

THE INFLUENCE OF CONTENT MARKETING AND SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION IN F&B BUSINESS IN INDONESIA

Deriyana Saputra ^{a*)}, Alfatih S Manggabarani ^{a)}

^{a)} Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia

^{*)} Email co Author: 2510122043@mahasiswa.upnvj.ac.id

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Abstrak. The development of digital technology has encouraged changes in marketing strategies in the Food and Beverage (F&B) industry in Indonesia through the use of content marketing and social media marketing as a means to build relationships with consumers and increase customer satisfaction. Although both digital marketing strategies are increasingly being applied, the results of previous research still show inconsistencies regarding their effect on customer satisfaction. Therefore, this study aims to analyze the influence of Content Marketing and Social Media Marketing on Customer Satisfaction in F&B business in Indonesia. This study uses a quantitative approach with purposive sampling techniques on 120 respondents who have made purchases in the F&B business in Indonesia. The data was analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS-SEM) with the help of SmartPLS 4 software. The results of the study showed that Content Marketing had a positive and significant effect on Customer Satisfaction with a T-Statistic value of 5.176 and a P-Value of 0.000. In addition, Social Media Marketing also has a positive and significant effect on Customer Satisfaction with a T-Statistic value of 4,750 and a P-Value of 0.000. The Adjusted R-Square value of 0.533 indicates that the two independent variables are able to explain 53.3% of the variation in Customer Satisfaction, while the remaining 46.7% are influenced by other variables outside the research model. These findings indicate that the implementation of quality content marketing and effective social media marketing activities play an important role in increasing customer satisfaction, so that it can be a relevant strategy for F&B business people to strengthen competitiveness in the digital era.

Keyword: Content Marketing, Social Media Marketing, Customer Satisfaction, Food and Beverage, PLS-SEM.

I. INTRODUCTION

Background of the Study

Digital transformation has changed the way companies build relationships with consumers and carry out marketing activities in various industry sectors, including Food and Beverage (F&B). The development of the internet and social media encourages changes in consumer behavior in obtaining information, comparing various product alternatives, and evaluating experiences before and after making a purchase. This condition makes digital media not only a means of promotion, but also a communication medium that is able to improve customer experience and create consumer satisfaction. Therefore, companies need to optimize their digital marketing strategies to be able to maintain competitiveness amid technological developments and increasingly dynamic changes in consumer behavior (DataReportal, 2025)

The use of social media in Indonesia provides a great opportunity for F&B business actors to reach consumers more widely through the implementation of content marketing and social media marketing. Consumers today tend to search for information about a product through various digital content before deciding to make a purchase. Content that is informative, relevant, consistent, and provides added value can increase consumer trust while forming a positive perception of a brand. Therefore, content marketing is one of the digital marketing strategies that plays an important role in building relationships with consumers and increasing customer satisfaction (Hasan & Chang, 2024)

In addition to content marketing, social media marketing is one of the digital marketing strategies that is able to build two-way communication between companies and consumers. Through social media, companies can quickly convey product information, respond to customer needs, and create more personalized interactions. Effective communication activities through social media can improve the customer experience, strengthen the relationship between companies and consumers, and contribute to increased customer satisfaction (Bakalo, 2024)

In the Food and Beverage (F&B) industry in Indonesia, the use of content marketing and social media marketing continues to increase as the main strategy in attracting consumer attention. Various business actors use Instagram, TikTok, Facebook, and YouTube as media to convey promotions, product education, and creative content. However, the high level of digital marketing activity has not always been followed by increased customer satisfaction, because customer satisfaction is also influenced by the quality of products, services, and experiences obtained during the purchase process (Bakalo, 2024)

Various studies show that content marketing and social media marketing contribute to increasing customer satisfaction through the delivery of relevant information, interactive communication, and positive digital experiences. However, the results of the study still show that there are inconsistencies regarding the magnitude of the influence of the two digital marketing strategies on customer satisfaction in various industry contexts. This condition shows that the relationship between content marketing, social media marketing, and customer satisfaction still needs further testing, especially in the Food and Beverage (F&B) industry in Indonesia (Abnar Uhibah Ulhaq et al., 2025)

The difference in the results of the study shows that there is still a research gap regarding the relationship between content marketing, social media marketing, and customer satisfaction, especially in the context of the F&B industry in Indonesia. In addition, most previous studies have still tested the two digital marketing variables separately, so there have not been many studies that have analyzed the influence of both simultaneously on customer satisfaction. Therefore, this study aims to analyze the influence of content marketing and social media marketing on customer satisfaction in the F&B business in Indonesia so that it is expected to make a theoretical and practical contribution to the development of digital marketing strategies.

