

# The effect of contextual advertising on e-engagement with content relevance as mediation: Survey on Kienka official Instagram followers

Lili Adi Wibowo<sup>1</sup>, Sherly Aulia Nurizky<sup>2</sup>, Puspo Dewi Dirgantari<sup>3</sup>,  
Usep Suhud<sup>4</sup>, Inomjon Quدراتov<sup>5</sup>

<sup>1,2,3</sup>Universitas Pendidikan Indonesia, Bandung, Indonesia

<sup>4</sup>Universitas Negeri Jakarta, Jakarta, Indonesia

<sup>5</sup>Tashkent State University of Economics, Tashkent, Uzbekistan

\*Correspondence e-mail: [liliadiwibowo@upi.edu](mailto:liliadiwibowo@upi.edu)

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### Author's email:

[sherlyaulianurizky@upi.edu](mailto:sherlyaulianurizky@upi.edu)

[puspo.dewi@student.upi.edu](mailto:puspo.dewi@student.upi.edu)

[usuhud@unj.ac.id](mailto:usuhud@unj.ac.id)

[i.quدراتov.ifm@tsue.uz](mailto:i.quدراتov.ifm@tsue.uz)

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## Abstract

**Purpose** – This study aims to obtain an overview and analyze the influence of contextual advertising on e-engagement with Content Relevance as a mediating variable on Kienka Official Instagram followers.

**Design/methodology/approach** – This research is descriptive and verification with a quantitative approach. The sampling technique uses simple random sampling with 348 respondents. Data is processed statistically using the Structural Equation Modeling (SEM) method with the help of the AMOS for Windows program.

**Findings** – The study results indicate that contextual advertising positively and significantly influences e-engagement with Content Relevance as a mediating variable. The magnitude of the critical ratio value that is greater than the minimum value indicates a significant influence simultaneously. The better the company pays attention to contextual advertising through Content Relevance, the higher the e-engagement produced. The dimension of contextual advertising with the highest contribution in forming e-engagement is effectiveness, while the lowest is visual experience. Meanwhile, the dimension of Content Relevance that contributes the most to increasing e-engagement is dynamism activity, while the lowest is topical relevance.

**Research limitations/implications** – This study only focuses on Kienka Official Instagram followers so the results may not be generalizable to other platforms or industries. Further studies can explore additional factors that influence e-engagement and test the research model on different types of digital platforms and different business sectors.

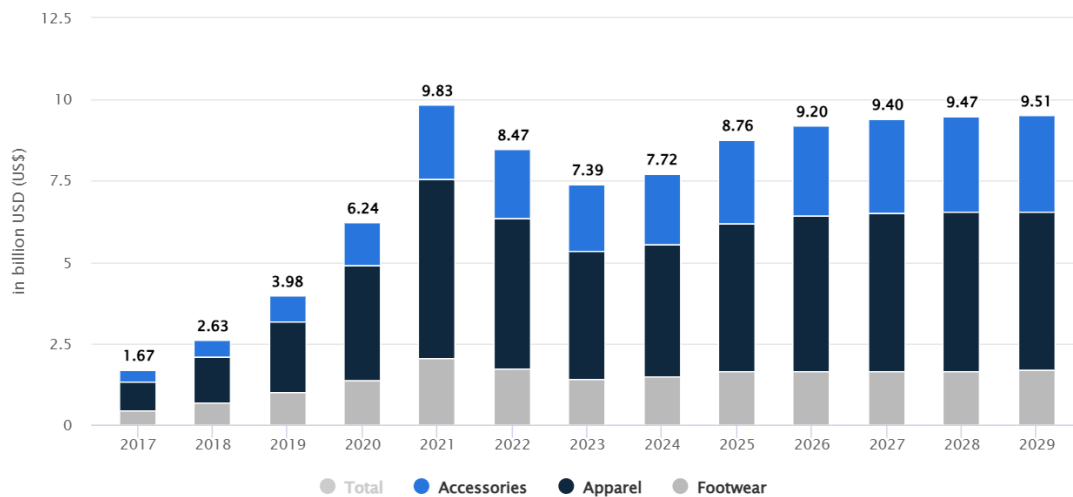
**Practical implications** – The results of this study provide insight for companies in optimizing contextual advertising and Content Relevance strategies to increase e-engagement. Companies are advised to emphasize the effectiveness aspect in contextual advertising and strengthen dynamism activity in Content Relevance to increase audience interaction more effectively.

**Originality/value** – This study provides a new contribution by revealing the role of Content Relevance as a mediator in the relationship between contextual advertising and e-engagement. The results can be a reference for academics and practitioners in developing more effective digital marketing strategies based on contextual advertising and Content Relevance.

**Keywords:** Contextual Advertising, E-Engagement, Content Relevance.

## Introduction

Fashion companies in Indonesia use digital marketing as a strategy to face high market competition (Khairunnisa et al., 2021). The tight competition requires companies to increase user or consumer engagement and interaction, which can be predicted through e-engagement (Fan et al., 2022; Jacobs et al., 2018; Zheng et al., 2022). Fashion opportunities in Indonesia are very large and promising (Khairunnisa et al., 2021), with tight competition both offline and online (BINUS Higher Education, n.d.). Statista (2024) data from the 2017-2029 projection shows that Revenue in the Fashion Market from 2017 to 2021 has increased and experienced a slight decline in 2022-2024. However, this Fashion Market still has high competition and will continue to develop its prospects every year as shown by Figure 1.



**Figure 1.** Revenue in the Indonesian Fashion Market  
Source: Statista (2024)

Bounce rate is a metric used to measure the percentage of website or social media visitors who leave the content after viewing only one page (Poulos et al., 2020; Tian et al., 2024). Bounce rate is influenced by various factors, including the quality of the user experience on the site or social media. A good experience can decrease the bounce rate, while a bad experience or difficult navigation can increase it (Madio & Quinn, 2024; Maryani & Chaniago, 2019). In the fashion industry, a high bounce rate can be an indication of a lack of consumer engagement with a brand's digital content, which can ultimately result in decreased customer loyalty and sales conversions.

Engagement rate is also an important metric in measuring the level of audience interaction and engagement with published content, especially on social media (Hayu, 2019). With increasing competition in the fashion industry, understanding e-engagement is crucial for companies to maintain competitiveness and build consumer loyalty in today's digital era.

