



## Vam analysis of local e-commerce acceptance

Ferry Bakti<sup>1</sup>, Ari Amir<sup>2</sup>, Burham Isnanto<sup>3</sup>, Agus Dendi<sup>4</sup>

<sup>1</sup>Faculty of Economics and Business, ISB Atma Luhur, Indonesia

<sup>2,3,4</sup>Faculty of Information Technology, ISB Atma Luhur, Indonesia

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### ABSTRACT

This study evaluated the acceptance of HP Market Online Babel, a local e-commerce platform in Pangkalpinang, using a modified Value-based Adoption Model. The research focused on analyzing the influence of content marketing and influencer marketing on purchase intention, considering the mediating role of customer engagement. The study's objectives included analyzing the direct effects of content marketing and influencer marketing on customer engagement and purchase intention, and evaluating the mediating role of customer engagement in the relationship between digital marketing strategies and purchase intention. The research employed a quantitative approach with a cross-sectional survey design. The sample consisted of 100 active users of HP Market Online Babel, selected through purposive sampling. Data collection was conducted using an online questionnaire, and data analysis involved simple regression techniques and path analysis using SPSS software. The results revealed significant positive influences of content marketing and influencer marketing on customer engagement and purchase intention. Customer engagement played a mediating role in the relationship between both digital marketing strategies and purchase intention. Content marketing, particularly the informative content aspect, had the strongest impact in the research model. The study contributed to the development of the Value-based Adoption Model by integrating digital marketing strategies in the context of local e-commerce. The findings affirmed the importance of quality content and the strategic role of influencers in increasing customer engagement and driving purchase intention on local digital platforms. The results provided practical guidance for managers in optimizing digital marketing strategies, potentially improving business performance in the competitive local e-commerce market.

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### Corresponding Author:

Ferry Bakti,

Faculty of Economics and Business,

ISB Atma Luhur,

Jl. Jendral Sudirman No.Kel, Selindung Baru, Kec. Pangkal Balam, Kota Pangkal Pinang, Kepulauan Bangka Belitung 33172, Indonesia

Email: [baktiatmaja@atmaluhur.ac.id](mailto:baktiatmaja@atmaluhur.ac.id)

## 1. INTRODUCTION

The digital era transformed the business landscape significantly, including in Pangkalpinang. HP Market Online Babel emerged as a local e-commerce innovator that utilized content marketing and influencer marketing strategies to increase customer engagement and purchase intention. Compared to other local e-commerce platforms in Indonesia that primarily focus on price-based competition, HP Market Online Babel's content marketing strategy demonstrated distinctive effectiveness through creating simple, informative, attractive, and authentic content, achieving 45% higher engagement

rates based on preliminary data. Similarly, while other platforms typically rely on celebrity endorsements, HP Market Online Babel's influencer marketing uniquely emphasized micro-influencers with strong product knowledge and media expertise, resulting in 30% better conversion rates compared to industry averages. Customer engagement was assessed through product performance, reliability, features, and durability, while purchase intention was influenced by information, socialization, and trust. Data showed great potential for e-commerce in Indonesia, with high internet penetration. A study by (Zakaria, 2024) emphasized the importance of digital strategies for local businesses, reporting a significant increase in e-commerce usage across Indonesia. However, HP Market Online Babel faced challenges in optimizing its digital strategy to increase customer engagement and purchase intention.

The main problem was a lack of in-depth understanding of content marketing and influencer marketing effectiveness in local e-commerce. This understanding gap stems from several key factors: (1) limited access to comprehensive analytics tools for measuring content performance in smaller markets, (2) difficulty in isolating the impact of individual marketing strategies due to simultaneous implementation, (3) rapid changes in consumer behavior patterns specific to local markets, and (4) the absence of standardized metrics for comparing effectiveness across different local e-commerce platforms. Although previous studies by (Arifin et al., 2020) and (Qin, 2024) examined these strategies' impact, a research gap existed regarding the relationship between digital strategies, customer engagement, and purchase intention in local e-commerce markets like HP Market Online Babel. This study aimed to fill this gap by evaluating HP Market Online Babel's acceptance using the Value-based Adoption Model (VAM). The research analyzed the influence of content marketing and influencer marketing on customer engagement and purchase intention, and evaluated customer engagement's mediating role in the relationship between marketing strategies and purchase intention.

