Indonesian Journal of Applied and Industrial Sciences (ESA)
Vol. 5, No. 5, 2026 : 325 - 338

The Influence of Instagram Content Marketing Strategy on Customer Engagement at Hotel Maya Sanur Resort & Spa

Ni Komang Krisma Damayanti[1]*, Prastha Adyatma[2], Nyoman Gede Mas Wiartha[3]
Bali Tourism Polytechnic
Corresponding Author: Ni Komang Krisma Damayanti krismadmyntii@gmail.com

ARTICLEINFO

Keywords: Content Marketing, Customer Engagement, Instagram, Hotel

Received :20 July 2026
Revised :21 August 2026
Accepted:25 September 2026

©2026 Damayanti, Adyatma, Wiartha: This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0 Internasional.

ABSTRACT

This study aims to examine the influence of Instagram content marketing strategies on customer engagement at Hotel Maya Sanur Resort & Spa. The study employed a quantitative method involving 100 respondents who were followers of the @mayasanur Instagram account and were selected through purposive sampling. Data were collected through questionnaires, interviews, and documentation, and then analyzed using simple linear regression. The results show that content marketing has a positive and significant effect on customer engagement, with an R^2 value of 30.4%. This study concludes that engaging, relevant, and interactive content marketing strategies can increase audience engagement with the @mayasanur Instagram account. Therefore, the hotel needs to optimize its content marketing strategy to strengthen its relationship with customers through Instagram.

INTRODUCTION

Customer engagement is an important indicator of digital marketing success because it reflects the quality of the relationship between a brand and its consumers. Customer engagement indicates the extent to which customers interact, respond, and build an emotional connection with a brand through various digital activities. The level of customer engagement reflects the quality of the relationship between the brand and consumers, which, in the long term, can lead to stronger customer loyalty (Utami & Murtafia, 2025).

Advances in digital technology have transformed marketing communication from one-way to a more interactive, two-way format. In this context, social media has become a tool that enables companies to interact directly with their consumers. According to Data Portal 2025, Instagram is one of the most popular social media platforms among users worldwide, as illustrated in Figure 1.

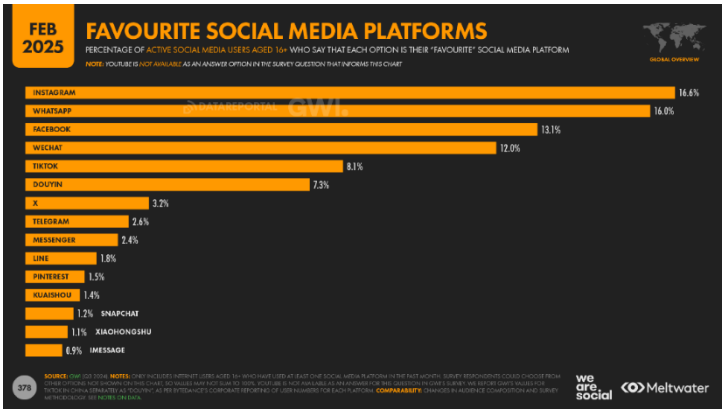

Figure 1. Favourite Social Media Platforms 2025
Source: Dataportal.com (2025)

Figure 1 shows that the social media platform ranked first in popularity among users worldwide in 2025 is Instagram, with 16.6% of users naming it their favorite social media platform. According to Data Portal 2025, Instagram had 103 million users in Indonesia in 2025. This platform allows companies to convey information through a combination of engaging visuals, text, and videos while encouraging user interaction via features such as “like,” “comment,” “share,” and “save.” The high number of Instagram users makes this platform a promising medium for building customer engagement, particularly in the hospitality industry, which relies heavily on visual communication and customer experience.

Maya Sanur Resort & Spa is one of Bali’s five-star hotels that actively uses Instagram as a promotional and marketing communication channel through its official account, @mayasanur. The content posted includes promotions of the hotel’s facilities, guest activities, lifestyle content, and visuals showcasing the beauty of the hotel’s surroundings.

