

The Impact of Content Marketing on Customer Advocacy through Entertainment Intentions in Jakarta: Gender as a Moderator

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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*

1. Introduction

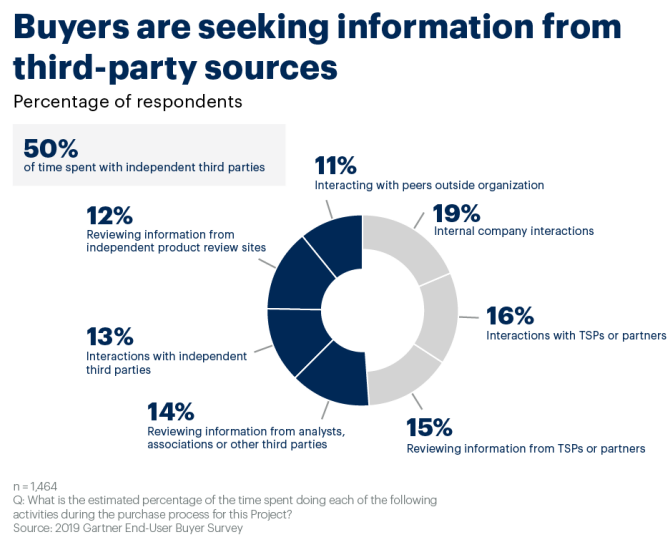
In digital's era, companies are increasingly leveraging the potential of social media and digital platforms to build stronger relationships with customers. Social media has become an effective marketing tool to boost sales and expand market reach. Among various social platforms, TikTok stands out as one of the most popular. TikTok offers short videos with complete editing features, allowing users to easily create engaging and creative content. With a global user base, TikTok has become an ideal platform for businesses to create captivating content (Novita et al., 2023). Beyond entertainment, TikTok can be utilized as a digital marketing strategy to enhance brand awareness and drive customer interaction (Febri Annisa et al., 2024). The use of TikTok in marketing presents new opportunities to understand how digital content influences customer advocacy and how this platform plays a role in modern marketing strategies.

Figure 1 TikTok User Habits



TikTok has evolved into one of the most popular social media platforms in Indonesia. It allows users to watch, create, and share short videos. According to Figure 1, 95% of users in Indonesia prefer watching videos on TikTok's FYP rather than creating their own. About 66% of TikTok users like videos, 17% comment on videos, and 24% share videos with others. This indicates that users are not only passively watching videos but also actively interacting with content they enjoy. Additionally, 9% of TikTok users are still actively posting videos.

Figure 2 Buyer Behavior Information Search



Based on the data from the figure, buyers tend to spend more time with independent third parties, with 50% indicating a preference for seeking information from sources not directly connected to the company. About 19% of their time is spent interacting with internal teams and colleagues, 16% with technology providers or business partners, and 15% to verify information from technology providers or partners. Furthermore, 14% of buyers seek information from analysts or professional associations, while 13% interact with third parties unaffiliated with the product provider. Only 11% discuss with colleagues outside their organization. The data also shows that sharing TikTok videos and posting on TikTok accounts is still low, at 24% and 9%, respectively. Customers are more likely to recommend a business

when they purchase via social media (Keylock & Faulds, 2012). Customers trust and follow recommendations from their peers, making them an essential marketing tool (Lawer, 2006). Social media increases the amount of time that consumers spend interacting with user-generated content (Keylock & Faulds, 2012). The significance of comprehending the effect of content marketing on consumer advocacy on social media, especially TikTok, is underscored by the discovered phenomenon. This research adds to our knowledge of the ways in which content marketing affects consumer advocacy via the intention to entertain. Furthermore, this study fills a knowledge vacuum by providing updated references and information on how content marketing affects customer advocacy with gender moderation.

2. Research Methodology

Based on survey data collected through Google Forms, the researchers in this study utilized a quantitative methodology using Smart PLS software. Users from the Jakarta area who use TikTok and have shared skincare content after watching videos on the app made up the sample.