Literature review, the literature review centered on the Value-based Adoption Model (VAM) developed by (Kim et al., 2007). This model formed the main theoretical foundation for understanding digital innovation adoption like HP Market Online Babel. VAM evolved from the Technology Acceptance Model (TAM) and was chosen for its ability to explain new technology adoption based on users' value perception. Key concepts in VAM included perceived value, perceived benefit, and perceived sacrifice, which proved relevant in digital marketing and consumer behavior contexts. Previous studies, such as those by (Awaluddin et al., 2022) and (Triandini et al., 2017), demonstrated this model's application in various digital contexts. However, to better suit the local digital business innovation context in Pangkalpinang, this study adopted VAM with some modifications, following (Piarna & Fathurohman, 2019) suggestions. (Suhartanto et al., 2018) applied VAM in the digital content marketing context and found that perceived value significantly influenced purchase intention. (Mrisha, 2024) study confirmed this model's relevance in digital live-streaming platforms. Following (Kilay, 2022) recommendations, this study adapted perceived benefit and perceived sacrifice aspects to better reflect the reality of content and influencer marketing at HP Market Online Babel.

The relationship between content marketing and purchase intention in the research model was based on findings by (Barhemmati & Asghari, 2015) and (Fernandes & Moreira, 2019). Although (Taiminen & Ranaweera, 2019) emphasized this model's strength in explaining millennial consumer behavior, (Voramontri & Klieb, 2019) cautioned about its limitations in measuring emotional aspects of customer engagement. This study aimed to expand understanding of VAM in the local digital business innovation context, while addressing the gap identified by (Bianchi & Andrews, 2018) regarding customer engagement's mediating role. This literature review revealed the importance of integrating content marketing, influencer marketing, and customer engagement in influencing purchase intention on digital platforms. These findings supported the proposed research framework, aligning with (Zeini, 2024) recommendation to consider influencers' role in digital innovation adoption. Research hypotheses were built based on the gap identified by (Utami et al., 2021)

regarding customer engagement mediation in the relationship between digital marketing strategies and purchase intention.

The developed research model integrated independent variables content marketing ( $X_1$ ) and influencer marketing ( $X_2$ ), mediating variable customer engagement ( $Y$ ), and dependent variable purchase intention ( $Z$ ). Content marketing was operationalized through sub-variables of simple, informative, attractive, and authentic content. Influencer marketing was measured through influencers' product knowledge and media knowledge. Customer engagement was assessed based on performance, reliability, features, and durability, while purchase intention was measured through information, socialization, and trust. This model assumed that content marketing and influencer marketing influenced purchase intention both directly and indirectly through customer engagement. The innovation in this model lay in integrating digital marketing strategies with VAM concepts in the local e-commerce platform context, offering a new perspective in understanding technology adoption and consumer behavior in the digital era, as discussed by (Roy et al., 2018) and (Yudha, 2022).

Content marketing and customer engagement had a close relationship in the e-commerce context. Content marketing, with sub-variables of simple, informative, attractive, and authentic content, aimed to create and distribute relevant and valuable content for the target audience. Customer engagement, measured through performance, reliability, features, and durability, reflected the level of customer involvement and interaction with the e-commerce platform. According to (Tan, 2024), effective content marketing could increase customer engagement by providing useful and interesting information. (Akbari et al., 2022) found that relevant and valuable content could encourage higher customer interaction on online platforms. In the context of HP Market Online Babel, good content marketing was expected to improve platform performance and reliability in customers' eyes, as well as strengthen engagement features and durability. This study explored how content marketing elements such as simplicity, information, attractiveness, and content authenticity could influence aspects of customer engagement on local e-commerce platforms. A study by (Tan, 2024) showed that quality digital content could increase customer engagement in the online marketing context. H<sub>1</sub>: Content marketing positively influenced customer engagement on HP Market Online Babel in Pangkalpinang.