II. THEORY REVIEW

Content Marketing

The methods should be described with sufficient details to allow others to replicate and build on the published results. The concept of content marketing is a marketing strategy that focuses on the process of planning, creating, developing, and distributing relevant and valuable content to attract, engage, and retain consumers so as to support the achievement of the company's marketing goals (Koob, 2021). Content marketing is an important part of digital marketing because it allows companies to convey information that suits consumer needs, build trust, and create long-term relationships through the presentation of useful, informative, and relevant content (Koob, 2021). In its implementation, content marketing utilizes various forms of digital content, such as articles, images, videos, infographics, and interactive media disseminated through websites, social media, and other digital platforms to increase brand awareness, strengthen relationships with consumers, and create value that can increase customer satisfaction (Koob, 2021). According to (Rizkia et al., 2024) Content marketing indicators consist of four main elements, namely relevant, consistent, accurate, and value.

Social Media Marketing

The concept of digital marketing refers to the use of digital technology and various social media platforms as a means of marketing communication to build relationships with consumers and achieve marketing goals more effectively. One form of digital marketing implementation is social media marketing, which uses social media to convey information, increase interaction, build trust, and influence consumer behavior in the decision-making process (Hanaysha, 2022). Social media marketing allows companies to reach consumers more widely through the delivery of content that is engaging, interactive, and in accordance with the needs of the audience so that it can increase customer engagement and strengthen the relationship between the company and consumers (Hanaysha, 2022). According to (Cheung, 2021) Social media marketing indicators consist of four main elements, namely entertainment, customization, interaction, and trendiness.

Customer Satisfaction

Customer satisfaction is an emotional state that arises as a result of consumer evaluation after comparing the performance of the product or service received with the expectations previously had (Araújo et al., 2023). Customer satisfaction reflects the degree of compatibility between consumer expectations and the actual experience gained while using a product or service, so it is one of the important indicators in assessing the company's success in meeting customer needs and desires. Satisfaction will be created when the performance of the product or service meets or even exceeds the expectations of consumers, while dissatisfaction arises when the performance received is below the expectations that have been formed in advance (Yum & Yoo, 2023). According to (Araújo et al. 2023) The Customer Satisfaction indicator consists of two main dimensions, namely cognitive factors, which describe the consumer's rational assessment of the suitability between expectations and performance of the product or service, and affective factors, which reflect the emotional response of consumers based on the experience felt after using the product or service.

Framework

A framework is a conceptual framework that is systematically prepared to explain the relationship between the variables, factors, and processes being researched so as to be able to provide a structured understanding of a research phenomenon. This framework serves as a guideline in analyzing the interdependencies between variables to support the achievement of research objectives (Elseknidy et al., 2025). Based on the foundation of theory and previous research, the framework in this study is prepared to describe the relationship between the variables to be tested, as presented in the following Figure.

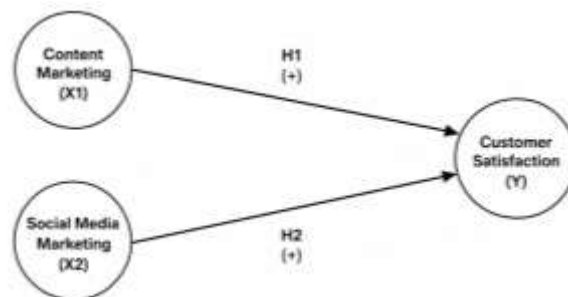


Fig. 1 Research Framework

Research Hypothesis

H1: Content Marketing has a positive and significant effect on Customer Satisfaction in F&B businesses in Indonesia.
H2: Social Media Marketing has a positive and significant effect on Customer Satisfaction in F&B businesses in Indonesia.

III. METHOD

This study uses a quantitative approach with a type of associative research, which is research that aims to analyze the relationship and influence between two or more variables (Sugiyono, 2022). In this study, the approach was used to test the influence of content marketing and social media marketing as independent variables on customer satisfaction as a dependent variable in the Food and Beverage (F&B) business in Indonesia. The data used is primary data obtained directly through the distribution of questionnaires to respondents. Primary data is data collected directly by researchers from the first source to obtain information that is in accordance with actual conditions based on respondents' perceptions of the variables being studied (Sugiyono, 2022).