Although many studies have examined the impact of e-engagement across industries, there is still a gap in understanding how specific factors, such as digital marketing strategies, affect consumer engagement in the Indonesian fashion industry. Several studies have shown that e-engagement has a positive impact on consumer-company relationships, but there are also findings that indicate a negative impact of advertising on consumer engagement on social media.

Research conducted by Bleier & Eisenbeiss (2015) shows that suitability and trust in personalized advertising positively influence e-engagement. Consumers who feel appropriate with the advertisement tend to interact more with the advertising content, such as clicking on the advertisement and exploring the product page more deeply. On the other hand, other studies have revealed that privacy violations in content can reduce e-engagement levels, thus demonstrating the importance of consumer suitability and trust in the content presented (Maseeh et al., 2021; Mutambik et al., 2023; Staddon et al., 2012; R. Zhang et al., 2013). However, there has been no study that specifically explores the factors that influence e-engagement in the context of fashion companies in Indonesia that face very tight and complex competitive dynamics.

Research on e-engagement has been widely conducted in various industries, including the food and beverage industry (Davidavičius & Limba, 2022; Sashi, 2012), start-ups (Rizvanović et al., 2023), and the fashion industry (Godey et al., 2016). Thus, this study will provide significant contributions in understanding the factors that influence e-engagement, especially in the fashion industry in Indonesia which has characteristics of tight and dynamic competition. Different from earlier studies, this study not only explores the determinants of e-engagement in general, but also examines in depth how certain digital strategies can optimize user engagement in the ever-evolving market landscape, thus producing new insights that are more applicable to the fashion industry in Indonesia.

In the highly competitive digital marketing landscape, understanding the factors that drive e-engagement is crucial for businesses striving to maintain consumer loyalty and enhance brand performance. While prior research has examined e-engagement across various industries, the specific mechanisms through which contextual advertising and content relevance shape user interaction remain underexplored, particularly in Indonesia's dynamic fashion sector. This study addresses this gap by investigating how contextual advertising influences e-engagement, with content relevance serving as a mediating variable, using data from Kienka Official's Instagram followers. The decision to focus on Kienka Official's Instagram followers is based on the brand's prominent position in Indonesia's fashion industry and its active digital presence. With a large and diverse follower base, Kienka Official provides an ideal context for examining e-engagement driven by contextual advertising and content relevance. This group's engagement patterns offer valuable insights into consumer behavior in competitive digital markets, making it a representative and relevant sample for this study.

The primary contribution of this research lies in its comprehensive exploration of the interplay between contextual advertising, content relevance, and e-engagement. Unlike earlier studies that focused on general digital marketing strategies, this study provides empirical evidence on the mediating role of content relevance, offering a nuanced understanding of how tailored advertising content fosters deeper audience interaction. By applying Structural Equation Modeling (SEM) to analyze data from a large and diverse sample, this research enhances methodological rigor and offers valuable insights for both academics and practitioners seeking to optimize digital marketing efforts. Moreover, this study's context within Indonesia's fast-growing fashion industry presents a unique perspective, extending the applicability of e-engagement theories to emerging markets. The findings not only contribute to the academic discourse on digital marketing and advertising effectiveness but also provide actionable recommendations for businesses aiming to strengthen their online presence through strategic content alignment and contextual ad placement.

## Literature Review and Hypotheses

### Theoretical Approach Adopted

The Grand Theory used in this study is digital marketing. Digital marketing is an activity, collection of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value to customers, clients, partners, and the wider community online or digitally (Chaffey & Ellis-Chadwick, 2019). Meanwhile, the Middle Theory used in this study is The Corporate Value of Social Media and The Engagement Cycle. The corporate value of social media is a study of the value of companies on social media as a contribution of social media in increasing business sustainability by improving relationships with consumers, efficiency in marketing, and optimizing brand reputation (Connolly, 2020). The engagement cycle involves active interaction between brands and consumers, with a focus on understanding consumer needs, preferences, and behavior to increase consumer engagement online (Connolly, 2020). The engagement cycle theory is important for every company to understand consumer engagement in the digital world better (Eldridge et al., 2016). Connolly (2020) stated that the engagement cycle studies ways to build, manage, and maintain good relationships with digital consumer engagement.

The Applied Theory used in this study is contextual advertising, Content Relevance, and e-engagement. Contextual advertising is an important concept in the formation of digital fish that displays advertising content based on the context or content of the web page viewed by the user

(Connolly, 2020). Contextual advertising is a form of advertising that is targeted based on the content of social media pages viewed by users with algorithms analyzing keywords, themes, and page context to determine which ads are most relevant to display (Ridanasti, 2021; Wu et al., 2013). Contextual Advertising has the potential to increase company revenue and profitability (Y. Wang et al., 2022). Content Relevance is the concept of creating and presenting content that suits the interests, needs, beli and specific preferences of the target audience and can build strong relationships between brands and consumers because it can increase interaction, engagement, and trust (Connolly, 2020). Relevant content is vital in influencing consumer attitudes, perceptions and behaviors. Interesting and valuable content can grab attention and build engagement with the audience. Content that pays attention to trends and innovations can provide focus for developing a social media strategy to maximize the reach and engagement of content as well as evaluate the success of content and improve it over time (Schivinski et al., 2022).

E-Engagement is the concept of interaction and engagement that occurs between individuals or organizations using digital platforms that include various communications that utilize information technology, such as social media, e-mail, and mobile applications to build closer and more participatory relationships (Connolly, 2020). The engagement cycle allows companies to provide effective real-time customer service through providing information on social media accounts (Moon, 2009). Based on what the company knows about each consumer, the company can adjust the market, services, programs, messages, and media (Alfalih, 2022).

## Hypothesis Development

### The Influence of Contextual Advertising on E-Engagement

Contextual advertising, by its nature, aligns the content of advertisements with the context of the digital platform where they appear, creating a more relevant and personalized experience for the audience. Prior research emphasizes that when users perceive advertisements as contextually appropriate and related to their interests, they are more likely to engage with the content (Bleier & Eisenbeiss, 2015; Zhang & Katona, 2012). This relevance fosters a sense of trust and curiosity, leading to greater interaction, such as likes, comments, and shares. Furthermore, the engagement cycle proposed by Connolly (2020) supports this by highlighting that effective engagement stems from delivering the right content at the right time, which contextual advertising inherently achieves. As users encounter content that resonates with their current interests and needs, they are more likely to perceive the brand as attentive and responsive, enhancing their willingness to interact with the content. Therefore, it can be logically argued that contextual advertising's ability to present timely and relevant content enhances user engagement on digital platforms.

