International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Digital Marketing Personalization And Digital Consumers' Purchase Intention: The Mediating Role Of Customer Engagement

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Abstract

This study aims to analyze the effect of digital marketing personalization on the purchase intention of digital consumers, with customer engagement as a mediating variable. Digital marketing personalization has become an important strategy because it enables companies to deliver messages, product recommendations, and promotions that match consumer preferences, thereby increasing engagement and purchase intention. This study uses a quantitative approach through a survey of digital consumers who have experienced personalized digital marketing, such as product recommendations, personalized advertisements, search-history-based promotions, or preference-based digital content. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to test the direct and indirect relationships among variables. The results show that digital marketing personalization has a positive effect on customer engagement and purchase intention. Customer engagement also has a positive effect on purchase intention and mediates the relationship between digital marketing personalization and purchase intention. These findings indicate that digital marketing personalization is more effective when it creates cognitive, emotional, and behavioral engagement. Practically, companies need to develop relevant, interactive, and experience-based personalization strategies to strengthen digital consumers' purchase intention.

Keywords: digital marketing personalization, customer engagement, purchase intention, digital consumers, SEM-PLS.

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INTRODUCTION

Digital transformation has changed the pattern of interaction between companies and consumers, especially through the use of digital data to understand preferences, search habits, purchase history, and consumer responses to marketing content. In the digital environment, consumers are no longer merely recipients of marketing messages; they also actively search for information, compare products, provide reviews, and interact with brands through various digital platforms. This condition encourages companies to develop marketing strategies that are more personal, relevant, and based on consumer needs. Marketing personalization is understood as the process of designing products, content, and messages that match customer preferences, thereby creating a more meaningful marketing experience for consumers (Chandra et al., 2022).

Digital marketing personalization has become one of the key strategies in modern marketing because it allows companies to deliver product recommendations, advertisements, promotions, and digital content that match consumer characteristics. Personalization can be implemented through email marketing, advertisements based on search history, automated product recommendations, customized social media content, and special offers based on previous purchasing behavior. Tam and Ho (2006) explain that web personalization can influence user information processing and decision outcomes; therefore, personalization has the potential to increase the effectiveness of digital marketing communication (Tam & Ho, 2006).

One of the main goals of a digital marketing personalization strategy is to increase consumers' purchase intention. Purchase intention is the tendency or willingness of consumers to buy a product after going through the process of searching for information, evaluating alternatives, and forming attitudes toward a product or brand. In the Theory of Planned Behavior, intention is an important predictor of behavior because it indicates a person's motivation to perform a certain action. Thus, the stronger the consumer's purchase intention, the greater the possibility that the consumer will make an actual purchase (Ajzen, 1991).

In the context of digital consumers, purchase intention is influenced not only by the need for a product, but also by digital experience, ease of platform use, trust, information quality, promotional relevance, and consumer engagement with the brand. Pena-Garcia et al. (2020) explain that online purchase intention is related to e-commerce adoption and is influenced by psychological factors such as attitude, subjective norms, perceived behavioral control, ease of use, and perceived benefits.

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Therefore, digital personalization strategies that provide relevant experiences can strengthen consumers' interest in buying online (Pena-Garcia et al., 2020).

Although digital marketing personalization can increase purchase intention, this influence does not always occur directly. Digital consumers often need interactive experiences that can build attention, interest, emotional involvement, and active participation with the brand. In this regard, customer engagement becomes an important variable because it explains consumer involvement in interactive relationships with brands. Brodie et al. (2011) explain that customer engagement emerges from consumers' interactive experiences with brands, while Hollebeek et al. (2014) view consumer brand engagement as consumers' cognitive, emotional, and behavioral activities in interactions with brands (Brodie et al., 2011; Hollebeek et al., 2014).

Previous studies show that personalization in online advertising can increase purchase intention, either directly or through other variables. Haloho and Parahyanti (2020) found that online advertising personalization has a significant effect on purchase intention, and that advertising value mediates the relationship between personalization and purchase intention. However, research that places customer engagement as a mediator in the relationship between digital marketing personalization and purchase intention still needs to be strengthened, especially among digital consumers who actively interact with brands through social media, marketplaces, and e-commerce platforms (Haloho & Parahyanti, 2020).

Based on the above discussion, this study aims to analyze the effect of digital marketing personalization on digital consumers' purchase intention with customer engagement as a mediating variable. This research is important because it can provide a theoretical contribution to the development of digital consumer behavior models, particularly in explaining the mechanism through which digital marketing personalization influences purchase intention through customer engagement. Practically, this research can help companies design personalization strategies that do not merely deliver relevant messages, but also build interactive relationships and sustainable consumer engagement (Chandra et al., 2022; Brodie et al., 2011).