The population in this study is consumers who have made purchases in the Food and Beverage (F&B) business in Indonesia. Because the population size is not known for sure, the sampling technique used is non-probability sampling with the purposive sampling method. The sample was selected based on certain criteria, namely respondents who are at least 17 years old, domiciled in Indonesia, active in social media, and have made purchases from F&B businesses that carry out marketing activities through digital media. The determination of the number of samples refers to the recommendation of Hair et al. (2022), namely the minimum number of samples obtained by

multiplying the number of research indicators by five to ten times. With a total of 24 indicators, the minimum number of samples used in this study is 120 respondents.

The variables in this study consist of content marketing (X1) and social media marketing (X2) as independent variables, and customer satisfaction (Y) as dependent variables. All variables were measured using a five-point Likert scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree), to measure respondents' level of approval of each statement in the questionnaire. Data analysis was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the help of SmartPLS 4 software. This method was chosen because it is able to test the relationship between variables simultaneously and is suitable for use in predictive research and model development. Model evaluation is carried out through testing the outer model to assess the validity and reliability of the construct, as well as the inner model to test the structural relationship between variables and test the research hypothesis regarding the influence of content marketing and social media marketing on customer satisfaction. **Data and Data Sources**

The data are facts or information used to discuss or determine the answer to a research question. The subjects from whom data can be collected for research are the study's data sources. The library's collection of books, audio, documents, and other printed materials can serve as a data source for the researcher.

IV. RESULTS

VALIDITY TEST

Validitas Convergence

Convergent validity testing is performed to ensure that each indicator is capable of representing the latent constructs measured in the study. Evaluation is carried out through the outer loading (factor loading) value on each indicator. The outer loading value indicates the level of relationship between the indicator and the latent variable, so the higher the value, the better the indicator's ability to explain the construct it represents. According to Hair et al. (2022), the indicator is declared to meet the convergence validity if it has an outer loading value of ≥ 0.70 . However, in studies that are still in the model development stage, indicators with an outer loading value of 0.50 – 0.70 are still acceptable as long as the construct still meets the requirements for overall validity and reliability. In this study, convergent validity testing was carried out on all indicators in the variables of Content Marketing, Social Media Marketing, and Customer Satisfaction. The results of the convergent validity test are presented in Table 1. As follows.

Table 1. Convergent Validity Test Results

Indikator	Content Marketing (X1)	Customer Satisfaction (Y)	Social Media Marketing (X2)
CM1	0,872		
CM2	0,844		
CM3	0,830		
CM4	0,832		
CM5	0,865		
CM6	0,839		
SMM1			0,811
SMM2			0,787
SMM3			0,791
SMM4			0,785
SMM5			0,724
SMM6			0,734
SMM7			0,704
SMM8			0,742
SMM9			0,736
SMM10			0,759
SMM11			0,754
SMM12			0,715
CS1		0,803	
CS2		0,812	
CS3		0,837	
CS4		0,829	
CS5		0,822	
CS6		0,831	

The results of the convergent validity test presented in Table 4.10 show that the loading factor values of all indicators in the variables Content Marketing (X1), Social Media Marketing (X2), and Customer Satisfaction (Y) have values above 0.70. Thus, all indicators in each variable have met the criteria for convergent validity, so that they are declared valid and feasible to be used as a measuring tool in measuring latent constructs in this study.

Discriminant Test

The validity of the discriminator in this study was tested using the Fornell-Larcker criterion, which aims to determine the ability of each construct to distinguish itself from other constructs contained in the research model. According to Hair et al. (2022), the Fornell-Larcker criterion states that the square root value of Average Variance Extracted (AVE) in each construct must be greater than the correlation value between the construct and the other constructs. This condition indicates that a construct has a stronger relationship with the indicators that measure it than with the relationship to other constructs. Therefore, if the square root value of an AVE construct is higher than its correlation value with other constructs, then the construct can be declared to have met the criteria of discriminant validity (Hair et al., 2022). The results of the discriminatory validity test in this study are presented in the following Table 2.

Table 2. Results Of Discriminant Validity Test

Variabel	Content Marketing	Customer Satisfaction	Social Media Marketing
Content Marketing	0,847		
Customer Satisfaction	0,660	0,822	
Social Media Marketing	0,620	0,662	0,754

Based on the table above, it is known that each variable, namely Content Marketing, Social Media Marketing, and Customer Satisfaction, has a greater Fornell-Larcker Criterion value compared to the correlation value between other variables. These results show that each construct has a good ability to distinguish itself from other constructs in the research model. Thus, it can be concluded that all constructs in this study have met the criteria for discriminant validity.

