Applied Information System and Management (AISM)
Volume 9, (1) 2026, p. 31–44
P-ISSN: 2621-2536; E-ISSN: 2621-2544; DOI: 10.15408/aism.v9i1.46698
©2026. The Author(s). This is an open acces article under cc-by-sa

The Influence of Video Marketing and Digital Storytelling on Perceived Increase in Consumer Purchase Intention through Brand Engagement: A Study on MSMEs

Frans Sudirjo[1*], Suherlan[2], Moses Odhiambo Okombo[3], Syamsuri[4]

***Abstract*—This study investigates the influence of video marketing and digital storytelling on consumer purchase intention through brand engagement among MSMEs in Jakarta. The research is grounded in the Theory of Planned Behavior (TPB) and Customer Engagement Theory, which together provide the conceptual framework for understanding how visual and narrative-based digital content affects consumer attitudes, engagement, and behavioral intention. The study is driven by real-world challenges faced by MSMEs, particularly the widespread use of video and storytelling content that often fails to generate meaningful engagement or improve sales due to limited emotional depth, weak narrative authenticity, and low digital literacy among business actors. Using a quantitative approach and SEM–PLS analysis on data obtained from 100 MSME respondents, the findings reveal that both video marketing and digital storytelling significantly enhance brand engagement. However, only video marketing shows a significant direct effect on purchase intention, while digital storytelling demonstrates no significant impact and even indicates a negative tendency. Additionally, brand engagement does not serve as a significant mediator for either content strategy. These results highlight that exposure to video or narrative content alone is insufficient without strong contextual relevance and emotional resonance. The study contributes to the development of TPB and Customer Engagement Theory by showing that engagement and intention require deeper psychological processes beyond content exposure and provides practical insights for MSMEs to produce more authentic, emotionally compelling, and culturally aligned digital content.**

***Index Terms*— Video marketing, digital storytelling, purchase intention, brand engagement, MSMEs.**

I. Introduction

In the continuously evolving digital era, conventional marketing strategies are gradually being replaced by more personal, interactive, and technology-driven approaches. The shift in consumer behavior, where audiences are now more digitally connected, has pushed businesses to utilize various digital platforms to build emotional connections and brand appeal. One marketing strategy that has seen significant growth is video marketing and digital storytelling, where creatively crafted visual narratives can foster emotional closeness between consumers and a brand. In the landscape of modern marketing, the concept of brand engagement has become increasingly critical, serving as a bridge between digital content and consumer purchase intention. Brand engagement is no longer solely about communication frequency, but rather about emotional, cognitive, and behavioral involvement that drives consumers toward making purchasing decisions [1].

This phenomenon can be observed globally through case studies of companies such as Nike and Coca-Cola, which have successfully integrated digital storytelling into their video marketing strategies, creating strong emotional bonds between consumers and their brands. For instance, Nike's "You Can't Stop Us" video campaign during the COVID-19 pandemic generated high emotional resonance due to its exceptional visual production and inclusive narrative emphasizing perseverance and solidarity [2]. This demonstrates that strong storytelling in video format can enhance positive brand perception and ultimately influence purchase intention. The power of video content is also reflected in a 2023 survey, where 96% of marketers stated that video is a crucial component of their marketing strategy, and 87% reported that video delivers a positive ROI [3].

However, in Indonesia, the implementation of video marketing and digital storytelling, especially within the Micro, Small, and Medium Enterprises (MSMEs) sector, still faces several challenges. Although MSMEs have been encouraged to transition into digital platforms, many still rely on product-focused marketing approaches rather than developing

Received: 5 October 2025; Revised: 15 November 2025; Accepted: 20 November 2025.
*Corresponding author
[1]Frans Sudirjo, Universitas 17 Agustus 1945 Semarang, Indonesia (e-mail: frans-sudirjo@untagsmg.ac.id).
[2]Suherlan, Universitas Subang Indonesia (e-mail: suherlan@unsub.ac.id).
[3]Moses Odhiambo Okombo, Maasai Mara University Kenya (e-mail: moses.okombo@gmail.com).
[4]Syamsuri, Universitas Tanjungpura Indonesia (e-mail: syamsuri@untan.ac.id).

narratives that bring brands to life. This results in suboptimal emotional engagement from consumers, which in turn leads to low purchase intention. According to data from the Ministry of Cooperatives and SMEs, of the 66 million MSME actors in Indonesia in 2023, only around 24 million or approximately 36.3% to 39.7%, had gone digital or connected to the digital ecosystem to utilize video marketing [4]. This issue is further exacerbated by low digital literacy and limited content creativity among MSME players, rendering their branding strategies unable to fully harness the potential of storytelling in fostering brand engagement.

Specifically in Jakarta, as a metropolitan city with the highest concentration of digital MSMEs in Indonesia, this phenomenon presents a particular irony. Despite high internet penetration and substantial market potential, many MSMEs in Jakarta have yet to strategically optimize video marketing and digital storytelling. For instance, several MSMEs in the culinary and local fashion sectors, although possessing social media accounts with a considerable number of followers, experience stagnation in sales due to content that fails to deliver a meaningful experience to consumers [5], [6]. Their content tends to be product-oriented and transactional rather than narrative and emotional, resulting in low engagement despite high digital exposure. This phenomenon indicates that the presence of visual content alone is not necessarily effective in driving purchase behavior if it is not accompanied by storytelling that creates an emotional connection between consumers and the brand [7].

In academic literature, a research gap remains regarding the relationship between video marketing and digital storytelling and their influence on perceived purchase intention through brand engagement, particularly in the context of MSMEs. Several previous studies have focused more on the general effectiveness of social media in influencing purchasing decisions, without specifically analyzing the role of content types such as videos and digital narratives. For example, [8] examined the impact of video marketing on brand perception in the large retail sector, while [9] explored the influence of social media on MSMEs without distinguishing between different content forms. Meanwhile, [10] suggested that storytelling can affect consumer perception, but her study did not examine its link to purchase intention or brand engagement as a mediating mechanism. On the other hand, [11] investigated brand engagement as a mediating variable, but her independent variables were not video marketing or digital storytelling, nor was the context focused on MSMEs. Similarly, research by [12] demonstrated the effectiveness of storytelling in video format for purchase conversion, but it did not focus on MSMEs and did not reflect the realities of the Indonesian market. Yet, understanding brand engagement as a mediating mechanism is crucial to uncover how digital content can shape consumer perceptions and attitudes toward MSME products.

However, although many studies highlight the persuasive power of storytelling, several empirical findings indicate that narrative-based content does not always lead to higher engagement or purchase intention. Some studies show that digital stories that lack emotional depth, contextual relevance, or authenticity may fail to create meaningful consumer involvement and, in some cases, generate neutral or even negative responses. This inconsistency suggests that storytelling effectiveness is highly dependent on content quality, audience expectations, and cultural context. Therefore, it remains necessary to examine whether video-based narratives used by MSMEs can truly translate into brand engagement and purchase intention in urban markets such as Jakarta, where consumers are more critical and accustomed to high-quality digital content.

Based on the above background, this study aims to analyze and examine the effect of video marketing and digital storytelling on perceived consumer purchase intention, with brand engagement as a mediating variable, focusing on MSMEs in Jakarta. This research is expected to contribute conceptually to the development of narrative-based digital marketing strategies and practically support MSMEs in managing and designing video marketing strategies that are more effective and emotionally engaging for consumers.

II. Related Work

A. Theory of Planned Behavior (TPB)

This study employs the Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1991, as the grand theory. TPB is an extension of the Theory of Reasoned Action, which posits that individual behavior can be predicted by their intention [13]. This intention is shaped by three core components: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of this research, attitudes toward promotional content, specifically video-based and digital storytelling, serve as a stimulus that influences consumer purchase intention for MSME products. Subjective norms, such as social influences from peers, family, or prevailing digital trends, also contribute to how brand perception is formed. Meanwhile, perceived behavioral control reflects consumers' sense of ease or difficulty in making a purchase. Thus, TPB provides a conceptual foundation to explain how exposure to video marketing and digital storytelling can shape purchase intention through the construction of attitudes and brand perceptions, further reinforced by consumer involvement or brand engagement as the psychological bridge between digital stimuli and purchasing decisions.

B. Customer Engagement Theory

As a middle-range theory, this study refers to Customer Engagement Theory developed by [14]. This theory emphasizes that customer engagement is an interactive psychological state formed through meaningful experiences between consumers and brands. Customer engagement encompasses cognitive (thought), emotional (feeling), and behavioral (action) dimensions that arise from consumer interactions with brand content or activities. In the digital realm, engagement is a key indicator of marketing content effectiveness, particularly on visual platforms such as video. Well-crafted digital storytelling can stimulate cognitive processing and emotional responses, which are then manifested in behaviors such as liking, sharing, or commenting [15], [16]. Therefore, in this study, brand engagement is positioned as a mediating variable that bridges the influence of video marketing and digital storytelling on perceived purchase

Applied Information System and Management (AISM)
Volume 9, (1) 2026, p. 31–44
P-ISSN: 2621-2536; E-ISSN: 2621-2544; DOI: 10.15408/aism.v9i1.46698
©2026. The Author(s). This is an open acces article under cc-by-sa

intention. This reinforces the logic that visual content functions as information, an emotional experience creator, and a source of consumer attachment that ultimately impacts buying behavior.