Table 1. The Comparison of Instagram Engagement Rates and Follower Counts between Maya Sanur Resort & Spa and its Competitor Hotels

No.	Hotel Names	Engagement Rates (%)	Followers (Ribu)
1	Maya Sanur Resort & Spa	0,19%	36,8
2	Andaz Bali	0,46%	32,6
3	Hyatt Regency Bali	0,54%	34,5
4	The Meru Sanur	0,46%	30,8

Source*: Instagram Maya Sanur Resort & Spa, Andaz Bali, Hyatt Regency Bali, The Meru Sanur, 2026*

The engagement rate for the Maya Sanur Resort & Spa Instagram account was recorded at 0.19%, lower than that of Andaz Bali (0.46%), Hyatt Regency Bali (0.54%), and The Meru Sanur (0.46%). Tentry (2025) explains that engagement rates are classified into several categories: (1) <1%, low engagement; (2) 1%–3.5%, average/good engagement; (3) 3.5%–6%, high engagement; (4) >6%, very high engagement rate.

Instagram's continued growth makes it easier for marketing teams to identify and plan the right marketing strategies for the future using Instagram's analytics feature, known as Instagram Insights.

Table 2. Instagram Insights of Maya Sanur Resort & Spa

Engagement Metrics	Year		Percentage (%)
	2024	2025	
Profile Visits	150,528	178,234	+18,40%
Reach	5,436,651	3,696,930	-32,00%
Content Interaction	20,115	16,223	-19,34%
Followers	5,162	6,834	+32,39%
Link Click	74,554	55,420	-25,66%

Source: *Marketing Department,* Maya Sanur Resort & Spa, 2026 (*compiled by the researcher*)

Instagram Insights data shows a decrease in several engagement metrics, such as audience reach down by 32.00%, content interactions down by 19.34%, and link clicks down by 25.66% during the 2024–2025 period. In addition, engagement metrics can be seen from user activity on social media content, such as likes, comments, shares, and saves. Instagram for Maya Sanur Resort & Spa experienced a decrease in the number of likes, shares, and saves in 2025 compared to 2024. Tenenboim, (2022) states that shares and likes are important forms of user engagement that reflect how the audience responds to and disseminates content. This decreased engagement indicates that the implemented content marketing strategy has not yet been fully effective in encouraging active audience participation.

Content marketing is a marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain an audience. According to Simanjuntak et al., (2024), there are several dimensions that must be met for content to be engaging: post format, posting frequency,

message interactivity, and topic appeal. Using the right content format is becoming increasingly important, given that Instagram's algorithm provides different levels of distribution and engagement for each type of content, such as image posts, carousels, and reels.

Maya Sanur Resort & Spa posts an average of 15–16 pieces of content on Instagram each month. The most frequently used content format is image posts, followed by carousels and Reels. According to Locowise: We Are Social (2025), reels have the highest engagement rate at 2.85%, followed by carousels at 2.60% and image posts at 2.25%. This discrepancy in strategy indicates that the use of content formats has not yet been fully optimized to achieve high engagement potential in line with Instagram user behavior trends.

Several previous studies have shown that content marketing has a positive impact on customer engagement. Hartono et al., (2024); Rahardjo et al., (2025); Tan et al., (2024) found that informative, relevant, and interactive content can increase customer engagement on social media. However, a study by Syah et al., (2024) yielded different results, showing that certain dimensions of content marketing did not have a significant effect on customer engagement. These differing findings indicate that there remains a research gap that warrants further investigation.

Based on the low rate of customer engagement on the Instagram account of Hotel Maya Sanur Resort & Spa and the discrepancies found in previous studies, this research was conducted to analyze the impact of Instagram content marketing strategies on customer engagement at Hotel Maya Sanur Resort & Spa. This study contributes by examining the implementation of content marketing in the hospitality industry, specifically through the use of Instagram Insights data and the evaluation of the effectiveness of content strategies in increasing audience engagement on the hotel's social media platforms.

LITERATURE REVIEW

Uses and Gratification Theory (UGT)

This study adopted the Uses and Gratifications Theory (UGT) introduced by Katz, Blumler, and Gurevitch 1973 (Setiyani et al., 2023). This theory explains that individuals actively choose media to fulfill specific psychological and social needs, such as the need for information, entertainment, personal identity, and social interaction (Karunia & Ashri, 2021). In the context of social media, users interact with content they perceive as capable of providing benefits and satisfaction that align with their needs. Therefore, content marketing strategies that are relevant, engaging, and interactive have the potential to increase audience engagement with a brand through social media.

