

The Influence of Content Marketing on Customer Engagement with Social Media Marketing Mediating Variables at the Idaman Hati Inpatient Clinic, Malang



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ABSTRACT: This research aims to determine the effect of content marketing on customer engagement with the mediating variable of social media marketing. This type of research is explanatory research which explains the causal relationship between variables through hypothesis testing. This study used a sample of 193 patients who had visited more than twice in 2023 at inpatient clinic, Malang. Data analysis uses path analysis. From the results of testing the four hypotheses, it can be concluded that content marketing has a significant effect on customer engagement. Content marketing has a significant influence on social media marketing. Social media marketing has a significant effect on customer engagement. Content marketing has a significant effect on customer engagement mediated by social media marketing.

KEYWORDS: Content Marketing, Social Media Marketing, Customer Engagement

I. INTRODUCTION

The increasing development of internet technology means that conventional marketing techniques are no longer effective, because human mobility is currently shifting towards digital trends. This is demonstrated by the large number of businesses carrying out promotions through digital marketing, but currently digital marketing is not only used by companies to promote their products or services, but also competes to be able to distribute content created by companies.

As a clinic that has the Gen Z generation customer segment, these two generations are the generation that interacts on social media with high intensity, making breakthroughs by carrying out promotions and marketing through social media. Increasing the interest and interest of potential customers is done by adding educational and interesting content. The existence of content created with marketing purposes is certainly expected to increase customer engagement.

Content Marketing is a marketing strategy where marketers design, create and distribute content that is able to attract targeted consumers, then encourage them to become customers (Kotler, et al., 2017). Content marketing makes it easier to establish intense relationships and communication with patients effectively and efficiently. Apart from that, expenses in displaying content marketing are more affordable than displaying advertisements in many media because content marketing only requires an existing digital platform to distribute the content. Content that contains a strong, unique, interesting and relevant message will encourage consumers to share it with others as their response, especially if the content can reach consumer groups that are very influential and most followed by people so that this can make it easier for it to go viral. achieving very large customer engagement so that content marketing targets in creating customer engagement can be realized, this is proven by the number of patients seeking treatment and continues to increase.

Social media is a means for customers to search for information about a product or service brand and there is personal interaction from the customer to the company, so messages must be designed in such a way that they can produce the desired effect. Moreover, digital media content is increasingly overloaded so that only content that really attracts attention, and is packaged well, will get the audience's attention (Gamble, 2016).

Customer engagement is a representative psychological state that is highly context-dependent, characterized by a certain level of intensity that plays an important role in the process of relational exchange (Brodie, 2011). Customer engagement emerged due to developments in technology and information, especially the internet. The internet, with its interactive nature, is able to support

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two-way communication between customers and companies. So that companies can convey information and messages to consumers not only that, customers can also convey feedback to the company.

It can be concluded that good promotions will increase interest from customers. Every promotion has a strong reason to be of interest and to introduce the clinic to the public. Apart from that, the clinic also motivates, guides employees to be more enthusiastic in completing the tasks given to them and this can also increase their good name. In this regard, this research is intended to determine the influence of content marketing on customer engagement with social media marketing mediation variables.

With the following research hypothesis:

1. Content marketing influences customer engagement.
2. Content marketing influences social media marketing.
3. Social media marketing influences customer engagement.
4. Content marketing influences customer engagement through social media marketing.

II. RESEARCH METHODS

The research design uses a quantitative approach, where research is carried out to analyze the influence of Content Marketing on customer engagement with the mediation of social media marketing. This research is a type of Explanatory Research. This explanatory research aims to explain and test or prove a theory or hypothesis to strengthen or reject existing theories or research hypotheses. Meanwhile, the approach used is a survey approach.

The population used in this study were all outpatients and inpatients at medical clinics in the Malang City area, East Java whose contacts were stored in the WhatsApp application and who had visited more than twice in 2023 with a total of 374 patients. The number of samples to be taken uses the Slovin formula. So the number of samples was 193 respondents.

III. RESULTS AND DISCUSSION

A. Results

The path analysis model in this research can be presented in Figure 1 below.