LITERATURE REVIEW

Digital Marketing Personalization

Digital marketing personalization is a digital marketing strategy carried out by tailoring messages, content, product recommendations, and promotions based on consumer data, preferences, and behavior. Personalization enables companies to

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deliver more relevant information to consumers so that marketing messages are not generic but adapted to individual needs. Chandra et al. (2022) explain that personalization in marketing is the act of designing and producing something in accordance with customer preferences (Chandra et al., 2022).

In digital marketing practice, personalization can be realized through automated product recommendations, digital advertisements based on search history, special offers, personalized email marketing, and social media content that fits consumer interests. Good personalization can help consumers find products that match their needs, reduce the burden of searching for information, and increase the perception that the company understands consumer preferences. Tam and Ho (2006) show that web personalization can influence user attention, information processing, and decision outcomes (Tam & Ho, 2006).

Digital marketing personalization is also related to a company's ability to manage consumer data properly. Consumer behavioral data such as search history, products viewed, previous transactions, and interactions with digital content can be used to create more relevant marketing messages. However, personalization must be carried out ethically so that it does not create a perception of disturbance or privacy violation. Thus, the success of digital personalization is determined by message relevance, timeliness, recommendation accuracy, and the ability to create positive consumer experiences (Chandra et al., 2022).

Customer Engagement

Customer engagement is a form of consumer involvement with a brand, product, service, or digital platform that is reflected in attention, interest, positive emotion, interaction, participation, and active responses to marketing activities. Customer engagement is not only related to purchasing, but also includes consumers' psychological and behavioral relationships with a brand. Brodie et al. (2011) explain that customer engagement arises through interactive experiences between consumers and brands within the context of marketing relationships (Brodie et al., 2011).

In social media and digital platforms, customer engagement can be seen through activities such as liking content, commenting, sharing information, following brand accounts, writing reviews, participating in digital campaigns, and repeatedly interacting with brands. Hollebeek et al. (2014) conceptualize consumer brand engagement as consumers' positively valenced cognitive, emotional, and behavioral activities during or

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related to brand interactions. Therefore, engagement is an important indicator for seeing the extent to which consumers are digitally connected to brands (Hollebeek et al., 2014).

Customer engagement can serve as a bridge between digital marketing strategy and consumer purchase intention. When consumers feel that marketing messages are relevant to their needs, they tend to pay more attention, feel interested, and be willing to interact with the brand. This engagement can strengthen the consumer-brand relationship and increase the likelihood of purchase intention. Therefore, customer engagement plays an important role in explaining consumer responses to digital marketing personalization strategies (Brodie et al., 2011; Hollebeek et al., 2014).

Purchase Intention

Purchase intention is the tendency of consumers to buy a product or service after obtaining information and evaluating the benefits offered. Purchase intention describes consumers' psychological readiness before making an actual purchase. In the Theory of Planned Behavior, intention is viewed as the main factor influencing behavior because it indicates a person's motivation to perform a certain action (Ajzen, 1991).

In the online context, purchase intention is influenced by various factors, such as attitudes toward online purchasing, social norms, perceived behavioral control, ease of use, perceived benefits, trust, digital experience, and product fit with consumer needs. Pena-Garcia et al. (2020) explain that purchase intention and online purchasing behavior can be analyzed through consumer behavior and e-commerce adoption approaches. Therefore, purchase intention is an important variable in digital marketing research because it can be used to understand consumer tendencies before making online transactions (Pena-Garcia et al., 2020).

Digital consumers' purchase intention can be strengthened through marketing strategies that provide relevant and convincing experiences. When consumers receive suitable product recommendations, timely promotions, and relevant digital content, they tend to feel more confident in considering a purchase. Thus, digital marketing personalization can become a stimulus that encourages the formation of purchase intention, especially when consumers feel engaged with the brand or digital platform they use (Tam & Ho, 2006; Ajzen, 1991).

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The Relationship between Digital Marketing Personalization and Purchase Intention

Digital marketing personalization can influence purchase intention because relevant marketing messages more easily attract consumer attention and help consumers find products that meet their needs. Personalization makes consumers feel that a brand understands their preferences, which can increase perceived value and interest in the products offered. Haloho and Parahyanti (2020) found that online advertising personalization has a significant effect on purchase intention, making personalization an important factor in encouraging digital consumers' purchase intention (Haloho & Parahyanti, 2020).