In addition to using the Fornell-Larcker criteria, the validity of the construct was also evaluated through the Average Variance Extracted (AVE) value. The AVE value is used to show the ability of a construct to explain the variations of the indicators that make it up. According to Hair et al. (2022), a construct is declared to have good convergent validity if the AVE value is greater than 0.50, which means that the construct is able to explain more than 50% of the variance of its indicators. Therefore, the higher the AVE value obtained, the better the construct's ability to represent the indicators used. The results of the Average Variance Extracted (AVE) value test in this study are presented in Table 3 below.

Table 3. Results Of Ave Test

Variabel	Average Variance Extracted (AVE)
Content Marketing	0,717
Customer Satisfaction	0,676
Social Media Marketing	0,569

Based on the table above, it can be seen that the Average Variance Extracted (AVE) value on all variables has a value above 0.50. This shows that each construct in this study has met the criteria for convergent validity, so it can be concluded that all indicators used have met the validity requirements and are able to represent the measured construct.

Reliability Test

The Composite Reliability test on the measurement model is carried out to determine the level of reliability or internal consistency of each construct used in the research. According to Hair et al. (2022), a construct is declared to have good reliability if the Composite Reliability value reaches ≥ 0.70 , which indicates that the indicators in the construct have adequate internal consistency in measuring latent variables. In addition, reliability testing is also

supported by Cronbach's Alpha value, with a recommended value of ≥ 0.70 . However, in exploratory studies, Cronbach's Alpha value of ≥ 0.60 is still acceptable. The higher the Composite Reliability and Cronbach's Alpha values, the better the level of reliability of a construct in the study (Hair et al., 2022). The results of reliability testing in this study are presented in Table 4 below.

Table 4. Results Of Composite Reliability & Cronbach's Alpha Test

Variable	Cronbach's Alpha	Composite Reliability (ρ_c)
Content Marketing	0,921	0,938
Customer Satisfaction	0,904	0,926
Social Media Marketing	0,931	0,940

Based on the table above, it can be seen that all constructs in the research model have met the reliability criteria, where each construct has a Composite Reliability value above 0.70 and Cronbach's Alpha value above 0.70. This shows that all measurement items in each variable have a good level of internal consistency, so that they can be declared reliable and suitable for use in the study. Next, the following figure presents the results of the evaluation of the Outer Model using SmartPLS.

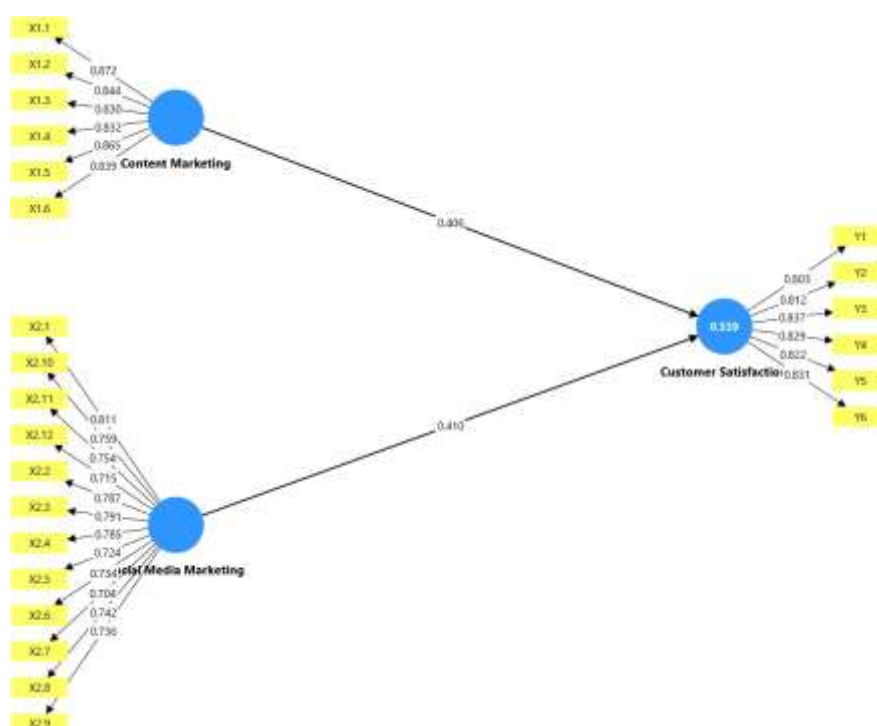


Fig. 2 Results of outer model test

STRUCTURAL MODEL (INNER MODEL EVALUATION)

Inner Model testing is carried out to evaluate the ability of the structural model to explain the relationship between the variables studied and to assess the level of the model's predictive ability to endogenous variables. In Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), the evaluation of the Inner Model is carried out through several measures, namely Coefficient of Determination (R-Square/ R^2), Predictive Relevance (Q-Square/ Q^2), and testing the significance of the relationship between variables through path coefficients.