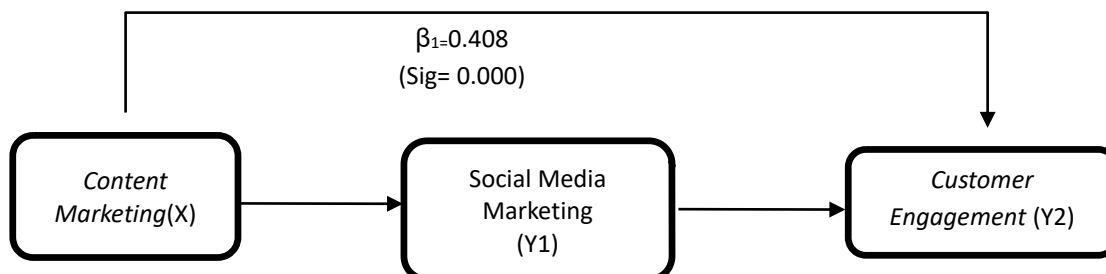


Figure 1. Path Analysis Results

Table 1. Effect of content marketing on customer engagement

Variable	Beta	t value	Sig	Information
Content Marketing	0.408	4.325	0.000	Significant
R	= 0.348			
R Square	= 0.121			
Adjusted R Squared	= 0.112			
F value	= 13.075			
Sig	= 0.000			
Endogenous variable = Customer Engagement				

Source: Processed Data, 2023

The effect of content marketing on customer engagement is significant at the α level of 5% with a significant value of 0.000, a t value of 4.325 and a regression coefficient of 0.408. This shows that content marketing has an effect on customer engagement, which means that the better the advertising in marketing products/services, the more it can attract customers.

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Table 2. Influence of Content Marketing on Social Media Marketing

Variable	Beta	t value	Sig	Information
Content Marketing	0.692	13.247	0.000	Significant
R = 0.692				
R Square = 0.479				
Adjusted R Squared = 0.476				
F value = 175.483				
Sig = 0.000				
Endogenous variable = Social Media Marketing				

Source: Primary Data Processed 2023

The influence of content marketing on social media marketing is significant at the α level of 5% with a significance value of 0.000, a t value of 13,247 and a regression coefficient of 0.692. This shows that content marketing has an influence on social media marketing.

Table 3. Influence of social media marketing on customer engagement

Variable	Coef. Regression	t value	Sig	Information
Social Media Marketing	-0.468	-4.962	0.000	Significant
R = 0.348				
R Square = 0.121				
Adjusted R Squared = 0.112				
F value = 13.075				
Sig = 0.000				
Endogenous variable = Customer Engagement				

Source: Primary Data Processed 2023

The influence of social media marketing on customer engagement is significant at the α level of 5% with a significant value of 0.000, a t value of -4.962 and a regression coefficient of -0.468. This shows that social media marketing has an effect on customer engagement, which means that if a customer sees an advertisement on social media, it can make the customer interested.

Table 4. Summary of Results of Direct, Indirect and Total Effect Analysis from Path Analysis

Variable	Direct Effects	Sig.	Indirect Effects	Total Effects
Content marketing on customer engagement	0.408	0.000	-	-
Content marketing versus social media marketing	0.692	0.000	-	-
Social media marketing on customer engagement	-0.468	0.000	-	-
Content marketing on customer engagement through social media marketing	-	-	0.692 x (-0.468)= -0.323	0.408+ (-0.323)= 0.085

Source: Primary Data Processed 2023

Based on the data listed in Table 16, it can be seen that the total influence of the content marketing variable on the customer engagement variable (0.085) is smaller than the direct influence (0.408). These results indicate that social media marketing has the status of an intervening variable in the influence of content marketing on customer engagement, because the total value is smaller than the direct influence.

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B. Discussion

1) Description of Content marketing, Social Media Marketing, and Customer Engagement

The marketing content that is published focuses on information about the products or services offered and how easy it is for customers to find. It is evident from the mean results on the content marketing variable, the highest mean results are for the statement "Content provides information about the products offered and is easy to find" which is included in the easy to find dimension.

In this research, the overall respondents' answers to the social media marketing variable were good. It can be interpreted that the social media marketing efforts carried out are responded to positively by customers, as can be seen from the highest average score in the statement of context indicators when promoting services or services that have an attractive appearance and the advertised context can be trusted with its credibility.

In the research results, the highest average value of the customer engagement variable is found in the message delivered indicator. In accordance with the respondents' answers to the statements "I fill in the comments column on social media that is holding promotions" and "I will recommend to other people", this means that there is quite good engagement between customers and the company.

2) The Influence of Content Marketing on Customer Engagement

Content Marketing has an influence on Customer Engagement. Where this can be a reference that the presence of interesting and useful content displayed will certainly increase the engagement relationship that exists between the two parties, namely the company and their customers. The results of this research support previous research conducted by Putri Hizkia (2023). The results of the research show that there is an influence between Content Marketing and Excellent Service on customer engagement.

One of the functions of Content Marketing is to provide information and value to customers. This information and value indirectly provides customer experience. Content Marketing influences Customer Engagement for customers or patients. A good and positive perception of patients will increase their trust and expectations of quality. This perception is very important because it can greatly change the patient's experience. If the perception held by potential customers is bad, then the Customer Engagement that will be formed will be difficult to lead positively. Vice versa, if the perception is good, then the Customer Engagement that will be formed will more easily lead in a positive direction. Content Marketing itself has had a significant influence on Customer Engagement, according to research.

