

Analysis of the Role of Customer Engagement in Mediating the Effect of Video Information Quality and Perceived Authenticity on Purchase Intention: A Study on Kick Avenue TikTok

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Keywords:

Customer Engagement, Perceived Authenticity, Purchase Intention, Social Commerce, Video Information Quality

Abstract

The rapid development of social commerce on TikTok has changed consumer purchasing behavior in Indonesia, but the mediating role of customer engagement between video information quality, perceived authenticity, and purchase intention remains underexplored, especially for premium sneaker brands like Kick Avenue. This study aims to analyze the mediating effect of customer engagement on the influence of Video Information Quality (VIQ) and Perceived Authenticity (PA) on Purchase Intention (PI). Using an explanatory quantitative design with a cross-sectional online survey ($n=240$ purposive samples of TikTok users aged ≥ 17 who viewed Kick Avenue content), data were collected through a 20-item Likert-4 scale questionnaire adapted from validated sources and analyzed with SEM-PLS on SmartPLS 4.0. The results showed significant direct effects ($VIQ \rightarrow PI \beta=0.386$; $PA \rightarrow PI \beta=0.450$; $CE \rightarrow PI \beta=0.394$, all $p<0.001$) and partial mediation ($VIQ \rightarrow CE \rightarrow PI \beta=0.174$; $PA \rightarrow CE \rightarrow PI \beta=0.107$, $p<0.001$), explaining 69.2% of the variance in CE and 41.8% of the variance in PI ($Q^2=0.821$). In conclusion, quality and authentic video content drives engagement to increase purchase intention, providing guidance for TikTok strategies for retailers.

INTRODUCTION

The development of information and communication technology in the Industry 4.0 era has revolutionized the business and marketing landscape through the integration of social media and social commerce, transforming one-way communication patterns into dynamic two-way interactions (Asante et al., 2023; Li & Lee, 2024). In Indonesia, digital technology adoption has reached an internet penetration rate of 74.6% with 212 million users and 143 million social media accounts, making these platforms a key infrastructure for promotions, consumer interactions, and strengthening brand loyalty (Trans et al., 2024; We Are Social, 2025). TikTok stands out as the fastest-growing platform, with 135 million active users in Indonesia—the second-largest globally—thanks to its short-form video format and interactive features such as duets and live streaming that create immersive shopping experiences (Dewa & Safitri, 2021; H. Zhang et al., 2024).

TikTok strengthens the social commerce model by integrating social activities, information searches, and real-time transactions, driving the growth of the Indonesian social commerce market, projected to reach USD 5.25 billion by 2025 (Balyemah et al., 2024; Nasution et al., 2022). This market accounts for nearly 80% of digital transactions in 2024, with a projected GMV of US\$22 billion by 2028, driven by live shopping views of over 2 billion times during Ramadan 2025 and a

conversion rate three times higher than traditional e-commerce (Prayoga & Pohan, 2022; TikTok, 2025).

However, purchasing behavior in social commerce is not solely driven by utilitarian factors, but is also influenced by symbolic needs, self-identity, social pressure, and the fear of missing out (FOMO) phenomenon, which accelerates decision-making (Azad Moghddam et al., 2024; Guzmán Rincón et al., 2023). The Theory of Planned Behavior explains this through attitudes, subjective norms, and behavioral control, which are reinforced by perceived ease and social interaction on platforms like TikTok (Ajzen, 1991; Leong et al., 2023). For Kick Avenue, a premium sneaker and streetwear retailer, challenges arise from consumers' lack of understanding of product authenticity. Therefore, the quality of video information and perceived authenticity are key to building trust among content like product reviews and unboxings (Indrawati et al., 2023; Long et al., 2024).

Previous research has shown inconsistent effects of video information quality on purchase intention, which depends on product engagement and content format, while perceived authenticity has yielded mixed results—some studies found a decrease due to AI-generated content, while others confirmed an increase in trust (Deng et al., 2024; Kuinskas & Survilaite, 2024). Customer engagement as a mediator has also not been thoroughly explored in the context of TikTok short videos, particularly for brands like Kick Avenue in Indonesia (L. Wang et al., 2024; L. Zhang et al., 2023). This gap is exacerbated by the lack of integration of the Theory of Planned Behavior with digital content quality in local social commerce.