3. Literature Review

Content Marketing

Content marketing is a promotional approach that complements traditional marketing strategies by creating and distributing valuable content to attract and retain an audience, particularly through social media platforms (Human et al., 2018). Achieving success in content marketing requires comprehensive planning, clear goal setting, a deep understanding of the target market, and the production of relevant and engaging content for the audience (Susanti et al., 2022).

Entertainment Intention

Entertainment intention refers to activities that engage and stimulate a person's interest, providing enjoyment or an escape from the pressures of real life, allowing them to temporarily forget their problems (Kalam et al., 2024). Entertainment intention encourages customers to enjoy their social media experience and motivates them to join brand communities on social media (Ashley & Tuten, 2015). Researchers have explored how social networking sites are used to foster satisfaction (Bailey, 2018).

Customer Advocacy

Customer advocacy is the result of customer satisfaction and brand loyalty, where customers intend to share positive brand experiences and withhold negative information both online and offline. Customer advocacy is described as the customer's desire to recommend products or services to others, including unintentional, persuasive, and incentive-driven brand promotion, typically conducted online. They may create review videos, write positive statuses, share engaging posts, and even follow and spread content related to their favorite brands. In today's marketing world, where brand advocates influence decision-making and shape policies and practices, customer advocacy is a powerful tool (Ragini Bhati and H. Verma, 2017).

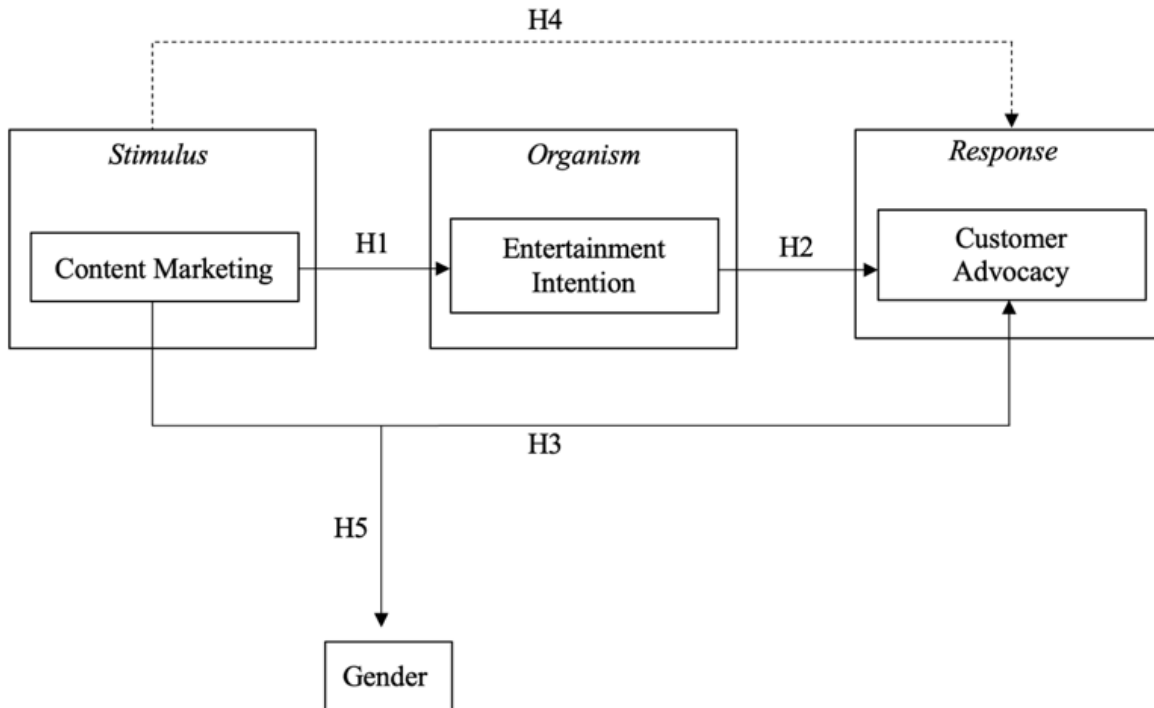
Gender

Shopping approaches differ between men and women, as they have distinct motivations, perspectives, and considerations when shopping, as well as differing mindsets when purchasing products (Vijaya Lakshmi et al., 2017). Women tend to thoroughly examine information and take the opportunity to consider the entire content of a message, while men are more likely to overlook details and instead view

advertisements heuristically (Papyrina, 2015). On the other hand, there may be differences in how male and female users perceive content shared by others (Dedeoglu, 2019).