Influencer marketing and customer engagement had a significant connection in digital marketing strategies. Influencer marketing, measured through influencers' product knowledge and media knowledge, utilized influencers' credibility and reach to influence audiences. Customer engagement, which included performance, reliability, features, and durability, reflected the level of customer involvement with the e-commerce platform. (Zhou, 2023) affirmed that influencers with deep knowledge about products and media could effectively increase audience engagement. (R. Y. Maulana, 2022) found that influencer marketing had a significant impact on consumer behavior, including their level of engagement with brands. In the context of HP Market Online Babel, influencers with good knowledge about products and platforms were expected to improve customer engagement performance and reliability. This study investigated how influencers' product and media knowledge could influence various aspects of customer engagement on local e-commerce platforms. (Kalinaki, 2023) emphasized the importance of selecting appropriate influencers to increase customer engagement in digital marketing. H<sub>2</sub>: Influencer marketing positively influenced customer engagement on HP Market Online Babel in Pangkalpinang.

Content marketing and purchase intention had a crucial relationship in the e-commerce context. Content marketing, with sub-variables of simple, informative, attractive, and authentic content, aimed to provide valuable information to consumers. Purchase intention, measured through information, socialization, and trust, reflected consumers' tendency to make purchases. (Cuong, 2021) found that quality digital content could significantly increase consumer purchase intention. (Brown, 2016) emphasized that informative and attractive content could build consumer trust, which in turn influenced purchase intention. In the context of HP Market Online Babel, effective content marketing was expected to increase information received by consumers, encourage socialization, and

build trust in the platform. This study explored how content marketing elements could influence aspects of purchase intention on local e-commerce platforms. A study by (Pagani, 2017) showed that content marketing had a significant influence on purchase intention, especially in the digital marketing context. H3: Content marketing positively influenced purchase intention on HP Market Online Babel in Pangkalpinang.

Influencer marketing and purchase intention had an important relationship in digital marketing strategies. Influencer marketing, measured through influencers' product knowledge and media knowledge, aimed to influence consumer purchasing decisions. Purchase intention, which included information, socialization, and trust, reflected consumers' tendency to make purchases. (Weismueller et al., 2020) found that influencer marketing had a positive impact on consumer purchase intention, especially when influencers had good knowledge about products. (Wandoko, 2022) affirmed that credible influencers could increase consumer trust in products, which directly influenced purchase intention. In the context of HP Market Online Babel, influencers with good knowledge about products and platforms were expected to increase information received by consumers and build trust in the platform. This study investigated how influencers' product and media knowledge could influence various aspects of purchase intention on local e-commerce platforms. (Lee, 2020) showed that influencer marketing had a significant relationship with purchase intention in the context of delivery services. H4: Influencer marketing positively influenced purchase intention on HP Market Online Babel in Pangkalpinang.

Customer engagement and purchase intention had a close relationship in the e-commerce context. Customer engagement, measured through performance, reliability, features, and durability, reflected the level of customer involvement and interaction with the platform. Purchase intention, which included information, socialization, and trust, showed consumers' tendency to make purchases. (Putri & Dhewanto, 2022) found that strong customer engagement could significantly increase consumer purchase intention. (Sriram, 2023) affirmed that high engagement on digital platforms could increase consumer trust and drive purchase intention. In the context of HP Market Online Babel, effective customer engagement was expected to increase information received by consumers, encourage socialization between users, and build trust in the platform. This study explored how aspects of customer engagement could influence purchase intention on local e-commerce platforms. A study by (Sjah, 2018) showed that customer engagement had a significant influence on purchase intention, especially in the context of social media and e-commerce. H5: Customer engagement positively influenced purchase intention on HP Market Online Babel in Pangkalpinang.

The relationship between content marketing, customer engagement, and purchase intention formed a complex chain of influence in the e-commerce context. Content marketing, with sub-variables of simple, informative, attractive, and authentic content, aimed to increase customer engagement. Customer engagement, measured through performance, reliability, features, and durability, acted as a mediator. Purchase intention, which included information, socialization, and trust, became the expected final outcome. (Nofitasari & Sardanto, 2023) found that content marketing had an indirect influence on purchase intention through customer engagement. (Adheliana, 2023) affirmed that effective content marketing could increase customer engagement, which in turn influenced purchase intention. In the context of HP Market Online Babel, quality content marketing was expected to improve customer engagement performance and reliability, which then increased trust and purchase intention. This study investigated how customer engagement played a role as a mediator between content marketing and purchase intention on local e-commerce platforms. A study by (Gald'on-Salvador, 2024) showed that content marketing had a significant relationship with customer engagement, which then influenced consumer behavior. H6: Customer engagement mediated the influence of content marketing on purchase intention on HP Market Online Babel in Pangkalpinang.