This study aims to analyze the role of customer engagement in mediating the influence of Video Information Quality and Perceived Authenticity on Purchase Intention of Kick Avenue consumers on TikTok, using an online survey (n=240) and SEM-PLS. Its urgency lies in the need for effective digital marketing strategies in Indonesia's rapidly growing social commerce market, while its novelty offers a theoretical integration of the Theory of Planned Behavior with the quality of short video content as well as an empirical test of engagement mediation in a local premium retail context (Eigenraam et al., 2021; Ren et al., 2023).

METHODS

This research method adopts a quantitative approach with an explanatory research design to test causal relationships between variables through structural equation modeling, as recommended in social commerce studies that emphasize empirical hypothesis testing (Sugiyono, 2019; Hair et al., 2010; Leong et al., 2023). This type of research is a cross-sectional survey conducted online to collect primary data from potential buyers on TikTok, allowing for a simultaneous analysis of the relationship between Video Information Quality (VIQ), Perceived Authenticity (PA), Customer Engagement (CE), and Purchase Intention (PI) in the context of TikTok Kick Avenue (Creswell & Creswell, 2018; Nasution et al., 2022). This approach aligns with the Theory of Planned Behavior used to explain digital consumer behavior, where SEM-PLS was chosen for its ability to handle non-normal data and complex models with medium samples (Ajzen, 1991; Sudaryono, 2016).

The data collection instrument was an online questionnaire based on a 4-point Likert scale (1=strongly disagree to 4=strongly agree) consisting of 20 indicator items for four main constructs: VIQ (5 items), PA (5 items), CE (5 items), and PI (5 items), adopted and adapted from previously validated instruments such as Deng et al. (2024) for VIQ, Andonopoulos et al. (2023) for PA, Eigenraam et al. (2021) for CE, and Leong et al. (2023) for PI, with a content validation process

by two academic experts and an initial trial on 30 respondents to ensure reliability (Cronbach's Alpha >0.70) and clarity of terminology (Emzir, 2019; Hair et al., 2010). The questionnaire was distributed through Google Forms with links shared via WhatsApp, Instagram Stories, and TikTok communities to reach relevant respondents, minimize center bias through a 4-point scale, and ensure anonymity to increase response validity (Sugiyono, 2019; Indrawati et al., 2023). Data analysis techniques used Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS 4.0 software, including evaluation of the outer model (convergent validity: outer loading >0.70, AVE >0.50; reliability: CR >0.70; discriminant: Fornell-Larcker), inner model (R^2 , Q^2 , f^2), bootstrapping 5000 samples for path significance ($p < 0.05$, $t > 1.96$), and indirect mediation testing (Sudaryono, 2016; Hair et al., 2010; Long et al., 2024).

