

## The Influence of Content Marketing and E-WOM on Customer Satisfaction through Brand Image in Content Creation Companies (Content Booster) in Malang City



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**ABSTRACT:** The type of research used in this research is quantitative research. In this study the results obtained from the assistance of the SmartPLS Version 4 2023 program show that of the 4 variables tested, the one with higher results has a significant value, namely the E-WOM Variable (X2). with a total average obtained of 4.62 from several indicators in which it supports the highest score, namely the Valence of Opinion indicator of 4.73 where from the questionnaire questions distributed by customers the focus focuses on positive and negative opinions of a customer product packaged by Content Booster as Content Marketing which can affect the level of trust and review ratings in content distributed through E-WOM media. After getting the results from the descriptive research and hypothesis testing that have been described in this study, we can conclude as follows: 1. The overall results of the research using the help of the Smart PLS 4 2023 program show that what dominates in this study is the E-WOM variable with an average value 4.62 which in the assessment has a very good and high meaning. Supported by the high average value of each indicator, namely Intensity 4.0, Valence of Opinion 3.96, Content 3.86, Tone 3.94 and Timing 4.02 we can conclude that from the acquisition of data processing the use of E-WOM is currently very much needed in managing business and marketing. In this case E-WOM cannot stand alone, it is still supported by several variables, namely Content Marketing, Brand Image, in obtaining Customer Satisfaction in this multimedia business.

**KEYWORDS:** Content Marketing, Content, E-WOM, Brand Image, Customer Satisfaction

### I. INTRODUCTION

Currently we live in an era of modern, quite high digitalization, where all aspects of life are supported by sophisticated technology that is provided as a means of complementing daily needs. One of the things that has drastically changed life today is how the internet has provided many ways to interact, communicate and have a positive impact on the world of business marketing in Indonesia.

In 2020 the world was faced with the COVID-19 outbreak or pandemic which has paralyzed the existing economic system, resulting in weak world economic performance. The existence of several PSBB government policies requires micro and macro business actors to be creative, adapt and take advantage of technology technology at the moment. Utilizing progress technology The internet is not only a means of digital information or communication but is capable of providing a new breakthrough to move the wheels of the economy in the pandemic era.

Several service and e-commerce companies are competing to create applications to provide services as a solution to continue running the business side and fulfilling consumer needs. So the online shopping trend emerged where digital platforms such as e-commerce commerce which have been made into online transactions and ultimately form a pattern where consumers have become accustomed to purchasing through several e-commerce or social media. The growth of online platforms and virtual communities used by consumers makes social Web communications an important tool for building, maintaining, and growing a brand image. Communicating brands to customers is critical to a company's success, because through communication they explain and promote the value proposition they offer (Lovelock, 2011). Communication consists of a sender, message and recipient, where the sender represents the company that communicates brand identity (Kapferer, 2008) and the recipient represents consumers who receive the company's message and form a brand image.

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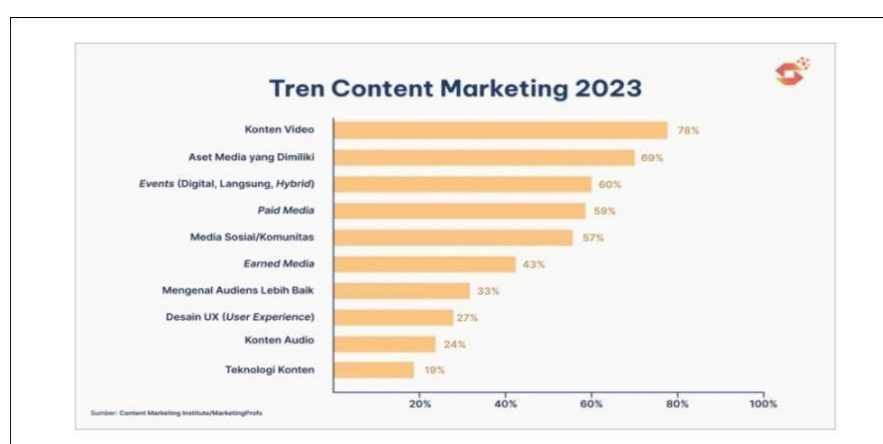
The market value of the content creator industry in Content Marketing in Indonesia will increase in the next five years and is estimated to grow four to five times. This market growth can be seen from the increasing number of artists who market their work on local creator content platforms (Katadata.co.id, 2022). Currently, the Indonesian content creator industry is still at the creator economy 2.0 stage. This means, deep content creators content marketing still relies on the large number of followers on social media for brand campaigns. Several years forward, Indonesia will enter the creator economy 3.0 stage. At this stage, the content creator will sell his own work and have fanatical followers who want to buy his goods. The potential growth of the content creator industry in creating content marketing is in line with the large number of internet users in Indonesia.