C. Purchase Intention

Purchase intention represents a consumer's mental readiness to buy a product or service [17]. It serves as a critical indicator in evaluating the effectiveness of marketing and branding efforts. Purchase intention reflects the cognitive and affective stages in a consumer's decision-making process, in which individuals begin to show preferences and inclinations toward making a purchase based on perceived value, belief in product benefits, and emotional engagement with the brand. According to [18], purchase intention can be observed through the following aspects: a. Willingness to purchase: The consumer's willingness to make a purchase in the near future. b. Preference toward brand: The tendency to choose a particular brand over its competitors. c. Purchase intention frequency: The frequency or repetition of the desire to purchase after being exposed to specific content.

D. Conceptual Framework and Hypothesis Development

In this study, two theories, TPB and customer engagement theory, are employed to examine the factors influencing the perceived increase in consumer purchase intention through brand engagement in MSMEs. This framework allows researchers to explore how video marketing and digital storytelling affect consumers' behavioral intentions and engagement with a brand. According to TPB, consumers' attitudes, subjective norms, and perceived behavioral control play a critical role in shaping their purchase intentions. Meanwhile, Customer Engagement Theory emphasizes that active emotional, cognitive, and behavioral interactions between consumers and brands strengthen brand engagement, which in turn can positively influence purchase decisions. Ensuring compelling video marketing and effective digital storytelling is therefore essential, as satisfied and engaged consumers are more likely to show loyalty, recommend the brand to others, and ultimately increase their intention to purchase. Consequently, understanding and optimizing both the strategic use of digital content and consumer engagement mechanisms are central to enhancing MSMEs' marketing performance (Fig. 1).

Based on the Theory of Planned Behavior (TPB) and customer engagement theory, we propose that video marketing, digital storytelling, and brand engagement significantly influence consumers' purchase intentions in MSMEs. We assume that MSMEs' ability to create engaging video content, tell compelling brand stories, and foster strong brand engagement will positively affect consumers' perceived intention to purchase, thereby enhancing overall sales performance.

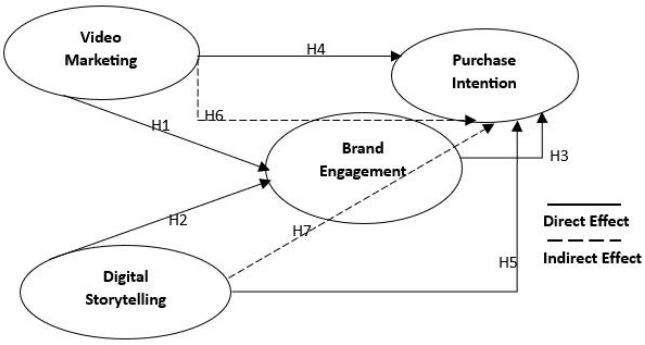

Fig. 1. Research conceptual framework.

This hypothesis is built upon the customer engagement theory proposed by [14], which emphasizes the importance of meaningful interactions between consumers and brands. In this context, video marketing is positioned as a form of interactive content capable of delivering multisensory experiences that enhance cognitive, affective, and behavioral engagement with the brand. For MSMEs, video marketing functions not only as a visual promotional tool but also as a medium to build emotional connections and communicate authentic narratives to target audiences. Previous research has shown that video content is more effective in creating personal connections compared to images or text-based content, as it integrates audio, visual, and narrative elements [19]. Video marketing encourages consumers to engage more actively with brand content, directly strengthening the dimensions of engagement [20]–[22]. Moreover, studies on local MSMEs have shown that high-quality video marketing, in terms of design, messaging, and emotional impact, significantly enhances consumer attachment to the brand [23].

This hypothesis refers to the Customer Engagement Theory, which highlights that brand engagement is rooted in the narratives and emotions conveyed by the company. Digital storytelling plays a strategic role in creating deep brand meaning through authentic, emotional, and relatable stories. These narratives reinforce brand identity and establish emotional connections between consumers and the brand, thereby fostering higher engagement. Previous studies have stated that consumers are more likely to identify with brands that tell stories reflecting their values or personal experiences [24]. Effective digital storytelling can enhance consumers' emotional participation in brand content even before they take any purchasing action [25], [26]. In the context of Indonesian MSMEs, research has also found that storytelling which highlights the struggles of local businesses or the stories behind the products can increase consumer loyalty and participation in digital interactions [27].

This hypothesis is grounded in TPB, developed by [13], which states that individual behavior (in this case, purchasing decisions) is influenced by attitudes, subjective norms, and perceived behavioral control, all of which are shaped by prior involvement and experiences. Brand engagement, which includes emotional attachment and participatory behavior toward a brand, serves as an indicator of consumers' positive

attitudes and ultimately shapes their purchase intention. Previous research has shown that consumers who feel emotionally and cognitively engaged with a brand are more likely to make purchases [28]. Brand engagement creates a strong affective relationship that directly impacts consumers' buying decisions [29]. Local research in the context of Indonesian MSMEs also found that consumers with high engagement toward local brands demonstrate greater purchase intention than those without emotional involvement [30].

This hypothesis refers to the principle of TPB, particularly the aspect of attitude toward behavior, in which video marketing as a form of visual communication can shape a positive attitude toward a product and increase purchase intention. Video marketing delivers information in a concise, visual, and emotional manner, reinforcing consumers' trust and perceived value of the product. The use of video in marketing enhances the perceived ease of understanding product benefits (perceived behavioral control), which directly impacts purchase intention [31]. Previous studies have found that consumers in Indonesia, particularly the urban youth segment, are more responsive to video-based marketing campaigns [32]. Another study revealed that video marketing by MSMEs in Jakarta, which showcases the uniqueness and authenticity of their products, significantly increases perceived value and consumer purchase intention [33].

Based on the TPB framework, digital storytelling can shape positive attitudes toward products and create subjective norms through narratives that touch on social, emotional, and cultural aspects. In urban settings such as Jakarta, consumers tend to value authenticity, empathy, and the social meaning carried by a product—elements that can be effectively communicated through digital storytelling. Well-crafted narratives can create symbolic meaning around a product and influence consumer purchase intention [34], [35]. Previous research also found that storytelling reflecting local values and the struggles of MSME actors can increase consumer affection and loyalty in Jakarta [36] . Moreover, there is a statement indicating that strong storytelling can enhance trust and emotional connection, two key factors that shape purchase intention in digital markets [37].

This hypothesis is developed from the integration of customer engagement theory and TPB, which positions brand engagement as a psychological variable mediating the relationship between marketing stimuli (video marketing) and purchase intention. Consumers do not make purchases immediately after viewing a video; instead, they go through an internalization process involving emotional and cognitive engagement with the brand, which then influences their decision. Prior studies indicate that engaging video content fosters emotional bonds that enhance engagement, and such engagement is strongly correlated with purchase intention [38]. In the context of Indonesia's local e-commerce, it was also found that engagement is a crucial pathway in transforming the effects of video marketing into actual consumer actions [39]. Moreover, in the case of MSMEs in Jakarta, video marketing is highly effective when the content is of high quality and capable of fostering consumer interaction and engagement with the brand [40].

This hypothesis refers to customer engagement theory, in which storytelling serves as a tool to build an emotional bond with a brand before the consumer forms a purchase intention. Storytelling creates affect, value resonance, and identification, which are further reinforced through brand engagement, a strong predictor of buying intention. Previous studies have shown that digital storytelling can foster a high level of emotional bonding between consumers and brands [41]. Another study highlighted that in the context of Indonesian MSMEs, storytelling that emphasizes struggle and empathy values indirectly drives emotional involvement and purchase intention through brand engagement [10]. Furthermore, the relationship between storytelling and purchase intention becomes stronger when mediated by high brand engagement among urban consumers in Indonesia.

Therefore, our hypothesis is that video marketing, digital storytelling, and brand engagement each significantly influence consumer purchase intention (Y) in MSMEs. Specifically, Video marketing is measured through indicators of visual quality, message clarity, and entertainment value, while digital storytelling is assessed using emotional appeal, authenticity, and narrative structure. Brand engagement, serving as the mediating variable, is measured through cognitive processing, emotional attachment, and behavioral participation, and consumer purchase intention is captured through willingness to purchase, preference toward brand, and purchase intention frequency. This study will analyze how effective video marketing and compelling digital storytelling can enhance brand engagement, which in turn positively affects consumers' intention to purchase, while controlling for external factors such as market conditions, competition, and product availability.

H_1: Video marketing has a positive and significant effect on brand engagement in MSMEs.