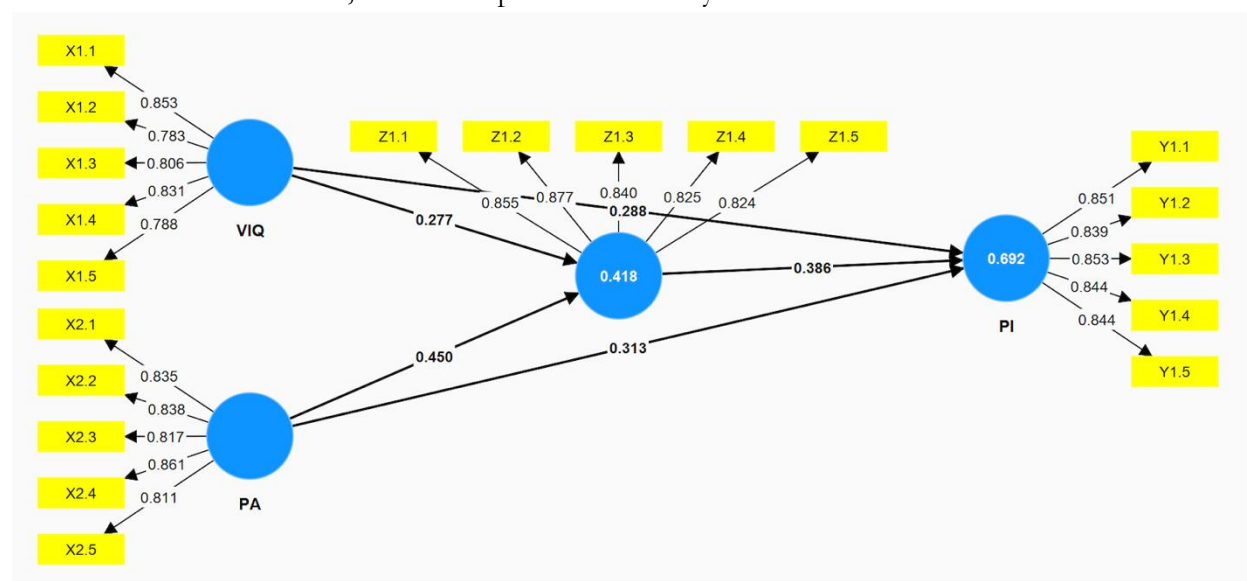
The study population included all TikTok users in Indonesia who had watched Kick Avenue marketing content, with a sample of 240 valid respondents obtained through non-probability purposive sampling that met the following criteria: minimum age 17 years, active on TikTok, and having viewed Kick Avenue content, exceeding the recommended 10 times the number of indicators (24 indicators) for SEM-PLS (Hair et al., 2010; Creswell & Creswell, 2018; Prayoga & Pohan, 2022). This sample size is sufficient for limited generalization to generations Y and Z who dominate Indonesian TikTok users (135 million active users), with a demographic distribution predominantly aged 17-30 years to represent premium sneaker retail consumers (Emzir, 2019; Dewa & Safitri, 2021). Purposive selection ensured the respondents' relevance to the social commerce phenomenon, although potential self-selection bias was minimized through diversification of distribution channels (Sugiyono, 2019; Balyemah et al., 2024).

The research procedure began with the development of a theoretical framework based on the literature, followed by instrument design and expert validation, questionnaire pilot testing, online survey distribution for two weeks (October 2025), data cleaning (missing values <5%, outliers via Mahalanobis), and stepwise analysis: outer model, inner model, hypotheses, and mediation using bootstrapping (Sudaryono, 2016; Hair et al., 2010; Cao et al., 2025). Each stage was documented for reproducibility, with research ethics maintained through informed consent and data confidentiality according to academic standards (Creswell & Creswell, 2018; Emzir, 2019). This process resulted in a model explaining 69.2% of the variance in CE and 41.8% of the variance in PI, with $Q^2 = 0.821$ indicating strong prediction (Ren et al., 2023; Deng et al., 2024).

RESULTS

Results of Research Model Analysis Using the PLS (Partial Least Squares) Method

The following external (measurement) model, which describes the relationship between the latent construct and its indicators, was developed for this study:



Next, a convergent validity test was conducted, where a reflective measure is considered good if it has a correlation above 0.70. The correlation values between each indicator and its variable can be seen in the following table:

	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Video Information Quality (VIQ)	X1.1	0.853	0.713	0.899	0.926
	X1.2	0.783			
	X1.3	0.806			
	X1.4	0.831			
	X1.5	0.788			
Perceived Authenticity (PA)	X2.1	0.835	0.693	0.889	0.919
	X2.2	0.838			
	X2.3	0.817			
	X2.4	0.861			
	X2.5	0.811			
Customer Engagement (CE)	Z1	0.855	0.660	0.871	0.907
	Z2	0.877			
	Z3	0.840			
	Z4	0.825			
	Z5	0.824			
Purchase Intention (PI)	Y1	0.851	0.716	0.901	0.926
	Y2	0.839			
	Y3	0.853			
	Y4	0.844			
	Y5	0.844			

All constructs showed excellent psychometric qualities (outer loadings 0.78-0.87; AVE 0.66-0.71; CR > 0.90)

	Video Information Quality (VIQ)	Perceived Authenticity (PA)	Purchase Intention (PI)	Customer Engagement (CE)
Video Information Quality (VIQ)	0.844			
Perceived Authenticity (PA)	0.604	0.833		
Purchase Intention (PI)	0.726	0.706	0.846	
Customer Engagement (CE)	0.527	0.555	0.664	0.813

After it is known that all indicators, variables, and constructs are valid and reliable, it is necessary to conduct an R-Square test to explain the influence of certain exogenous latent variables on endogenous latent variables and whether these variables have a substantial influence. R2 values of 0.75, 0.50, or 0.25 are usually interpreted as strong, moderate, and weak, respectively.