4. Theoretical Framework

Figure 3 Theoretical Framework



The theoretical framework utilized in this study was adapted from the works of Kalam et al. (2024) and Aljarah et al. (2024). A hypothesis is a temporary assumption proposed in research to be tested for validity through empirical data (Hardani et al., 2020). Based on the theoretical framework presented, the research hypotheses are:

H1: Content marketing has a significant effect on entertainment intention.

H2: Entertainment intention has a significant effect on customer advocacy.

H3: Content marketing has a significant effect on customer advocacy.

H4: Entertainment intention mediates the relationship between content marketing and customer advocacy.

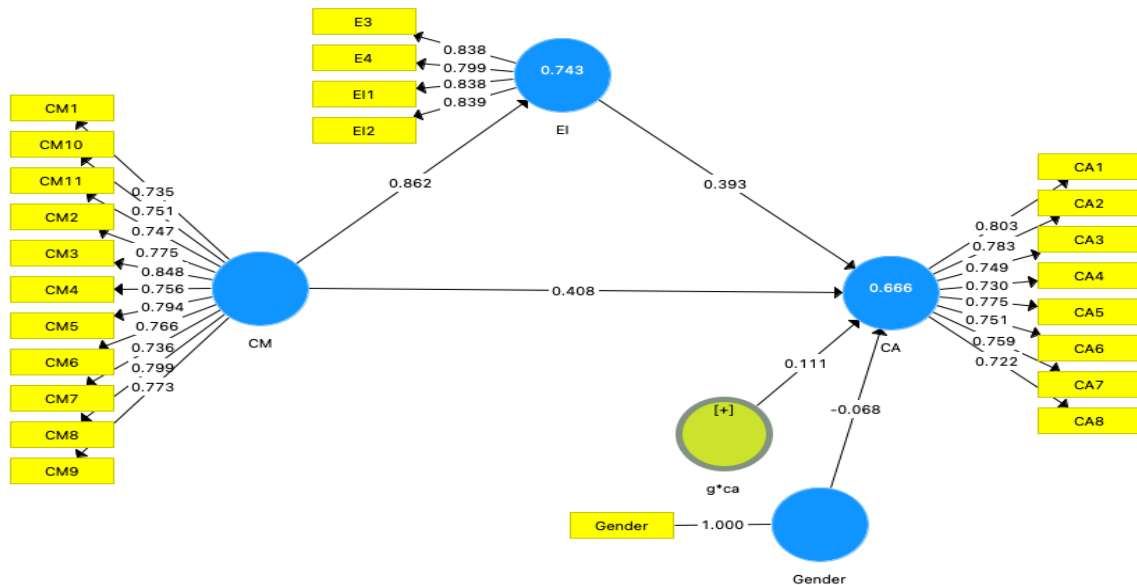
H5: The effect of content marketing on customer advocacy differs between male and female consumers.

Result and Discussion

Results of Structural Model Testing (Outer Model)

The research measurement model was tested for validity and reliability using SmartPLS 3 software. In order to determine if the analysis was accurate, the 23 indicators that represent the three research variables were tested. The following steps were used to test the outer model using the SmartPLS 3.0 software model :

Figure 4 Outer Model Structural Equation Modelling (Algorithm)



Convergent Validity

The indicator's ability to capture the target concept is evaluated using convergent validity (Solimun et al., 2017). If the loading factor of the indicator is greater than 0.70, it indicates a strong relationship, but a value of 0.50 or higher achieves convergent validity (Chin & Marcoulides, 1998). Every variable's AVE value has to be higher than 0.5 in order for convergent validity to be satisfied (Ghozali, 2021).