Since the Marketing 4.0 era developed, until now we are in the Marketing 5.0 era, the business world is no longer unfamiliar with the name "Content Marketing". Many companies are starting campaign business value with the help of content through various digital marketing channels, such as social media, websites, and applications. In the current digital era, content has become a common thing that we consume every day, whether via smartphone, laptop or tablet (Sasanadigital.com).

Content Booster as a service company in Malang City which was founded in 2019, took advantage of the pandemic era as the latest business development, moving specifically to manage social media taking advantage of progress technology. The internet is not only a means of digital information or communication but is capable of being a new breakthrough solution to move the wheels of the economy in the pandemic era in marketing in this digital era. Content Booster is able to capture opportunities to attract the interest of users and viewers of Social Networking Sites. Promotional methods that have been considered effective recently include: use content creation services which have become a trend of innovation in the creative advertising industry by utilizing social networking sites.

Content Booster prioritizes customer satisfaction because business opportunities in this digital era have business prospects that will increase in the future due to sophistication technology digital which continues to develop. Attractive packaging created will make it easier to convey a message or information. Image, video or written content that is made as attractive as possible is an important element in attracting the attention of the audience or viewers who see the content. In the pandemic era, people interact with each other through social networks. Currently, many people have used social networking sites to build relationships online (Chiu et al., 2013).

Content Booster offers a variety of services ranging from account management and content creation for fashion, beauty and culinary products with all their uniqueness. Today's customers are very careful, smart and be careful in consuming products that suit their desires and needs so that consumer satisfaction becomes the spearhead of the success of this content services business. Intense competition in the content creation service requires Content Booster to prioritize all efforts to the maximum. In accordance with Content Marketing trends in the 2023 era, research results from the Content Marketing Institute/Marketing Profs, there are 10 content marketing areas that are predicted to increase and are suitable for invested in 2023 this makes Content Booster even more trying to improve productivity and service to customers.



Picture 1. Content Marketing Trends 2023

Data Source: sasanadigital.com, 2023

Some things that has explained in the results of the Content Marketing Institute/Marketing Profs research in building a business influencing customer satisfaction can mean consumer attitudes shown regarding suitability expectation and quality services received. According to Sumarwan (2004) customer satisfaction is a concept regarding the type of post-purchase or consumption behavior. When consumers are satisfied, there is a high probability that they will repurchase. Content Booster as a content

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creation services company prioritizes consumer satisfaction. Satisfaction in using services can provide solutions in marketing in this digital era, because it has an important impact on building a more advanced business and increasing profits for the company. According to Tjiptono (2012) consumer satisfaction is a situation demonstrated by consumers when they realize that their needs and desires are as expected and are being fulfilled well.

Customer Satisfaction is the level of someone's feelings after comparing the perceived performance or results compared to their expectations. As a service company, if what is done fails to meet customer expectations, then consumers will feel dissatisfied and will feel satisfied if the performance meets consumer expectations. Hence the content creation company prioritize consumer satisfaction as the goal of creating Content Marketing (Kotler, 2000).

Maximum service can create a sense of client trust in the Content Booster service company in managing accounts and creating interesting content to increase the client's selling value. If the quality of the performance provided to clients decreases, this will have an impact significant on customer trust which has a very big influence on customer satisfaction that has existed so far.

Many macro and micro business people and those who already have or will have brands use content creator services which are considered capable of providing different impacts and breakthroughs. Content creators provide services that make it easier to convey a message or information in the form of image, video or written content that is made as interesting as possible

According to Susanto et al. (2022) Content Marketing is an activity to create and disseminate relevant and authentic content in terms of creating text, audio and video containing topics that attract consumers' attention and are related to the company brand so that consumers are interested in seeing it. and read it, even share it with other potential consumers.