	R-Square	R Square Adjusted
Purchase Intention (Y)	0.418	0.413
Customer Engagement (Z)	0.692	0.688

The model explains 41% of the variance in Purchase Intention adoption ($R^2=0.418$) and 69% in Customer Engagement ($R^2=0.692$).

The next test is the Q-Square test to represent the synthesis of cross-validation and the predictive adjustment function of the observed variables and the estimated construct parameters. The Q-Square predictive relevance value of 0.02 (small), 0.15 (medium), or 0.035 (large) can be said to be weak, medium, or strong. From the test results, it is known that the Q-Square value is 82.1% so that the level of model suitability in this study is strong. Some factors influencing Purchase Intention are well represented by all research variables although there are still other factors (17.9%) outside the mode that influence Purchase Intention such as Brand Trust and Perceived Value.

The next test is the F-Square to determine model quality. F-Square values range from 0.02 (small), 0.15 (medium), or 0.35 (large), indicating whether the latent variable indicator has a weak, medium, or strong influence at the structural level.

	F-Square
Customer Engagement (CE) -> Purchase Intention (PI)	0.282
Perceived Authenticity (PA) -> Customer Engagement (CE)	0.241
Perceived Authenticity (PA) -> Purchase Intention (PI)	0.178
Video Information Quality (VIQ) -> Customer Engagement (CE)	0.091
Video Information Quality (VIQ) -> Purchase Intention (PI)	0.170

The F-Square test results show that the influence of customer engagement on Purchase Intention is in the moderate category with a value of 0.282. Furthermore, the Perceived Authenticity variable also shows a moderate correlation with customer engagement (0.241) and Purchase Intention (0.178). Meanwhile, Video Information Quality has a weak to moderate correlation, namely 0.091 with customer engagement, and 0.170 with Purchase Intention. These findings indicate that the moderate category is at the lower limit. These findings indicate that customer engagement and perceived authenticity provide a stronger contribution than Video Information Quality in influencing Purchase Intention.

The final test conducted is a hypothesis test, where a hypothesis is declared significant if the p-value is <0.05 and the T-count is greater than the T-table, and vice versa. There are two types of hypothesis testing results presented, namely to see the direct and indirect effects of each exogenous variable, as shown below:

Hypothesis	Direct Influence	Original Sample	t-Statistics	p-values	Information
H1	Video Information Quality (VIQ) -> Purchase Intention (PI)	0.386	7,405	0,000	Accepted
H2	Perceived Authenticity (VIQ) -> Purchase Intention (PI)	0.450	8,270	0,000	Accepted
H3	Video Information Quality (VIQ) -> Customer Engagement (CE)	0.487	8,654	0,000	Accepted

H4	Perceived Authenticity (PA) -> Customer Engagement (CE)	0.277	4,919	0,000	Accepted
H5	Customer Engagement (CE) - > Purchase Intention (PI)	0.394	7,019	0,000	Accepted
Hypothesis	Indirect Influence	Original Sample	t- Statistics	p- values	Information
H6	Video Information Quality (VIQ) -> Customer Engagement (CE) - > Purchase Intention (PI)	0.174	5,394	0,000	Accepted
H7	Perceived Authenticity (PA) -> Customer Engagement (CE) - > Purchase Intention (PI)	0.107	4,073	0,000	Accepted

From the test results in the two tables above, it is known that the direct effects of Video Information Quality, Perceived Authenticity, and Customer Engagement all have a positive influence on Purchase Intention ($\beta=0.386-0.450$, $p < 0.001$) and Customer Engagement ($\beta=0.277-0.487$, $p < 0.001$). Customer Engagement mediation partially transmits the impact of each exogenous variable on Purchase Intention (indirect effect) $\beta=0.107-0.174$, $p < 0.001$).