Customer Engagement

Customer engagement refers to the level of customer involvement with a brand, as reflected through cognitive, emotional, and behavioral aspects (Syah et al., 2024). In digital marketing, customer engagement indicates the extent to which customers pay attention, participate in interactions, and respond to content published by a brand Castillo et al., (2021). Faradila et al., (2023) assert that customer engagement in the context of content marketing can be measured

by the number of likes, comments, and shares; the more responses and interest from customers, the better. This study measures customer engagement using the dimensions proposed by Setiawan et al., (2024) namely, interaction frequency, participants in discussions, and comments and likes on posts as these are considered relevant for measuring audience engagement on the Instagram platform.

Content Marketing

Content marketing is a marketing strategy that focuses on the creation and distribution of valuable, relevant, and consistent content to attract and retain a target audience (Koob 2021). Simanjuntak et al., (2024) defined content marketing as an activity that encompasses the entire process from creation and presentation to implementation of content that is engaging, relevant, and appealing to the audience. On social media, content marketing serves not only as a means of conveying information but also as a communication channel capable of building relationships between companies and customers Pasaribu & Suyanto (2022). This study adopts the dimensions of content marketing proposed by Simanjuntak et al., (2024), namely post format, posting frequency, message interactivity, and topic appeal.

Hypothesis

Several previous studies have shown that content marketing has a positive impact on customer engagement. Research by Rahardjo et al., (2025); Sya'idah & Jauhari, (2022); Veloso et al., (2024) indicates that content marketing significantly influences customer engagement by increasing digital interactions and conversions. However, a study by Syah et al., (2024) showed that some dimensions of content marketing do not have a significant effect on customer engagement. These differing research results indicate that there is still inconsistency in empirical findings, so the relationship between content marketing and customer engagement requires further investigation, particularly in the context of the hospitality industry. Based on the above discussion and the findings of previous studies, the hypothesis is formulated as follows:
H1: Instagram content marketing has a positive and significant influence on customer engagement at Hotel Maya Sanur Resort & Spa.

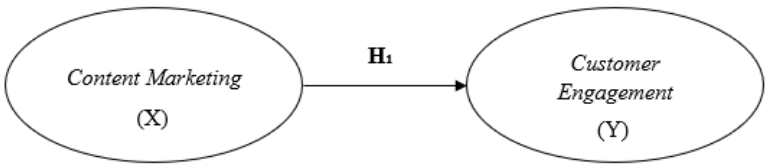

Figure 2. Conceptual Framework
Source: Literature Review, 2026

METHODOLOGY

This study employs a quantitative approach to analyze the impact of Instagram content marketing strategies on customer engagement at Hotel Maya Sanur Resort & Spa. The research was conducted from February to May 2026,

with the official Instagram account @mayasanur and its followers serving as the research subjects.

The study population consists of active Instagram users. The sampling technique employed non-probability sampling using a purposive sampling method, specifically targeting respondents who are followers of the @mayasanur Instagram account, active Instagram users, and at least 21 years of age. The sample size was determined using the Lemeshow formula and resulted in 100 respondents. The data used consisted of primary and secondary data. Primary data was obtained through an online questionnaire distributed via Google Forms to followers of the @mayasanur Instagram account, as well as interviews with the Digital Marketing team at Hotel Maya Sanur Resort & Spa. Secondary data was obtained from Instagram Insights, the hotel's social media reports, company documentation, and various literature relevant to the study.

The research instrument used a questionnaire with a five-point Likert Scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to analysis, the research instruments were tested for validity and reliability. Subsequently, the data were analyzed using classical assumption tests, including tests for normality, heteroscedasticity, and linearity. Hypothesis testing was conducted using simple linear regression analysis, t-tests, and the coefficient of determination (R^2) to determine the extent of the influence of content marketing on customer engagement. Data processing was performed using the Statistical Package for the Social Sciences (SPSS) software.