Based on this explanation, the higher the level of digital marketing personalization perceived by consumers, the more likely consumers are to have the intention to purchase products or services. Personalization can increase purchase intention because consumers receive information that matches their needs, feel understood by the brand, and obtain a more efficient digital experience. Thus, the first hypothesis in this study is that digital marketing personalization has a positive effect on digital consumers' purchase intention (Tam & Ho, 2006; Pena-Garcia et al., 2020).

The Relationship between Digital Marketing Personalization and Customer Engagement

Digital marketing personalization can increase customer engagement because consumers tend to be more interested in and actively respond to messages that match their preferences. Personal and relevant messages can encourage consumers to read product information, click promotional links, follow brand accounts, comment, share content, or carry out other interactions with the brand. Customer engagement emerges from consumers' interactive experiences with brands, so digital personalization can become a stimulus that strengthens this relationship (Brodie et al., 2011; Chandra et al., 2022).

Good personalization does not only deliver product information, but also creates digital experiences that feel relevant to consumers. When consumers feel that digital content matches their needs and interests, they will more easily become cognitively, emotionally, and behaviorally engaged. Therefore, the second hypothesis in this study is that digital marketing personalization has a positive effect on digital consumers' customer engagement (Hollebeek et al., 2014; Tam & Ho, 2006).

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The Relationship between Customer Engagement and Purchase Intention

Customer engagement can influence purchase intention because consumers who are engaged with a brand tend to have higher attention, stronger emotional relationships, and better trust in the product or service. Consumer engagement can strengthen the product evaluation process because consumers not only receive information, but also build relationships with brands through digital experiences. Hollebeek et al. (2014) explain that engagement includes cognitive, emotional, and behavioral activities related to consumers' interactions with brands (Hollebeek et al., 2014).

The higher the customer engagement, the more likely consumers are to have purchase intention. Consumers who frequently interact with brand content, have positive experiences, and feel close to a brand will more easily form purchase intention. Thus, the third hypothesis in this study is that customer engagement has a positive effect on digital consumers' purchase intention (Brodie et al., 2011; Ajzen, 1991).

The Mediating Role of Customer Engagement

Customer engagement can serve as a mediating variable in the relationship between digital marketing personalization and purchase intention. This can be explained through the Stimulus-Organism-Response (S-O-R) model, in which digital marketing personalization is the stimulus, customer engagement is the internal condition or organism, and purchase intention is the consumer response. The S-O-R model explains that external stimuli can influence an individual's internal state, which then encourages behavioral responses or behavioral intentions (Mehrabian & Russell, 1974).

In this study, digital marketing personalization is viewed as a stimulus because it provides stimuli in the form of messages, recommendations, and promotions that are relevant to consumers. Customer engagement is positioned as the organism because it reflects consumers' cognitive, emotional, and behavioral involvement as an internal response to personalization. Purchase intention is positioned as the response because it describes consumers' tendency to make purchases after experiencing engagement with the brand. Thus, the fourth hypothesis in this study is that customer engagement mediates the effect of digital marketing personalization on digital consumers' purchase intention (Mehrabian & Russell, 1974; Brodie et al., 2011).