H_2: Digital storytelling has a positive and significant effect on brand engagement in MSMEs.

H_3: Brand engagement has a positive and significant effect on consumer purchase intention toward MSME products.

H_4: Video marketing has a positive and significant effect on consumer purchase intention toward MSMEs in Jakarta.

H_5: Digital storytelling has a positive and significant effect on consumer purchase intention toward MSMEs in Jakarta.

H_6: Brand engagement mediates the influence of video marketing on consumer purchase intention.

H_7: Brand engagement mediates the influence of digital storytelling on consumer purchase intention.

Building on the discussions presented, this research seeks to examine how video marketing, digital storytelling, and brand engagement influence consumers' purchase intention in MSMEs. The findings are intended to provide actionable insights for MSME practitioners, helping them enhance purchase intentions and overall sales outcomes through more effective use of digital marketing strategies (Table 1). Additionally, this study aims to fill existing gaps by offering a more comprehensive understanding of the dynamics between digital content strategies, compelling brand narratives, and consumer engagement within the Indonesian MSME context.

Applied Information System and Management (AISM)
Volume 9, (1) 2026, p. 31–44
P-ISSN: 2621-2536; E-ISSN: 2621-2544; DOI: 10.15408/aism.v9i1.46698
©2026. The Author(s). This is an open acces article under cc-by-sa

Table 1.
Summary of Main Findings from Previous Studies

No	Relationship	Key Findings
1	Video Marketing → Brand Engagement	Video marketing enhances cognitive, emotional, and behavioral engagement; builds emotional connection with brand.
2	Digital Storytelling → Brand Engagement	Storytelling creates authentic, emotional narratives that strengthen brand identity and consumer engagement.
3	Brand Engagement → Purchase Intention	Higher engagement leads to stronger emotional attachment, increasing purchase intention.
4	Video Marketing → Purchase Intention	Video shapes positive attitudes, increases perceived value, and boosts purchase intention.
5	Digital Storytelling → Purchase Intention	Authentic storytelling influences attitudes and social norms, enhancing purchase intention.
6	Video Marketing → Brand Engagement → Purchase Intention	Engagement mediates video marketing's effect on purchase intention; high-quality content is crucial.
7	Digital Storytelling → Brand Engagement → Purchase Intention	Engagement mediates storytelling's impact; emotional bonding and identification drive purchase intention.

III. Research Method

This study employs a quantitative approach with an explanatory research design. The primary objective of this approach is to explain the causal relationships between the independent variables (video marketing and digital storytelling), the mediating variable (brand engagement), and the dependent variable (consumer purchase intention). A quantitative approach was chosen as it allows the researcher to test hypotheses objectively and systematically using numerical data obtained through standardized instruments. The explanatory design in this study is used to examine in depth the direct and indirect influence of content-based digital marketing strategies on consumer behavior in MSMEs, with brand engagement serving as the mediating mechanism. This study adopts a cross-sectional design, as the data were collected at a single point in time without repeated observations. Data collection was conducted through an online questionnaire distributed to MSME owners in the Jakarta area who utilize digital media for business promotion. The use of online surveys is considered appropriate as it enables efficient and broad geographic coverage of respondents in a timely manner.

To fully operationalize the quantitative approach, the research followed several structured stages, as shown in Figure 2: 1) Problem identification and theoretical model development, based on TPB and customer engagement theory. 2) Operationalization of variables into measurable indicators, adapted from validated scales. 3) Instrument development, including questionnaire construction using a five-point Likert scale. 4) Pilot testing, ensuring clarity and reliability of survey items. 5) Sampling and data collection, using purposive sampling of MSMEs actively engaging in digital content marketing. 6) Data screening, covering completeness checks, outlier detection, and reliability assessment. 7) SEM–PLS analysis, which includes (a) the measurement model (outer model) to test validity and reliability, and (b) the structural model (inner model) to evaluate path coefficients, significance levels, R^2, and mediation effects. 8) Interpretation and reporting of findings based on statistical outputs.

A. Research Sample and Analysis

The population of this study includes MSMEs in Jakarta that actively utilize digital platforms, particularly through video marketing and digital storytelling. Respondents were MSME owners or primary managers, selected using purposive sampling based on the following criteria: the MSME has operated for at least one year, actively implements video marketing and digital storytelling, uses platforms such as Instagram, TikTok, YouTube, or e-commerce marketplaces, and the respondent voluntarily completes the questionnaire.

Following [42], with 12 indicators in total, a minimum sample of 60–120 respondents is required for SEM–PLS analysis. This study selected 100 MSME owners, ensuring diversity across sectors (culinary, fashion, crafts, services) and geographic distribution within Jakarta. Data were collected via online questionnaires from April to June 2025, with statements measured on a five-point Likert scale.

The study operationalized four main variables: Video marketing (X_1), Digital Storytelling (X_2), brand engagement (Z, mediating variable), and consumer purchase intention (Y), each measured through three validated indicators. Data were analyzed using SEM–PLS in SmartPLS. The measurement model tested (outer model) construct validity and reliability (convergent, discriminant, and internal consistency), while the structural model (inner model) assessed relationships among constructs through R^2, Q^2, and bootstrapping. Hypotheses were considered significant at $t > 1.96$ and $p < 0.05$, and mediation analysis evaluated whether brand engagement mediates the effects of video marketing and digital storytelling on consumer purchase intention.

Table 2 shows that the majority of respondents from MSMEs in Jakarta in this study are male (52%), with the dominant age range being 25–35 years (38%), indicating that the most active users of video marketing and digital storytelling strategies are within the young productive age group. In terms of education, most respondents hold a bachelor's degree (36%), suggesting that entrepreneurs with higher educational backgrounds tend to be more actively engaged in digital branding. The most represented type of MSME business is the culinary sector (34%), indicating that this sector is more adaptive to the use of video-based and storytelling-driven promotional strategies. Regarding business experience, respondents with 1–3 years of MSME management experience dominate (44%), reflecting that entrepreneurs in the early to middle stages of development are active users of digital marketing strategies. In terms of video marketing usage intensity, most respondents use it frequently (>1 time per week) (43%), while digital storytelling is also widely used, with the most common frequency being occasionally (1–3 times per

month) (36%). The most frequently used digital platform for promotion is Instagram (71%), followed by marketplaces such as Shopee or Tokopedia (67%), and WhatsApp Business (64%), illustrating MSME owners' preference for visual-based social media and online shopping platforms to attract consumers and enhance brand engagement.

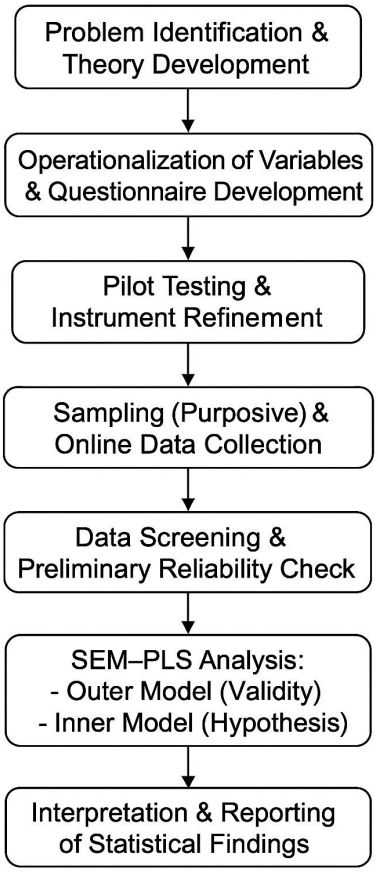

Fig. 2. Research method flowchart.

Table 2.
Demographic Respondents

Demographic Variables	Category	Frequency (*n*)	Percentage (%)
Gender	Male	52	52%
	Female	48	48%
Age	< 25 years	12	12%
	25–35 years	38	38%
	36–45 years	30	30%
	> 45 years	20	20%
Last Education Level	Junior High School or Equivalent	8	8%
	Senior High School or Equivalent	26	26%
	Diploma (D1–D3)	24	24%
	Bachelor's Degree (S1)	36	36%
	Master's Degree or Higher (S2 and above)	6	6%
Type of MSME Business	Culinary	34	34%
	Fashion	22	22%
	Handicrafts/Creative	16	16%
	Services (beauty, repair, etc.)	15	15%
	Others (accessories, electronics, etc.)	13	13%
Experience Managing MSMEs	< 1 year	10	10%
	1–3 years	44	44%
	4–6 years	28	28%
	> 6 years	18	18%
Frequency of Using Video Marketing	Never	5	5%
	Rarely (<1x/month)	14	14%
	Occasionally (1–3x/month)	38	38%
	Frequently (>1x/week)	43	43%
Use of Storytelling in Promotion	Never	9	9%
	Rarely	21	21%
	Occasionally	36	36%
	Frequently	34	34%
Digital Platforms Used	Instagram	71	71%
	TikTok	58	58%
	Facebook	46	46%
	YouTube	39	39%
	WhatsApp Business	64	64%
	Marketplace (Shopee, Tokopedia, etc.)	67	67%
Location	Jakarta	100	100%

IV. RESULT

A. Outer Model Evaluation

The outer model evaluation is a critical initial stage in the analysis of the measurement model using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, especially when reflective indicators are used. The main objective of this evaluation is to ensure that the indicators employed are empirically valid and reliable in measuring the latent constructs hypothesized in the theoretical model. In other words, this evaluation addresses the extent to which indicators accurately reflect their respective latent constructs and how consistently they represent the same construct. In the context of this study, constructs such as video marketing, digital storytelling, brand engagement, and purchase intention are assessed in terms of their indicators' validity and reliability through three main stages: convergent validity, discriminant validity, and construct reliability.