This research reveals a clear hierarchy of influence: Video Information Quality and Perceived Authenticity together form the primary foundation for customer engagement and purchase intention, with customer engagement acting as a psychological pathway that amplifies both impacts. Practically, “perceived quality” remains superior to “direct transactional drive” unless video content is presented with a high degree of clarity and consistent authenticity. Combined, these findings suggest that consumer engagement is not simply information exposure, but rather the most reliable way to increase purchase intention in a social commerce ecosystem like TikTok. Improving video information quality and perceived authenticity has two benefits: it immediately strengthens purchase intention and simultaneously increases customer engagement, ultimately increasing consumer likelihood of making a purchase. While the direct influence of information quality and authenticity remains significant, a mismatch between content intensity and perceived authenticity can inadvertently weaken the effectiveness of marketing messages. Therefore, to create sustainable growth momentum, businesses must prioritize the presentation of quality, authentic, and consistent video content and make customer engagement a strategic

foundation, not just a byproduct, of building consumer purchase intention on the TikTok platform.

DISCUSSION

This study integrates theory with empirical research to explore the impact mechanism of the alignment between Video Information Quality, Perceived Authenticity, and Customer Engagement on Purchase Intention, with engagement as a mediator that connects consumers' cognitive processes when interacting with Kick Avenue content on TikTok, and comes to the following conclusions.

First, purchase intention was shown to be significantly influenced by two independent factors, including video information quality and perceived authenticity, both directly and indirectly through customer engagement. This demonstrates how these two factors directly influence consumers' propensity to consider purchasing on TikTok. The two aforementioned factors have a greater impact on consumer purchase behavior when a strong engagement component is included. This research finding is consistent with the findings of (Eigenraam et al., 2021; Ren et al., 2023) which shows that perceived authenticity plays a significant role in the formation of trust and purchase intentions in social commerce environments. This supports our finding that informative and authentic videos not only directly influence purchase intentions but also strengthen consumers' psychological processes through engagement. In their research, (Andonopoulos et al., 2023) also assessed TikTok consumers' tendency to engage with review content without considering the depth of emotional engagement. By incorporating cognitive factors such as perceived authenticity and the mediating function of customer engagement, these findings bridge this gap and provide a more comprehensive explanation of consumer decision-making mechanisms on the short-form video platform. Furthermore, digital literacy regarding product authentication and information transparency should be incorporated into public education campaigns for young TikTok users to foster trust-building from an early age and minimize the risk of misinformation that often arises in commerce.

Although (Andonopoulos et al., 2023) While highlighting that authenticity does not necessarily automatically increase purchase intent, our research goes beyond that finding by demonstrating that customer engagement acts as a bridge, strengthening the influence of both authenticity and video information quality on purchase intent. Globally, studies on video-based commerce show that consumer engagement plays a crucial role at every stage of the purchase journey. (Deng et al., 2024) However, in the Indonesian context, we show that TikTok audiences actually experience increased purchase intent when engagement is built through micro-elements such as reviewer gestures, narrative consistency, and transparency regarding item condition. To support this finding, research by (Aslan Oğuz et al., 2023; Azad Moghddam et al., 2024; Meza et al., 2023; C. Wang et al., 2023; Yu et al., 2024; Zhai et al., 2022) emphasizes the importance of two-way interaction and clarity of information in strengthening content credibility. We also emphasize that for content to be as effective as possible, information quality must be combined with authenticity and emotional engagement. Review campaigns, product demonstrations, and behind-the-scenes should be structured not simply as promotions but as reconstructions of real experiences, such as live unboxing sessions, authenticity check walkthroughs, or quality control processes that frame the content not as technical advertising but as a trusted shopping experience.