The relationship between influencer marketing, customer engagement, and purchase intention formed a complex influence mechanism in digital marketing. Influencer marketing,

measured through influencers' product knowledge and media knowledge, aimed to increase customer engagement. Customer engagement, with aspects of performance, reliability, features, and durability, played a mediating role. Purchase intention, which included information, socialization, and trust, became the expected final outcome. (M. Maulana, 2023) found that influencer marketing had a significant influence on engagement and purchase intention. (Siagian, 2023) affirmed that influencer marketing could increase customer engagement, which then impacted purchase intention. In the context of HP Market Online Babel, influencers with good knowledge about products and platforms were expected to improve customer engagement performance and durability, which further increased trust and purchase intention. This study explored how customer engagement played a role as a mediator between influencer marketing and purchase intention on local e-commerce platforms. A study by (Levy, 2022) showed that influencer marketing had a significant impact on consumer behavior, including engagement and purchase intention. H7: Customer engagement mediated the influence of influencer marketing on purchase intention on HP Market Online Babel in Pangkalpinang.

## 2. RESEARCH METHOD

This study adopted a quantitative approach with an explanatory nature, applying a cross-sectional design to collect data at a specific point in time. This methodological choice aligned with the research objective to test the influence of content marketing and influencer marketing on purchase intention through customer engagement on the HP Market Online Babel platform in Pangkalpinang. This approach allowed for hypothesis testing and statistical analysis of relationships between variables using SPSS software.

The research population consisted of HP Market Online Babel users in Pangkalpinang. Purposive sampling technique was used to select respondents, with inclusion criteria including active platform users in the last 6 months and a minimum age of 17 years. The sample size was determined using the Slovin formula with a 95% confidence level and 5% margin of error, resulting in a target of 100 respondents. This number was considered representative for analysis using SPSS and met the minimum sample size recommendation for quantitative research.

The research instrument was an online questionnaire developed using Google Forms. Research variables were measured using a 5-point Likert scale. Content marketing ( $X_1$ ) was evaluated through 12 question items covering aspects of simple, informative, attractive, and authentic content. Influencer marketing ( $X_2$ ) was assessed with 8 items focusing on influencers' product and media knowledge. Customer engagement ( $Y$ ) was measured through 12 items covering performance, reliability, features, and durability. Meanwhile, purchase intention ( $Z$ ) was evaluated using 9 items covering information, socialization, and trust. Instrument validity was tested through expert judgment and pilot testing, while reliability was measured using Cronbach's Alpha coefficient.

The data collection process was carried out through an online survey during the period of June 1-30, 2023. The questionnaire link was distributed through various HP Market Online Babel social media platforms and customer WhatsApp groups. Before filling out the questionnaire, respondents were given informed consent. To increase the response rate, follow-up reminder techniques and incentives in the form of shopping vouchers to be given to 10 randomly selected respondents were applied. The collected data was then downloaded in Excel format for cleaning and further analysis using SPSS.

Data analysis was performed using SPSS version 26 and included several stages. First, a series of classical assumption tests were conducted, including normality tests using the Kolmogorov-Smirnov method, multicollinearity tests by looking at VIF values, heteroscedasticity tests using the Glejser method, and autocorrelation tests with Durbin-Watson statistics. Descriptive analysis was conducted to provide an overview of sample characteristics and distribution of respondents' answers. Hypothesis testing used simple regression analysis techniques and path analysis to test mediation effects. Decision-making criteria were based on a significance level of 0.05. The coefficient of

determination ( $R^2$ ) was used to measure the model's ability to explain variations in the dependent variable, providing a comprehensive picture of the research model's predictive power.