The first step in the outer model evaluation is to test convergent validity, which aims to ensure that all indicators within a construct are highly correlated with each other and collectively explain the underlying construct. Convergent validity is assessed through the outer loading values of each indicator, the Average Variance Extracted (AVE), and composite reliability (Table 3). Ideally, the outer loading values should be above 0.70, indicating a strong contribution of the indicators to the construct. Meanwhile, the AVE should exceed 0.50 to demonstrate that the construct explains more than 50% of the variance in its indicators. In this study, all indicators from each construct meet these criteria, thus confirming that convergent validity is adequately fulfilled.

The second step in evaluating the outer model is testing construct reliability, which indicates how consistently the indicators measure their respective constructs. Construct reliability is assessed using two key metrics: Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha measures internal consistency under the assumption that all indicators contribute equally to the construct, while Composite Reliability provides a more accurate reliability estimate by considering the

Applied Information System and Management (AISM)
Volume 9, (1) 2026, p. 31–44
P-ISSN: 2621-2536; E-ISSN: 2621-2544; DOI: 10.15408/aism.v9i1.46698
©2026. The Author(s). This is an open acces article under cc-by-sa

weight of each indicator. In this study, all constructs exhibit Cronbach's Alpha and CR values above 0.70, suggesting that each construct has strong reliability and that the instruments used are dependable in measuring the research variables (Table 3).

Table 3.
Validity and Reliability Summary

Constructs	Indicators	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Video Marketing	VM1	0.764	0.742	0.826	0.621
	VM2	0.812			
	VM3	0.823			
Digital Storytelling	DS1	0.768	0.716	0.812	0.596
	DS2	0.804			
	DS3	0.737			
Brand Engagement	BE1	0.880	0.784	0.864	0.682
	BE2	0.812			
	BE3	0.843			
Purchase Intention	PI1	0.866	0.763	0.849	0.693
	PI2	0.837			
	PI3	0.801			

Next, discriminant validity is tested to ensure that each construct measured in the model is unique and empirically distinct from the others (Table 4-5). Two commonly used approaches are the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). According to the Fornell-Larcker approach, discriminant validity is achieved when the square root of the AVE for each construct is greater than its correlations with other constructs. In the HTMT approach, the HTMT values between constructs must not exceed the threshold of 0.90. In this study, both the Fornell-Larcker and HTMT methods yielded results that meet the recommended thresholds, confirming that discriminant validity is achieved. This indicates that each construct measures a distinct aspect and does not overlap with others.

Table 4.
Fornell-Larcker Criterion

Constructs	BE	PI	DS	VM
Brand Engagement (BE)	0.826			
Purchase Intention (PI)	0.631	0.832		
Digital Storytelling (DS)	0.577	0.562	0.772	
Video Marketing (VM)	0.612	0.589	0.604	0.788

Table 5.
HTMT (Heterotrait-Monotrait Ratio)

Constructs	1	2	3	4
1. Video Marketing	—			
2. Digital Storytelling	0.732	—		
3. Brand Engagement	0.715	0.748	—	
4. Purchase Intention	0.688	0.701	0.792	—

The third step in evaluating the outer model is testing construct reliability, which indicates how consistently the indicators measure their respective constructs. Construct reliability is assessed using two key metrics: Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha measures internal consistency under the assumption that all indicators contribute equally to the construct, while Composite Reliability provides a more accurate reliability estimate by considering the weight of each indicator. In this study, all constructs exhibit Cronbach's Alpha and CR values above 0.70, suggesting that each construct has strong reliability and that the instruments used are dependable in measuring the research variables (Table 3).

B. Inner Model Evaluation

The inner model evaluation is a crucial phase in structural model analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The primary goal of this evaluation is to assess the extent to which the relationships between constructs in the structural model can be statistically explained and to ensure that the model has strong predictive quality. In the context of this study, the constructs under examination include video marketing, digital storytelling, brand engagement, and purchase intention. Each of these constructs has passed validity and reliability testing through the outer model assessment, and the next step is to evaluate the causal relationships between constructs by examining the strength and significance of each path coefficient, the coefficient of determination (R^2), and the model's predictive relevance (Q^2). This evaluation provides insight into whether the proposed hypotheses are empirically supported and indicates the relative contribution of each independent variable to the dependent variables.

The first step in the inner model evaluation is to examine the R^2 value (coefficient of determination). The R^2 value is used to determine how much of the variability in the dependent variable can be explained by the independent variables. In PLS-SEM, an R^2 value of 0.25 is considered weak, 0.50 is moderate, and 0.75 is strong [42]. Based on the results of the analysis, the construct of brand engagement has an R^2 value of 0.546, indicating that 54.6% of the variability in brand engagement can be explained by video marketing and digital storytelling. Meanwhile, the construct of purchase intention has an R^2 value of 0.601, suggesting that the combined influence of brand engagement, video marketing, and digital storytelling can explain 60.1% of the variability in purchase intention. These values demonstrate that the model has a satisfactory predictive power at the structural level (Table 6).

The second step is to evaluate the Q^2 value (predictive relevance), which measures the model's capability to predict the indicators of endogenous latent variables. The Q^2 value is obtained through the blindfolding procedure, and a value greater than zero indicates that the model has good predictive relevance. The calculation uses the formula $Q^2 = 1 – (1 – R1^2) \times (1 – R2^2)$. Applying this formula to the model's R-square values yields a Q^2 value of approximately 0.818, confirming that the model reliably estimates the outcomes of the observed variables: $Q^2 = 1 – (1 – 0.546) \times (1 – 0.601)$. $Q^2 = 1 – (0.454 \times 0.349)$. $Q^2 = 1 – 0.181146$. $Q^2 = 0.818854$

The third step involves analyzing the path coefficient values and the hypothesis testing results conducted through the bootstrapping technique. In this study, one of the crucial phases in testing the structural model (inner model) is examining the

significance of the relationships among latent constructs through path analysis. The purpose of this test is to determine whether the hypothesized relationships are empirically supported by assessing the path coefficients, t-statistics, and p-values. A relationship is generally considered statistically significant if the p-value is below 0.05 (5%) and the t-statistic exceeds 1.96 at a 95% confidence level. However, not all hypotheses showed positive and significant results. There were three hypotheses in the model that demonstrated negative and statistically insignificant effects, indicating that the independent variables in those paths did not make a meaningful contribution to the dependent variables. Moreover, the direction of their influence contradicted the theoretical expectations.

Table 6.
R^2 (Coefficient of Determination)

Endogenous Variable	R^2	Explanation Strength Category
Brand Engagement	0.546	Moderate
Purchase Intention	0.601	Moderate

Table 7.
Hypothesis Test Results (Path Coefficients)

Hypothesis Code	Path Coefficient	t-Statistic	p-Value	Test Result
H1	0.384	4.267	0.000	Accepted
H2	0.473	5.104	0.000	Accepted
H3	0.391	3.892	0.000	Accepted
H4	0.296	2.781	0.006	Accepted
H5	-0.043	0.833	0.406	Rejected
H6	-0.052	0.992	0.321	Rejected
H7	-0.017	0.445	0.657	Rejected

C. Discussion

The first hypothesis reveals that, within the context of MSMEs in Jakarta, video marketing has a positive and significant impact on brand engagement, especially when marketing strategies are developed by focusing on three key indicators: Visual Quality, Message Clarity, and Entertainment Value. High visual quality effectively captures the audience's attention and creates a professional perception of the brand, while message clarity helps consumers quickly and accurately grasp the value of the product. Additionally, the entertainment aspect of videos makes the content more memorable and enjoyable, which in turn strengthens both emotional and cognitive engagement with the brand. These three elements enhance brand engagement, as reflected in indicators such as Cognitive Processing (deep information processing), Emotional Attachment (emotional bond with the brand), and Behavioral Participation (active involvement in promoting or purchasing), evidenced by the high frequency of video marketing usage among MSMEs in Jakarta, with 43% of respondents using video marketing more than once a week.