The concept of contextual advertising requires companies to understand the context of the advertisements displayed must be dynamic and can change according to the context of the visitor (Hoika & Schneider, 2023). This increase in advertising aims to increase the number of consumers who know and purchase products and build closer relationships with consumers through interactions on the Instagram digital platform. Contextual advertising programs can create value for companies, companies can benefit from consumer engagement and loyalty (Connolly, 2020). One potential tool for implementing e-engagement is social media (Busalim et al., 2021; Liu et al., 2023; Majmundar et al., 2019; Smith & Hilton, 2023).

Promptep et al. (2019) study investigates (1) the effect of online service quality (ease of use, design, reliability and security/privacy) on user engagement as measured by two of its major constituents: consumer satisfaction and focused attention (2) the degree to which focused attention influences satisfaction in the context of e-learning. To explore these relationships in this context, an online questionnaire was completed by 224 consumers enrolled in an online tutoring service. Results were analyzed using structural modelling techniques. Major findings show that online service quality strongly affects satisfaction and focused attention, however, no interdependence between satisfaction and focused attention was found.

Using the Stimulus-Organism-Response framework Rodriguez & Sangle-Ferriere (2023) study the role of relational email content and interestingness of emails emanating from

supermarkets on consumer's perceived value and on their attitude and engagement towards the supermarket, but also on their mood. Building a dedicated relational email perceived value scale and comparing three types of content, this article highlights the importance of emotional value even in a utilitarian context (supermarket). A few recommendations are offered to help supermarkets to provide value-added content to their customers in order to foster preference and loyalty in a highly competitive market where discounters are gaining shares.

H<sub>1</sub>: Contextual advertising has a positive and significant influence on e-engagement.

### **The Influence of Content Relevance on E-Engagement**

Content relevance plays a critical role in driving digital engagement by ensuring that the information presented aligns with the audience's needs, interests, and preferences (Schivinski et al., 2022; Cheung et al., 2021). According to the Uses and Gratifications Theory (Katz et al., 1973), users actively seek content that fulfills their cognitive and emotional needs, and relevant content satisfies these needs by providing valuable and meaningful information. When content meets audience expectations, it generates a sense of personal connection and value, encouraging users to interact more deeply with the content. This alignment is further reflected in higher engagement metrics like comments, shares, and time spent on the platform. The importance of personalization and dynamism in content, as noted by Ridanasti (2021) and Wu et al. (2013), underscores the significance of relevance in fostering sustained audience engagement. Therefore, content relevance serves as a critical driver of e-engagement by creating a tailored and meaningful user experience.

In a more in-depth research context, content relevance has long been a key factor in user engagement theory, but its specific relationship to e-engagement across different types of digital platforms has not been fully elucidated. For example, Uses and Gratifications theory suggests that users actively select and engage with content that satisfies their emotional, cognitive, or social needs (Katz et al., 1973). Content that meets these needs not only increases user interest but also reduces boredom or saturation, which can lead to decreased engagement. A recent study by (Cheung et al., 2021; Shahbaznezhad et al., 2021) showed that content relevance directly influences users' decision-making in engaging with social media, which in turn drives increased engagement metrics, such as likes, shares, and comments. However, the influence of relevance may vary depending on the platform and demographic characteristics of the audience in question. Furthermore, research conducted by Riabova et al. (2024) also states that advertisements that are relevant to consumer interests or needs can increase online attention and engagement, which ultimately has a positive impact on advertising effectiveness. Relevant content plays an important role in attracting user attention and creating a more personalized advertising experience.

H<sub>2</sub>: Content Relevance has a positive and significant influence on e-engagement.

### **The Influence of Contextual Advertising on Content Relevance**

The effectiveness of contextual advertising is largely dependent on its ability to deliver content that users perceive as relevant and valuable (Wang, 2011; Riabova et al., 2024). By aligning advertising content with the context of the digital environment and the audience's current interests, contextual advertising enhances the perceived relevance of the content being displayed. This perception is strengthened by the engagement cycle, which emphasizes the importance of contextually aligned and personalized messages in building meaningful interactions (Connolly, 2020). When advertisements reflect the audience's ongoing needs and preferences, they are more likely to capture attention and foster a sense of familiarity and resonance. As such, contextual advertising serves not only to capture attention but also to increase the perceived relevance of the content, leading to more effective digital marketing outcomes.

K. Zhang & Katona (2012) suggested that contextual advertising allows advertisers to reach consumers who are more relevant to their product preferences. However, the targeting strategy used by intermediaries can affect the accuracy of content relevance, especially in conditions of high market competition. In situations of tighter competition, intermediaries can reduce targeting accuracy, thereby reducing the relevance of ads to the content presented. A. Wang (2011) studied contextual relevance in financial services advertising and found that high ad relevance increased ad

recall (RAD), perceived contextual relevance (PCR), message involvement (MI), and attitude toward the ad (AAD). In addition, message involvement mediated the relationship between perceived contextual relevance and attitude toward the ad. This suggests that relevant contextual advertising can improve the effectiveness of marketing campaigns by building a more positive cognitive experience for the audience.

Wu et al. (2013) highlighted the importance of not only selecting ads that are globally relevant to a web page, but also taking into account local relevance based on the ad placement position. With an approach that takes contextual relevance into account more deeply, the effectiveness of contextual ads can be improved, resulting in a better user experience and increased click-through rates (CTR). Chun et al. (2014) discussed the impact of contextual ads on brand recall and user attitudes toward ads. Using the theory of priming effects, they found that ad complexity moderates the relationship between contextual ads and their effectiveness. Simpler contextual ads increase recall and positive attitudes toward the brand, while complex non-contextual ads can decrease ad effectiveness.

Riabova et al. (2024) stated that advertisements tailored to consumers' specific preferences and needs can significantly increase digital attention and engagement. This shows that Content Relevance plays a crucial role in creating a more personalized advertising experience, thereby strengthening the effectiveness of digital marketing campaigns. Consistency between advertising messages and user interests not only increases the appeal of marketing communications but also contributes to positive perceptions of the advertised brand. Furthermore, Hoika & Schneider (2023) emphasized that advertisements that are contextually aligned with the content consumed by users tend to build stronger emotional connections. In this context, contextual advertising combined with Content Relevance has been shown to substantially increase e-engagement by utilizing user behavioral and preference data. Thus, context-based marketing strategies not only encourage user interaction with advertising but also strengthen the effectiveness of marketing communications through more personalized and relevant experiences.