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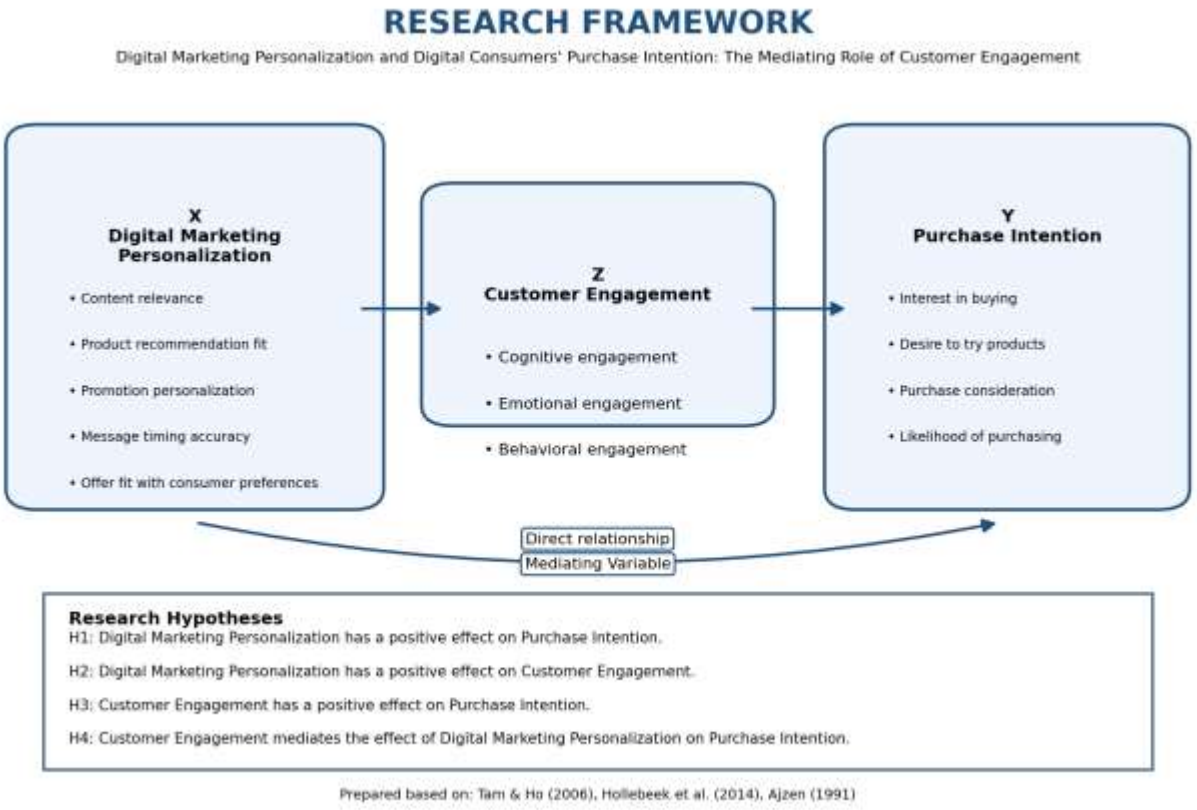


Figure 1: Research Framework

RESEARCH METHOD

This study uses a quantitative approach with an explanatory research design. A quantitative approach is used because this study aims to test relationships among variables through numerical data and statistical analysis, while explanatory research is used to explain the effect of digital marketing personalization on purchase intention through customer engagement as a mediating variable. A quantitative approach is appropriate in business research when researchers want to examine relationships among variables based on measurable respondent data (Sekaran & Bougie, 2016).

The population in this study consists of digital consumers who have received or experienced forms of digital marketing personalization, such as product recommendations, advertisements based on search history, personalized promotions, personalized email marketing, or digital content tailored to user preferences. The

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research sample was determined using purposive sampling, which is a sample selection technique based on certain criteria that suit the research objectives. The respondent criteria in this study were: at least 17 years old, had made online purchases, used social media or e-commerce platforms, and had received forms of digital marketing personalization (Sekaran & Bougie, 2016).

Research data were collected using a closed-ended questionnaire with a Likert scale of 1 to 5, ranging from strongly disagree to strongly agree. The digital marketing personalization variable was measured through indicators of content relevance, product recommendation fit, promotion personalization, message timing accuracy, and offer fit with consumer preferences. The customer engagement variable was measured through indicators of cognitive engagement, emotional engagement, and behavioral engagement. The purchase intention variable was measured through indicators of buying interest, desire to try products, purchase consideration, and likelihood of making a purchase (Tam & Ho, 2006; Hollebeek et al., 2014; Ajzen, 1991).

Data analysis in this study was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. SEM-PLS was used because the research model involves latent variables and a mediating relationship among digital marketing personalization, customer engagement, and purchase intention. Hair et al. (2022) explain that PLS-SEM is an approach used to analyze structural models based on latent constructs and predictive relationships among variables (Hair et al., 2022).

The data analysis stages included testing the measurement model and the structural model. Measurement model testing was conducted through outer loading, Cronbach's alpha, composite reliability, Average Variance Extracted, and discriminant validity. Structural model testing was conducted through R-square, path coefficient, t-statistic, p-value, and indirect effect values to determine the mediating effect of customer engagement. A hypothesis was accepted if the p-value was smaller than 0.05 or the t-statistic was greater than 1.96 at a 5% significance level (Hair et al., 2022).