Table 1 Convergent Validity Values

Variabel	AVE	Nilai Kritis	Evaluasi Model
<i>Content Marketing</i>	0,595	>0,5	Valid
<i>Entertainment Intentions</i>	0,686		Valid
<i>Customer Advocacy</i>	0,577		Valid

Discriminant Validity

Discriminant One way to determine whether a construct is valid is to compare the values of the indicators' loading factors. A good indicator of discriminant validity is one whose loading factor value is higher on its own construct than on any other construct (Ghozali & Latan, 2015).

Table 2 Discriminant Validity (Cross Loading)

Indikator	<i>Content Marketing</i>	<i>Entertainment Intentions</i>	<i>Customer Advocacy</i>
CM1	0,735	0,649	0,705
CM2	0,775	0,668	0,576
CM3	0,848	0,728	0,694
CM4	0,756	0,614	0,535
CM5	0,794	0,657	0,563
CM6	0,766	0,648	0,574
CM7	0,736	0,554	0,468
CM8	0,799	0,715	0,650

CM9	0,773	0,703	0,651
CM10	0,751	0,654	0,615
CM11	0,747	0,692	0,608
EI12	0,735	0,838	0,689
EI13	0,718	0,839	0,590
EI14	0,732	0,838	0,608
EI15	0,671	0,799	0,692
CA16	0,642	0,646	0,803
CA17	0,574	0,595	0,783
CA18	0,628	0,634	0,749
CA19	0,601	0,626	0,730
CA20	0,557	0,557	0,775
CA21	0,557	0,570	0,751
CA22	0,622	0,570	0,759
CA23	0,579	0,525	0,722

Reliability Test

We state that a construct is reliable when its composite reliability and Cronbach's Alpha values are both higher than 0.70. According to Hair et al. (2019), these two numbers are commonly used as cutoffs by researchers to demonstrate that a construct is internally consistent. Here are the outcomes of the reliability test conducted using SmartPLS 3.0 :

Table 3 Composite Reliability

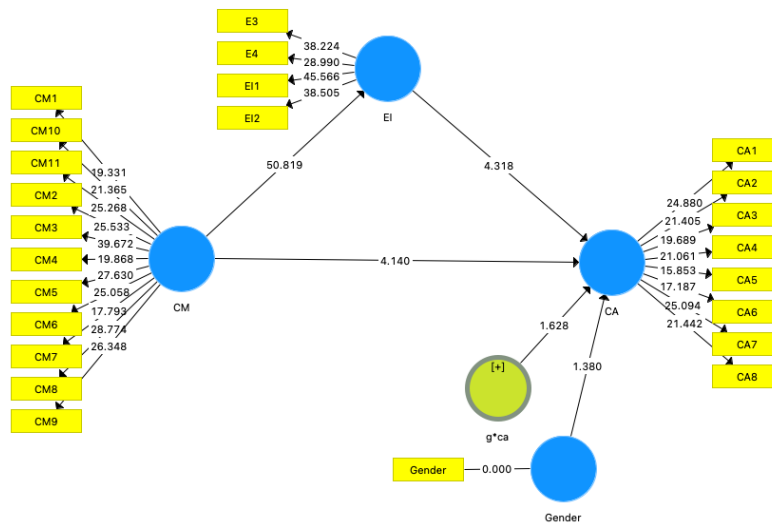
Variabel	Composite Reliability	Nilai Kritis	Cronbach's Alpha	Nilai Kritis	Evaluasi Model
Content Marketing	0,942	>0,7	0,932	>0,6	Reliabel
Entertainment Intentions	0,897		0,848		
Customer Advocacy	0,916		0,895		

The instrument is valid and reliable for measuring the variables in this study, as shown in Table 3 by Cronbach's Alpha values greater than 0.6 and composite reliability values exceeding 0.7.

Results of Structural Model Testing (Inner Model)

In order to perform the inner model analysis, the bootstrapping results were used to examine the t-statistic values for each exogenous latent variable and the coefficient of determination (R²) values for the dependent variables (endogenous latent variables). To better understand the interconnections among the model's variables, we can refer to the following path diagram :

Figure 5 Structural Model Path Diagram (Bootstrapping)



Based on Figure 3, it can be seen that the largest path coefficient is shown by the effect of content marketing on entertainment intentions, with a value of 50.819, while the smallest effect is shown by the effect of content marketing on customer advocacy, with a value of 4.140.