The PLS-SEM results show that Video Information Quality has a strong positive influence on customer engagement ($\beta = 0.487$; $T = 8.654$; $p < 0.001$), while Perceived Authenticity also has a significant influence on engagement ($\beta = 0.277$; $T = 4.919$; $p < 0.001$). However, interestingly, the interaction between high information quality and authenticity actually shows that the two reinforce each other but cannot stand alone in influencing purchase intention. As many as 63.75% of respondents stated that they were more confident in purchasing when the video they watched presented detailed information, while 15.83% of respondents felt that overly "polished" videos actually reduced the perception of authenticity. (Ju et al., 2024; Kovačić et al., 2023; Kučinskas & Survilaitė, 2024; Papadopoulou et al., 2023). Furthermore, approximately 22.42% of respondents stated that they never purchase a product solely based on "good video quality," but rather because they feel engaged through comments, likes, or conversations in TikTok chats. In contrast, (Asante et al., 2023; Dong et al., 2022; R. Zhang & Chen, 2023) which found that high-production videos directly increase purchase intention, the Indonesian TikTok context shows that the effect of information quality can be reversed if not balanced with consistent authenticity (R^2 Customer Engagement = 0.692; R^2 Purchase Intention = 0.418; $Q^2 = 0.821$). To allow consumers to directly witness the reliability of the product and trust the authority of the reviewer, brands like Kick Avenue can be advised to integrate a fact-based content strategy with emotional engagement, for example through daily-use videos, honest reviews without sponsorship, or interactive sessions that show the real-time condition of the hyper product being sold. (Saleem et al., 2024; C. Wang et al., 2023). According to several studies (Dong et al., 2022; Saleem et al., 2024)), this approach can reduce skepticism and build long-term perceptions. Overly commercialized content risks reducing engagement rather than strengthening it, therefore content production should be done in stages: the initial phase focuses on education (authenticity information), the second phase on user demonstrations, and the final phase on a natural call-to-action.

Based on the direction of the mediation coefficient, customer engagement is proven to be a key component that converts content exposure into purchase intention. High engagement will strengthen the persuasive power of information quality and authenticity. From a practical perspective, this means that informative content should always be accompanied by engagement-inducing elements such as asking questions, polls, or comment responses. A two-step strategy can be implemented: (1) separating informative and emotional content into interconnected video formats, and (2) combining short videos with live sessions to create direct interaction that accelerates the formation of trust. This strategy restores the balance between information and authenticity, so that the urge to "just know the product" turns into the urge to "want to get involved and ultimately buy."

In summary, this study confirms that cognitive evaluations of information quality and perceived authenticity are strong antecedents of both customer engagement and purchase intention. Engagement is shown to partially mediate each cognitive pathway and underscores the crucial role of involvement in translating rational judgments into emotionally resonant purchase motives. Collectively, these mechanisms explain more than half of the variance in purchase intention, indicating that psychological levers and content quality remain important even in a fast-paced video ecosystem like TikTok. (Ao et al., 2023; Cao et al., 2025; Long et al., 2024; Qiu & Zhang, 2024).

CONCLUSION

This study concludes that Video Information Quality (VIQ) and Perceived Authenticity (PA) significantly influence Customer Engagement (CE) and Purchase Intention (PI) of Kick Avenue consumers on TikTok, both directly and indirectly through partial mediation of CE, with the model explaining 69.2% of the variance in CE and 41.8% of the variance in PI ($R^2=0.692$ and 0.418 ; $Q^2=0.821$). The main findings confirm a hierarchy of influence where PA shows the strongest effect ($\beta=0.450$ on PI), followed by VIQ ($\beta=0.386$), while CE strengthens the path ($\beta=0.394$ on PI; indirect effect $\beta=0.107-0.174$, $p<0.001$), consistent with the Theory of Planned Behavior in the context of short video social commerce (Ajzen, 1991; Eigenraam et al., 2021; Ren et al., 2023). Practically, Kick Avenue is advised to integrate authentic, informative content with interactive elements such as live unboxings and polls to increase engagement and conversions, thereby building long-term trust in the rapidly growing Indonesian TikTok market.

However, limitations of the study include the sample size being predominantly 17-30 years old (92.83%), which could potentially lead to self-selection bias from the online survey; the single focus on Kick Avenue, which limits generalizability to other product categories; and the absence of moderating variables such as content type (organic reviews vs. live selling) or external factors (brand trust, TikTok algorithm). Future research is recommended to expand the demographic sample, integrate additional variables such as perceived enjoyment or social proof, and incorporate mixed-methods approaches with actual behavioral observations for stronger validation (Hair et al., 2010; Deng et al., 2024; Cao et al., 2025).

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