Theoretically, these findings are supported by the integration of customer engagement theory and the TPB [13], [14]. Customer engagement theory emphasizes the importance of emotional and cognitive involvement in establishing long-term, value-driven relationships between brands and consumers, where video marketing, especially with high entertainment value and strong visual quality, acts as an effective catalyst. Meanwhile, the Theory of Planned Behavior suggests that consumer behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control—all of which can be shaped or reinforced through engaging and clear messaging in video marketing. Consequently, video-based marketing strategies can significantly influence consumer intentions and behaviors when emotional involvement and cognitive understanding of the product's value are achieved.

This study aligns with previous research findings showing that visual storytelling through digital media strongly enhances brand engagement. For instance, [43] found that visual elements in social media increase emotional and behavioral responses, while [44] confirmed that entertaining and high-quality videos strengthen audience attachment to brands by delivering enjoyable and informative experiences. Within the context of Jakarta's MSMEs, predominantly led by entrepreneurs aged 25–35 (38%) and 36–45 (30%), the use of engaging and informative video marketing is highly relevant, as these age groups are active digital users with a strong preference for communicative visual content. Strategically designed video marketing thus plays a critical role in enhancing brand engagement among Jakarta's MSMEs and should be considered a core strategy in the digital campaigns of small businesses in the post-pandemic era.

The second hypothesis reveals that digital storytelling has a positive and significant impact on enhancing brand engagement among MSMEs in Jakarta, particularly when communicated through three key indicators: Emotional appeal, authenticity, and narrative structure. Emotionally engaging stories resonate with consumers' affective sides, creating a deep psychological bond between the audience and the brand. Authentic narratives increase the perceived credibility and relatability of the content, especially among urban Jakarta communities who are highly sensitive to brand image and integrity. Meanwhile, a well-crafted narrative structure allows messages to be delivered coherently and logically, enhancing cognitive processing of brand-related information, strengthening emotional attachment, and encouraging active consumer participation—ranging from repeat purchases to content sharing and organic brand advocacy on social media platforms.

The significant influence of digital storytelling on brand engagement aligns with the customer engagement theory, which posits that meaningful interactive and emotional experiences are essential in fostering consumer involvement with a brand. When a brand story is delivered in an emotional, authentic, and narratively compelling manner, consumers are no longer passive recipients; instead, they actively engage in shaping the brand's meaning and value. This phenomenon is also supported by TPB, as storytelling can influence consumers' attitudes toward a brand, establish social norms through relatable narratives, and increase perceived behavioral control over purchase decisions, all of which contribute to stronger brand engagement [13].

These findings are reinforced by prior studies such as [45], which demonstrated that emotional and authentic storytelling can cultivate strong brand love and trust, thus enhancing

Applied Information System and Management (AISM)
Volume 9, (1) 2026, p. 31–44
P-ISSN: 2621-2536; E-ISSN: 2621-2544; DOI: 10.15408/aism.v9i1.46698
©2026. The Author(s). This is an open acces article under cc-by-sa

customer loyalty. Reference [46] further emphasized that personal and relatable narratives tend to go viral more easily and foster deeper engagement. In Jakarta's MSME context, most respondents utilize digital platforms like Instagram (71%), WhatsApp Business (64%), and marketplaces (67%) as primary media for delivering digital storytelling through videos, texts, and graphic visuals directly to their audiences. This highlights their access to effective channels for building emotional and narrative-driven relationships with consumers. The use of emotionally appealing, authentic, and well-structured digital storytelling proves to be a strategic marketing communication approach to strengthening brand engagement among MSMEs in metropolitan areas like Jakarta.

The third hypothesis reveals that brand engagement has a positive and significant impact on consumer purchase intention toward MSMEs in Jakarta, particularly through three key indicators: Cognitive processing, emotional attachment, and behavioral participation. When consumers actively process brand-related information (cognitive processing), they develop a more rational and favorable perception of the brand. Emotional attachment fosters a personal connection between consumers and the brand's values and storytelling, leading to emotional loyalty that is difficult to replace. Meanwhile, behavioral participation, such as liking, sharing, or posting positive reviews on social media, strengthens the interactive relationship between consumers and the brand, which directly enhances willingness to purchase, preference toward brand, and purchase intention frequency. These three indicators illustrate that when brand engagement is holistically established, consumers are more inclined to choose that brand over competitors and to do so repeatedly.

This phenomenon is well explained by the customer engagement theory, which emphasizes that brand engagement forms the emotional and cognitive foundation of consumer behavior. Consumers who are actively engaged with a brand tend to exhibit behavioral loyalty and maintain a positive attitude toward the brand, ultimately influencing consistent purchasing decisions. Within the framework of TPB, engagement plays a crucial role in shaping a positive attitude toward the purchasing behavior, creating a subjective norm where consumers feel that buying the brand is socially acceptable and supported by their environment, and enhancing perceived behavioral control, as consumers feel confident and capable of making the purchase based on strong trust and well-informed decisions [13].

These findings are also supported by previous research, such as [28], which confirmed that brand engagement significantly influences the development of consumer loyalty and purchase intention, particularly in digital contexts. Meanwhile, [14] further emphasized that high consumer engagement leads to stronger purchase intentions due to a sense of ownership and brand identification. In the context of Jakarta's MSMEs, demographic data show that 43% of respondents use video marketing more than once per week, and 34% use storytelling regularly, both of which are primary channels in building emotional and participatory brand engagement. This indicates that MSME consumers in Jakarta are actively exposed to brand content that fosters two-way interaction and strengthens their emotional connection to the brand.

The fourth hypothesis reveals that video marketing has a positive and significant effect on consumer purchase intention toward MSMEs in Jakarta, especially when this strategy is built upon three key indicators: Visual quality, message clarity, and entertainment value. High visual quality enhances the perceived value of the product in the eyes of consumers. Message clarity ensures that product information is delivered effectively without ambiguity, while entertainment value helps establish emotional closeness and improves brand recall. The combination of these three elements promotes an increase in willingness to purchase, preference toward brand, and purchase intention frequency, as consumers feel more confident, interested, and entertained when interacting with high-quality and communicative promotional visuals.

The effectiveness of video marketing can be explained through TPB, which posits that an individual's intention to perform a behavior is influenced by their attitude toward the behavior, subjective norms, and perceived behavioral control [13]. When video marketing presents information clearly, and appeals visually and emotionally, consumer attitudes toward the product become more favorable, social perceptions of the brand improve, and they feel a greater sense of control in making purchasing decisions. This approach also aligns with customer engagement theory, in which entertaining and informative video marketing serves as a medium of interaction that fosters both emotional and cognitive engagement, ultimately driving purchase behavior as a form of consumer participation.

Previous research supports this connection. For example, [47] found that high-quality and emotionally packaged video content enhances purchase intention through strong emotional resonance. Similarly, [48] confirmed that messages delivered clearly through video formats are more effective in influencing purchase decisions, as consumers can more easily understand product features and benefits via visual media compared to plain text. In the context of MSMEs in Jakarta, intensive video marketing usage is evident in demographic data showing that 43% of business actors use video marketing more than once per week, indicating consistency in delivering marketing messages through audiovisual media. Thus, video marketing with high visual quality, clear messaging, and strong entertainment value is highly effective in boosting consumer purchase intention among urban MSME audiences, and should be prioritized as a core strategy to build brand preference and drive conversion.

The fifth hypothesis reveals that digital storytelling, constructed through three main indicators: emotional appeal, authenticity, and narrative structure, has a negative and insignificant effect on consumers' purchase intention toward MSMEs in Jakarta, as measured by willingness to purchase, brand preference, and frequency of purchase intention. Although digital storytelling is theoretically believed to foster deep emotional connections with consumers, the findings

suggest that narratives shared by Jakarta-based MSMEs have not been effectively translated into consumer purchase intentions. This may be due to storytelling content that lacks emotional strength, appears inauthentic, or features a narrative structure that fails to engage or align with the needs and expectations of urban consumers who tend to demand high-quality digital messaging.

Under the framework of TPB [13], purchase intention is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. When storytelling fails to positively shape consumer attitudes or perceptions, it is unlikely to stimulate meaningful purchase intent. For example, narratives that are too generic, irrelevant, or fail to address real consumer needs are unlikely to shift consumer attitudes or intentions. This aligns with customer engagement theory, which emphasizes the importance of emotional and participatory involvement. If narrative content does not trigger emotional or interactive responses, customer engagement will likely be low, reducing its impact on brand preference and purchase intention.

Previous research also indicates that although storytelling generally has a positive influence on brand engagement, its success heavily depends on context, narrative quality, and message relevance to the target audience. For instance, a study by [49] reported that storytelling perceived as irrelevant or overly artificial by consumers can harm brand credibility. Similarly, [50], found that overly dramatic or emotionally excessive storytelling that fails to highlight product benefits may not improve purchase intention and could even alienate consumers. In the Jakarta MSME context, this may be attributed to the fact that most businesses use storytelling only occasionally (36%) or frequently (34%) without being supported by strong narrative capabilities or a deep understanding of digital audience psychology.

