

THE RELATIONSHIP BETWEEN CONTENT MARKETING AND CUSTOMER ENGAGEMENT ON INSTAGRAM @UNIX.TEMANKITA

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ABSTRACT

Advances in digital technology have driven significant transformations in marketing strategies, including the increasing role of social media as a medium for interaction between brands and audiences. This study aims to analyze the influence of content marketing on customer engagement on the Instagram account @unix.temankita, which focuses on the University Expo organized by the TemanKita community. The study used a quantitative approach with a descriptive and verification design. The population consisted of 97 TemanKita members from Period 6, with a sample of 80 respondents determined using the Slovin formula. Data were collected through online questionnaires and analyzed using IBM SPSS version 29 through validity, reliability, Spearman correlation, simple linear regression, coefficient of determination (R^2), and t-test analyses. The results show that all items are valid and reliable. The Spearman correlation test revealed a strong positive relationship between content marketing and customer engagement. The regression equation $Y = -9.214 + 0.899X$ with an R^2 value of 0.745 indicates that 74.5% of the variation in customer engagement is explained by content marketing. The significance value (<0.001) and t value (15.112) $>$ t table (1.990) confirm a positive and significant influence. These findings highlight that content marketing plays a crucial role in enhancing audience engagement on social media. Therefore, organizations are encouraged to optimize interactive and relevant content strategies continuously. Future studies may explore additional factors such as posting frequency or content type to deepen the understanding of engagement dynamics.

Key words: content marketing; customer engagement; social media; Instagram; TemanKita

INTRODUCTION

Advances in digital technology have brought about significant changes in the business world and marketing strategies (Istiqomah, 2023). In the era of two-way communication, companies not only convey information but also build interactions with audiences through informative and interactive visual content (Luthfiyanti & Setiadi, 2025). Digital development in Indonesia is demonstrated by the increase in internet users, which reached 212 million people and social media users, reaching 143 million in January 2025 (We Are Social, 2025). One of the most widely used platforms is Instagram, which is considered effective in reaching audiences through visual content such as photos, short videos, and stories (Ditania & Susilowati, 2025).

Digital communication has significant potential to attract and maintain consumer engagement, leading many companies to utilize Instagram as a primary means of adapting to changing consumer behavior (Wardani, 2023). In this context, Instagram's effectiveness is measured not only by the number of audiences reached but also by the level of consumer engagement, reflected through customer engagement (Cuevas-Molano et al., 2021). Customer engagement describes the psychological state that emerges in certain situations with varying levels of intensity (Nangpiire et al., 2022). Engagement occurs when internet users connect or interact with a brand, accompanied by emotional involvement between the user and the brand (Syah et al., 2024). Generally, customer engagement encompasses three main dimensions: cognitive, emotional, and behavioral, which collectively reflect the depth of a consumer's relationship with a brand (Fadillah & Setyorini, 2021).

In the digital era, various marketing strategies have been developed to influence customer engagement. One proven effective approach is content marketing, a strategic marketing method focused on creating and distributing valuable content to attract and retain an audience (Febrian et al., 2021). The success of content marketing depends heavily on a well-designed content strategy, with selecting the appropriate content format being a crucial element in its implementation (Poradova, 2020). According to Milhinhos, as cited in (Putri & Dermawan, 2023), there are six main indicators for measuring content marketing: relevance, accuracy, value, ease of understanding, ease of finding, and consistency.

Content marketing is now implemented not only by large companies but also by educational communities such as TemanKita in educational activities and University Expo promotions. Through informative and inspirational content, TemanKita strives to build a positive image and increase audience engagement on its Instagram account @unix.temankita. Several previous studies have shown that content marketing has a positive effect on customer engagement (Azzariaputri & Avicenna, 2023) Syah et al., 2024; Lestari, 2025) However, research by (Ismunandar & Alwi, 2025) showed inconsistency, with content marketing having no significant effect on customer engagement on Instagram accounts. This indicates that the effectiveness of content marketing can vary depending on the context and audience characteristics.