RESEARCH RESULT

Respondent Characteristics

This study involved 100 respondents who are active followers of the Instagram account @mayasanur. The respondents' characteristics were classified by gender, age, and occupation. A description of the respondents' characteristics is presented in Table 3.

Table 3. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	38	38
	Female	62	62
Age	Generation Z (21 - 29 tahun)	74	74
	Generation Millennials (30 - 45 tahun)	19	19
	Generation X (46 - 61 tahun)	7	7
Occupation	College Students	53	53
	Private-Sector/ Government Employees	28	28
	Entrepreneur	14	14
	Unemployed Individuals	2	2
	Other	3	3

Source: Processed Data, 2026

According to Table 3, the majority of respondents were female, totaling 62 people (62%), while male respondents numbered 38 (38%). By age group, the majority of respondents were from Generation Z, totaling 74 people (74%), followed by Millennials at 19 people (19%), and Generation X, which had the smallest number at 7 people (7%). In terms of occupation, the majority of respondents were college students, totaling 53 people (53%), followed by private-sector and government employees, totaling 28 people (28%), entrepreneurs, totaling 14 people (14%), unemployed individuals, totaling 2 people (2%) and other respondents, totaling 3 people (3%).

Initial Data Analysis

Initial data analysis was conducted to ensure that the research instrument used met the criteria for validity and reliability. Validity tests were conducted to determine the ability of each statement item to measure the research variable, while reliability tests were used to assess the consistency of the research instrument.

Table 4. Recapitulation of Validity Test Results

Variable	Statement	Correlation	Remark
Content Marketing (X)	Instagram posts by @mayasanur are presented clearly, making them easy to understand and appealing to me.	0,496	Valid
	The content shared by @mayasanur on Instagram is engaging and encourages me to explore more of their posts.	0,493	Valid
	Instagram posts by @mayasanur provide me with useful information about their products and services.	0,442	Valid
	The Instagram content of @mayasanur is highly entertaining and makes me feel happy when I view it.	0,450	Valid
	I feel that Instagram posts by @mayasanur present new and fresh content.	0,362	Valid
	Posts from @mayasanur on Instagram often appear at the right time, especially when I am actively using the application.	0,333	Valid
	I noticed that @mayasanur posts on Instagram more frequently on weekdays than on weekends.	0,552	Valid
	On certain special days, I noticed that @mayasanur adjusted their posts to attract my attention as a customer.	0,376	Valid
	The comment section on @mayasanur Instagram post, I found it helpful to communicate with the staff at Maya Sanur Resort & Spa.	0,396	Valid
	The comment section on the @mayasanur Instagram account allows me to communicate	0,396	Valid

Variable	Statement	Correlation	Remark
	with other users and share my experiences using their services.		
	I notice that @mayasanur often uploads engaging photos of customers who use their services on Instagram.	0,340	Valid
	The @mayasanur account often organizes challenges for their followers by posting videos on Instagram.	0,437	Valid
	I received a message from @mayasanur about a new product they are offering on Instagram.	0,334	Valid
	I feel that the content marketing posted by @mayasanur on Instagram focuses on attractive services and promotions.	0,388	Valid
	I feel that @mayasanur's Instagram content is often accompanied by photos or videos that provide substantial information.	0,356	Valid
	I feel that the emotions conveyed in @mayasanur's Instagram content are clearly presented in each post.	0,336	Valid
Customer Engagement (Y)	I often engage with @mayasanur's content on social media.	0,840	Valid
	I often participate in discussions or communities related to the @mayasanur brand.	0,718	Valid
	I often leave comments or like posts from @mayasanur on Instagram.	0,679	Valid

Source: *Statistical Data Processing Results, 2026*

As presented in Table 4, all items in the content marketing and customer engagement variables have calculated r-values greater than the table r-values (0.196). The content marketing variable (X) consists of sixteen items, with calculated r-values ranging from 0.333 to 0.552. Similarly, the customer engagement variable (Y) comprises three items with r-values ranging from 0.679 to 0.840. These findings indicate that all questionnaire items meet the validity requirements and can be used as research instruments, as they accurately represent the variables examined in this study. Thus, all statement items are considered valid and suitable for use as research instruments.