H<sub>3</sub>: Contextual advertising has a positive and significant influence on content relevance.

### **The Influence of Contextual Advertising on E-Engagement with Content Relevance as Mediation**

Content relevance acts as a crucial intermediary in the relationship between contextual advertising and e-engagement by bridging the gap between ad placement and audience interaction (Ridanasti, 2021). The information processing theory suggests that individuals are more likely to respond positively to content that closely aligns with their expectations and needs (Chun et al., 2014). When contextual advertising delivers highly relevant content, it not only captures attention but also stimulates meaningful engagement, as users find the information useful and aligned with their interests. This alignment creates a seamless and engaging user experience, increasing the likelihood of sustained interaction with the brand's digital presence. Thus, the mediating effect of content relevance underscores its importance in enhancing the overall impact of contextual advertising on digital engagement metrics, making it a vital component in the engagement cycle.

Previous research conducted by Hoika & Schneider (2023) suggests that advertisements are designed to be contextually relevant to the content, users feel connected and interested in interacting with the advertisement. Therefore, contextual advertising accompanied by relevant content significantly increases e-engagement by utilizing consumer behavioral and preference data. Research conducted by Ridanasti (2021) states that Content Relevance has an important role in strengthening the influence of contextual advertising on online engagement. This happens because consumers feel that the content displayed is in accordance with what they expect or need at that time. This is in line with the information processing theory which states that individuals tend to be more responsive to stimuli that are highly related to their needs or interests (Chun et al., 2014).

Furthermore, (Y. Wang et al., 2022) research concludes that contextual interaction and content accuracy can serve as stimuli that trigger positive consumer attitudes toward contextual mobile advertising and increase consumers' purchase intentions. Thus, contextual mobile advertising, featuring strong interactivity and high precision, is much easier to evoke consumer emotions and change consumer attitudes.

H<sub>4</sub>: There is a positive and significant influence of contextual advertising on e-engagement with Content Relevance as a mediator.

## Research Methods

This study examines the influence of contextual advertising on e-engagement with Content Relevance as a mediator on Kienka Official Instagram followers. There are two research variables in this study, including dependent variables and independent variables. The dependent variable is e-engagement (Y) which includes cognitive (Y1), affective (Y2), behavioral (Y3) and retention (Y4). Furthermore, the object of research referred to as the independent variable is contextual advertising (X1) which includes advertising relevance (X1.1), visual experience (X1.2), and effectiveness (X1.3), and Content Relevance (X2) which includes topical relevance (X2.1), content personalization (X2.2), and dynamism activity (X2.3). The unit of analysis used as respondents in this study is Kienka Official Instagram followers.

The respondents in this study are Kienka Official Instagram followers. This study uses a cross-sectional study because data collection is only carried out once at one time (Yuliantine et al., 2018). The research data collection period was carried out for less than one year, namely from October to December 2024. The cross-sectional study method is a research method carried out by collecting data over a certain period of time or not continuously (Abduh et al., 2023). The population studied in this study was the total number of Instagram followers @kienka.official, totaling 797,000 people as of September 20, 2024 at 15.50 WIB on the official Instagram account @kienka.official (@kienka.official, 2024).

**Table 1.** Respondent Profile

Variable	Description	Frequency	Percentage (%)
Gender	Man	64	30,50%
	Woman	146	69,50%
Age	< 20	57	16,38%
	21 – 30	269	77,30%
	>30	22	6,32%
Last Education	Junior High School/Equivalent	0	0,00%
	High School/Equivalent	161	46,30%
	Diploma	19	5,40%
	Bachelor	148	42,40%
	Master	17	4,90%
	PhD	3	0,90%
	Entrepreneur	24	6,90%
Job	Government Employees	20	5,75%
	Private Employees	129	37,07%
	Housewife	7	2,01%
	Students	167	47,99%
	Freelance	1	0,29%
	<Rp3.000.000	25	14,04%
	Rp3.000.000 – Rp4.000.000	25	14,04%
Income/Month	Rp4.000.000 – Rp5.000.000	28	15,73%
	Rp5.000.000 – Rp6.000.000	46	25,84%
	>Rp6.000.000	54	30,34%
	<Rp500.000	15	8,82%
Pocket Money/Month	Rp500.000 – Rp1.000.000	42	24,71%
	Rp1.000.000 – Rp1.500.000	57	33,53%
	Rp1.500.000 – Rp2.000.000	40	23,53%
	>Rp2.000.000	16	9,41%

Source: Data Processed (2024)

This study used a probability sampling technique with a simple random sampling method, where each element of the population has an equal chance of being selected (Olken & Rotem, 2005) (Olken & Rotem, 1986). Samples were taken from 797,000 Instagram followers

@kienkaofficial who had purchased the product. A total of 348 samples were selected randomly, contacted via DM with a Google Form link, and verified for eligibility before data analysis.

This study uses Structural Equation Modeling (SEM) to observe the influence of contextual advertising (X1) through Content Relevance (X2) on e-engagement (Y). SEM data analysis techniques have multiple dependence relationship estimates and also allow representing previously unobserved concepts in existing relationships and taking into account measurement error (Haryono, 2016). Table 1 showed the profile of the research’s respondents.

## Results and Discussion

### Data Normality Test

The collected data needs to be tested for normality to ensure whether the normality assumption is met. This assumption is considered met if the data distribution shows a normal distribution pattern. Data is said to be normally distributed if the c.r skewness and c.r kurtosis values are in the range of -2,58 to +2,58 (Santoso, 2011). This normality assumption must be met multivariately, especially when using the Maximum Likelihood (ML) estimation method on large samples (Ghozali, 2017). The results of the normality test of this research data can be seen in Table 2.

