

The Influence of Marketing Content and Customer Satisfaction on Brand Image on Instagram My Crepe Social Media

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Abstract

This quantitative study aims to understand the influence of content marketing and customer satisfaction on brand image on My Crepe's Instagram. The sample for this study consists of My Crepe Instagram followers. Quantitative data was obtained through distributed questionnaires related to the problem under study. Data collection was conducted using these questionnaires, which were designed to address the research questions. Both primary and secondary data sources were utilized in this study. Primary data was collected directly from the respondents, while secondary data provided additional context and background information. The research instrument used in this study was a Likert scale method, which allowed for the measurement of respondents' attitudes and opinions on a scale, providing a structured way to capture their perceptions. The research results were analyzed using statistical calculations with the Statistical Package for the Social Sciences (SPSS) version 25. This analysis covered the influence of content marketing and customer satisfaction on My Crepe's Instagram brand image. The findings, discussed in the previous chapters, led to the conclusion that both content marketing and customer satisfaction have a positive and significant impact on the brand image of My Crepe on social media. These findings highlight the importance of strategic content marketing and maintaining high customer satisfaction to enhance brand perception on social media platforms like Instagram. By effectively leveraging these elements, My Crepe can strengthen its brand image, fostering a more robust and engaged follower base. Future research could further explore additional variables or employ different research models to build on these insights and provide a more comprehensive understanding of the factors influencing brand image on social media.

1. Introduction

The role of marketing in the business world has developed significantly in recent years, particularly with the proliferation of social media. Marketing professionals are now responsible for implementing comprehensive strategies that combine traditional and digital tactics to promote products or services and reach target audiences. Currently, digital marketing is the most commonly used term, referring to any use of technology to achieve marketing objectives, incorporating both external and internal perspectives. This aligns more closely with the concept of digital business, which involves managing internal and external digital communications (Chaffey & Hemphill, 2020).

We are now in the era of the Industrial Revolution 4.0, characterized by the integration of digital technology into various aspects of

human life, including economics, business, banking, infrastructure, and communications. In this era, the role of marketing media has also evolved from using print media, radio, or television to digital marketing. It is important to recognize that gadgets and social media are now almost inseparable from daily public life. Consequently, maximizing marketing activities through digital devices has become an attractive choice because the intended message can spread rapidly, even within seconds. Additionally, with the dominance of social network users by the millennial generation in our country, digital advertising/marketing must be crafted meticulously, emphasizing attractive images, colors, and videos.

In the business world, entrepreneurs who do not keep up with technological developments risk falling behind. Their companies may become stagnant or even go

bankrupt. This applies to the use of existing technology as well. As we have entered the digital era, it has become relatively easy for startup entrepreneurs to enter the online business world. Therefore, every businessman must adapt to this digital flow to avoid being overwhelmed by the current of digitalization, even in the business world. In fact, the combination of innovation with digitalization can create new phenomena, including the development of concepts such as the sharing economy, the Internet of Things (IoT), e-commerce, financial technology (fintech), and artificial intelligence in various fields of life.

Marketers need new and more effective methods to attract and retain consumers so that businesses can continue to grow in an increasingly competitive climate (Edmundson-Bird, 2019). Initially, companies used traditional marketing methods by spreading advertisements through billboards, print media, radio, and television. However, with the advent of the internet, people can now access information more easily, although the available information may lack variety. Consequently, some businesses have adapted by implementing content marketing. The principles of content marketing involve offering content in both print and digital media that is relevant to the target market. As a result, the content must be creatively designed to meet the desires of the target market.

Digitalization presents a significant challenge for MSMEs, transforming their structures, management, production, marketing, and transactions from manual to digital (Sandi, 2020). This shift has also led to the development of marketing from traditional to digital marketing, rendering traditional methods less effective. This change necessitates that businesses adapt to technological advancements and consumer interests, especially among millennials and Generation Z. According to a survey by the Indonesian Internet Service Providers Association (APJII, 2023), the number of internet users in Indonesia reached 212.9 million at the beginning of 2023, representing a growth of 5.2% or 10 million users compared to the

previous year.

Implementing a content marketing strategy has become imperative and necessary for brands. This strategy helps brands build awareness. Typically, consumers do not directly seek out and purchase what a brand sells. Through social media, companies can maintain good connections with consumers, who can learn more about products through up-to-date information shared on these platforms (Andira, 2021). Therefore, content marketing strategy is not just about promoting products but also about how effectively the strategy can build a good brand image on social media platforms like Instagram.

According to Dwita (2022), the indicators of content marketing include:

1. Relevance: Marketers provide content with useful information directly.
2. Accuracy: Marketers provide content with truly accurate information sources.
3. Value: Marketers offer content with valuable and useful information for consumers.
4. Ease of Understanding: Marketers provide content that is easy for consumers to understand.
5. Ease of Access: Marketers distribute content through appropriate social media channels, making it easily accessible to consumers.