Table 5. Recapitulation of Reliability Test Results

Variable	Constructs	Measurement Items	Remark
Content Marketing (X)	16	0,644	Reliable
Customer Engagement (Y)	3	0,607	Reliable

Source: *Statistical Data Processing Results, 2026*

According to the results presented in Table 5, all research variables were found to be reliable. This conclusion is based on the finding that all research variables had Cronbach's alpha values greater than 0.60. The Content Marketing

variable had a Cronbach's alpha value of 0.644, while the Customer Engagement variable had a value of 0.607. These results indicate that all research instruments have an adequate level of consistency and can be used for further analysis.

Data testing then continued with classical assumption tests to ensure that the regression model met statistical requirements. The results of the normality test using the Kolmogorov-Smirnov method showed a significance value, or Asymp. Sig. (2-tailed), of 0.082. Since this value is greater than 0.05, the research data are considered to be normally distributed. The results of the heteroscedasticity test using the Glejser test showed a significance value of 0.953. This value is greater than 0.05, so the regression model is considered free of heteroscedasticity. Furthermore, the results of the linearity test showed a Deviation from Linearity value of 0.793, which is also greater than 0.05. Thus, there is a linear relationship between the Content Marketing and Customer Engagement variables. Overall, the results of the classical assumption tests indicate that the regression model meets all the requirements for hypothesis testing.

Simple Linear Regression Analysis and Hypothesis Testing

Simple linear regression analysis was performed to determine the influence of content marketing on customer engagement on the Instagram account @mayasanur. The results of the analysis showed a constant of 0.550 and a regression coefficient of 0.174, yielding the following regression equation:

$$Y = 0.550 + 0.174X \quad (1)$$

This equation indicates that a one-unit increase in Content Marketing will increase customer engagement by 0.174 units. The positive value of the regression coefficient indicates a positive relationship between the two variables.

Table 6. t-Test Result

Variable	t-count	Sig	Remark
Content Marketing	6,538	0,000	Positive & Significant
Alpha (α) 0,05			

Source: *Statistical Data Processing Results, 2026*

According to Table 6, the content marketing variable yielded a t-value of 6.538 with a significance level of 0.000. Since the significance level is less than 0.05 (0.000 < 0.05), content marketing has a positive and significant effect on customer engagement. Thus, the research hypothesis stating that the Instagram content marketing strategy has a positive and significant effect on customer engagement at Hotel Maya Sanur Resort & Spa can be accepted.

Table 7. Coefficient of Determination Test Results

Model Summary[b]				
Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.551[a]	.304	.297	1.35088
a. Predictors: (Constant), Content Marketing				
b. Dependent Variable: Customer Engagement				

Source: *Statistical Data Processing Results, 2026*

As presented in Table 7, the coefficient of determination (R^2) of 0.304 indicates that Content Marketing explains 30.4% of the variation in Customer Engagement. Meanwhile, 69.6% of the variation in Customer Engagement is influenced by other factors not included in this research model. These results indicate that Content Marketing makes a significant contribution to increasing Customer Engagement, although there are still other factors that influence customer engagement on Instagram.

DISCUSSION

The Influence of Content Marketing (X) on Customer Engagement (Y)

The research results show that content marketing has a positive and significant impact on customer engagement on the @mayasanur Instagram account. These findings indicate that the content marketing strategy implemented by Maya Sanur Resort & Spa has successfully captured the audience's attention and encouraged their engagement through various forms of interaction on social media. The content presented is considered relevant, informative, and tailored to the needs of Instagram users, serving not only as a promotional tool but also as a communication channel capable of building relationships between the hotel and its audience.

The high level of customer engagement in this study shows that the audience not only consumes the published content but also actively responds to content they find interesting and useful. This is supported by the characteristics of the Instagram account's followers, the majority of whom are young people who are highly active on social media. The audience tends to engage more easily with content that provides information, entertainment, or experiences relevant to their needs.

The findings of this research support the Uses and Gratifications Theory, which explains that media users actively select and use media to fulfill specific needs, such as the need for information, entertainment, and social interaction. When these needs are met through effective content marketing, the audience will respond more positively in the form of customer engagement. Thus, the higher the quality of the content marketing implemented, the greater the opportunity to foster audience engagement with the brand. These findings are also consistent with research conducted by Faradila et al., (2023); Pasaribu & Suyanto, (2022), which states that content marketing is a key factor in building customer engagement on social media. Content that is engaging, informative, relevant, and

aligned with the audience's needs can encourage users to respond to a brand through various forms of digital interaction.