**Table 2.** Data Normality Test Results

<i>Variable</i>	<i>Min</i>	<i>Max</i>	<i>Skew</i>	<i>c.r</i>	<i>Kurtosis</i>	<i>c.r</i>
AR	8,000	14,000	-0,888	-0,888	-0,228	-0,732
VE	11,000	21,000	-0,741	-0,741	-0,340	-1,092
E	12,000	21,000	-0,621	-0,621	-0,485	-1,558
TR	8,000	14,000	-1,460	-1,460	1,513	4,864
CP	7,000	14,000	-1,021	-1,021	0,697	2,239
DA	11,000	21,000	-0,883	-0,883	0,284	0,913
C	9,000	14,000	-0,897	-0,897	0,696	2,236
A	8,000	14,000	-1,015	-1,015	1,189	3,823
B	14,000	21,000	-0,692	-0,692	-0,083	-0,266
R	12,000	20,000	-0,723	-0,723	-0,291	-0,937
<i>Multivariate</i>					4,574	2,325

Source: Data Processing (2024)

Data processing presented in Table 2 regarding the results of the normality test was carried out using IBM AMOS SPSS version 24.0. The results show that the critical ratio skewness values of most indicators are outside the range of -2,58 to +2,58. This condition is still acceptable because the critical ratio kurtosis remains in the range of -2,58 to +2,58; with a multivariate value of 2,325. Therefore, the data can be considered normally distributed and worthy of being continued to the next stage of assumption testing (Santoso, 2011).

### Data Outlier Test

Outliers are data that are very different from other data in a data set. This data is usually much larger or much smaller than other data. Examination of these extreme values can be done by comparing the Mahalanobis d-squared value with the chi-square distribution, where the Mahalanobis distance value must be smaller than the chi-square value (Ghozali, 2017). The criteria used refer to the chi-square value based on the degrees of freedom with a significance level of  $p < 0,001$ ; as stated in the chi-square distribution table. The test results are presented in Table 3.

**Table 3.** Results of Data Outliers Testing

Statistical Assumptions	Mahalanobis Distance ( $d^2$ )		
	Max	Min	$X^2$
Outliers	20,319	11,033	88

Source: Data Processing (2024)



## Multicollinearity

The normality test using the determinant of the sample correlation matrix aims to check for outliers and identify whether there is multicollinearity among certain combinations of variables. Multicollinearity occurs when there is a perfect or exact linear relationship between the causal variables, which can be predicted perfectly or called singularity (Haryono, 2016; Santoso, 2011). This assumption states that if the determinant value of the sample correlation matrix is 1 (perfect) or over 0,90; then it indicates multicollinearity in the study (Ghozali, 2017). Table 4. displays the sample correlation mix data.

**Table 4.** Sample Correlation Matrix

	AR	VE	E	TR	CP	DA	C	A	B	R
AR	1,000									
VE	0,222	1,000								
E	0,100	0,189	1,000							
TR	0,253	0,195	0,238	1,000						
CP	0,227	0,303	0,236	0,189	1,000					
DA	0,177	0,344	0,320	0,370	0,132	1,000				
C	0,341	0,241	0,309	0,295	0,269	0,340	1,000			
A	0,117	0,233	0,198	0,142	0,093	0,198	0,142	1,000		
B	0,217	0,148	0,184	0,180	0,144	0,172	0,137	0,059	1,000	
R	0,239	0,286	0,323	0,201	0,288	0,277	0,257	0,160	0,185	1,000

Source: Data Processing (2024)

## Estimation

Estimation is done to produce parameter values by utilizing one of the available parameters. The model estimation method depends on the assumption of data distribution, if the assumption of multivariate normality is met, the model estimation is done using the Maximum Likelihood (ML) Method. However, if multivariate normality is not met, other methods such as Robust Maximum Likelihood (RML) or Weighted Least Square (WLS) can be used (Ghozali, 2017). This study used a sample of 348 and met the assumption of multivariate normality, the estimation was done through Maximum Likelihood Estimation, which can be seen from the standardized regression weights value in the output of IBM SPSS AMOS 24.0 for Windows software. Table 5 below shows the results of the estimation test for the measurement model.

**Table 5.** Results of Measurement Model Estimation Test

			<i>Estimate</i>
<i>Content Relevance</i>	←	<i>Contextual Advertising</i>	1,290
<i>e-Engagement</i>	←	<i>Contextual Advertising</i>	1,429
<i>e-Engagement</i>	←	<i>Content Relevance</i>	1,122
<i>Advertising Relevance</i>	←	<i>Contextual Advertising</i>	1,000
<i>Visual Experience</i>	←	<i>Contextual Advertising</i>	1,166
<i>Effectiveness</i>	←	<i>Contextual Advertising</i>	0,913
<i>Topical Relevance</i>	←	<i>Content Relevance</i>	1,000
<i>Content Personalization</i>	←	<i>Content Relevance</i>	0,798
<i>Dynamism Activity</i>	←	<i>Content Relevance</i>	1,465
<i>Cognitive</i>	←	<i>e-Engagement</i>	1,000
<i>Affective</i>	←	<i>e-Engagement</i>	0,806
<i>Behavioral</i>	←	<i>e-Engagement</i>	1,114
<i>Retention</i>	←	<i>e-Engagement</i>	0,948

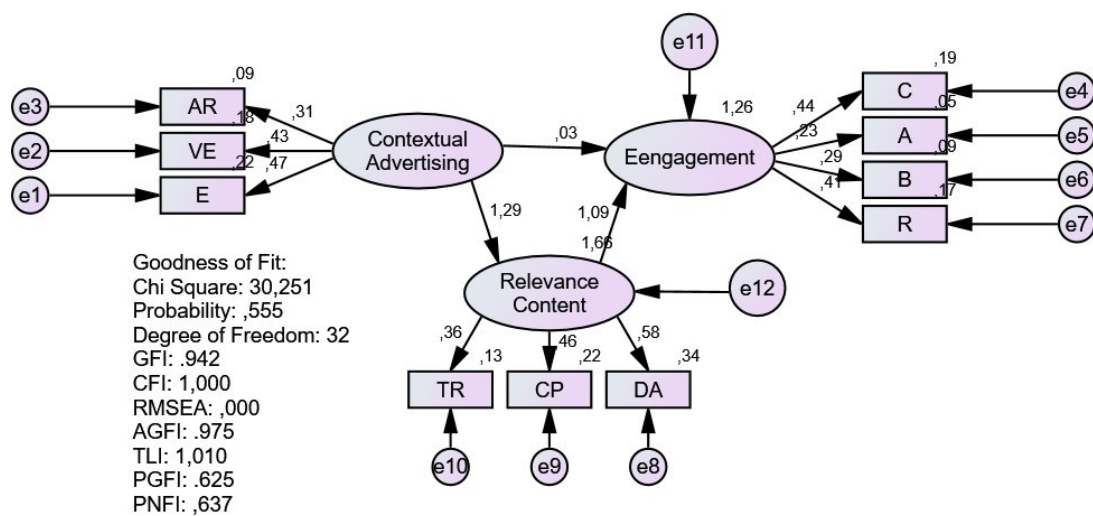
Source: Data Processing (2024)

Data is considered valid if it has a loading factor  $>0,50$ . Based on Table 5. above, it can be seen that all indicators and constructs that form this research model are valid because they have a loading factor above 0,50. The highest loading factor was found in dynamism activity in forming

Content Relevance with a value of 1,465; while the lowest was in the content personalization dimension in forming Content Relevance with a value of 0,798. The results of this test indicate that all dimensions and constructs are valid, so that it can be continued to the next stage.