Although TemanKita has consistently implemented a content marketing strategy on Instagram, the engagement levels for each post show significant variation. For example, content themed around the 2025 University Expo reached 41,800 views, while other content, such as the day before the event, entertainment, and roadshow recaps, only received between 3,800 and 9,600 views.

Table 1. Instagram Content Engagement Data @unix.temankita

Content Type	Upload Date	Views	Likes	Comment
H-1 Event	January 19, 2025	3.861	85	0
With Speaker	January 22, 2025	41.800	1.505	7
Entertainment	January 24, 2025	6.718	165	3
Roadshow Recap	January 24, 2025	9.602	164	9

(Source: Processed from @unix.temankita Instagram analytics)

This variation suggests that the effectiveness of content marketing is influenced by the type and style of content presentation in attracting attention and increasing audience engagement. Based on these phenomena and research gaps, this study aims to analyze the influence of content marketing on customer engagement on the Instagram account @unix.temankita as an effort to understand effective digital marketing strategies in the era of digital transformation.

METHOD

This research employed a quantitative approach with a descriptive and verification design (Sugiyono, 2019). This approach was used to test the hypothesis through statistical data processing with the aid of IBM SPSS version 29. The study population included 97 TemanKita members from Period 6, with the sample size determined using the Slovin formula at a 5% margin of error:

$$n = \frac{N}{1+Ne^2}$$

Where: n = number of samples, N = population size, and e = margin of error (0.05).

Based on the calculation, 78 respondents were obtained, which were then rounded up to 80 respondents. According to (Sugiyono, 2015), a sample is a subset of the number and characteristics of a specific population.

Data were collected through an online questionnaire measuring two main variables. The research instrument used a five-point Likert scale ranging from (1) Strongly Disagree to (5) Strongly Agree, as it is able to describe respondents' level of agreement in a structured manner (Sugiyono, 2019).

Validity testing was conducted using the Pearson Product Moment method, while reliability was tested using Cronbach's Alpha, where an α value > 0.60 is declared reliable (Ghozali, 2018). Data analysis was conducted through validity and reliability tests, Spearman correlation, simple linear regression, coefficient of determination (R^2), and t-test.

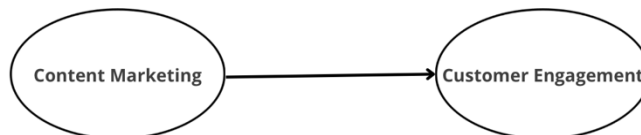


Figure 1. Research Framework

Based on the theoretical framework and formulated research questions, the hypotheses of this study are as follows:

$H_0 : \beta = 0 \rightarrow$ There is no significant effect of Content Marketing on Customer Engagement on the Instagram account @unix.temankita.

$H_1 : \beta > 0 \rightarrow$ There is a positive and significant effect of Content Marketing on Customer Engagement on the Instagram account @unix.temankita.

RESULTS AND DISCUSSION

Characteristic Response

The respondents in this study consisted of 80 participants who had interacted with the Instagram account @unix.temankita. Based on gender, 57.5% of respondents were female, while 42.5% were male, indicating that the majority of respondents were women. In terms of age, the majority belonged to the 17–22 years old category, accounting for 98.8% of the total respondents, while only 1.2% were under 17 years old.

Validity and Reliability Results

Validity and reliability tests were conducted to ensure that the research instrument was suitable for use as an accurate and consistent measuring tool. Based on the results of the validity test using Pearson Product Moment analysis, all items in the Content Marketing (X) and Customer Engagement (Y) variables were declared valid, because the calculated r value of each item was above the table r of 0.220 at a significance level of 5%. Furthermore, the results of the reliability test showed that the Cronbach's Alpha value for the Content Marketing variable was 0.799 and for Customer Engagement was 0.815, both of which were above the minimum limit of

0.60 (Ghozali, 2018). Thus, all statement items in the questionnaire are declared valid and reliable, so they can be used for the next analysis stage.