According to (Yusuf et al., 2020) in their research, content marketing is a content creation effort that aims to influence consumers with the aim of making purchases, or uploaded content will influence consumers in purchasing decisions. However, in this case Content Marketing "Content Booster" must understand the six service marketing strategies so that it will be right for the target desired in providing services as Content Marketing. The content created must also be truly acceptable and understood by the audience as well as creative and interesting so that the audience will like the content produced by the content creator (Maeskina, 2021)

Previous research regarding Content Marketing Analysis, E-WOM and generation Z purchasing decisions on social media which discussed content creators (Fadhilah and Saputra, 2021) concluded that content that contains informative reviews about products packaged in a video is content creator. explain the product in detail details and the form of review content influences generation Z who see it to make a decision to purchase a product. This is what creates E-WOM on TikTok social media.

According to research Septianda (2023) The Influence of Content Marketing and Customer Experience on Repurchase Intention through Customer Satisfaction as an Intervening (study on Tokopedia) with the results of the research stating that Content Marketing has a significant or positive influence on Tokopedia's Customer Satisfaction (customer satisfaction).

Previous research regarding relevant customer satisfaction by Setyowati & Wiyadi (2016) namely researching the influence of service quality, price and image Brand Towards Customer Loyalty With Customer Satisfaction As Variable The mediator shows the results that brand image give positive influence on Customer Satisfaction.

The products offered by clients using content creator services have their own advantages or disadvantages. Content creation service providers are required to be more careful in creating positive content. This is done by every business actor to build a very good Brand Image in the eyes of customers or consumers. Customers will easily remember a brand that has a brand image (Brand) is good for consumers to consider when making purchases.

According to Kotler & Keller (2012) Brand Image is the public's perception of a company or the company's products. Brand Image is a description of a product's associations and consumer product beliefs about a particular brand. It can be concluded that Brand Image is the impression produced by a brand or brand of a product in the minds of consumers.

Results from research Mirza et al. (2022) in research entitled The Influence of Brand Image and customer trust on customers satisfaction via E-WOM at the Hijab gallery SALLYSSCRAB Banjarbaru City with research results that have a positive and significant effect on customers satisfaction or customer satisfaction and influence E-WOM.

As creature Social interaction is a natural thing, as well as building relationships by communicating with other people. This shows that information is more effective and reliable through WOM (Word of Mouth). Furthermore, over time this WOM method developed online become E-WOM (Hamidun, 2018). The latest trend is that companies using content creator services are taking advantage strategy. This is through positive opinions or reviews which can provide a Brand Image Brand becoming good at a marketed product is a new form of WOM to E-WOM transition.

This era of advanced digitalization has dominated Social Networking Sites, this trend is referred to as E-Word-Of-Mouth (E-WOM) greatly influences the purchasing behavior and decision making of potential customers (Richnis & Root-Shafler, 1998).

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Using the Social Networking Site platform as a marketing medium has many advantages, one of which is the efficiency of time and space, which can be done anywhere. In this era, entrepreneurs don't need to have a building or place as an offline store to sell merchandise, they just have a platform. Existing social media can carry out business activities both at macro and micro levels. It's just that entrepreneurs have to package a more attractive brand image for an item through the content they create and provide service responsive quality for online marketing. This influences consumers in choosing products. Online recommendations and reviews provided by other users in various review platforms or online communities can influence consumers' purchasing intentions (Jalilvand & Saimei, 2012).

Preliminary research that examines and reviews electronic word-of-mouth (E-WOM), one of which is by Sulistiyani et al. (2022) with the research title *The Influence of Social Media Marketing and E-WOM on Brand Image and its impact on Purchase Interest* shows that E-WOM has a very significant influence on the Brand Image of Somethinc skincare products in generation Z in Pekanbaru City. Consumers feel the information about the product meets and matches their perceptions.

Previous researchers Pangestu & Trenggono (2022) *The Influence of Instagram Content Marketing on the Brand Image of Disney + Hotstar During the COVID-19 Pandemic* with results showing that Content Marketing has an influence on Brand Image. However, in terms of indicators researched, one of them is Persuasion (X3) in Content Marketing has a negative effect on Variable (Y) Brand Image.

Research Pangastuti & Tjahjaningsih (2023) *The Influence of E-WOM And Knowledge on customers The Influence of E-WOM and Knowledge on Customer Satisfaction and its Impact on Loyalty to Scarlett Product Customers (Study of Scarlett Customers in Pati City)* shows that E-WOM has no effect on Scarlett customer satisfaction.