3) The Influence of Content Marketing on Social Media Marketing

Content Marketing has an influence on Social media marketing. This research proves that the better content marketing is carried out, the more it will influence social media and have a direct and significant impact on social media marketing. The results of this research support previous research conducted by Pornomo & Mustika (2021). The research results show significant growth in hospital marketing after using social media, especially in increasing market share by interactive communication with patients in creating interesting health content to improve health services in accordance with the vision and mission.

As time goes by, advertisements that only explain product specifications are no longer effective. The strategy for implementing Content Marketing which contains relevant and valuable information for the audience has proven successful in making people more interested in seeking treatment. The next consequence is that when content that is relevant and valuable in the eyes of the audience is shared by word of mouth, it will indirectly remind them to use the service again.

4) The Influence of Social Media Marketing on Customer Engagement

Social media marketing has an influence on Customer Engagement. Currently, social media is increasingly in demand globally, not without reason because social media can enable interaction between users (Nasrullah, 2017). This makes companies develop marketing strategies using social media. In social media marketing, interactions occur that can produce positive engagement between consumers and brands. The results of this research are supported by (Muchardie, 2016) which proves that social media marketing has a significant influence on customer engagement.

According to Chaffey (2016), in social media marketing interactions occur that can produce positive engagement between consumers and brands. From the research results, it is known that the customer engagement that is formed has good communication where posts on social media provide information about existing facilities and also inform themselves. Currently, companies are also able to provide good content (sharing of content), namely as a medium for exchanging information presented with content that is well received. As well as having good credibility, namely providing clear and trustworthy information. This company also utilizes social media features to build communication and interaction with its users so that it will generate positive engagement.

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5) The Influence of Content Marketing on Customer Engagement through Social Media Marketing

Social Media Marketing is able to mediate the influence of content marketing on customer engagement. This is in line with the conceptual basis where content marketing will have an influence on customer engagement through social media marketing. The results of this research support Limandono (2017), Pertiwi (2019) who prove that content marketing variables influence customer engagement.

Social Media Marketing has moderating properties for the Content Marketing variable on Customer Engagement. What you need to know is that social media has attractive content and is expected to be able to create engagement between companies and customers.

Social media marketing is able to mediate the influence of content marketing on customer engagement. With appropriate content, this can create information on social media so that in the end it will trigger customers to be interested in seeking treatment.

IV. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

- 1) The results of descriptive statistical analysis of content marketing, social media marketing and customer engagement variables provide an illustration that personnel tend to be active in carrying out their duties within the company. Social media marketing is one of the factors that can encourage customers to use services and services, and customer satisfaction is one of the factors that can attract customers to seek treatment.
- 2) Content marketing has an influence on customer engagement. With interesting content, it can attract customers to seek treatment. In this case, the content marketing strategy is an effective strategy. The use of content marketing makes it easier for consumers and potential consumers to interact with offers.
- 3) Content marketing has an influence on social media marketing. Social media as a platform for marketing tools is one of the main things that needs to be considered, namely in terms of creating marketing content, one of which is interesting video content. This is important for generation Z consumers because most of generation Z use Tiktok social media to look for information, then To create electronic word of mouth marketing, the availability of informative information and the availability of positive reviews are factors that encourage consumers to make decisions about seeking treatment.
- 4) Social media marketing has an influence on customer engagement. It is known from this research that Social Media Marketing can play an important role in improving existing relationships. Apart from that, delivering interesting content plays quite a role in making someone able and willing to seek treatment, so the formation of each content that will be delivered needs to be considered more carefully and carefully.
- 5) Content marketing has an influence on customer engagement through social media marketing. Where social media marketing is able to mediate content marketing on customer engagement. Content that is interesting and easy for the public to understand will influence customer engagement. The overall conclusion is that social media marketing is a partial mediation because content marketing has a positive effect on customer engagement, both directly and indirectly, without having to go through social media marketing.

B. Recommendations

In connection with the results and conclusions of this research, suggestions can be outlined as follows:

1) Practically

It can be seen that content Marketing has become an influence on Customer Engagement where content plays a big role in engaging a customer so that they are interested. Apart from that, social media can also attract consumers, where even though people don't know yet, with social media, people can find out. Where it is known from this research that Social Media Marketing can be an important role in improving existing relationships so it is very necessary to form a special team in social media marketing so that marketing via social media will run more optimally, apart from that it is also necessary to continue to maintain every social media that is used. they have, expand the platforms used and keep up to date with developments in today's social media.

Apart from that, delivering interesting content plays quite a role in making someone able and willing to use services and services, so the formation of each content that will be delivered needs to be considered more carefully and thoroughly.

2) For future researchers

It is recommended for future researchers to develop this research by using other variables that can influence employee performance and with a larger number of samples, so that they will get better and more up-to-date results in their research.

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