R-Square

The R-squared value indicates the extent to which independent (free) variables influence dependent (bound) variables. According to the R-squared value, the strength of the independent variable’s influence can be categorized as follows: very strong (0.75-1), moderate (0.50-0.75), and weak (0.25-0.50). The higher the R-squared value, the greater the contribution of the independent variables in explaining the variation in the dependent variable (Hair et al., 2019). The R-squared results in this study are as follows:

Table 4 R-Square Values

	<i>R-square</i>
<i>Customer Advocacy</i>	0,666
<i>Entertainment Intentions</i>	0,743

Based on Table 4, the R-squared value for the customer advocacy variable is 66.6%, indicating that content marketing and entertainment intentions are able to explain 66.6% of the variation in customer advocacy, which falls into the moderate category. The remaining 33.4% is explained by other variables not studied. For the entertainment intentions variable, the R-squared value of 74.3% indicates a strong category, with 25.7% explained by other variables.

Predictive Relevance (Q-Square)

The predictive relevance of the model is indicated by the Q-Square value. If the Q-Square value is positive (more than 0), then the model does a good job of explaining the data's variability; if it's negative, then the model does a poor job of capturing the data's patterns

.Table 5 Predictive Relevance

Variabel	SSO	SSE	Q²(=1-SSE/SSO)
<i>Content Marketing</i>	2200.000	2200.000	

<i>Entertainment Intentions</i>	800.0000	395.761	0.505
<i>Customer Advocacy</i>	1600.000	999.042	0.376

The Q² values for the entertainment intentions and customer advocacy variables are 0.505 and 0.376, respectively, which means that both values are greater than 0, according to Table 5. This suggests that the model is highly predictive.

F-Square

A measure of the magnitude of the effect between variables is F-Square. A small effect is indicated by an F-square value of 0.02 - <0.15, a moderate effect is indicated by 0.15 - <0.35, and a large effect is indicated by an F-square value of 0.35 or greater.

Table 6 F-Square Values

Variabel	<i>Entertainment Intentions</i>	<i>Customer Advocacy</i>
<i>Content Marketing</i>	2,897	0,116
<i>Entertainment Intentions</i>	-	0,118

The content marketing variable significantly influences entertainment intentions (F-squared = 2.897), as shown in Table 6. With an F-square value ranging from 0.15 to less than 0.35, the impact of content marketing on customer advocacy can be classified as moderate. With a value of 0.118, the impact of entertainment intentions on consumer advocacy is also moderate.

Hypothesis Testing

The proposed hypotheses are tested in this study using SmartPLS software and the bootstrapping method. The hypothesis can be accepted if the following are met: the significance value must be less than 0.05, the t-statistic must be greater than 1.96 for a two-tailed test, and the beta coefficient must be positive. The study's hypothesis testing results are displayed in the following table.

Hipotesis	Variabel	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Keterangan
H1	Content Marketing -> Entertainment Intention	0,862	0,862	0,017	51,645	0.000	Accepted (Significant)
H2	Entertainment Intention -> Customer Advocacy	0,393	0,390	0,089	4,419	0.000	Accepted (Significant)
H3	Content Marketing -> Customer Advocacy	0,408	0,405	0,094	4,324	0.000	Accepted (Significant)

The Effect of Content Marketing on Entertainment Intention

H1 is accepted and H0 is rejected based on the t-test results, which reveal a t-statistic value of 51.645 > 1.96 and a p-value of 0.000 < 0.05. Customer intentions to engage in entertainment activities rise in tandem with the quality of content marketing, suggesting that the former has a substantial impact on the latter.

The Effect of Entertainment Intention on Customer Advocacy

We accept H1 and reject H0 according to the t-test results: $4.419 > 1.96$ and $0.000 < 0.05$. Customers are more likely to recommend or advocate for a product if they have a high entertainment intention, which indicates that entertainment intention significantly affects customer advocacy.