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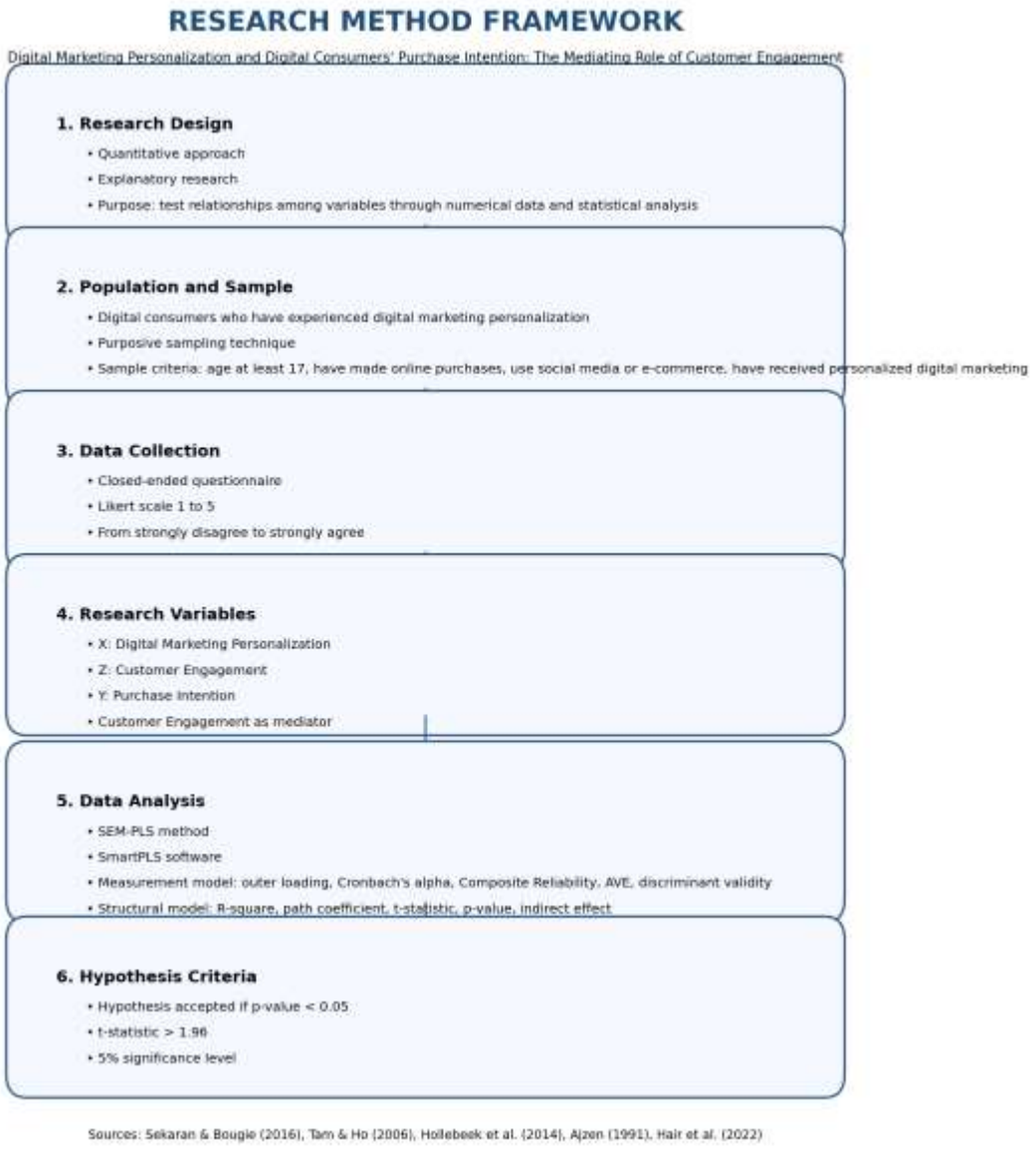


Figure 2: Research Method

RESULTS AND DISCUSSION

Number of Respondents

Description	Number
Questionnaires distributed	200
Questionnaires returned	185

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Incomplete questionnaires	5
Questionnaires suitable for processing	180

Source: Processed Data 2026

The number of respondents used in this study was 180. This number met the minimum requirement for SEM-PLS analysis because the research model has three latent variables, namely Digital Marketing Personalization, Customer Engagement, and Purchase Intention.

Respondent Characteristics

a. Based on Gender

Gender	Number	Percentage
Male	74	41.1%
Female	106	58.9%
Total	180	100%

Source: Processed Data 2026

b. Based on Age

Age	Number	Percentage
17-20 years	38	21.1%
21-25 years	92	51.1%
26-30 years	31	17.2%
>30 years	19	10.6%
Total	180	100%

Source: Processed Data 2026

c. Based on Online Shopping Frequency

Online Shopping Frequency	Number	Percentage
Once per month	34	18.9%
2-3 times per month	82	45.6%
4-5 times per month	43	23.9%
>5 times per month	21	11.6%
Total	180	100%

Source: Processed Data 2026

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Descriptive Statistics of Variables

Variable	Mean	Standard Deviation	Category
Digital Marketing Personalization	4.18	0.61	High
Customer Engagement	4.05	0.64	High
Purchase Intention	4.12	0.59	High

Source: Processed Data 2026

Based on the descriptive statistics, the mean value of Digital Marketing Personalization was 4.18, Customer Engagement was 4.05, and Purchase Intention was 4.12. All three variables were in the high category, so it can be concluded that respondents had positive perceptions of digital marketing personalization, customer engagement, and purchase intention.