According to Widyawati (2023) *the influence of E-WOM on Brand Image and Purchase Intention on Starbucks products (Study on Instagram users in Malang City)* the E-WOM variable has a significant effect on the Brand Image variable. The more intense E-WOM carried out in companies increasingly encourages the company's brand image to become better, especially Starbucks products in Malang City.

In previous research Dasril & Sumadi (2023) *analysis of the influence of product quality, service quality and brand image on customer satisfaction and loyalty in Coffee Shop Janji Jiwa in Yogyakarta City*, in its research results, explains that the influence of brand image on customer satisfaction is not significant.

According to research results Ulfi et al. (2023) in research entitled *The Influence of Brand Image, Price and Product Quality on Consumer Satisfaction of AG Honey in Tulungagung* with the results that there is no significant influence between brand image and consumer satisfaction on AG Honey business in Tulungagung.

This research includes an intervening variable on the dependent variable Satisfaction Customer be an indirect relationship. The variable used as intervening is the Brand Image of the object under study. Based on the explanation above, in an attempt to prove the results of the research, the problem that needs to be researched is whether the effect of using content marketing and e-WOM on customer satisfaction through brand image in Company Content Creation (Booster Content) in Malang City.\

## **II. LITERATURE REVIEW**

### **A. Content Marketing Theory**

Content Marketing is a strategy in the form of creating and distributing content that has value, is interesting, unique, relevant and consistent. Content Marketing is a marketing strategy by creating and publishing company content on websites and social media (Frost and Judy, 2016). In this case, content can be said to be Content Marketing if it is distributed on websites, social networks, uploads in the form of blogs and videos, white papers and e-books. According to Joe (2009) Content Marketing is said to be an approach to marketing that focuses on creating and distributing content that has value, is consistent, and relevant to real conditions on online-based social channels with the aim of attracting the attention of the target audience to become consumers for the company. Content Marketing is a form of online marketing activity that is organized based on the needs of the target market which is created using story telling techniques so that the content is easy to receive or understand (Gamble, 2016).

In his book entitled, "Content Machine: Use Content Marketing to Build a 7-figure Business With Zero Advertising," he says in simpler terms that Content Marketing is releasing something interesting that grabs attention for a business and builds trust (Dan Norris, 2016). Content Marketing has the intention of communicating by utilizing online media which can reach a wider network compared to using offline or traditional marketing channels. Content Marketing or content marketing is a marketing activity that is suitable for use in the current digital era. Experts use the standard definition of Content Marketing. According to Yusuf et al. (2020) in his research, content marketing is a content creation effort that aims to influence consumers with the aim of making purchases, or uploaded content will influence consumers in purchasing decisions.

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## ***B. E-WOM (Electronic Word Of Mouth) Theory***

According to Kotler and Keller (2016) some marketers emphasize two special forms of word of mouth or word of mouth (buzz and viral). Buzz marketing (gossip/talk) generates interest, creates interest, and expresses new relevant information related to the brand in an unexpected or even surprising way. Viral marketing or also known as electronic word of mouth (E-WOM) according to Kotler and Keller (2016) is marketing using the internet to create a word of mouth effect to support marketing efforts and goals. Contagious viral marketing like a virus is another form of word of mouth or news from one mouse click to the next, which encourages consumers to tell others about the products and services developed by the company in audio, video and written form to others online.

E-WOM is any positive or negative statement made by potential customers, regular customers or former customers about a product or company, which is available to many people and institutions via the internet Hennig-Thurau et al. (2004) in (Redondo et al., 2016). E-WOM communications can be carried out in a variety of settings. Website bulletin boards, email, chat rooms, weblogs, discussion forums, review websites, retail websites, social networks, and other computer-mediated communication tools have become increasingly important for today's online consumers to exchange opinions and experiences related to companies, products, and services with individuals outside their personal communication networks (Cheung & Lee, 2012). According to Junawan & Laugu (2020), social media is online media that supports social interaction using internet-based technology. Social media is also a part of E-WOM. According to Mehryar et al. (2020) E-WOM can be interpreted as everything done by previous consumers, potential consumers, or existing consumers to display positive or negative features of products or services online. In research Luthfiyatillah et al. (2020) it is stated that electronic word of mouth is a communication process in the form of providing recommendations both individually and in groups regarding a product or service which aims to provide personal information through online reviews.