**Overall Model Fit Test**

Structural model fit is a crucial aspect in the analysis of structural equation models in the statistical method of Structural Equation Modeling (SEM). This analysis is closely related to the evaluation of casual relationship parameters and the influence given by exogenous and endogenous latent variables, including in testing hypotheses involving both. Structural model fit also involves the use of various fit measures, such as Chi-Square, RMSEA, CFI, and TLI, to assess how well the proposed model fits the observed data. Table 6 shows the results of the goodness of fit evaluation of the measurement model of the influence of contextual advertising on e-engagement with content relevance as a mediation



**Figure 4.** Full Model of Measuring The Influence of Contextual Advertising on E-Engagement with Content Relevance as Mediation

**Table 6.** Results of The Goodness of Fit Evaluation of The Measurement Model of The Influence of Contextual Advertising on E-engagement with Content Relevance as A Mediation

No	Goodness of Fit Measure	Cut off Value	Result	Model Evaluation
<i>Absolute Fit Measure</i>				
1	Statistic Chi Square (X <sup>2</sup> )	X <sup>2</sup> Stat < X <sup>2</sup> Table (X <sup>2</sup> table = 86,66)	30,251	Good Fit
2	Goodness of Fit Index (GFI)	GFI ≥ 0,90 good fit; 0,80 ≤ GFI < 0,90 marginal fit	0,942	Good Fit
3	Root Mean Square Error of Approximation (RMSEA)	≤0,08	0,000	Good Fit
<i>Incremental Fit Measure</i>				
4	Tracker Lewis Index (TLI)	TLI ≥ 0,90 good fit, 0,80 ≤ TLI < 0,90 marginal fit	1,010	Good Fit
5	Adjusted Goodness of Fit (AGFI)	≥0,90	0,975	Good Fit
6	Comparative Fit Index (CFI)	CFI ≥ 0,90 good fit; 0,80 ≤ CFI < 0,90 marginal fit	1,000	Good Fit
<i>Parsimonious Fit Measure</i>				
7	Parsimonious Goodness of Fit Index (PGFI)	PGFI < GFI	0,625	Good Fit
8	Parsimonious Normed of Fit Index (PNFI)	The higher the better	0,637	Good Fit

Source: Data Processing (2024)

The results of the goodness of fit evaluation in table 6 show that the GOF test on the full model of measuring the influence of contextual advertising on e-engagement with Content Relevance as a mediator has met the fit criteria. This is because the chi-square, GFI, RMSEA, TLI, and AGFI values have met the standards, while only CFI, PGFI, and PNFI show good fit results, so they do not need to be re-specified.

### Hypothesis Testing Results

Hypothesis testing is carried out using the t-value with a significance level of 0.05 (5%) and degrees of freedom equivalent to the number of samples (n). The t-value in the IBM SPSS AMOS version 24.0 program is known as the critical ratio (CR) value, where the CR value  $\geq$  t-table (1.96%). If the CR value  $\geq$  1.967 or P-value  $<$  0.05, then H0 is rejected, or the research hypothesis is accepted. To further analyze contextual advertising on e-engagement with Content Relevance as mediation on Kienka Official Instagram followers, it can be seen in Table 7.

**Table 7.** Full Model Hypothesis Test Analysis

	Model	Estimate		S.E.	C.R.	P
		RW	SRW			
Content Relevance	← Contextual Advertising	1,065	1,290	0,338	3,146	***
e-Engagement	← Content Relevance	0,208	1,086	0,350	2,868	0,002
e-Engagement	← Contextual Advertising	1,289		0,450	6,002	***

Source: Data Processing (2024)

The results of the hypothesis test on the influence of contextual advertising on Content Relevance are shown in table 7, where the C.R value obtained is 3,146; meeting the criteria of  $c.r \geq 1,96$ . In addition, the output probability value or P-value is \*\*\* which indicates that  $P \leq 0,05$ . Therefore, it can be concluded that H0 is rejected and H1 is accepted (the research hypothesis is accepted), which indicates a significant influence of contextual advertising on Content Relevance.

Based on table 7, the C.R value for the influence of Content Relevance on e-engagement is 2,868; which meets the criteria of  $c.r \geq 1,96$ . In addition, the output probability value or P-value of 0,004 indicates that  $P \leq 0,05$ . Thus, it can be concluded that H0 is rejected and H2 is accepted (the research hypothesis is accepted), which indicates a significant influence of Content Relevance on e-engagement.

Based on Table 7, the C.R value for the influence of contextual advertising on e-engagement is 6,002; which meets the criteria of  $c.r \geq 1,96$ . In addition, the output probability value or P-value is indicated by the \*\*\* sign, which indicates a significance level  $< 0,001$ ; so that  $P \leq 0,05$ . Thus, it can be concluded that H0 is rejected and H3 is accepted (the research hypothesis is accepted), which indicates a significant influence of contextual advertising on e-engagement.

### Hypothesis 4 of the Influence of Contextual Advertising on e-Engagement through Content Relevance

The results of testing the hypothesis of the influence of contextual advertising on e-engagement through Content Relevance are shown in table 8 below:

**Table 8.** Standardized Indirect Effect

	Contextual	Content Relevance	e-Engagement
Content Relevance	0,000	0,000	0,000
e-Engagement	0,315	0,000	0,000

Source: Data Processing (2024)

In table 8 above about the standardized indirect effect, the indirect effect of contextual advertising on e-engagement with Content Relevance as a mediator is 0.315. This means that due to the indirect effect of contextual advertising on e-engagement, when contextual advertising

increases by 1 standard deviation, e-engagement also increases by 0.315. If interpreted, the increasing use of contextual advertising can have a positive impact on building stronger e-engagement through Content Relevance on Kienka Official’s Instagram followers. Meanwhile, table 9 shows the influence value obtained is stated as significant based on the output standardized indirect effect with a two-way significance level (BC) of 0,021. This supports the hypothesis that contextual advertising indirectly has a significant influence on e-engagement through Content Relevance because the two-way significance value meets the criteria  $\leq 0,05$ .