Coefficient of Determination (R-Square)

The Coefficient of Determination (R-Square) test is used to measure the extent to which exogenous variables are able to explain variations in endogenous variables in the research model. The R-Square value is in the range of 0

to 1, where the value getting closer to 1 indicates that the model has better predictive ability in explaining endogenous variables. According to Ghazali (2023), R-Square values are classified into three categories, namely strong, moderate, and weak, which reflect the level of ability of the structural model to explain variations in endogenous variables. The results of the Coefficient of Determination (R-Square) test in this study are presented in the following table.

Table 4. Results Of R-Square Test

Variabel	R-square	R-square Adjusted
Customer Satisfaction	0,539	0,533

The Adjusted R-Square value for the Customer Satisfaction (Y) variable is 0.533, which shows that the Content Marketing (X1) and Social Media Marketing (X2) variables are simultaneously able to explain the Customer Satisfaction (Y) variable of 53.3%, while the rest is 46.7% explained by other variables outside the research model. Based on the Adjusted R-Square value, the model's predictive ability in explaining the Customer Satisfaction variable is included in the moderate category.

HYPOTHESIS TESTING

Hypothesis testing in this study was carried out using a bootstrapping procedure in the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) to test the significance of the relationships between variables contained in the research model. The hypothesis evaluation is based on T-statistical values and P-values, where according to Hair et al. (2022) a relationship is declared significant if it has a T-statistical value of > 1.96 and a P-value of < 0.05 at a significance level of 5% (two-tailed). Based on these criteria, the results of testing the research hypothesis are presented in Table 6.

Variabel	Original sample (O)	T statistics (O/STDEV)	P values
Content Marketing -> Customer Satisfaction	0,406	5,176	0,000
Social Media Marketing -> Customer Satisfaction	0,410	4,750	0,000

Based on the table above, the test results show that all relationships between variables in this study have a significant influence. The Content Marketing variable has a direct effect on Customer Satisfaction with a T-statistic value of 5.176 and a P-value of 0.000. The results show that the T-statistic value is greater than 1.96 and the P-value is less than 0.05, so the influence of Content Marketing on Customer Satisfaction is significant. Furthermore, the Social Media Marketing variable also has a direct effect on Customer Satisfaction with a T-statistic value of 4.750 and a P-value of 0.000. The results show that the T-statistic value is greater than 1.96 and the P-value is less than 0.05, so the influence of Social Media Marketing on Customer Satisfaction is also significant. Thus, all hypotheses proposed in this study are acceptable.

V. CONCLUSION

The results of this study show that Content Marketing and Social Media Marketing have a positive and significant influence on Customer Satisfaction in the Food and Beverage (F&B) business in Indonesia. Content Marketing has been proven to have a direct and significant effect on Customer Satisfaction, with a T-statistic value of 5.176 and a P-value of 0.000. These results show that the presentation of relevant, informative, consistent, and valuable content is able to increase customer satisfaction. Quality content provides the information consumers need, builds trust, and creates a positive experience during the interaction process with the company, thus encouraging increased customer satisfaction.

In addition, Social Media Marketing also has a direct and significant effect on Customer Satisfaction, with a T-statistic value of 4.750 and a P-value of 0.000. These findings show that marketing activities through social media

that are interactive, engaging, responsive, and follow trends can increase customer satisfaction. The use of social media as a two-way means of communication allows companies to provide information quickly, respond to consumer needs, and build closer relationships with customers, thus being able to improve the overall customer experience.

The results of the model evaluation also showed that Content Marketing and Social Media Marketing were simultaneously able to explain 53.3% of the variation in Customer Satisfaction, while the remaining 46.7% were influenced by other variables outside the research model. This value shows that the research model has predictive capabilities in the moderate category, so there are still other factors that have the potential to affect customer satisfaction in the F&B business in Indonesia.

Based on the results of this study, there are several implications that can be considered for future research. The next study is suggested to add other variables that have the potential to affect Customer Satisfaction, such as service quality, e-service quality, brand image, customer experience, and perceived value, so as to provide a more comprehensive research model. In addition, research can also be conducted on more specific types of F&B businesses or on a wider area to obtain more representative results. From a practical perspective, F&B business actors in Indonesia need to optimize their Content Marketing strategy by presenting content that is relevant, informative, consistent, and provides added value for consumers. In addition, companies also need to maximize Social Media Marketing through the delivery of content that is interactive, responsive, and follows growing trends in order to improve customer experience and create Customer Satisfaction in a sustainable manner.

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