Demographic characteristics of respondents may also help explain the ineffectiveness of storytelling on purchase intention. The majority of respondents (68%) were aged 25–45, representing digital-native generations accustomed to concise and direct visual content. They tend to quickly evaluate the relevance of a narrative, and if it is perceived as inauthentic or overly manufactured, they are likely to disregard it. Moreover, dominant business sectors such as culinary (34%) and fashion (22%) typically attract consumers who prioritize product visuals and pricing over emotional narratives. The respondents' educational levels, predominantly diploma (24%) and bachelor's degree holders (36%), also indicate a consumer base that is critical of message quality, making poorly crafted storytelling less likely to influence their brand perception or buying behavior.

Therefore, while digital storytelling holds strong potential as a marketing communication strategy, this finding underscores that its effectiveness is highly dependent on the emotional depth, narrative relevance, and authenticity of the messages delivered by MSME actors. When these elements are lacking, storytelling becomes an underperforming strategy and may even generate negative perceptions of the brand. Jakarta MSMEs must thus enhance their storytelling capabilities or consider alternative communication strategies more suited to the preferences and characteristics of their target market in order to significantly boost consumer purchase intention.

The sixth hypothesis reveals that brand engagement failed to mediate the influence of video marketing on consumer purchase intention among MSMEs in Jakarta, even showing a negative and insignificant relationship. Although video marketing efforts were designed with attention to visual quality, message clarity, and entertainment value, these strategies have yet to generate a strong level of brand engagement, measured by cognitive processing, emotional attachment, and behavioral participation, that could effectively drive consumers' willingness to purchase, brand preference, or frequency of purchase intention. This finding suggests that even if consumers enjoy or pay attention to video content, it does not necessarily lead to deep emotional and cognitive involvement, and therefore does not translate into a significant increase in purchase intention.

Within the framework of customer engagement theory, brand engagement is expected to function as a crucial bridge between consumer experiences with marketing content and their purchasing behavior. However, if video marketing fails to build meaningful interactions or does not cultivate a sense of emotional connection and brand identification, the resulting engagement remains weak and ineffective as a mediator. This is also aligned with TPB, where purchase intention is highly influenced by attitude, subjective norms, and perceived behavioral control [13]. When video marketing does not enhance positive attitudes or fails to foster perceived control through strong brand engagement, its impact on intention to buy becomes insignificant or may even result in negative perceptions due to content being seen merely as entertainment with no substantial emotional impact.

Previous research has also noted that not all video marketing formats automatically create engagement that drives consumer action. As highlighted in a study by [15], engagement derived from digital media is contingent upon content quality, relevance to the audience, and clarity of brand values conveyed. If these elements are lacking, meaningful brand engagement will not materialize. Furthermore, video content that focuses heavily on visual appeal while neglecting emotional value or brand authenticity may create a perception gap between the content and consumer expectations, resulting in shallow engagement that fails to influence purchase decisions.

This condition can also be linked to the demographic characteristics of the respondents. Although 43% of MSMEs consistently use video marketing, most of the targeted consumers are aged between 25 and 45 years (68%) and are already familiar with more interactive and relevant digital content. If the videos presented by MSMEs do not meet the visual and emotional standards of Jakarta's urban consumers—who are generally critical and selective—the expected brand engagement will not develop. Instead of acting as a positive mediator, brand engagement ends up failing to connect video marketing efforts to purchase intention. This issue is further exacerbated when the content strategy lacks consistency or does not align with dominant business sectors such as culinary (34%) and fashion (22%), which heavily rely on product visualization and authentic storytelling.

Applied Information System and Management (AISM)
Volume 9, (1) 2026, p. 31–44
P-ISSN: 2621-2536; E-ISSN: 2621-2544; DOI: 10.15408/aism.v9i1.46698
©2026. The Author(s). This is an open acces article under cc-by-sa

Therefore, this result emphasizes that the effectiveness of brand engagement as a mediating variable depends on the quality of engagement formed through video marketing strategies. When engagement is superficial or merely informative without touching on consumers' emotional and participatory aspects, it cannot effectively stimulate purchase intention. MSMEs in Jakarta must reassess both the quality and approach of their video content, ensuring that their video strategies are crafted to build authentic and meaningful relationships with consumers so that brand engagement can serve as a significant mediator in shaping purchase intention.

The seventh hypothesis reveals that brand engagement does not significantly mediate the effect of digital storytelling on consumer purchase intention. In fact, the direction of the relationship is negative, indicating that brand involvement built through digital narratives does not meaningfully contribute to increasing purchase intention. Although the digital storytelling was crafted to highlight elements of authenticity, emotional appeal, and narrative coherence, the content appears to fall short in creating a strong consumer connection to the brand—measured in this study through the dimensions of cognitive processing, emotional attachment, and behavioral participation. As a result, rather than serving as a foundation for emotional and cognitive consumer-brand engagement, the storytelling fails to play a positive mediating role and instead statistically weakens the influence on purchase intention.

This finding emphasizes that not all forms of digital storytelling automatically generate strong brand engagement, especially when the story delivered lacks relevance to the social, cultural, and psychological context of the target audience. In the case of MSME consumers in urban Jakarta, who hold high expectations for narrative authenticity and personal resonance with the brand, storytelling that feels generic, superficial, or overly promotional may instead undermine message credibility and negatively influence consumer perception of brand intentions. Consequently, the emotional bond that should be formed through storytelling weakens, and brand engagement becomes ineffective in bridging the relationship between narrative and purchase intention.

According to the customer-based brand equity theory, brand engagement is an outcome of meaningful consumer experiences with marketing activities, including storytelling [51]. However, when the story fails to evoke emotional resonance or build a sense of identification, consumers do not feel personally connected to the brand. In the absence of engagement, motivational factors driving purchase behaviors, such as willingness to try, purchase intention, or brand preference [52], [53], [54].Moreover, storytelling perceived as manipulative or inauthentic can diminish the brand's perceived value, resulting in the negative influence observed in this study.

Another contributing factor to this weak mediating role is the mismatch between the quality of digital storytelling produced by MSMEs and the expectations of urban digital consumers who are accustomed to high-quality content from larger brands. This gap renders MSMEs' storytelling less competitive in generating engagement. Furthermore, sectors such as culinary and fashion, which dominate MSME content and often prioritize visuals and direct information, tend to leave little room for deep narratives, resulting in shallow and forgettable storytelling. Consequently, brand engagement, which is expected to act as the emotional bridge, it is not formed optimally and fails to effectively drive purchase intention.

These results imply that digital storytelling cannot function as a standalone strategy to build purchase intention without the support of strong brand engagement. Therefore, MSMEs must develop stories that embed relatable values, conflict, and resolution that mirror the lives of their consumers, it is creating emotional, reflective, and participatory engagement. Without these elements, brand engagement will remain weak and will not play a significant mediating role between storytelling and consumer purchase decisions.

V. Conclusion

This study demonstrates that video marketing and digital storytelling significantly enhance brand engagement among MSMEs in Jakarta, and that brand engagement has a positive and meaningful influence on consumer purchase intention. These findings confirm that both visual and narrative-based content can foster cognitive, emotional, and behavioral involvement with brands. However, further analysis reveals an important divergence: while video marketing directly and significantly increases purchase intention, digital storytelling does not produce a significant direct effect and even exhibits a negative direction. Additionally, brand engagement does not mediate the influence of either video marketing or digital storytelling on purchase intention, indicating that exposure to such content alone is insufficient to activate deeper psychological mechanisms that drive consumers toward purchasing behavior. These results suggest that in the context of urban consumers, who tend to be highly critical and accustomed to sophisticated digital content (videos or narratives) without strong emotional resonance, contextual relevance, or brand coherence are unlikely to translate into meaningful purchase intention.

Theoretically, this study contributes to customer engagement theory by demonstrating that engagement is not an automatic or guaranteed outcome of video or storytelling exposure. Engagement requires a meaningful interactive experience in which consumers internalize emotional value, cognitive relevance, and brand authenticity. When these conditions are not fulfilled, engagement remains shallow and unable to influence subsequent behavioral intentions. This is in line with Brodie's key findings in 2011, who assert that customer engagement emerges only when consumers form value-laden emotional and cognitive connections with brand content.

From the perspective of TPB, the findings reinforce that attitudes, subjective norms, and perceived behavioral control are shaped through deeper internalization processes, not merely through the presence of visual or narrative stimuli. Digital

storytelling that fails to alter consumers' belief structures, social perceptions, or perceived control will not lead to a meaningful change in purchase intention. The negative and insignificant effect found in this study illustrates that narrative content lacking authenticity, emotional depth, or cultural relevance may fail to influence consumer attitudes, thereby explaining why engagement and intention did not materialize despite storytelling exposure. This extends TPB by emphasizing the distinction between content exposure and attitude formation, highlighting the need for psychological resonance in narrative-based digital marketing.