**Table 9.** Standardized Indirect Effects – Two Tailed Significance

	Contextual Advertising	Content Relevance	e-Engagement
Content Relevance	---	---	---
e-Engagement	0,021	---	---

Source: Data Processing (2024)

## Discussion

### The Influence of Contextual Advertising on E-Engagement

The results of the data analysis show that the C.R. value for the contextual advertising variable on Content Relevance is 3,146. Because this value meets the requirements of  $c.r \geq 1,96$ ; the hypothesis is accepted and  $H_0$  is rejected. Thus, it can be concluded that there is a significant influence between contextual advertising and Content Relevance. The magnitude of the influence of contextual advertising on Content Relevance can be seen in the standardized total effect output, which shows a value of 1,065. This value shows that the influence of contextual advertising on Content Relevance is very strong. This indicates that contextual advertising has a positive and significant influence on Content Relevance. Based on this analysis, it can be interpreted that authentic and relevant content produced by the company tends to be considered by customers as a real representation of the information provided by the actual brand. This then becomes a strong stimulus in forming a positive perception of the content.

The results of this hypothesis test are in line with the Relevance-Accessibility Model by Baker & Lutz (2000) which states that advertising effectiveness is influenced by content relevance and information availability. Research by Ducoffe (1995) also supports that consumers assess the value of advertising based on the relevance and quality of the information delivered. In addition, research conducted by J. Lee & Hong (2016) found that tests of the model reveal that informativeness and advertising creativity were key drivers of favorable behavioral responses to an SNS ad and that intention to engage in favorable user responses was positively associated with purchase intention. Based on these findings, the paper suggests further research directions and offers implications for harnessing the full potential of the new SNS advertising platform.

### The Influence of Content Relevance on E-Engagement

The results of the data analysis show that the C.R. value for the Content Relevance variable on e-engagement is 2,868. Because this value meets the requirements of  $C.R. \geq 1,96$ ; the hypothesis is accepted and  $H_0$  is rejected. Thus, it can be concluded that there is a significant influence between Content Relevance and e-engagement. The magnitude of the influence of Content Relevance on e-engagement can be seen in the standardized total effect output, which is 1,289. This value is included in the very strong category. This shows a significant positive influence between Content Relevance and e-engagement. Based on this analysis, it can be concluded that the company's efforts to create and maintain relevant content have a positive impact on digital customer engagement and contribute to increasing customer value in the long term.

The results of this hypothesis test are in line with the advertising strategy theory put forward Connolly (2020), which emphasizes the importance of building strong relationships with customers through content as one of the main concepts of advertising strategy. Efforts to retain customers require effective and sustainable interaction management. In this context, Content Relevance plays an important role as a factor that influences online customer engagement, which can ultimately

influence their decision to remain loyal.

In line with research by (Casaló et al., 2017; Chen et al., 2014; Sundar & Marathe, 2010), which found that content relevance greatly influences the level of customer engagement and satisfaction in digital advertising campaigns. Content that is tailored to the audience's preferences and needs increases the sense of ownership and loyalty to the brand, which can ultimately lead to more consistent purchasing decisions. Relevant content also serves as a strong link between customers and brands, creating a more personalized and relevant experience, and reducing the potential for irritation caused by inappropriate advertising.

### **The Influence of Contextual Advertising on Content Relevance**

The results of the data analysis show that the C.R. value for the contextual advertising variable on e-engagement is 6.002. Because this value meets the requirements of  $c.r \geq 1.96$ , the hypothesis is accepted and  $H_0$  is rejected. This means that there is a significant influence between contextual advertising and e-engagement. The magnitude of the influence of contextual advertising on e-engagement can be seen in the standardized total effect output, which is 0.888, which indicates that the influence is relatively strong. This confirms the existence of a positive and significant relationship between contextual advertising and e-engagement.

Based on the results of this analysis, it can be concluded that authentic advertising is able to create close relationships and engagement between customers and brands, encourage active customer engagement, and strengthen their interactions with brands. As a result, this has a significant impact on retaining customers. The results of this hypothesis test are in line with the Digital Marketing theory put forward by Connolly (2020), which states that traditional advertising is increasingly losing its appeal because social media plays a major role in this change.

Currently, customers tend to trust content generated by users more because it is considered more credible and interesting. Kotler et al. (2019) also emphasized that as customer experience increases after making several purchases, they become more dependent on the opinions of others. Connolly (2020) also supports this finding, where an effective customer engagement strategy is to increase the perceived value of customers. Companies can find ways to create added value for customers without incurring additional costs. Information from contextual advertising is considered more authentic and trustworthy than information conveyed by word of mouth, because contextual advertising is often perceived as a form of sharing both positive and negative experiences that also encourage customer engagement with the company's online portal (Shaheen et al., 2019).

In this context, contextual advertising serves as an important tool for customers to stay engaged with the brand in the long term, as well as being a more efficient digital marketing strategy with less cost. In addition, previous studies also show a positive and significant influence between contextual advertising and e-engagement (Hoika & Schneider, 2023; Ridanasti, 2021) .

### **The Influence of Contextual Advertising on e-Engagement through Content Relevance**

The results of data processing show the C.R. value between the contextual advertising variable and Content Relevance on e-engagement are respectively 6,002 and 3,146. Both values show more than the t-table of 1,96 which means  $H_0$  is rejected, so it can be concluded that there is an influence of contextual advertising with Content Relevance on e-engagement. The findings of the magnitude of the indirect influence (mediation) of contextual advertising on e-engagement through Content Relevance can be seen in the output standardized indirect effect, which is 0,315. This means that due to the indirect influence of contextual advertising on e-engagement, when contextual advertising increases by 1 standard deviation, e-engagement also increases by 0,315. If interpreted, the increasing use of contextual advertising can have a positive impact on building stronger e-engagement through Content Relevance on Kienka Official Instagram followers. The significance value of the influence of contextual advertising on e-engagement with Content Relevance can be seen from the results of the bootstrap two-tailed significances (BC) which is 0,021 (P-value = 0,021 < 0,05).

