0.405	Big

Source: Processed primary data (2026)

Seeing this, the relationship between Video Marketing and Customer Engagement has an f^2 value of 0.361, which is categorized as "large", then the relationship between Customer Engagement and Purchase Decision has an f^2 value of 0.405, which is also categorized as "large". Then the relationship between SMM and Customer Engagement has an f^2 value of 0.150, which is categorized as "moderate" Cohen (2009) . This shows that Video Marketing makes the largest contribution in building Customer Engagement on the TikTok platform, while SMM makes a smaller but still significant contribution. Customer Engagement also makes a very large contribution to consumer purchasing decisions. This finding strengthens the model's strong predictive ability, where Video Marketing is the most dominant predictor in building Customer Engagement, while Customer Engagement is the strongest predictor of Purchase Decision.

Hypothesis Testing

Hypothesis testing was carried out using a *bootstrapping procedure* (5,000 sub-samples) using SmartPLS 4.0.(Hair et al., 2019). The hypothesis is accepted if the p-value < 0.05 and t-value > 1.96.

Direct Effects Hypothesis Test

Table 10. Results of Direct Hypothesis Testing

Hypothesis	Connection	Coefficient	Std. Error	t-value	p-value	Information
H1	SMM → CE	0.323	0.066	4,879	0,000	Accepted
H2	VM → CE	0.501	0.064	7,769	0,000	Accepted
H3	CE → PD	0.580	0.064	9,099	0,000	Accepted

Source: Processed primary data (2026)

Seeing this, all hypotheses were immediately accepted at a significance level of $p < 0.01$. Video Marketing had the greatest influence on Customer Engagement ($\beta = 0.501$; $p < 0.01$), followed by Social Media Marketing ($\beta = 0.323$; $p < 0.01$). Customer Engagement was also shown to have a very strong influence on Purchase Decision ($\beta = 0.580$; $p < 0.01$). These findings partially show that each independent variable has a significant influence on the dependent variable.

Mediation Hypothesis Test (Indirect Effects)

Table 11. Results of Mediation Hypothesis Testing

Hypothesis	Connection	Indirect Effect	Std. Error	t-value	p-value	VAF	Information
H 4	SMM → CE → PD	0.187	0.043	0.051	0,000	74.8%	Partial Mediation
H 5	VM → CE → PD	0.290	0.051	5,690	0,000	57.1%	Partial Mediation

Source: Processed primary data (2026)

Based on Table 11, the VAF value for H4 is 74.8% and H5 is 57.1%, in the range of 20% - 80%, so that Customer Engagement is proven to partially mediate the relationship between SMM and Video Marketing on Purchase Decisions.(Hair et al., 2019). This demonstrates that customer engagement plays a crucial role as a psychological mechanism bridging digital marketing strategies with actual purchasing decisions. Therefore, SMM and video marketing have no direct impact on purchase decisions, but customer engagement acts as a mediating variable. These findings suggest that the greater the consumer engagement generated through marketing content on TikTok, the stronger the impact on purchasing decisions.

Discussion

The Influence of Social Media Marketing on Customer Engagement (H1)

The findings show that SMM has a significant positive effect on CE, with a path coefficient of **0.323** and a t-value of **4.879** ($p < 0.01$). This finding aligns with Kim and Ko (2012) and Atfzahraatf et al., 2024, who confirmed that SMM contributes to *brand engagement* on social media. Within the SOR framework of Mehrabian and Russell (1974) , SMM functions as *a stimulus* that triggers consumers' internal state of CE. Interactive content on TikTok, such as *challenges*, *duets*, and *stitches*, encourages consumers to actively engage with brands. The higher the quality of interactions built through SMM, the stronger the consumer's engagement with the brand.

The Influence of Video Marketing on Customer Engagement (H2)

The findings show that video marketing has a significant positive effect on CE with a path coefficient of **0.501** and a t-value of **7.769** ($p < 0.01$). The influence of video marketing on CE ($\beta = 0.501$) is more dominant than SMM ($\beta = 0.323$). This finding confirms Zhang et al. (2025) and Liu et al. (2023) who stated that video characteristics such as *informativeness* , *entertainment value* , and *authenticity* positively influence consumer *cognitive* and *affective engagement* . Short videos on TikTok have the advantage of creating *a flow experience* that increases consumer cognitive and emotional engagement (Liu et al., 2023). Visual elements such as color, movement, and transitions can trigger instant emotional responses that encourage *engagement behaviors*. (Wang et al., 2025).

The Influence of Customer Engagement on Purchase Decisions (H3)

The findings show that CE has a significant positive effect on purchasing decisions, with a path coefficient of **0.580** and a t-value of **9.099** ($p < 0.01$). This finding is consistent with Rather and Hollebeek (2021) and Atfzahraatf et al. (2024) , who confirmed that *brand engagement* is a strong predictor of loyalty and *repurchase intention* . Within the SOR framework (Mehrabian & Russell, 1974) , CE acts as *an organism* that bridges marketing *stimuli* with purchasing *responses*. Sashi and Brynildsen (2022) explain that purchasing decisions occur at the *commitment stage,* where consumers have developed a strong enough emotional bond to make a purchase.

The Mediating Role of Customer Engagement in the Relationship between SMM and Purchase Decision (H4)

The findings show that CE partially mediates the relationship between SMM and purchasing decisions with an *indirect effect value* of 0.187 , a t-value of 4.351, and a VAF of 74.8%. These findings confirm the SOR framework (Mehrabian & Russell, 1974) that marketing *stimuli* require processing through the consumer's internal state before generating *a response* . These results support Fernanda and Dwita (2024) and Sashi and Brynildsen (2022) who found that loyalty and *liking* influence the relationship between social media activity and purchasing decisions. CE acts as a psychological mechanism that explains how SMM can effectively drive purchasing decisions.

The Mediating Role of Customer Engagement in the Relationship Between Video Marketing and Purchase Decisions (H5)

The findings show that CE partially mediates the relationship between video marketing and purchasing decisions with an *indirect effect value* of 0.290 , a t-value of 5.690 , and a VAF of 57.1%. This finding supports Zhang et al. (2025) , Muna and Wiguna (2026) , and Wang et al. (2025) who showed that CE plays a mediating role between video content quality and purchasing decisions. The VAF value of 57.1% indicates that although video marketing has a strong direct influence, most of its influence is still channeled through CE. This indicates that informative and authentic video marketing does not directly encourage purchases, but builds consumer engagement that strengthens purchasing decisions.

CONCLUSION

The purpose of this study was to analyze the influence of social media marketing and video marketing on purchase decisions through customer engagement among TikTok users. Based on the data analysis, it was concluded that both digital marketing strategies were effective in driving purchase decisions, both directly and through customer engagement as a mediating variable. These findings confirm that customer engagement is an important psychological mechanism that bridges marketing stimuli with purchase responses on TikTok. Theoretically, this study strengthens the Stimulus-Organism-Response (SOR) Theory framework in the context of digital marketing. Practically, the findings provide guidance for businesses to optimize short video content and manage consumer engagement as key strategies in driving purchase decisions. This study has limitations in the use of purposive sampling and a cross-sectional design. Future studies could expand the sample, use a longitudinal approach, and add other variables to enrich the research model.

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