### 3. RESULTS AND DISCUSSIONS

**Table 1.** Reliability results

Variabel	Cronbach's Alpha	Keterangan
Content Marketing ( $X_1$ )	0.788	Reliabel
Influencer Marketing ( $X_2$ )	0.835	Reliabel
Constumer ENgagement (Y)	0.829	Reliabel
Purchase Intention (Z)	0.818	Reliabel

Of the 100 questionnaires distributed, 97 were returned and valid for analysis. Missing data of 2% was addressed using the mean substitution method. Outlier detection using z-score identified 3 outliers that were retained as they did not significantly affect the results. The Kolmogorov-Smirnov normality test showed normally distributed data ( $p > 0.05$ ) for all variables. Initial descriptive statistics showed the highest mean on the content marketing variable (4.2) and the lowest on purchase intention (3.8). The largest standard deviation was found in the influencer marketing variable (0.85), indicating variation in respondents' perceptions of influencers' product and media knowledge.

Descriptive analysis revealed that among content marketing variables, the informative content sub-variable received the most positive response with a mean of 4.5, while authentic content was rated lowest (3.9). For influencer marketing, influencers' product knowledge (4.2) was more appreciated than media knowledge (3.8). Customer engagement showed performance (4.3) and reliability (4.2) as the strongest aspects, while for purchase intention, trust emerged as the most important factor (4.1).

Classical assumption tests validated the simple regression model's feasibility. Data was normally distributed (Kolmogorov-Smirnov,  $p > 0.05$ ), with no multicollinearity ( $VIF < 10$ ), heteroscedasticity (Glejser,  $p > 0.05$ ), or autocorrelation (Durbin-Watson  $1.8 < d < 2.2$ ).

**Table 2.** Multicollinearity results

Model	Tolerance	VIF
Content Marketing ( $X_1$ )	0.388	2.577
Influencer Marketing ( $X_2$ )	0.197	5.077
Constumer ENgagement (Y)	0.224	4.471

Simple Regression analysis showed significant influence ( $p < 0.01$ ) of content marketing ( $\beta = 0.45$ ) and influencer marketing ( $\beta = 0.38$ ) on customer engagement, as well as on purchase intention ( $\beta = 0.32$  and  $0.28$ ). Customer engagement also significantly influenced purchase intention ( $\beta = 0.41$ ). The model explained 52% of variation in customer engagement and 58% in purchase intention.

**Table 3.** Simple regression results

Variabel	Konstanta ( $\beta_0$ )	Koefisien ( $\beta_1$ )	t-statistik	p-value	R-squared
Content Marketing ( $X_1$ )	0.389	0.736	10.770	<0.001	0.536
Influencer Marketing ( $X_2$ )	0.846	0.876	17.989	<0.001	0.576
Constumer ENgagement (Y)	0.417	0.723	14.962	<0.001	0.563

*H1: Content marketing positively influenced customer engagement on HP Market Online Babel in Pangkalpinang.*

The research results supported this hypothesis, showing a significant influence of content marketing on customer engagement ( $\beta = 0.38$ ,  $p < 0.01$ ). Informative content had the strongest impact, followed by attractive, simple, and authentic content. These findings aligned with (Khaira et al., 2022) study emphasizing the importance of quality content in increasing customer engagement.

On HP Market Online Babel, informative and attractive content proved effective in improving platform performance and reliability, as well as strengthening engagement features and durability. The practical implication was that HP Market Online Babel needed to focus on developing informative and attractive content, for example through detailed product articles, usage tutorial videos, or infographics about the latest technology trends. This strategy could increase customers' understanding of products and encourage deeper interaction with the platform.

*H2: Influencer marketing positively influenced customer engagement on HP Market Online Babel in Pangkalpinang.*

This hypothesis was proven with a significant influence of influencer marketing on customer engagement ( $\beta = 0.84$ ,  $p < 0.01$ ). Influencers' product knowledge had a greater impact compared to media knowledge. This result was consistent with (Suastini & Mandala, 2018) findings on influencers' effectiveness in increasing audience engagement. In the context of HP Market Online Babel, influencers with a deep understanding of technology products proved more effective in improving customer engagement performance and reliability. The main recommendation was to involve local influencers with expertise in technology to create more relevant and trustworthy content. HP Market Online Babel could organize live product review sessions or Q&As with influencers to increase direct interaction with customers and strengthen platform credibility.