The Effect of Content Marketing on Customer Advocacy

H1 is accepted and H0 is rejected based on the t-test results, which show that the t-statistic value is $4.324 > 1.96$ and the p-value is $0.000 < 0.05$. This proves that content marketing greatly influences customer advocacy, which means that well-executed content marketing can raise the possibility of customers recommending a service or product.

Table 7 Uji Hipotesis Pengaruh Variabel Mediasi

Hipotesis	Variabel	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Description
H4	Content Marketing -> Entertainment Intention -> Customer Advocacy	0,339	0,336	0,077	4,395	0,000	Accepted (Significant)

The Effect of Content Marketing on Customer Advocacy through Entertainment Intention

I accept H1 and reject H0 based on the t-test results, which show a t-statistic of $4.395 > 1.96$ and a p-value of $0.000 < 0.05$. In other words, a rise in the intention to enjoy one's content is one way in which successful content marketing affects consumer advocacy. Customer support and word-of-mouth advertising are both boosted by interesting and entertaining content marketing.

Table 8 Uji Moderator

Hipotesis	Variable	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Description
H5	Gender : Entertainment Intention -> Customer Advocacy	0.111	0.125	0.066	1.690	0.092	Rejected

The Role of Gender Moderating the Effect of Entertainment Intention on Customer Advocacy

The results of the t-test indicate that the t-statistic is less than 1.96 and the p-value is greater than 0.05, with a value of 0.092. We can reject H1 and accept H0 because the t-statistic of 1.690 is smaller than the t-value of 1.96 and the p-value of 0.092 is greater than 0.05. Gender does not seem to play a moderating role between entertainment intent and consumer advocacy.

Discussion

The study finds that content marketing significantly and positively impacts entertainment intention. Well-designed content not only entertains but also enhances customers' overall experience, thereby

increasing their desire to engage with such content. This aligns with previous research suggesting that effective content marketing strategies can influence the psychological motivations behind content engagement (Bubphapant & Brandão, 2024).

Customer advocacy is positively and significantly impacted by entertainment intention, according to the results. Customers are more likely to remember and talk about good experiences with the brand when they are entertained, which increases customer advocacy. Additionally, entertaining content is more likely to be shared on social media, enhancing brand visibility and encouraging consumer support (Bubphapant & Brandão, 2024).

The study confirms that content marketing significantly enhances customer advocacy. Engaging and relevant content strengthens the relationship between customers and the brand, promoting greater advocacy. This finding is consistent with previous research indicating that content marketing strategies, such as those employed on TikTok, can effectively build customer advocacy (Putri et al., 2023).

The research confirms that content marketing influences customer advocacy through entertainment intention. Content marketing strategies designed to entertain not only increase consumers' desire for entertainment but also encourage them to support and promote the brand. This indicates that entertaining content can enhance customer advocacy.

The study reveals that gender does not moderate the relationship between content marketing and customer advocacy. The impact of content marketing on customer advocacy is similar across genders, meaning both men and women respond similarly to content marketing in terms of enhancing customer advocacy. This finding supports previous research that shows entertainment intention has a similar effect on customer advocacy for both genders (Kalam et al., 2024).

5. Conclusion and Suggestions

Conclusion

The study's results suggest that marketing content that is both interesting and entertaining increases consumers' desire to watch the content and their likelihood to recommend it to others. Not only does high-quality content pique readers' interests, but it also motivates them to share the word about your business. There are two ways in which content marketing can affect consumer advocacy: directly and indirectly through the entertainment intention. The fact that men and women give the same answers suggests that gender plays no role in mediating the connection between entertainment intention and consumer advocacy. These findings highlight the importance of entertaining content marketing strategies in building strong relationships with customers.

Suggestions for Future Researchers

Based on the research findings, several suggestions for future research are: first, using different theories to gain new perspectives. Second, adding or replacing variables to update the research and explore new factors. Third, testing other moderating variables, such as age, education level, or income, to understand their influence on the relationship between content marketing, entertainment intention, and customer advocacy. Lastly, identifying the most effective types of content for enhancing customer advocacy by comparing the effectiveness of various formats such as videos, infographics, and articles.

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