Practically, the findings suggest that MSME practitioners should avoid relying solely on visual aesthetics or simple storytelling. Instead, resources should be allocated toward developing video and narrative content that builds emotional engagement, cultural relevance, and authenticity. Video marketing tends to be more effective when it delivers clear messages, strong visual appeal, and meaningful entertainment value, while storytelling should focus on emotionally rich and contextually grounded narratives to influence brand perception and subsequent purchase intention. MSMEs should also reassess their current engagement-building strategies, as frequent content posting alone does not guarantee meaningful consumer interaction. Effective engagement requires stimulating cognitive processing, emotional bonding, and active participation across digital platforms.

Several limitations must be noted. First, the cross-sectional design restricts the ability to observe temporal changes in consumer attitudes and intentions. Second, the sample was limited to MSMEs in Jakarta, which may reduce the generalizability of the findings across regions with different digital marketing realities. Third, although adequate for SEM–PLS analysis, the sample size still allows potential bias in interpreting results. Finally, the quantitative approach limits deeper exploration of psychological or emotional responses to video and storytelling content.

Future research should consider longitudinal or experimental designs to capture dynamic changes in purchase intention following exposure to video or storytelling campaigns. Qualitative approaches, such as narrative interviews or focus group discussions, are also recommended to explore the psychological mechanisms behind why engagement does or does not form despite content exposure. Expanding research to different cities, industries, or consumer segments may reveal whether the effectiveness of video marketing and storytelling depends on context. Additionally, examining mediators such as perceived authenticity, trust, emotional resonance, or perceived value may offer a more comprehensive understanding of how digital content influences consumer purchase intention in the MSME digital marketing landscape.

ACKNOWLEDGMENT

The authors sincerely thank all participants, including Frans Sudirjo, Suherlan, Moses Odhiambo Okombo, and Syamsuri, who contributed to the data collection process and provided invaluable support that greatly facilitated the completion of this study. The authors were actively involved in various stages of the research, including drafting, data collection and analysis, acting as intermediaries, and translating materials, covering the entire scope of the research activities.

REFERENCES

[1] O. O. Obilo, E. Chefor, and A. Saleh, "Revisiting the consumer brand engagement concept," *J. Bus. Res*, vol. 126, no. 10, pp. 634–643, Mar. 2021, doi: 10.1016/j.jbusres.2019.12.023.

[2] IPL, "You Can T Stop Us 2020 Ad Analysis," IPL. Accessed: Jul. 30, 2025. [Online]. Available: https://www.ipl.org/essay/You-Can-T-Stop-Us-2020-Ad-6AAACE906D9B7893

[3] Wyzowl, "Video Marketing Statistics 2023," WYZOWL. Accessed: Jul. 30, 2025. [Online]. Available: https://wyzowl.s3.eu-west-2.amazonaws.com/pdfs/Wyzowl-Video-Survey-2023.pdf

[4] A. Nugraheni, "Optimalisasi Platform Digital Memperkuat Pasar UMKM," Kompas. Accessed: Jul. 30, 2025. [Online]. Available: https://www.kompas.id/artikel/optimalisasi-platform-digital-memperkuat-pasar-umkm

[5] T. Regina, S. Sugiyono, and M. Hendriyani, "Digital marketing strategies to increase sales for culinary sector MSMEs," (in Indonesian), *KOMPLEKSITAS: Jurnal Manajemen, Organisasi, dan Bisnis*, vol. 14, no. 1, pp. 7–17, 2025, doi: 10.56486/kompleksitas.vol14no1.660

[6] J. Lim and G. Hasan, "Analysis of social media marketing strategies to increase product sales for 'Master Food' MSMEs," (in Indonesian), *JPNM Jurnal Pustaka Nusantara Multidisiplin*, vol. 2, no. 1, pp. 1–8, Feb. 2024, doi: 10.59945/jpnm.v2i1.92.

[7] L. Wang *et al.*, "Applying visual storytelling in food marketing: The effect of graphic storytelling on narrative transportation and purchase intention," *Foods*, vol. 14, no. 15, pp. 1–13, Jul. 2025, doi: 10.3390/foods14152572.

[8] J. R. Hanaysha and K. M. K. Alhyasat, "Examining the effect of social media advertising features on customer perceived value and brand love in the retail industry," *Telematics and Informatics Reports*, vol. 18, no 3, pp. 1–9, Jun. 2025, doi: 10.1016/j.teler.2025.100208.

[9] I. M. Ariyati, A. F. Ismawati, A. I. Rizqillah, S. S. Wulandari, and S. Susanti, "MSMEs marketing strategies through the use of social media: A systematic literature review," *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, vol. 13, no. 1, pp. 65–84, Jun. 2024, doi: 10.46367/iqtishaduna.v13i1.1817.

[10] H. F. Mavilinda, Y. H. Putri, and A. Nazaruddin, "Is storytelling marketing effective in building customer engagement and driving purchase decisions?," *Jurnal Manajemen Bisnis*, vol. 14, no. 2, pp. 274–296, Sep. 2023, doi: 10.18196/mb.v14i2.17830.

[11] A. Chairunnisa and E. Ruswanti, "The impact of customer engagement on brand loyalty: The mediation roles of brand attachment and customer trust," *Jurnal Multidisiplin Madani*, vol. 3, no. 4, pp. 789–801, Apr. 2023, doi: 10.55927/mudima.v3i4.2603.

[12] M. L. Monroe, S. Kou, S. Duan, and Y. Bie, "The impact of content characteristics of Short-Form video ads on consumer purchase Behavior: Evidence from TikTok," *J. Bus. Res.*, vol. 183, no. 8, pp. 1-12, Oct. 2024, doi: 10.1016/j.jbusres.2024.114874.

[13] I. Ajzen, "The theory of planned behavior," *Organ. Behav. Hum. Decis. Process*, vol. 50, no. 2, pp. 179–211, Dec. 1991, doi: 10.1016/0749-5978(91)90020-T.

[14] R. J. Brodie, A. Ilic, B. Juric, and L. Hollebeek, "Consumer engagement in a virtual brand community: An exploratory analysis," *J. Bus. Res.*, vol. 66, no. 1, pp. 105–114, Jan. 2013, doi: 10.1016/j.jbusres.2011.07.029.

[15] M. Schreiner, T. Fischer, and R. Riedl, "Impact of content characteristics and emotion on behavioral engagement in social media: literature review and research agenda," *Electronic Commerce Research*, vol. 21, no. 2, pp. 329–345, Jun. 2021, doi: 10.1007/s10660-019-09353-8.

[16] Q. Deng, M. J. Hine, S. Ji, and Y. Wang, "Understanding consumer engagement with brand posts on social media: The effects of post linguistic styles," *Electron. Commer. Res. Appl.*, vol. 48, no. 3, pp. 1-17, Jul. 2021, doi: 10.1016/j.elerap.2021.101068.

[17] G. A. Hanjani and A. Widodo, "Consumer purchase intention," *Journal of Secretary and Business Administration*, vol. 3, no. 1, pp. 39–50, Feb. 2019, doi: 10.31104/jsab.v3i1.90.

[18] P. Kotler and K. Keller, *Marketing Management*. Pearson, 2016.

©2026. The Author(s). This is an open acces article under cc-by-sa

[19] S. Lackmann, P.-M. Léger, P. Charland, C. Aubé, and J. Talbot, "The influence of video format on engagement and performance in online learning," *Brain Sci*, vol. 11, no. 2, pp. 1–20, Jan. 2021, doi: 10.3390/brainsci11020128.

[20] F. Zhang and B. M. Landicho, "Influence of social media short video marketing on consumer brand attitude," *Frontiers in Business, Economics and Management*, vol. 15, no. 2, pp. 211–218, May 2024, doi: 10.54097/p89n2s07.

[21] Z. Zhang and L. Zhang, "Most significant impact on consumer engagement: An analytical framework for the multimodal content of short video advertisements," *Journal of Theoretical and Applied Electronic Commerce Research*, vol. 20, no. 2, pp. 1–22, Mar. 2025, doi: 10.3390/jtaer20020054.

[22] L. Xiao, X. Li, and Y. Zhang, "Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective," *Journal of Retailing and Consumer Services*, vol. 70, no. 1, pp. 1–10, Jan. 2023, doi: 10.1016/j.jretconser.2022.103170.

[23] T. Tatasari, S. Purnomo, and A. K. Dewa, "Utilizing short video-based digital content to increase engagement for food MSMEs on social media," (in Indonesian), *Social Sciences Journal*, vol. 3, no. 2, pp. 20–32, 2025.

[24] J. E. Escalas, "Narrative processing: Building consumer connections to brands," *Journal of Consumer Psychology*, vol. 14, no. 1–2, pp. 168–180, 2004, doi: 10.1207/s15327663jcp1401&2_19

[25] J. Kang, S. Hong, and G. T. Hubbard, "The role of storytelling in advertising: Consumer emotion, narrative engagement level, and word-of-mouth intention," *Journal of Consumer Behaviour*, vol. 19, no. 1, pp. 47–56, Jan. 2020, doi: 10.1002/cb.1793.