## ***C. Brand Image Theory***

According to Kotler and Susanto (2001) a brand is a name, term, sign, symbol or design or a combination of these which is intended to identify goods or services from one or a group of sellers and to differentiate them from competitors' products. A brand is actually a seller's promise to consistently provide a certain appearance, benefits and services to buyers. The best brands provide quality guarantees.

According to Kotler and Armstrong (1997) In general, consumers will buy goods with brands that are already known, because these consumers tend to feel safe with something that is already known. A well-known brand is considered reliable and capable in business and has quality that can be accounted for. But the brand must also be equipped with a good image in mind consumers so that they can be trusted to be remembered and known by consumers.

According to Wardhana (2022) Brand Image is a reinterpretation of all perceptions of a brand which are formed from information and past experiences of consumers and customers towards the brand. From several definitions of the experts above, we can conclude that Brand Image is our belief in something How an impression that is built to create a special impression or value in packaging a product or service so that consumers are convinced.

## ***D. Customer Satisfaction Theory***

According to Kotler (2017) defines satisfaction as a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product they are thinking about with the expected performance (results). According to Tjiptono (2019) customer satisfaction can be interpreted as a comparison between expectations or expectations before purchase and perceptions of post-purchase performance. Meanwhile, according to customer satisfaction, it is a comparison of the quality of service experienced by the customer, what the customer expects, if the quality experienced by the customer is lower than expected, then there will be dissatisfaction felt by the customer which is not as expected, and if the quality of service is more than expected, then customers will be very satisfied (Riyanto, 2018)

Based on a psychological perspective, Tjiptono (2018) suggests that there are 2 models of customer satisfaction, namely the cognitive model (customer assessment is based on the difference between a collection and combination of attributes that are considered ideal for customers and their perception of the actual combination and attributes) and the affective model (evaluation customers towards services not solely based on rational calculations, but also on subjective needs, aspirations and experiences), if concluded, in the cognitive model this assessment is based on the difference or difference between the ideal and the actual, if the ideal value is with the perceived are the same then the customer will feel very satisfied, if the difference between the ideal and what is perceived by the customer is very large, it can cause customer dissatisfaction. On the other hand, if difference Between the ideal and what is perceived by the customer the value is small, the possibility of achieving customer



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satisfaction will be met, so satisfaction in this model can be felt by the customer through measuring the difference between what the customer expects and what is received by the customer and the service provider.

## E. Hypothesis

According to Sugiyono (2018) a hypothesis is a temporary answer to research problem formulations, where research problem formulations have been stated in the form of question sentences. With the results of the description of the framework of thought on, then the hypothesis that the researcher will propose and prove the truth is:

**H1A** : Content Marketing has a significant effect on Customer Satisfaction

**H1B** : Content Marketing has a significant influence on Brand Image

**H2A** : E-WOM has a significant effect on Customer Satisfaction

**H2B** : E-WOM has a significant effect on Brand Image

**H3** : Brand Image has a significant effect on Customer Satisfaction

**H4** : Content Marketing and E-WOM have a significant influence on Customer Satisfaction through Brand Image in Content Booster Service Companies.

## III. RESEARCH METHODOLOGY

### A. Operational Definition of Variables

The following explains the operational definition of each variable as follows:

#### a. Content Marketing

Content Marketing is a content creation effort that aims to influence consumers with the aim of making purchases, or uploaded content will influence consumers in purchasing decisions design indicator, current event, the reader experience, tone.

#### b. Electronic Word of Mouth (E-WOM)

Electronic word of mouth is a communication process in the form of providing recommendations Good individually or in groups regarding a product or service with the aim of providing personal information through online reviews. With intensity indicator, valence opinion, content.

#### c. Brand Image:

Brand Image is a reinterpretation of all perceptions of a brand which are formed from information and past experiences of consumers and customers towards the brand. With indicators strength, uniqueness, favorability.

#### d. Customer satisfaction

Customer satisfaction is a comparison of the quality of service experienced by the customer, what the customer expects, if the quality experienced by the customer is lower than expected, then there will be dissatisfaction felt by the customer which is not as expected, and if the quality of service is more than expected, then the customer will very satisfied. With indicators of meeting consumer expectations, recommending to other parties, quality service, loyal.