However, the coefficient of determination indicates that content marketing accounts for only 30.4% of the variation in customer engagement. This result suggests that customer engagement is influenced not only by content marketing but also by other factors not examined in this study. These factors may include brand image, brand experience, perceived value, service quality, and the customer's experience while interacting with the hotel (Haniyah & Andriani 2025; Maulana & Pratminingsih 2025; Rosita & Darlin 2024).

CONCLUSIONS AND RECOMMENDATIONS

The results of this study indicate that Instagram content marketing strategies have a positive and significant effect on customer engagement at Hotel Maya Sanur Resort & Spa. The results of the simple linear regression test show a regression coefficient of 0.174 with a significance level of 0.000 (< 0.05), indicating that an improvement in the quality of content marketing is associated with an increase in customer engagement on the @mayasanur Instagram account. Furthermore, the coefficient of determination indicates that content marketing explains 30.4% of the variation in customer engagement, while the remaining 69.6% is influenced by other factors not examined in this study, such as perceived value, brand experience, content quality, brand image, and other factors related to social media user behavior.

Therefore, Maya Sanur Resort & Spa is advised to continue improving the quality of its content marketing by presenting content that is more creative, interactive, and tailored to the characteristics of its Instagram audience. The use of content formats such as Reels and carousels can be optimized to improve the effectiveness of information delivery and encourage greater audience engagement. Additionally, consistency in posting content and tailoring it to specific moments or events should be maintained, as this has proven effective in capturing the audience's attention.

ADVANCED RESEARCH

This study has limitations because it uses only one independent variable, content marketing to explain customer engagement on the Maya Sanur Resort & Spa Instagram account. Additionally, the respondents in this study were predominantly from Generation Z, who are active Instagram users; therefore, the results do not fully represent all age groups of social media users. Therefore, future researchers are advised to apply stratified purposive sampling based on generational groups to ensure a more balanced proportion of respondents from each generation and to allow for broader generalization of the findings. Furthermore, it is recommended to include other variables that may influence customer engagement, such as brand image, brand experience, perceived value, and content quality. Thus, future research is expected to provide a more comprehensive understanding of the factors influencing customer engagement on social media in the hospitality industry.

ACKNOWLEDGMENT

The author would like to express deepest gratitude to Maya Sanur Resort & Spa for the support and cooperation provided throughout the research process. The opportunity to conduct this research, as well as access to data, information, and various forms of assistance provided by the hotel, were invaluable in ensuring the smooth progress and success of this study. The author also extends sincere appreciation to all respondents who took the time to participate and were willing to contribute to this research so that it could be successfully completed.

REFERENCES

Castillo, A., Benitez, J., Llorens, J., & Luo, X. (Robert). (2021). Social media-driven customer engagement and movie performance: Theory and empirical evidence. *Decision Support Systems, 145*, 1–38. https://doi.org/10.1016/j.dss.2021.113516

DataReportal – Global Digital Insights. (2025). *DataReportal – Global Digital Insights*. Retrieved March 15, 2025, from https://datareportal.com/

Faradila, Maskuri, S., Ponirin, & Wanti, S. (2023). Strategi content marketing dalam membangun customer engagement melalui media sosial Instagram Out of the Box. *Journal of Islamic Digital Economic and Management, 1*(1), 283–290. https://journal.alshobar.or.id/index.php/bridging

Haniyah, N., & Andriani, M. (2025). Pengaruh perceived value TikTok Live melalui customer engagement pada Gen-Z di Jabodetabek. *Jurnal Ekonomi, Manajemen, dan Perbankan, 11*(1), 99–118.

Hartono, A., Roostika, R., & Muslichah, I. (2024). Social media post content typology and its implication for digital marketing strategy: Evidence from Indonesian hotels. 6798, 3085–3097.

Karunia, H., & Ashri, N. (2021). Fenomena penggunaan media sosial: Studi pada teori uses and gratification. *3*(1), 92–104.