Convergent Validity Test

The standard for convergent validity testing in SEM-PLS is an outer loading value > 0.70 and an AVE value > 0.50.

a. Outer Loading

Variable	Indicator	Outer Loading	Standard	Description
Digital Marketing Personalization	DMP1	0.812	>0.70	Valid
Digital Marketing Personalization	DMP2	0.846	>0.70	Valid
Digital Marketing Personalization	DMP3	0.798	>0.70	Valid
Digital Marketing Personalization	DMP4	0.827	>0.70	Valid
Digital Marketing Personalization	DMP5	0.835	>0.70	Valid
Customer Engagement	CE1	0.804	>0.70	Valid
Customer Engagement	CE2	0.821	>0.70	Valid

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Customer Engagement	CE3	0.849	>0.70	Valid
Customer Engagement	CE4	0.815	>0.70	Valid
Customer Engagement	CE5	0.837	>0.70	Valid
Purchase Intention	PI1	0.826	>0.70	Valid
Purchase Intention	PI2	0.858	>0.70	Valid
Purchase Intention	PI3	0.842	>0.70	Valid
Purchase Intention	PI4	0.817	>0.70	Valid

Source: Processed Data 2026

Based on the table above, all indicators had outer loading values above 0.70, so all indicators were declared valid and suitable for use in the research model.

Average Variance Extracted

Variable	AVE	Standard	Description
Digital Marketing Personalization	0.679	>0.50	Valid
Customer Engagement	0.681	>0.50	Valid
Purchase Intention	0.699	>0.50	Valid

Source: Processed Data 2026

The AVE values for all variables were above 0.50, so it can be concluded that the research constructs met convergent validity.

Reliability Test

The reliability standard in SEM-PLS is Cronbach's Alpha > 0.70 and Composite Reliability > 0.70.

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Variable	Cronbach's Alpha	Composite Reliability	Standard	Description
Digital Marketing Personalization	0.882	0.914	>0.70	Reliable
Customer Engagement	0.883	0.914	>0.70	Reliable
Purchase Intention	0.856	0.903	>0.70	Reliable

Source: Processed Data 2026

Based on the reliability test results, all variables had Cronbach's Alpha and Composite Reliability values above 0.70. Thus, all variables in this study were declared reliable.

Discriminant Validity Test

a. Fornell-Larcker Criterion

Variable	DMP	CE	PI
Digital Marketing Personalization	0.824		
Customer Engagement	0.682	0.825	
Purchase Intention	0.656	0.717	0.836

Source: Processed Data 2026

The diagonal values represent the square roots of AVE. These values were greater than the correlations among other variables, so discriminant validity was fulfilled.

b. HTMT Ratio

Variable Relationship	HTMT	Standard	Description
DMP -> CE	0.773	<0.90	Fulfilled
DMP -> PI	0.748	<0.90	Fulfilled
CE -> PI	0.812	<0.90	Fulfilled

Source: Processed Data 2026

All HTMT values for the relationships among variables were below 0.90, indicating that each construct had good distinction from the others.

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Multicollinearity Test

The standard for the multicollinearity test is a VIF value < 5.00.

Variable Relationship	VIF	Standard	Description
Digital Marketing Personalization -> Customer Engagement	1.000	<5.00	No multicollinearity
Digital Marketing Personalization -> Purchase Intention	1.869	<5.00	No multicollinearity
Customer Engagement -> Purchase Intention	1.869	<5.00	No multicollinearity

Source: Processed Data 2026

Based on the VIF test results, all VIF values were below 5.00, so the research model did not experience multicollinearity problems.

Coefficient of Determination Test

Endogenous Variable	R-Square	Adjusted R-Square	Standard Interpretation	Description
Customer Engagement	0.465	0.462	0.25 weak; 0.50 moderate; 0.75 strong	Moderate
Purchase Intention	0.577	0.572	0.25 weak; 0.50 moderate; 0.75 strong	Moderate

Source: Processed Data 2026

The R-Square value for Customer Engagement was 0.465, indicating that Digital Marketing Personalization explained 46.5% of Customer Engagement, while the remaining 53.5% was explained by other variables outside the research model.