### B. Population and Sample

According to Sugiyono (2016) population is a generalized area consisting of objects or subjects which are certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this research are customers who use the services more than once at the Content Booster service company In Malang City in 2020-2022

**Table 1. Number of Customers at Content Booster Services Companies in 2020-2022**

No	Content Booster Services	Customer
1	IG Content Creation	59
2	TikTok Content Creation	38
3	DesignFeeds & Logos	20
4	Promotional Video	8
5	Live Services	17
	<b>Total</b>	<b>142</b>

Source: Processed Data, 2023.

In determining the sample, an appropriate sampling method is needed in order to obtain a representative sample that can describe the condition of the population optimally. The sample used in this research was all customers who had used Content Booster services more than once. The sampling technique used was distributing questionnaires to every existing customer of the Content Booster Services Company.

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In statistics, there are two types of data collection methods, namely the census method and the sampling method. The meaning of Census is a method of collecting data when all elements of the population are investigated one by one. The data obtained is the result of census processing, referred to as true data (true value), or often also called parameters. The sample is a portion of the population that has characteristics which are relatively the same and are considered to represent the population (Sugiyono, 2014). Technique Probability Sampling according to (Sugiyono, 2017) Probability Sampling can be defined as follows "Probability Sampling is technique sampling that provides equal opportunities for each element (member) of the population. For 142 customers were selected as sample members. Because the population is relatively small, the sampling technique used in this research is a saturated sampling technique (census), where all members of the population are used as samples (Sugiyono, 2015).

### C. Technical Data Analysis

To analyze the causal relationships between variables and test the hypotheses in this research systematically, the analytical tool used is SmartPLS 3.0. In this research, the data analysis techniques used are as follows: descriptive analysis and verification analysis. Verification analysis is analysis used to understand models and relationships between inner variable study. This is, namely what the pattern of relationships between variables is and how much influence the variables have: Content Marketing, E-WOM, Brand Image and Customer Satisfaction. Verification analysis begins by utilizing statistics from the SmartPLS 3.0 application used to analyze structural equation model based on PLS with the scope of analysis of the feasibility of measuring the model and the feasibility of the structural model.

## II. RESEARCH RESULTS AND DISCUSSION

### A. Test Research Instruments

In this study, Smart PLS was used with three criteria in data analysis techniques. Namely assessing the outer model, namely Convergent Validity, Discriminant Validity and Composite Reliability.

#### 1) Convergent Validity

The validity of measurements carried out on items that measure the same variable must be highly correlated. An individual reflexive measure is said to be high if it correlates > 0.7 with the construct to be measured. Using PLS software with a reflection measurement model, indicators are assessed based on the correlation between the item scores/component scores that have been estimated.

**Table 2. Outer Loading Results**

	Content Marketing (X1)	EWOM (X2)	Brand Image (Y1)	Customer Satisfaction (Y2)
<b>X1.1.2</b> Content design created according to trends	0.807			
<b>X1.2.1</b> The content created is updated or current	0.843			
<b>X1.2.2</b> Content created according to current developments	0.751			
<b>X1.5.1</b> The time to upload content is right	0.819			
<b>X1.5.2</b> The intensity of uploading content is appropriate	0.854			
<b>X2.1.1</b> Has the frequency of interaction of the content created with viewers		0.782		
<b>X2.1.2</b> Knowing the frequency with which viewers access information from content		0.745		
<b>X2.1.3</b> Have reviews written on the content created		0.805		
<b>X2.2.1</b> Get positive comments from the content created		0.726		
<b>X2.2.2</b> Recommend created content		0.818		