Indicators of customer satisfaction, according to Sari and Oswari (2020), include:

1. Expectation Alignment: A measure of the conformity between the expected service performance and what is perceived by customers.
2. Repeat Visit Intent: The willingness of consumers to revisit or repeatedly use the service.
3. Willingness to Recommend: The readiness of customers to recommend the service they have experienced to friends or family.

Indicators of brand image, according to Prabowo et al. (2020), include:

1. Brand Recall: The ability of the product's brand image to be strongly embedded in consumers' perceptions, making it easy to remember.
2. Overall Product Quality: The comprehensive

characteristics, features, and specifications of goods or services that depend on their ability to meet consumer needs.

3. Product Notability: The product's capability to fulfill every consumer need according to their desires.
4. Brand Trustworthiness: The consistent performance of the product and the benefits it delivers, ensuring consumer trust and satisfaction with the brand.

2 Research Methodology

This research uses a quantitative study approach. According to Sugiyono (2011), the quantitative research method is based on a positivist philosophy and is used to study specific populations and samples. The study is carried out in Makassar City and conducted over two months, from January 2024 to February 2024. The primary data is obtained directly from internal sources using questionnaires distributed via Google Forms, while secondary data comes from external sources, including articles, journals, and other references.

According to Sugiyono (2015) in Kayan and Susanto (2022), the population is a general area consisting of subjects or objects with certain characteristics identified by the researcher to be studied and concluded. The population in this study consists of 5,419 My Crepe Instagram followers. According to Sugiyono (2015), a sample is part of the population's quantity and characteristics. This study uses probability sampling, where each population element has an equal chance of being selected as a sample. Specifically, simple random sampling is used. The sample size is determined using Slovin's formula with a 10% error level.

Data collection techniques involve the use of questionnaires, which are instruments used to collect a large amount of data, and case studies, which involve in-depth, detailed examinations of specific events or cases. Operational terms are defined to facilitate the research. Content marketing (X1) involves efforts made by businesses to promote their activities to consumers through content

marketing, including text, video, and audio, both offline and online. Indicators include relevance, accuracy, value, ease of understanding, and ease of access. Customer satisfaction (X2) refers to a company's effort to provide the best experience to consumers from various aspects, leading to satisfaction that exceeds consumer expectations. Indicators include price suitability, return visit interest, and willingness to recommend. Brand image (Y) is a distinguishing mark for commercial activities with similar goods and services, guaranteeing quality compared to similar goods and services. Indicators include brand recall, overall product quality, product notability, brand trustworthiness, and brand appeal. These variables will be measured using a Likert scale, where responses are scored from 1 to 5, with 5 being the highest and 1 being the lowest.

The method of data analysis involves several tests. The data quality test includes validity testing, which determines whether a measurement tool is valid, and reliability testing, which indicates the extent to which a measurement tool can be trusted or relied upon. A reliable tool yields consistent results over multiple measurements of the same symptom. The classic assumption test includes the normality test, which checks whether the data distribution is normal, the multicollinearity test, which tests for correlations between independent variables, and the heteroscedasticity test, which ensures there is no consistent variance among residuals or observations. Multiple linear regression analysis connects the dependent variable with more than one independent variable to determine the magnitude and direction of their relationship. The regression equation is:

$$Y = a + b_1X_1 + b_2X_2$$

where Y is the dependent variable, a is the constant, b is the regression coefficient, and X is the independent variable. Hypothesis testing involves the partial test (t-test), which determines if the independent variables significantly affect the

dependent variable individually, and the coefficient of determination (R^2), which explains the variation in the dependent variable influenced by the independent variables. This comprehensive approach ensures a thorough analysis of the influence of content marketing and customer satisfaction on the brand image of My Crepe's Instagram.

3. Discussion Of Research

3.1 Research result

a. Validity Test

In research, a validity test is conducted to ensure that the measurement tools used are appropriate and effectively measure what they are intended to. An item statement is considered valid if it accurately measures the intended construct. To assess validity, the Pearson Product Moment correlation is employed. An item statement is categorized as valid if the calculated correlation coefficient (r) is greater than the critical value from the correlation table (r_{table}). For this study, the critical value from the table at a 5% significance level with degrees of freedom (df) equal to 98 (calculated as $N-2$, where $N=100$) is 0.1966. Thus, an item statement is considered valid if its r value exceeds this threshold.