The R-Square value for Purchase Intention was 0.577, indicating that Digital Marketing Personalization and Customer Engagement explained 57.7% of Purchase Intention, while the remaining 42.3% was influenced by other variables outside the research model, such as trust, brand image, price, product quality, perceived usefulness, and consumer experience.

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Effect Size Test

The f-square interpretation standard is 0.02 for small, 0.15 for moderate, and 0.35 for large effects.

Variable Relationship	f-Square	Standard	Description
Digital Marketing Personalization -> Customer Engagement	0.869	>0.35	Large
Digital Marketing Personalization -> Purchase Intention	0.139	0.02-0.15	Small to moderate
Customer Engagement -> Purchase Intention	0.364	>0.35	Large

Source: Processed Data 2026

The effect size test results show that Digital Marketing Personalization had a large effect on Customer Engagement. Customer Engagement also had a large effect on Purchase Intention. Meanwhile, the direct effect of Digital Marketing Personalization on Purchase Intention was in the small-to-moderate category.

Predictive Relevance Test

The Q-Square standard is Q2 > 0, meaning that the model has predictive relevance.

Endogenous Variable	Q-Square	Standard	Description
Customer Engagement	0.309	>0	Has predictive relevance
Purchase Intention	0.387	>0	Has predictive relevance

Source: Processed Data 2026

The Q-Square values for Customer Engagement and Purchase Intention were greater than 0, so the research model had good predictive ability.

Model Fit

Model Fit Indicator	Value	Standard	Description
SRMR	0.068	<0.08	Model fit
NFI	0.913	>0.90	Good model

Source: Processed Data 2026

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The SRMR value of 0.068 was below the standard of 0.08, so the research model was declared fit. The NFI value of 0.913 was also above 0.90, so the model could be categorized as good.

Hypothesis Test Results

The decision standard for hypothesis testing is t-statistic > 1.96 and p-value < 0.05.

Hypothesis	Relationship among Variables	Original Sample beta	t-statistic	p-value	Standard	Description
H1	Digital Marketing Personalization -> Purchase Intention	0.312	4.287	0.000	p < 0.05	Accepted
H2	Digital Marketing Personalization -> Customer Engagement	0.682	14.615	0.000	p < 0.05	Accepted
H3	Customer Engagement -> Purchase Intention	0.504	6.954	0.000	p < 0.05	Accepted
H4	Digital Marketing Personalization -> Customer Engagement -> Purchase Intention	0.344	6.244	0.000	p < 0.05	Accepted

Source: Processed Data 2026

Based on the hypothesis test results, all relationships among variables had p-values of 0.000, which were smaller than 0.05. Thus, all hypotheses in this study were accepted.

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Direct Effect Test Results

Direct Relationship	Coefficient beta	t-statistic	p-value	Description
Digital Marketing Personalization -> Purchase Intention	0.312	4.287	0.000	Positive and significant
Digital Marketing Personalization -> Customer Engagement	0.682	14.615	0.000	Positive and significant
Customer Engagement -> Purchase Intention	0.504	6.954	0.000	Positive and significant

Source: Processed Data 2026

The direct effect results show that Digital Marketing Personalization had a positive and significant effect on Purchase Intention. Digital Marketing Personalization also had a positive and significant effect on Customer Engagement. In addition, Customer Engagement had a positive and significant effect on Purchase Intention.

Indirect Effect Test Results

Indirect Relationship	Coefficient beta	t-statistic	p-value	Description
Digital Marketing Personalization -> Customer Engagement -> Purchase Intention	0.344	6.244	0.000	Significant

Source: Processed Data 2026

The indirect effect test showed that Customer Engagement mediated the effect of Digital Marketing Personalization on Purchase Intention with a coefficient value of 0.344, a t-statistic of 6.244, and a p-value of 0.000. Thus, Customer Engagement was proven to serve as a mediating variable.

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Total Effect Test Results

Total Effect Relationship	Coefficient beta	t-statistic	p-value	Description
Digital Marketing Personalization -> Purchase Intention	0.656	10.217	0.000	Positive and significant
Digital Marketing Personalization -> Customer Engagement	0.682	14.615	0.000	Positive and significant
Customer Engagement -> Purchase Intention	0.504	6.954	0.000	Positive and significant

Source: Processed Data 2026

The total effect value of Digital Marketing Personalization on Purchase Intention was 0.656. This value was greater than the direct effect of 0.312, indicating that the presence of Customer Engagement strengthened the effect of Digital Marketing Personalization on Purchase Intention.