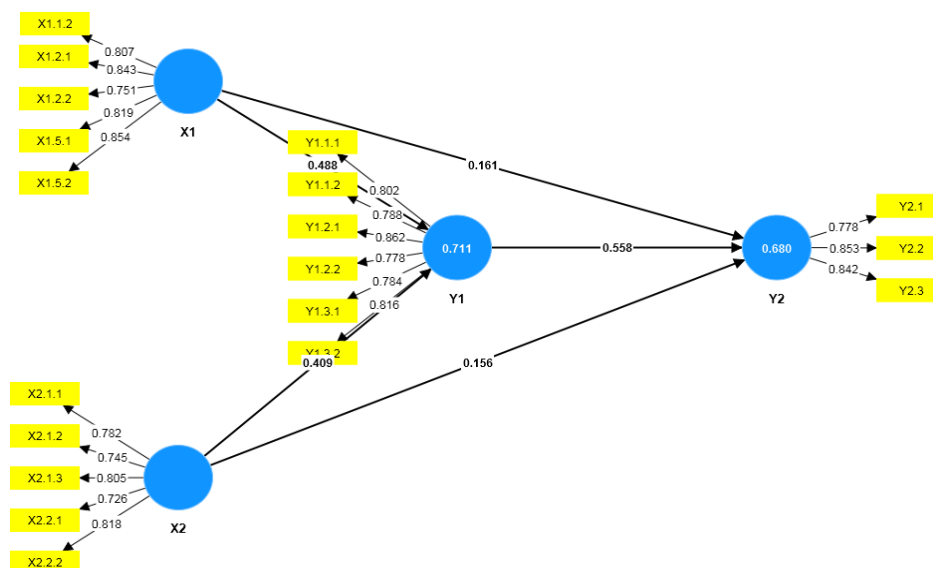
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	Content Marketing (X1)	EWOM (X2)	Brand Image (Y1)	Customer Satisfaction (Y2)
<b>Y1.1.1</b> The brand content created is easy to remember			0.802	
<b>Y1.1.2</b> The content information created is easy to remember			0.788	
<b>Y1.2.1</b> The content created is unique			0.862	
<b>Y1.2.2</b> The content created has unique & interesting results			0.778	
<b>Y1.3.1</b> Content created according to needs			0.784	
<b>Y1.3.2</b> The content created is easy to understand			0.816	
<b>Y2.1</b> Satisfied with the content created				0.778
<b>Y2.2</b> Always use booster content				0.853
<b>Y2.3</b> Recommend colleagues				0.842

Source: Data processing with Smartpls Ver. 4.0, 2023.

Judging from Table 9, it illustrates the factor value (convergent validity) of each indicator. A loading factor value  $> 0.7$  can be said to be valid. It is known that all loading factor values of the Content Marketing (X1), E-WOM (X2), Brand Image (Y1) and Customer Satisfaction (Y2) indicators are greater than 0.7. This shows that the indicators are valid.

Below is a diagram or description of the outer loading values in the outer model produced after running the SmartPLS Ver program. 4.0 for all indicators in Figure 3 below:



Picture 2. Outer Model

Source: Questionnaire data processed, 2023

From Picture 2 of the Outer Model above, the following is an explanation and description of the loading factors and their values for the variable (X1) which is Content Marketing, namely:

- X1.1.2 : The content design that is made attractive gets a loading factor value of 0.807
- X1.2.1 : Content that is updated or current gets a loading factor value of 0.843
- X1.2.2 : Content created according to current developments received a loading factor value of 0.751
- X1.5.1 : When uploading content is correct, it gets a loading factor value of 0.819



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e. X1.5.2 : The intensity of uploading content is correct to obtain a loading factor value of 0.854

The loading factor and value of the variable (X2) is E-WOM, namely:

- a. X2.1.1 : Having a frequency of interaction obtains a loading factor value of 0.782
- b. X2.1.2 : Knowing the frequency of viewers getting a loading factor value of 0.745
- c. X2.1.3 : Having reviews on the content gets a loading factor value of 0.805
- d. X2.2.1 : Getting positive comments from the content created gets a loading factor value of 0.726
- e. X2.2.2 : Recommend the content made to obtain a loading factor value of 0.818

The loading factor and value of the variable (Y1) is Brand Image, namely:

- a. Y1.1.1 : Brand content is easy to remember, getting a loading factor value of 0.802
- b. Y1.1.2 : Easy to remember content information obtained a loading factor value of 0.788
- c. Y1.2.1 : The content created is unique and obtains a loading factor value of 0.862
- d. Y1.2.2 : Content has unique & interesting results, obtaining a loading factor value of 0.778
- e. Y1.3.1 : Content created according to needs obtained a loading factor value of 0.784
- f. Y1.3.2 : Content that is made easy to understand gets a loading factor value of 0.816

The loading factor and value of the variable (Y2) is Customer Satisfaction, namely:

- a. Y2.1 : Satisfied with the content created, obtained a loading factor value of 0.778
- b. Y2.2 : Always using booster content to obtain a loading factor value of 0.853
- c. Y2.3 : Recommend to colleagues to obtain a factor loading value of 0.842

Each loading factor that has been tested using SmartPLS Ver 4.0 in accordance with the provisions must have a loading factor value of more than  $> 0.7$  to be said to be valid. It is known that the results of all loading factor values that have been tested from the Content Marketing (X1), E-WOM (X2), Brand Image (Y1) and Customer Satisfaction (Y2) indicators are greater than 0.7. This shows that the indicators are valid.