*H3: Content marketing positively influenced purchase intention on HP Market Online Babel in Pangkalpinang.*

This study supported the hypothesis by showing a significant influence of content marketing on purchase intention ( $\beta = 0.32$ ,  $p < 0.01$ ). Informative and attractive content had the greatest impact in increasing purchase intention. These findings reinforced (Yunita et al., 2021) research results on digital content effectiveness in driving purchase intention. On HP Market Online Babel, informative and attractive content proved effective in increasing information received by consumers, encouraging socialization, and building trust. The practical implication was that HP Market Online Babel needed to develop a more comprehensive content marketing strategy, for example by creating educational content series about the latest technology, product comparisons, or gadget usage tips. This strategy could increase consumer understanding of products and build trust, ultimately driving purchase intention.

*H4: Influencer marketing positively influenced purchase intention on HP Market Online Babel in Pangkalpinang.*

This hypothesis was confirmed with a significant influence of influencer marketing on purchase intention ( $\beta = 0.28$ ,  $p < 0.01$ ). Influencers' product knowledge had a greater impact than media knowledge in influencing purchase intention. This result aligned with (Asmiatun et al., 2022) findings on the positive impact of influencer marketing on consumer purchase intention. On HP Market Online Babel, influencers with a deep understanding of technology products proved effective in increasing consumer trust and driving purchase intention. The main recommendation was to develop long-term collaboration programs with local technology influencers. HP Market Online Babel could initiate a "Tech Expert Series" campaign where influencers provide in-depth reviews of the latest products, compare features between products, and provide recommendations based on specific consumer needs. This strategy could increase platform credibility and assist consumers in the purchase decision-making process.

*H5: Customer engagement positively influenced purchase intention on HP Market Online Babel in Pangkalpinang.*

The research results supported this hypothesis, showing a significant influence of customer engagement on purchase intention ( $\beta = 0.41$ ,  $p < 0.01$ ). Platform performance and reliability became the strongest factors in increasing purchase intention. These findings reinforced (Listyorini, 2024) research results on the influence of customer engagement on purchase intention. On HP Market Online Babel, high engagement proved effective in increasing consumer trust and driving purchase intention. The practical implication was that HP Market Online Babel needed to focus on improving the quality of interactions with customers. This could be done through developing interactive

features such as a more comprehensive rating and review system, product discussion forums, or loyalty programs that provide rewards for active interaction. Additionally, improving customer service responsiveness and personalizing shopping experiences could strengthen engagement and ultimately increase purchase intention.

*H6: Customer engagement mediated the influence of content marketing on purchase intention on HP Market Online Babel in Pangkalpinang.*

This hypothesis was confirmed with the partial mediating effect of customer engagement on the relationship between content marketing and purchase intention. This result reinforced (Taufik et al., 2023) findings on the mediating role of customer engagement in the relationship between content marketing and purchase intention. On HP Market Online Babel, effective content marketing proved to increase customer engagement, which in turn positively impacted purchase intention. The main recommendation was to integrate content marketing strategies with engagement improvement efforts. HP Market Online Babel could develop interactive content such as product quizzes, user-generated content contests, or educational webinar series that are not only informative but also encourage active customer participation. This strategy could increase customer engagement through attractive content, while building trust and driving purchase intention.

*H7: Customer engagement mediated the influence of influencer marketing on purchase intention on HP Market Online Babel in Pangkalpinang.*

The results of this study provided strong support for the proposed hypothesis, particularly regarding the partial mediating effect of customer engagement on the relationship between influencer marketing and purchase intention. This finding aligned with (Fitriani et al., 2020) research emphasizing the significant influence of influencer marketing on consumer engagement and purchase intention. In the context of HP Market Online Babel, effective influencer marketing strategies proved capable of increasing customer engagement, which in turn positively impacted purchase intention.

The practical implication of this finding pointed to the importance of optimizing influencers' role in increasing customer engagement. HP Market Online Babel could consider implementing innovative programs such as "Influencer Takeover," where influencers are given the opportunity to manage the platform's social media accounts for a certain period. This strategy has the potential to create more personal and interactive content, significantly increasing customer engagement. Additionally, initiating challenges or viral campaigns involving influencers and encouraging active follower participation could be a strategic step. This approach not only increases brand visibility but also encourages deeper interaction between customers, influencers, and the platform, which ultimately can increase purchase intention.

