

## **ASSESSING THE EFFECT OF CONTENT QUALITY ON CUSTOMER ENGAGEMENT AMONG BUSINESS EDUCATION STUDENTS: A CASE STUDY OF SFGIANDRA CONTENT**

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### **ABSTRACT**

This investigation endeavors to examine the influence of content quality on customer engagement among students enrolled in the Business Education Study Program at Universitas Pendidikan Indonesia (UPI), utilizing Sfgiandra digital content as the empirical context. The research employs a quantitative methodology with a causal associative research design. The study population comprises 395 active Business Education students, from which a sample of 80 respondents was determined through the application of Slovin's formula with a 10% margin of error, employing purposive sampling techniques. Data collection was executed through a Likert-scale questionnaire encompassing two principal variables: content quality, which incorporates dimensions of relevance, clarity, uniqueness, and visual appeal; and customer engagement, which encompasses cognitive, affective, and behavioral engagement dimensions. Statistical analysis was conducted utilizing simple linear regression analysis facilitated by SPSS version 26 software. The findings demonstrated that content quality exerted a positive and statistically significant effect on customer engagement, as evidenced by an unstandardized regression coefficient (B) of 1.512, a t-statistic of 7.377, and a significance level of 0.000 ( $p < 0.05$ ). These empirical results indicate that high-quality, contextually relevant, and aesthetically appealing content can efficaciously enhance student engagement and fortify brand-consumer relationships. This research underscores the critical importance of disseminating authentic and substantive content while contributing to the scholarly understanding of digital marketing effectiveness within educational contexts. It is recommended that subsequent investigations incorporate moderating variables such as content typology or influencer collaborations to further elucidate engagement enhancement strategies.

**Key words:** Content Quality; Customer Engagement; Digital Marketing; Social Media; Sfgiandra

### **INTRODUCTION**

The proliferation of social media platforms has fundamentally transformed marketing communication strategies, with content quality emerging as a critical determinant in establishing sustainable audience relationships (Kotler, Kartajaya, & Setiawan, 2021). Empirical evidence indicates that relevant, engaging, and substantive content exerts a more pronounced influence on engagement metrics than posting frequency alone (Ismail & Krisnadwipayana, 2022). This phenomenon assumes particular significance for Business Education students, who constitute both contemporary digital content consumers and prospective marketing practitioners requiring a comprehensive understanding of the relationship between content quality and customer engagement.

Previous research demonstrates that content quality—operationalized through dimensions of relevance, message clarity, and visual aesthetics—accounts for approximately 45% to 70% of the variance in customer engagement (Mahfud & Manalu, 2025). Complementary investigations corroborate that content quality supersedes publication frequency in determining engagement outcomes, particularly on platforms targeting younger demographic segments (Trisnaning Ati et al., 2025). Nevertheless, a conspicuous research gap persists within Indonesian higher education contexts, as the preponderance of existing studies remains concentrated on commercial sectors, notably tourism and e-commerce (Ismail & Krisnadwipayana, 2022).

Preliminary field observations reveal that Sfgiandra Content, which maintains close associations with Business Education students at Universitas Pendidikan Indonesia, encounters challenges in sustaining consistent audience engagement levels. Analytical data indicate a declining trajectory in engagement metrics—specifically likes and comments—when content quality is perceived as repetitive or deficient in diversity, notwithstanding relatively high posting consistency. This phenomenon underscores a significant research lacuna in comprehending the influence of content quality on student engagement within educational contexts. Consequently, this investigation seeks to examine the impact of content quality on customer engagement among Business Education students at Universitas Pendidikan Indonesia through a case study analysis of Sfgiandra Content. In doing so, this research endeavors to contribute to the advancement of digital marketing scholarship within higher education settings while addressing the identified gap in the existing body of knowledge.

**METHOD**

Using Sfgiandra as the case study object, this mini-research study employs a quantitative methodology and a verification paradigm to examine the impact of content quality on customer engagement among Indonesia University of Education (UPI) Business Education students. Two factors are involved in the causal associative study design: the dependent variable (Y), which is customer engagement, and the independent variable (X), which is content quality (Sugiyono, 2021). Relevance, Clarity, Uniqueness, and Visual Appeal are the qualities that are used in the Content Quality variable (Kotler & Keller, 2021; Hair et al., 2021). In the meanwhile, cognitive, affective, and behavioral dimensions are used to measure the Customer Engagement variable (Brodie et al., 2013; Hollebeek & Macky, 2023).