The results of this hypothesis test are in line with the Digital Marketing theory put forward by Connolly (2020), which explains that in the digital era, relevant and contextual advertising has a major impact on the level of consumer engagement. The results of this study are also in line with earlier research conducted by Hoika & Schneider (2023) suggests that advertisements are designed to be contextually relevant to the content, users feel connected and interested in interacting with the advertisement. Therefore, contextual advertising accompanied by relevant content significantly increases e-engagement by utilizing consumer behavioral and preference data. Research conducted by Ridanasti (2021) states that Content Relevance has an important role in strengthening the influence of contextual advertising on online engagement. This happens because consumers feel that the content displayed is in accordance with what they expect or need at that time. This is in line with the information processing theory which states that individuals tend to be more responsive to stimuli that are highly related to their needs or interests (Chun et al., 2014).

### **Theoretical Implication and Managerial Implication**

The results of this study have significant managerial and theoretical implications for the business industry, especially in the context of digital marketing. The findings on the influence of contextual advertising on e-engagement with Content Relevance as a mediator provide important insights for companies in designing more effective and data-driven marketing strategies.

The findings of this study provide important theoretical implications by confirming and extending the existing engagement cycle framework (Connolly, 2020) and the Uses and Gratifications Theory (Katz et al., 1973). The study confirms the engagement cycle framework by demonstrating that the alignment of contextual advertising with audience needs through content relevance fosters higher levels of e-engagement. This validates the premise that delivering timely, contextually appropriate, and personalized content strengthens the interaction between brands and consumers, reinforcing the importance of context in digital marketing strategies.

Moreover, this study extends the Uses and Gratifications Theory by illustrating how content relevance serves as a key mediating variable in the relationship between contextual advertising and e-engagement. While the theory emphasizes users' active pursuit of content that meets their cognitive and emotional needs, this study provides empirical evidence showing that content relevance enhances users' perceived value of advertisements, leading to more sustained engagement behaviors. This finding highlights the critical role of content alignment in digital environments, offering new dimensions to the established theory. Additionally, the results challenge the simplistic view that advertising alone drives engagement. Instead, they underscore the importance of intermediary factors like content relevance in shaping user behavior. By establishing the mediating role of content relevance, this study refines the understanding of digital engagement mechanisms and calls for a more nuanced application of engagement-related theories in digital marketing contexts.

In sum, this study not only supports existing theoretical models but also broadens their scope by integrating the concept of content relevance as a pivotal factor in digital engagement. These insights provide a richer understanding of the dynamics between contextual advertising, content relevance, and e-engagement, offering a more comprehensive framework for future research and theory development.

From a managerial perspective, this study emphasizes that well-designed contextual advertising can significantly increase consumer interaction. Companies looking to strengthen digital engagement should focus on creating relevant and dynamic content, as more contextual content has been shown to have a greater impact on customer engagement (Casaló et al., 2017; Madio & Quinn, 2024; Rodriguez & Sangle-Ferriere, 2023). In the fashion industry, for example, brands can optimize contextual advertising by presenting ads that match customer preferences based on behavioral data and emerging trends. This strategy can increase ad appeal and drive higher conversions.

Another implication is that the effectiveness of contextual advertising is highly dependent on the quality of the visual experience provided. Although Content Relevance plays a major role in increasing engagement, a less attractive visual experience can reduce the overall impact of an

advertising strategy. Therefore, companies need to balance content relevance and visual appeal in every digital marketing campaign (Amanah & Harahap, 2020).

For companies engaged in the fashion sector and trend-based industries, the results of this study emphasize the importance of flexibility in digital marketing strategies. The ability to quickly adjust advertising content to dynamic consumer preferences can be a major differentiating factor in business competition. By understanding customer engagement patterns, companies can design more measurable and data-driven campaigns, thereby increasing the effectiveness of their overall marketing strategy.

In addition, this implication also opens up opportunities for companies to invest in deeper data analysis, such as the use of SEM techniques to identify customer engagement patterns and optimize digital-based marketing strategies. By implementing this data-driven approach, companies can develop more precise advertising strategies, increase customer loyalty, and strengthen their brand position in a competitive market.

## **Conclusion and Future Direction**

### **Conclusion**

This study provides empirical evidence that contextual advertising has a positive and significant impact on e-engagement among Instagram followers of Kienka Official, with Content Relevance serving as a mediating factor. The findings indicate that the standardized indirect effects and standardized indirect effects-two tailed significance (BC) meet the significance threshold, confirming an indirect influence of contextual advertising on e-engagement through Content Relevance. Among the dimensions of contextual advertising, effectiveness contributes the most to shaping e-engagement, particularly in relation to behavioral aspects, whereas visual experience has the least contribution, correlating with cognitive aspects. Similarly, within Content Relevance, dynamism activity exerts the greatest influence on e-engagement, correlating with affective aspects, whereas topical relevance has the smallest impact, correlating with behavioral aspects.

Furthermore, the study confirms that contextual advertising has a significant and positive effect on both e-engagement and Content Relevance, as demonstrated by critical ratio values exceeding the minimum threshold. The results also indicate that Content Relevance significantly influences e-engagement, reinforcing its mediating role. Based on these findings, it is recommended that Kienka Official continue to maintain, manage, and optimize contextual advertising by enhancing advertising relevance, visual experience, and effectiveness. This will contribute to generating highly relevant content on Instagram by focusing on aspects such as topical relevance, content personalization, and dynamism activity, thereby fostering higher levels of e-engagement.

### **Future Directions**

Despite its valuable insights, this study has several limitations. First, the use of a cross-sectional research design restricts the ability to capture potential shifts in consumer behavior over time. Future research should adopt longitudinal approaches to better understand the dynamic nature of e-engagement. Second, the study is limited to Instagram followers of Kienka Official who have made purchases, excluding potential consumers who do not follow the brand's account. Expanding the sample to include a broader audience segment could enhance the generalizability of findings.

Additionally, the study does not encompass all factors influencing e-engagement. Future research should incorporate additional elements within contextual advertising and Content Relevance, such as content completeness in advertisements, the visual impact of advertising content, consistency of content with brand values, and the social dimensions of contextual advertising. Specifically, future studies should examine the role of social aspects in shaping customer perceptions and engagement. Furthermore, the scope of contextual advertising in this study is limited to Instagram, excluding advertisements on websites or other social media platforms. Future investigations should explore cross-platform advertising strategies to provide a more comprehensive understanding of contextual advertising's impact on e-engagement across various digital environments.

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