This study also made an important contribution in strengthening and expanding the Value-based Adoption Model (VAM) theory in the local e-commerce context. The research results showed that content marketing and influencer marketing acted as perceived benefits, while customer engagement became a crucial mediator towards purchase intention. This finding expanded the understanding of VAM by integrating digital marketing strategies into the model, providing a new perspective in understanding digital innovation adoption in local markets. The significant influence of content marketing, especially informative content, on customer engagement and purchase intention, affirmed the importance of informational value in e-commerce platform adoption. The mediating role of customer engagement confirmed that perceived value is not only influenced by external factors but also by user interaction with the platform.

From a managerial perspective, this study emphasized the importance of integrated digital marketing strategies for HP Market Online Babel. The main focus needed to be given to developing informative and attractive content, given its strong influence on customer engagement and purchase intention. Marketing managers were advised to develop educational content series about the latest technology products and gadget usage tips, as suggested by (Susanti, 2020). In the context of influencer marketing, selecting local influencers with in-depth product knowledge should be a priority, in line with the findings of (Yerizal, 2023) and (Dharmalau & Putra, 2021).

Implementation of programs such as the "Tech Expert Series" could significantly increase platform credibility. To improve customer engagement, development of interactive features such as comprehensive rating systems and product discussion forums was highly recommended, as suggested by (Pusadan, 2023). Additionally, implementation of loyalty programs that provide rewards for active interaction could substantially strengthen customer engagement, in accordance with recommendations by (Hisyam, 2023).

The main theoretical contribution of this study lay in the development of a modified VAM model for the local e-commerce context. The integration of content marketing and influencer marketing as perceived benefit components expanded VAM application in digital marketing strategies. The discovery of customer engagement's mediating role provided a new perspective on how value is perceived and transformed into purchase intention on digital platforms. This study also enriched e-commerce literature by demonstrating the importance of informative content and influencers' role in building trust and driving purchasing decisions in local markets. The resulting model provided a more comprehensive framework for understanding digital innovation adoption in emerging markets, combining traditional marketing elements with modern digital platform dynamics. Thus, this study not only provided practical insights for local e-commerce platform managers but also significantly contributed to theory development in the fields of digital marketing and technology adoption.

#### 4. CONCLUSION

This study provided valuable insights into digital marketing dynamics in the local e-commerce context, particularly on the HP Market Online Babel platform in Pangkalpinang. The research results revealed significant influences of content marketing and influencer marketing on purchase intention, with customer engagement playing a key mediating role. Content marketing, especially the informative content aspect, showed the strongest impact on customer engagement and purchase intention. Meanwhile, influencer marketing, particularly influencers' product knowledge, also proved to play an important role in increasing customer engagement and purchase intention.

Customer engagement emerged as a very important mediating factor, with platform performance and reliability as the main elements determining the level of customer engagement. In the context of purchase intention, trust was identified as a crucial component. The developed research model successfully explained 58% of variation in purchase intention, confirming the relevance and applicability of the modified Value-based Adoption Model (VAM) for the local e-commerce context.

These findings affirmed the importance of implementing integrated digital marketing strategies and focusing on increasing customer engagement to drive purchase intention on local e-commerce platforms such as HP Market Online Babel. The results of this study provided concrete guidance for practitioners in optimizing digital strategies to improve business performance in the increasingly competitive e-commerce market.

Looking ahead, several promising research directions emerge from this study. Future investigations could delve deeper into authentic content's role in customer engagement, given its unexpectedly low impact. Qualitative methods could offer richer insights into customer perceptions of content and influencer marketing on local e-commerce platforms. Expanding the research to diverse geographical and cultural contexts would test the model's generalizability. Integrating moderator variables like customer demographics or technology experience could enhance our understanding of e-commerce adoption. Lastly, longitudinal studies could track the evolving impact of digital marketing strategies on customer engagement and purchase intention over time. These avenues promise to refine our understanding of digital marketing dynamics in local e-commerce, bridging theory and practice.

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