Based on theoretical indicators, a Likert-scale questionnaire (1–5) was used as the research tool (1 = strongly disagree to 5 = strongly agree). Instrument testing comprised reliability testing using Cronbach's Alpha with a minimum threshold of  $\alpha > 0.7$  and validity testing with the Pearson product-moment correlation. The findings demonstrated that both instruments were dependable and consistent, with the Content Quality variable receiving a Cronbach's Alpha of 0.607, classified as satisfactory, and Customer Engagement receiving 0.965, classified as good.

Students enrolled in UPI's Business Education program who actively follow and engage with Sfgiandra's content made up the study's demographic. In order to guarantee the representativeness of the data, 80 respondents were chosen using simple random selection after the sample size was established using the Slovin algorithm with a 10% margin of error. Using a significance level of  $\alpha = 0.05$ , basic linear regression analysis was used to examine the gathered data in order to determine how much Content Quality affects Customer Engagement. The structure of the analysis model is as follows:

$$Y=a+bX$$

Where:

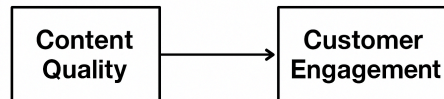
Y= Customer Engagement

X= Content Quality

a= Constant

b= Regression Coefficient

The analysis was conducted using SPSS version 26.0. The model summary results showed  $R = 0.641$  and  $R^2 = 0.411$ , indicating that *Content Quality* explains *\*41.1% of the variation in Customer Engagement*. The ANOVA test produced an F value of 54.424 with a significance level of 0.000 ( $< 0.05$ ), indicating that the model is statistically significant and that *Content Quality* has a significant effect on *Customer Engagement*. The research paradigm was structured as: Content Quality (X) → Customer Engagement (Y)



Hypotheses:

- H0: Content quality has no significant effect on customer engagement among Business Education students at UPI.
- H1: Content quality has a significant effect on customer engagement among Business Education students at UPI

**RESULTS AND DISCUSSION**

The reliability test aims to evaluate the internal consistency of the instruments used for the two variables, *Content Quality*(X) and *Customer Engagement* (Y). The results of the SPSS analysis are presented in Table 1.

**Table 1. Reliability Test Results of Research Variables**

Variable	Cronbach's Alpha	N of Items	Reliability Category
Content Quality (X)	0.607	5	Moderately Reliable
Customer Engagement (Y)	0.965	7	Highly Reliable

(Source: SPSS Output, 2025)

The Cronbach's Alpha value of 0.607 for *Content Quality* indicates acceptable reliability for a small-scale study. Hair et al. (2021) note that values above 0.60 are sufficient in exploratory research, showing adequate correlation among items such as relevance, clarity, and visual appeal.

In contrast, the Customer involvement Alpha rating of 0.965 indicates great reliability, indicating that respondents consistently evaluated behavioral, affective, and cognitive involvement. This result confirms the findings of Hollebeek & Macky (2023), who claimed that engagement consistency is improved by emotional

resonance with digital material. Therefore, both tools are regarded as trustworthy and appropriate for additional regression analysis of the connection between customer engagement and content quality.

The simple regression analysis indicates a positive influence of *Content Quality* on *Customer Engagement*. The summary of the SPSS output is presented in Table 2.

**Table 2. Simple Linear Regression Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.641	0.411	0.403	3.975
a. Predictors: (Constant), Quality Content				

(Source: SPSS Output, 2025)

As shown in Table 2, the R value of 0.641 indicates a strong and positive correlation between *Content Quality* and *Customer Engagement*. The R Square value of 0.411 means that *Content Quality* explains 41.1% of the variation in Customer Engagement, while the remaining 58.9% is influenced by other factors, such as posting frequency, visual design, or user interaction on social media. Scientifically, this finding confirms that higher-quality content—defined by message clarity, relevance, and visual appeal—leads to greater audience engagement. This aligns with Hollebeek and Macky (2023), who found that superior digital content enhances emotional and cognitive engagement. Similarly, Choi et al. (2022) highlighted that aesthetic value and message clarity in social media content significantly increase users’ motivation to engage.

