

ABSTRACT

Social media users has drastically increase in the past few years making the online population greater than before. How businesses are able to deliver their brand properly is through digital content that is currently at the moment trending as the means of creative and interactive marketing. This study aims to show the influence of content marketing on buying decision process through customer engagement.

One of the social platform that popular is Tiktok's that growth has increased greatly since 2020. An interesting example of content marketing in Tiktok is Tiket.com, an online travel agency in Indonesia that offers plane tickets, train, and hotel. Tiket.com developed their digital marketing on Tiktok and currently has 675.000 followers and 13.3m likes in total.

This study uses quantitative descriptive based on Tiket.com's marketing in TikTok. The sample in this study amounted to 100 respondents who had follow Tiket.com's TikTok account. The sampling technique uses non-probability sampling with a population of TikTok user in Bandung who follow Tiket.com on TikTok. Based on the hypothesis testing content marketing has positive and significant effect on buying process decision through customer engagement. Tiket.com can maintain the content marketing on TikTok so the buying decision process can increase.

Key Words: Content Marketing, Customer Engagement, Buying Decision Process, and Tiket.com on TikTok