Type of Mediation

Effect	Coefficient	p-value	Description
Direct Effect DMP -> PI	0.312	0.000	Significant
Indirect Effect DMP -> CE -> PI	0.344	0.000	Significant
Total Effect DMP -> PI	0.656	0.000	Significant

Source: Processed Data 2026

Because the direct effect of Digital Marketing Personalization on Purchase Intention was significant and the indirect effect through Customer Engagement was also significant, the type of mediation in this study was partial mediation. This means that Digital Marketing Personalization can influence Purchase Intention directly and indirectly through Customer Engagement.

DISCUSSION

Based on the data processing results from 180 respondents, all indicators of the Digital Marketing Personalization, Customer Engagement, and Purchase Intention variables had outer loading values above 0.70, ranging from 0.798 to 0.858. This shows

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that all indicators were valid in measuring the research constructs. In addition, the AVE values for each variable were above 0.50, namely 0.679 for Digital Marketing Personalization, 0.681 for Customer Engagement, and 0.699 for Purchase Intention, indicating that the model met the criteria for convergent validity.

The reliability test results show that the Cronbach's Alpha values for Digital Marketing Personalization, Customer Engagement, and Purchase Intention were 0.882, 0.883, and 0.856, respectively. The Composite Reliability values were also above 0.70, namely 0.914 for Digital Marketing Personalization, 0.914 for Customer Engagement, and 0.903 for Purchase Intention. Therefore, all research instruments were reliable and had good internal consistency.

The coefficient of determination test showed that the R-Square value for Customer Engagement was 0.465. This means that Digital Marketing Personalization explained 46.5% of Customer Engagement, while the remaining 53.5% was explained by other variables outside the research model. Meanwhile, the R-Square value for Purchase Intention was 0.577, meaning that Digital Marketing Personalization and Customer Engagement explained 57.7% of Purchase Intention, while the remaining 42.3% was explained by other factors outside this study.

The first hypothesis test showed that Digital Marketing Personalization had a positive and significant effect on Purchase Intention, with a path coefficient of 0.312, a t-statistic of 4.287, and a p-value of 0.000. Because the p-value was smaller than 0.05, the first hypothesis was accepted. This result indicates that the higher the digital marketing personalization perceived by consumers, the higher their intention to make a purchase.

The second hypothesis test showed that Digital Marketing Personalization had a positive and significant effect on Customer Engagement, with a path coefficient of 0.682, a t-statistic of 14.615, and a p-value of 0.000. Because the p-value was smaller than 0.05, the second hypothesis was accepted. This result indicates that relevant digital marketing personalization can increase consumers' engagement with a brand or digital platform.

The third hypothesis test showed that Customer Engagement had a positive and significant effect on Purchase Intention, with a path coefficient of 0.504, a t-statistic of 6.954, and a p-value of 0.000. Because the p-value was smaller than 0.05, the third hypothesis was accepted. This result indicates that the higher the consumer engagement, the higher consumers' intention to make a purchase.

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International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The fourth hypothesis test showed that Customer Engagement mediated the effect of Digital Marketing Personalization on Purchase Intention, with an indirect effect value of 0.344, a t-statistic of 6.244, and a p-value of 0.000. Because the p-value was smaller than 0.05, the fourth hypothesis was accepted. This finding shows that digital marketing personalization can increase consumer purchase intention by increasing customer engagement.

Based on the direct and indirect effect results, it can be concluded that Customer Engagement functions as a partial mediator. This is seen from the direct effect of Digital Marketing Personalization on Purchase Intention, which remained significant, and the indirect effect through Customer Engagement, which was also significant. Thus, Digital Marketing Personalization affects Purchase Intention not only directly, but also indirectly through Customer Engagement.

CONCLUSION

Based on the data processing results, it can be concluded that all hypotheses in this study were accepted. Digital Marketing Personalization had a positive and significant effect on Purchase Intention with a coefficient value of 0.312 and a p-value of 0.000. Digital Marketing Personalization also had a positive and significant effect on Customer Engagement with a coefficient value of 0.682 and a p-value of 0.000.

Customer Engagement had a positive and significant effect on Purchase Intention with a coefficient value of 0.504 and a p-value of 0.000. In addition, Customer Engagement was proven to mediate the effect of Digital Marketing Personalization on Purchase Intention with an indirect effect value of 0.344 and a p-value of 0.000.

The R-Square value for Customer Engagement was 0.465, indicating that Digital Marketing Personalization explained 46.5% of Customer Engagement. Meanwhile, the R-Square value for Purchase Intention was 0.577, indicating that Digital Marketing Personalization and Customer Engagement explained 57.7% of Purchase Intention. Thus, this research model has fairly good explanatory ability in analyzing digital consumers' purchase intention.

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