The behavior of digital-native audiences, who are more receptive to relevant, genuine, and meaningful material, is reflected in this trend. When it comes to Sfgiandra Content, students are more likely to interact with relatable and educational content that aligns with their values and academic interests. The Customer Engagement Framework, which highlights that content quality is a crucial factor in creating enduring digital brand–audience interactions, is thus supported by this study (Hollebeek & Macky, 2023). The findings empirically confirm the premise that among Indonesia University of Education students studying business education, content quality has a beneficial impact on customer engagement.

The ANOVA test was conducted to examine the model’s overall fit and to determine whether *Content Quality* significantly influences *Customer Engagement*. The results are presented in Table 3 below.

**Table 3. ANOVA (Analysis of Variance) Results**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	859.853	1	859.853	54.424	0.000
	Residual	1232.335	78	15.799		
	Total	2092.188	79			
a. Dependent Variable: Customer Engagement						
b. Predictors: (Constant), Quality Content						

(Source: SPSS Output, 2025)

As shown in Table 3, the F value is 54.424 with a significance level of 0.000 (< 0.05). This indicates that the regression model is statistically significant, meaning that *Content Quality* has a significant simultaneous effect on *Customer Engagement*. Therefore, the research hypothesis stating that *Content Quality positively affects Customer Engagement* is accepted. Scientifically, this finding suggests that improvements in content quality significantly contribute to increasing audience engagement, both cognitively, affectively, and behaviorally. Hollebeek and Macky (2023) emphasized that high-quality digital content encourages users to engage more actively because it delivers relevance, clarity, and emotional value. Likewise, Khan et al. (2021) found that *content excellence* is a key predictor of *customer engagement* across digital platforms.

**Table 4. Coefficients Results**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-5.788	4.357		-1.328	0.188

	Quality Content	1.512	0.205	0.641	7.377	0.000
<b>a.</b> Dependent Variable: Customer Engagement						

(Source: SPSS Output, 2025)

This tendency is in line with the preferences of today's digital customers, especially students, who react more favorably to relatable and educational information. According to Sfgiandra, material that is visually appealing, honest, and personally meaningful has a higher chance of generating long-term brand partnerships and sustained engagement. Customer engagement is significantly improved by content quality, as the coefficient table demonstrates. According to the unstandardized coefficient (B) of 1.512, Customer Engagement increases by 1.512 units for every unit improvement in Content Quality. The statistical significance of this link is confirmed by the t-value of 7.377 and the significance level of 0.000 ( $< 0.05$ ). Additionally, the standardized beta value of 0.641 shows that customer engagement is strongly predicted by content quality. The R value (0.641) indicated a substantial positive correlation between the two variables, which is consistent with the previous regression summary.

Meanwhile, the constant value (-5.788) has a significance level of 0.188 ( $> 0.05$ ), meaning it is not statistically significant. This suggests that without quality content, customer engagement remains low, emphasizing that content quality plays a crucial role in driving engagement. Overall, these findings confirm that better content quality—through clarity, relevance, and visual appeal—leads to higher audience engagement. This result aligns with Hollebeek and Macky (2023), who noted that emotionally engaging content increases cognitive and affective engagement. Similarly, Choi et al. (2022) stated that message clarity and aesthetic appeal significantly enhance users' motivation to interact with digital content. In the context of Sfgiandra Content, these findings highlight that producing authentic, relevant, and visually appealing posts helps maintain strong engagement among student audiences and supports long-term digital brand relationships.

## CONCLUSION

This investigation establishes that content quality constitutes a critical and statistically significant determinant of customer engagement among Business Education students at Universitas Pendidikan Indonesia, with specific reference to Sfgiandra content. The empirical evidence demonstrates that audience engagement transcends mere responsiveness to content dissemination frequency; rather, it emerges as a consequence of content characterized by topical relevance, aesthetic appeal, and authenticity. From a theoretical perspective, this research validates the proposition that superior digital content quality facilitates enhanced cognitive, affective, and behavioral engagement dimensions, thereby cultivating more robust emotional attachment and sustained brand loyalty among audiences. These empirical contributions advance theoretical frameworks concerning digital engagement behavior within the specialized domain of small-scale creative enterprises and educational contexts. Subsequent scholarly inquiry may expand upon this foundation by examining moderating variables including influencer collaborations, content typology, platform algorithms, and audience demographic characteristics, thereby yielding more comprehensive insights into the mechanisms through which content strategies optimize engagement efficacy across heterogeneous digital platforms. Such investigations would further elucidate the nuanced interplay between content attributes and engagement outcomes within contemporary digital marketing ecosystems.

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