Table 2. Validity and Reliability Test Results

Variable	Number of Items	Validity Range (r)	Cronbach Alpha	Result
Content Marketing (X)	12	0.382 – 0.715	0.799	Valid & Reliable
Customer Engagement (Y)	9	0.426 – 0.809	0.815	Valid & Reliable

(Source: Primary data processed using IBM SPSS Statistics 29)

Descriptive Statistics

Descriptive analysis shows that the Content Marketing (X) variable has a minimum value of 36, a maximum of 60, with an average of 54.99 and a standard deviation of 4.187. Meanwhile, the Customer Engagement (Y) variable has a minimum value of 27, a maximum of 45, with an average of 40.23 and a standard deviation of 4.360. These results indicate that both variables are in the high category, indicating a positive response from respondents towards Content Marketing and Customer Engagement.

Table 3. Descriptive Statistics of Research Variables

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
TotalX	80	36	60	4399	54.99	4.187
TotalY	80	27	45	3218	40.23	4.360
Valid N (listwise)	80					

(Source: Primary data processed using IBM SPSS Statistics 29)

Nonparametric Correlation Test (Spearman's rho)

Based on the Spearman's rho correlation test, the correlation coefficient between Content Marketing and Customer Engagement is 0.737 with a significance value of $p < 0.001$. This indicates a strong and significant positive relationship, meaning that more effective content marketing is associated with higher customer engagement.

Since the normality test ($p = 0.016$) and linearity test ($p = 0.002$) did not fully meet parametric assumptions, the use of Spearman's correlation was considered more appropriate.

Table 4. Nonparametric Correlation Test (Spearman's rho) Results

		TotalX	TotalY
Spearman's rho	TotalX	Correlation Coefficient	1.000
		Sig. (2-tailed)	.737**
		N	80
TotalY	TotalY	Correlation Coefficient	.737**
		Sig. (2-tailed)	1.000
		N	80

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: Primary data processed using IBM SPSS Statistics 29)

Coefficient of Determination (R²) Test

The coefficient of determination (R²) value of 0.745 indicates that 74.5% of the variation in Customer Engagement (Y) can be explained by the Content Marketing variable (X). Meanwhile, the remaining 25.5% (100% - 74.5%) is explained by other variables outside this study. Thus, this regression model has strong ability to explain the relationship between Content Marketing and Customer Engagement.

Table 5. Coefficient of Determination (R²) Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.745	.742	2.214

a. Predictors: (Constant), TotalX

(Source: Primary data processed using IBM SPSS Statistics 29)

Simple Linear Regression Test

The results of the simple linear regression test indicate that Content Marketing has a positive and significant effect on Customer Engagement on the Instagram account @unix.temankita. Based on the analysis, the regression equation is $Y = -9.214 + 0.899X$. The constant value of -9.214 indicates that if the Content Marketing variable (X) is held constant or has a value of zero, then Customer Engagement (Y) will have a value of -9.214 units. Meanwhile, the regression coefficient value of 0.899 indicates that every one-unit increase in the Content Marketing variable will increase Customer Engagement by 0.899 units. The calculated t-value of 15.112 with a significance level of $p < 0.001$ is smaller than the 0.05 level and greater than the t-table of 1.990. Therefore, it can be concluded that Content Marketing has a positive and significant effect on Customer Engagement. Therefore, hypothesis H₀ is rejected and H₁ is accepted. This means that the better the implementation of the Content Marketing strategy, the higher the level of Customer Engagement formed among the audience.

Table 6. Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-9.214	3.281		-2.808	.006
	TotalX	.899	.059	.863	15.112	<.001

a. Dependent Variable: TotalY

(Source: Primary data processed using IBM SPSS Statistics 29)

CONCLUSION

The results of this study indicate that content marketing has a positive and significant influence on customer engagement on the Instagram account @unix.temankita. This proves that an effective content marketing strategy, supported by relevant, engaging, and consistent content, can increase audience interaction and engagement with an organization. These findings emphasize the important role of digital communication in building stronger relationships between brands and audiences, especially in educational and social contexts. Future research is recommended to explore additional factors such as posting frequency and content type to deepen understanding of the dynamics of audience engagement on social media.

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