Based on the validity test results, all indicators for the Content Marketing variable have calculated r values greater than r_{table} , indicating that all items are valid for measuring Content Marketing. Similarly, the Satisfaction Customer variable's indicators also show r values above r_{table} , confirming that these items are valid for measuring customer satisfaction. For the Brand Image variable, the item statements Y1 through Y15 have r values exceeding r_{table} , establishing that all indicators used to measure Brand Image are valid.

b. Reliability Test

A reliability test is performed to determine if the measurement tool produces consistent results over time. Consistency is evaluated using the alpha coefficient, with reliability measured by the Cronbach's Alpha statistical test. A variable is deemed reliable if

the Cronbach's Alpha value is greater than 0.60, with values closer to 1 indicating higher reliability. The reliability test results for each variable are as follows:

- 1) Content Marketing (X_1): 18 items, Cronbach's Alpha = 0.887 (Reliable)
- 2) Satisfaction Customer (X_2): 9 items, Cronbach's Alpha = 0.824 (Reliable)
- 3) Brand Image (Y): 15 items, Cronbach's Alpha = 0.891 (Reliable)

c. Classic Assumption Tests

- 1) Normality Test: The normality test assesses whether the data is normally distributed. The Kolmogorov-Smirnov statistical test is used, and if the significance (sig) value is greater than 0.05, the data is considered to follow a normal distribution. The normality test results show a Kolmogorov-Smirnov Z value of 0.827 with a significance of 0.500, indicating that the data is normally distributed.
- 2) Multicollinearity Test: This test examines whether there is correlation between independent variables. Multicollinearity is assessed using Variance Inflation Factor (VIF) values and tolerance. Multicollinearity is absent if VIF values are less than 10 and tolerance values are greater than 0.1. The results show:
 - Content Marketing (X_1): Tolerance = 0.290, VIF = 3.445 (No multicollinearity)
 - Satisfaction Customer (X_2): Tolerance = 0.290, VIF = 3.445 (No multicollinearity)
- 3) Heteroscedasticity Test: This test checks for the presence of unequal variance in residuals. A regression model is considered good if it exhibits homoscedasticity (no heteroscedasticity). The Glejser test is used, and if the significance value is greater than 0.05, heteroscedasticity is not present. The results indicate no heteroscedasticity.

d. Multiple Linear Regression Analysis

The multiple linear regression analysis provides the following coefficients:

- Constant: 3.647
- Content Marketing (X_1): Coefficient = 0.312

- Satisfaction Customer (X2): Coefficient = 0.943

The regression equation is: $Y = 0.3647 + 0.312X_1 + 0.943X_2$

- 1) The constant value of 3.647 indicates that if Content Marketing (X1) and Satisfaction Customer (X2) are held constant at zero, the Brand Image (Y) value would be positive.
- 2) The coefficient for X1 is 0.312, suggesting that as Content Marketing improves, the Brand Image value also increases. The positive coefficient indicates a positive influence of Content Marketing on Brand Image.
- 3) The coefficient for X2 is 0.943, indicating that as customer satisfaction increases, the Brand Image value rises. This positive coefficient signifies a positive influence of Satisfaction Customer on Brand Image.

e. Hypothesis Testing

Hypothesis testing is conducted to determine whether Content Marketing (X1) and Satisfaction Customer (X2) significantly influence Brand Image.

- 1) Coefficient of Determination (R^2): The R^2 value is 0.801, meaning that 80% of the variation in Brand Image is explained by Content Marketing and Customer Satisfaction, while the remaining 20% is attributed to other factors not included in the model.
- 2) Partial Test (T-Test): The t-test assesses the significance of the relationship between each independent variable and the dependent variable (Brand Image). At a 95% confidence level ($\alpha = 0.05$), a variable is significant if the p-value is less than 0.05. The results are as follows:
 - Content Marketing (X1): $t = 4.172$, $p < 0.05$. Since $4.172 > 1.660$ (critical value) and the p-value is less than 0.05, H1 is accepted, indicating a significant influence of Content Marketing on Brand Image.
 - Satisfaction Customer (X2): $t = 6.899$, $p < 0.05$. Since $6.899 > 1.660$ (critical value) and the p-value is less than 0.05, H2 is accepted, showing a significant influence of Customer Satisfaction on Brand Image.

3.2 Discussion and Research Results

a. Influence Image Marketing Content on Brand Image

From the results of the analysis that has been done, it can be seen that valued content marketing is positive at 0.312, meaning that the higher the valued content marketing, the more the brand image on My Crepe's Instagram social media will increase. The results of the t-test of the valued content marketing variable have a t count of $4.172 > t$ table 1.660, so H1 is accepted, which means that partially the influence of valued content marketing is positive and significant on brand image. These results show that the high and low levels of valued content marketing will affect brand image. The relevance indicator obtained the highest value from the mean of the questionnaire results, p means that My Crepe's Instagram followers are satisfied with the content provided and displayed by the My Crepe Instagram account because it is in accordance with what they are looking for and need. Then for the consistency indicator, it obtained the lowest value, meaning that in creating content, My Crepe is not consistent enough.