Koob, C. (2021). Determinants of content marketing effectiveness: Conceptual framework and empirical findings from a managerial perspective. *PLOS ONE, 16*(4), 1–25. https://doi.org/10.1371/journal.pone.0249457

Maulana, R., & Pratminingsih, S. A. (2025). Enhancing customer engagement via brand experience: Visual brand communication and e-WOM on Scarlett Whitening. *Interdisciplinary Social Studies, 4*(4), 545–554.

Pasaribu, W. S., & Suyanto, A. M. A. (2022). The effect of content marketing Instagram Sociolla on customer engagement, customer decision, customer satisfaction, and customer loyalty. *Proceedings of the 5th European International Conference on Industrial Engineering and Operations Management, 1*, 2859–2867.

Rahardjo, P., Tri, R., Yanto, Y., & Fadhilah, E. (2025). Keterkaitan content marketing terhadap customer engagement (studi kasus pada media sosial Instagram Auliacorp). *Jurnal Bisnis dan Pemasaran, 15*(2), 12–20.

Rosita, R., & Evalina Darlin. (2024). Pengaruh kualitas konten TikTok terhadap customer engagement pada customer Queensha. *Jurnal Lentera Bisnis, 13*(2), 1061–1071. https://doi.org/10.34127/jrlab.v13i2.1129

Setiawan, B., Dwi Cahyani, P., Tria Hatmanti Hutami, L., & Diansepti Maharani, B. (2024). The influence of social media marketing on brand awareness, brand image, customer engagement, and purchase decision. *Economics and Business Solutions Journal, 8*(2), 124–135.

Setiyani, L., Wahidin, M., Puspita, F., & Kriswanto, P. (2023). Analisis kepuasan mahasiswa STMIK Rosma dalam pemanfaatan akun Instagram @stmikrosmaofficial menggunakan teori uses and gratifications. *Jurnal Publikasi Ilmiah Bidang Teknologi Informasi dan Komunikasi, 17*(4), 167–174.

Simanjuntak, F. R. M., Safirah, A., Rahma, U., & Wafi, W. (2024). Pengaruh konten marketing TikTok Grab Indonesia terhadap customer engagement mahasiswa Universitas Sumatera Utara. *Cantaka: Jurnal Ilmu Ekonomi dan Manajemen, 2*(2), 114–125.

Sya'idah, E. H., & Jauhari, T. (2022). Pengaruh content marketing terhadap customer engagement pada Testoefl.id. *Jurnal Ecoment Global, 7*(2). https://doi.org/10.35908/jeg.v7i2.2193

Syah, R., Lina Auliana, & Rivani. (2024). Pengaruh content marketing terhadap customer engagement pada Instagram @Dearmebeauty (PT Garland Cantik Indonesia). *Jurnal Lentera Bisnis, 13*(2), 1095–1105. https://doi.org/10.34127/jrlab.v13i2.1132

Tan, P. L., Tee, P. K., & B. Ahmad, R. (2024). The impact of digital content marketing on customer engagement in an online fashion store. *International Journal of Advanced Business Studies, 3*(Special Issue 1), 107–123. https://doi.org/10.59857/ijabs.2581

Tenenboim, O. (2022). Comments, shares, or likes: What makes news posts engaging in different ways. *Social Media + Society*, 1–17. https://doi.org/10.1177/20563051221130282

Tentry, H. C. (2025). Desain konten visual dan strategi engagement untuk meningkatkan brand awareness dengan memanfaatkan tools Instagram Insight. *Journal of Artificial Intelligence and Digital Business, 4*(3), 4088–4100.

Utami, T., & Murtafia. (2025). Strategi content marketing media sosial Instagram Kedai Kosan dalam meningkatkan customer engagement. *Jurnal Administrasi Terapan, 3*(2), 158–169.

Veloso, M., Ieva, M., & Gómez-Suárez, M. (2024). Social media content strategy in hospitality: The impact of experiential posts and response congruence on engagement, hotel image, and booking intention. *Journal of Hospitality Marketing & Management, 33*(1), 57–77.

We Are Social. (2024, January 31). *Digital 2024 – Indonesia*. https://wearesocial.com/id/blog/2024/01/digital-2024/