[26] F. Mandung, "The influence of storytelling techniques in digital marketing on brand loyalty: A consumer psychology perspective," *Golden Ratio of Marketing and Applied Psychology of Business*, vol. 5, no. 1, pp. 66–78, Oct. 2024, doi: 10.52970/grmapb.v5i1.782.

[27] E. Kaharudin, "The Role of Brand Storytelling in Building Customer Loyalty: A Phenomenological Study of Culinary MSMEs in Semarang City," (in Indonesian), *Jurnal Bisnis Dan Manajemen (JURBISMAN)*, vol. 3, no. 3, pp. 587–606, 2025, doi: 10.61930/jurbisman.v3i3.1206.

[28] L. D. Hollebeek, M. S. Glynn, and R. J. Brodie, "Consumer brand engagement in social media: Conceptualization, scale development and validation," *Journal of Interactive Marketing*, vol. 28, no. 2, pp. 149–165, May 2014, doi: 10.1016/j.intmar.2013.12.002.

[29] B. Rosadi, S. Z. Azhari, and J. K. Saraswati, "Understanding the driver of customer purchase decision: The role of customer engagement and brand attachment," *Jurnal Ilmu Manajemen Advantage*, vol. 6, no. 1, pp. 53–60, Jun. 2022, doi: 10.30741/adv.v6i1.835.

[30] J. Viliaus and Ina Oktaviana Matusin, "The influence of social media marketing, brand awareness, and brand engagement on purchase intent," (in Indonesian),, *Jurnal Ekonomi Trisakti*, vol. 3, no. 1, pp. 1765–1774, Feb. 2023, doi: 10.25105/jet.v3i1.16157.

[31] C. Luo, N. A. M. Hasan, A. M. Z. Ahmad, and G. Lei, "Influence of short video content on consumers purchase intentions on social media platforms with trust as a mediator," *Sci Rep*, vol. 15, no. 1, pp. 1–16, May 2025, doi: 10.1038/s41598-025-94994-z.

[32] A. Cheah, "Indonesia: The new frontier for mobile marketing," Think with Google. Accessed: Jul. 30, 2025. [Online]. Available: https://www.thinkwithgoogle.com/intl/en-apac/consumer-insights/consumer-journey/indonesia-new-frontier-mobile-marketing

[33] A. N. I. D. Putri, P. Purwatiningsih, and R. S. Rini, "Analysis of the effectiveness of instagram advertising as a promotional medium for brown bottle coffee MSMEs in jakarta," (in Indonesian), *Sammajiva: Jurnal Penelitian Bisnis dan Manajemen*, vol. 3, no. 1, pp. 43–56, Feb. 2025, doi: 10.47861/sammajiva.v3i1.1599.

[34] E. Karampournioti and K.-P. Wiedmann, "Storytelling in online shops: the impacts on explicit and implicit user experience, brand perceptions and behavioral intention," *Internet Research*, vol. 32, no. 7, pp. 228–259, Dec. 2022, doi: 10.1108/INTR-09-2019-0377.

[35] M. L. Cassar, A. Caruana, and J. Konietzny, "Facts or story? The impact of website content on narrative believability and purchase intention," *Journal of Marketing Communications*, vol. 28, no. 6, pp. 637–656, Aug. 2022, doi: 10.1080/13527266.2021.1929408.

[36] G. Maulana and A. P. Sugiarto, "Digital marketing communication strategies for MSME consumer loyalty," (in Indonesian), *Triwikrama: Jurnal Ilmu Sosial*, vol. 10, no. 5, pp. 21–30, 2025, doi: 10.9963/ywpf8z96

[37] S. Joshi, M. Domb, B. Chanda, and A. Bais, "Evaluating the impact of storytelling ads on consumer purchase intention," *Journal of Service Science and Management*, vol. 15, no. 01, pp. 10–22, 2022, doi: 10.4236/jssm.2022.151002.

[38] T.-L. Hu, C.-M. Chao, W.-K. Hsieh, and C.-H. Lin, "The impact mechanism of video maturity and content empowerment on purchase intentions: A case study of agricultural tourism in taiwan," *Sustainability*, vol. 17, no. 7, pp. 1–26, Apr. 2025, doi: 10.3390/su17073195.

[39] M. F. Ramadhoni and G. F. Prassida, "The Impact of perceived value on engagement, purchase intention, and continuance usage intention: A PLS-SEM study on social commerce live streaming context," *Jurnal Sistem Informasi Bisnis*, vol. 15, no. 3, pp. 310–320, Jul. 2025, doi: 10.14710/vol15iss3pp310-320.

[40] A. Rahimah, S. Aqfa Dzikrullah, and A. Astira, "Connecting emotionally: Examining the impact of narrative video advertising on consumer involvement and brand attachment," *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi*, vol. 32, no. 1, pp. 38–53, Apr. 2025, doi: 10.20476/jbb.v32i1.1565.

[41] J. Lima, S. Teixeira, and J. Moreira, "Digital storytelling impact on consumer engagement," in *International Conference on Marketing and Technologies*, Santiago de Compostela, Espanha: Smart Innovation, 2024, pp. 293–307. doi: 10.1007/978-981-99-0333-7_22.

[42] J. F. Hair, G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, and S. Ray, *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*, 3rd ed. Cham: Springer International Publishing, 2021. doi: 10.1007/978-3-030-80519-7.

[43] L. Zhao, M. Zhang, Y. Ming, T. Niu, and Y. Wang, "The effect of image richness on customer engagement: Evidence from Sina Weibo," *J Bus Res*, vol. 154, no. 1, pp. 1–11, Jan. 2023, doi: 10.1016/j.jbusres.2022.113307.

[44] G. Q. Souki, F. B. Chinelato, and C. Gonçalves Filho, "Sharing is entertaining: The impact of consumer values on video sharing and brand equity," *Journal of Research in Interactive Marketing*, vol. 16, no. 1, pp. 118–136, Feb. 2022, doi: 10.1108/JRIM-03-2020-0057.

[45] C. O. Kwandy, H. Nicholas, A. W. Soehadi, F. Utama, and H. S. Saragih, "The influence of brand storytelling in building brand loyalty and WOM for the socendate brand," (in Indonesian), *Kajian Branding Indonesia*, vol. 3, no. 2, pp. 160–171, Dec. 2021, doi: 10.21632/kbi.3.2.160-171.

[46] L. Dessart and V. Pitardi, "How stories generate consumer engagement: An exploratory study," *J Bus Res*, vol. 104, no. 11, pp. 183–195, Nov. 2019, doi: 10.1016/j.jbusres.2019.06.045.

[47] T. Lin, "Analysis of short video marketing and consumer purchase intention," *Advances in Economics, Management and Political Sciences*, vol. 88, no. 1, pp. 99–104, Jun. 2024, doi: 10.54254/2754-1169/88/20241035.

[48] R. Tang, X. Cui, and Y. Inoue, "Relationship between visual marketing elements and consumer satisfaction," *Platforms*, vol. 3, no. 1, pp. 1–26, Mar. 2025, doi: 10.3390/platforms3010005.

[49] C. Marketing, "The Psychology Behind Effective Brand Storytelling," Cybertek Marketing. Accessed: Jul. 31, 2025. [Online]. Available: https://cybertekmarketing.com/digital-marketing/the-psychology-behind-effective-brand-storytelling

[50] J. R. de O. Júnior, R. Limongi, W. M. Lim, J. K. Eastman, and S. Kumar, "A story to sell: The influence of storytelling on consumers' purchasing behavior," *Psychol Mark*, vol. 40, no. 2, pp. 239–261, Feb. 2023, doi: 10.1002/mar.21758.

[51] K. L. Keller, "Conceptualizing, measuring, and managing customer-based brand equity," *J Mark*, vol. 57, no. 1, pp. 1–22, Jan. 1993, doi: 10.2307/1252054.

[52] N. Cao, N. M. Isa, S. Perumal, and C. Chen, "Perceived value, consumer engagement, and purchase intention in virtual influencer marketing: The role of source credibility and generational cohort," *Journal of Theoretical and Applied Electronic Commerce Research*, vol. 20, no. 2, pp. 1–21, Jun. 2025, doi: 10.3390/jtaer20020150.

[53] T. Titin, A. M. A. Ausat, M. I. Wanof, S. Syamsuri, and K. Kraugusteeliana, "Enhancing MSME sales performance on e-commerce platforms: Exploring the interplay of digital skills, product innovation, and user experience," *Applied Information System and Management*

(AISM), vol. 8, no. 1, pp. 121–132, May 2025, doi: 10.15408/aism.v8i1.45854.

[54] Y. Religia, Y. Ramawati, and M. Syahwildan, "Analysis of the effect of perceived product quality on retail purchase intention: The mediating role of consumer trust and price sensitivity moderation," *Applied Information System and Management (AISM)*, vol. 7, no. 1, pp. 17–22, Apr. 2024, doi: 10.15408/aism.v7i1.33914.