While for the accuracy indicator, it obtained a consumer value of Good Enough, meaning that the content displayed by My Crepe Instagram can be clearly and clearly understood by followers. Then for the worth it indicator, it can be concluded that consumers feel that the content provided is not Worthy Enough for My Crepe Instagram followers. Then for the easy to find indicator, it is Good Enough Where consumers feel that their content searches on My Crepe Instagram are easy for them to find.

This is because content marketing is an indirect and direct process in an effort to promote a business or brand through valuable text, video, or audio content both online and offline. While brand image is a product or service that has aspects that distinguish it from other products or services that are designed. To meet the same needs, these differences can be functional, logical and practical, related to product and brand performance. Brand image in deciding whether a purchase is one of the

determinants of whether or not a company's goals are achieved so that if the content marketing experience increases, it will affect the brand image to make a product purchase.

This shows that hypothesis 1 proposed in the study states that the content marketing variable has a positive and significant effect on the Instagram My Crepe brand image. The results of this study are supported by research conducted by Irawati, R. (2022). With the title The Influence of Content Marketing Through Instagram and Price on Netflix Brand Image in North Jakarta. The results of the study showed that content marketing and price influenced Netflix's brand image in North Jakarta.

b. Influence Satisfaction Customer On brand image

From the analysis that has been done, it can be seen that customer satisfaction has a positive value of 0.943, meaning that if the satisfaction given by customers is in accordance with what consumers want, there will be an increase in brand image on My Crepe's Instagram social media. The results of the t-test of the customer satisfaction variable have a t count of $6.899 > 1660$, so H2 is accepted, which means that customer satisfaction has a positive and significant influence on brand image. This shows that hypothesis 2 proposed in the study states that the customer satisfaction variable has a positive influence on the Instagram image of the My Crepe brand. In the question of the return interest indicator, it obtained the highest and lowest values.

Where the question received the lowest value, it reads "Customers will see more My Crepe Instagram content because the way the content is delivered is very interesting" meaning that My Crepe Instagram followers like and feel satisfied to provide content so that followers decide to look back at the My Crepe Instagram account. Then the question that received the lowest value was "Customers will like and visit My Crepe Instagram again because of the creative content" meaning that My Crepe Instagram followers think that the content displayed by My Crepe Instagram is not creative enough and feel monotonous about the content.

Then the indicator of willingness to recommend it is also Good Enough for My Crepe Instagram followers which is considered by My Crepe Instagram followers to be very worthy of recommendation. The above can be explained that customer satisfaction has an effect on the Instagram image of the My Crepe brand where from the analysis that has been carried out it can be seen that it has a positive value of 0.943. The results of this study are supported by research conducted by Putri, KA (2023). With the title The Influence of Instagram Content Marketing and Social Media Customer Satisfaction on Brand Image, here is the message. The results of the study show that content marketing and customer satisfaction have an effect on the brand image of Sasa Msg.

4. Closing

4.1 Conclusion

Based on data analysis through evidence against the hypothesis of the problems raised regarding what has been explained in Chapter IV, the following conclusions can be drawn: The results of the statistical test obtained a value of $t_{hitung} 4.172 > t_{tabel} 1.996$ and a significance value greater than 0.05 ($0.00 < 0.05$) meaning that there is a positive and significant influence on the content marketing variable on brand image on the Instagram My Crepe social media. then H1 is accepted. This shows that there is a unidirectional relationship between the content marketing variable (X1) and brand image (Y). The results of the statistical test obtained a value of $t_{hitung} 6.899 > t_{tabel} 1.996$ and a significance value greater than 0.05 ($0.00 < 0.05$) meaning that there is a positive and significant influence of the customer satisfaction variable on brand image on the Instagram My Crepe social media, then H2 is accepted. This shows that there is a unidirectional relationship between customer satisfaction (X2) and brand image (Y).

4.2 Suggestion

Based on the results of the study, the author provides several suggestions to related parties from the results of this study as follows:

1. It is recommended for My Crepe business actors to further improve the existing content marketing, namely entering the industrial era 4.0 towards the era 5.0. If My Crepe business actors can increase their share of the market or content marketing, consumer appeal will increase so that consumers will make repeat orders.
2. And it is recommended for My Crepe business actors to further improve experience marketing in their marketing so that consumers feel, think, act and are impressed in the hearts of consumers with a unique experience or marketing in the business actor.
3. Suggestions for further researchers can deepen the content marketing factors and consumer satisfaction with brand image.

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