### 2) Discriminant Validity

It is a measurement model with reflexive indicators assessed based on cross loading of measurements with constructs. The results of Discriminant Validity are good if the loading value of each indicator of a latent variable has the largest loading value compared to other loading values of other latent variables.

**Table 3. Cross Loading Results**

	Content Marketing (X1)	E-WOM (X2)	Brand Image (Y1)	Customer Satisfaction (Y2)
<b>X1.1.2</b> Content design created according to trends	0.807	0.646	0.644	0.686
<b>X1.2.1</b> The content created is updated or current	0.843	0.572	0.693	0.533
<b>X1.2.2</b> Content created according to current developments	0.751	0.568	0.632	0.515
<b>X1.5.1</b> The time to upload content is right	0.819	0.701	0.671	0.625
<b>X1.5.2</b> The intensity of uploading content is appropriate	0.854	0.625	0.626	0.593
<b>X2.1.1</b> Has the frequency of interaction of content	0.633	0.782	0.544	0.543
<b>X2.1.2</b> Knowing the frequency of viewers accessing	0.572	0.745	0.570	0.520
<b>X2.1.3</b> Have reviews written on the content	0.468	0.805	0.570	0.466
<b>X2.2.1</b> Get positive comments from the content created	0.565	0.726	0.519	0.566
<b>X2.2.2</b>	0.699	0.818	0.783	0.653

**The Influence of Content Marketing and E-WOM on Customer Satisfaction through Brand Image in Content Creation Companies (Content Booster) in Malang City**

	Content Marketing (X1)	E-WOM (X2)	Brand Image (Y1)	Customer Satisfaction (Y2)
Recommend created content				
<b>Y1.1.1</b> The brand content created is easy to remember	0.696	0.704	0.802	0.656
<b>Y1.1.2</b> The content information created is easy to remember	0.582	0.623	0.788	0.628
<b>Y1.2.1</b> The content created is unique	0.638	0.606	0.862	0.729
<b>Y1.2.2</b> The content created has unique & interesting results	0.594	0.528	0.778	0.591
<b>Y1.3.1</b> Content created according to needs	0.697	0.731	0.784	0.677
<b>Y1.3.2</b> The content created is easy to understand	0.651	0.566	0.816	0.614
<b>Y2.1</b> Satisfied with the content created	0.587	0.507	0.770	0.778
<b>Y2.2</b> Always use booster content	0.637	0.655	0.620	0.853
<b>Y2.3</b> Recommend colleagues	0.570	0.615	0.592	0.842

Source: Data processing with Smartpls Ver. 4.0, 2023.

From the results above we can conclude that the latent construct predicts the indicators better than other constructs. Meanwhile, according to another method for assessing discriminant validity, namely by looking at the squareroot of Average Variance Extracted (AVE) value, the expected AVE value is > 0.5 (Andreas Wijaya, 2019) as follows:

**Table 4. Average Variance Extracted (AVE) Value**

Construct	Average variance extracted (AVE)
Content Marketing (X1)	0.665
E-WOM (X2)	0.602
Brand Image (Y1)	0.649
Customer Satisfaction (Y2)	0.681

Source: Questionnaire data processed, 2023

From the results of the table above, it is found that the AVE value is above 0.5 for all constructs, this shows that all constructs have high discriminant validity and meet the requirements.

3) Composite Reliability.

To evaluate composite reliability, the condition usually used to assess construct reliability is that composite reliability must be greater than 0.7.

**Table 5. Composite reliability results**

Construct	Composite reliability (rho_c)
Content Marketing (X1)	0.908
E-WOM (X2)	0.883
Brand Image(Y1)	0.917
Customer Satisfaction (Y2)	0.865

Source: Data processing with Smartpls Ver. 4.0, 2023

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From the data in the table above, it shows that composite reliability has very good results, seen from the composite reliability values, all of which have results of more than 0.70. The results of this reliability test can also be strengthened with Cronbach's alpha where the SmartPLS output is in the following table

**Table 6. Cronbach's alpha results**

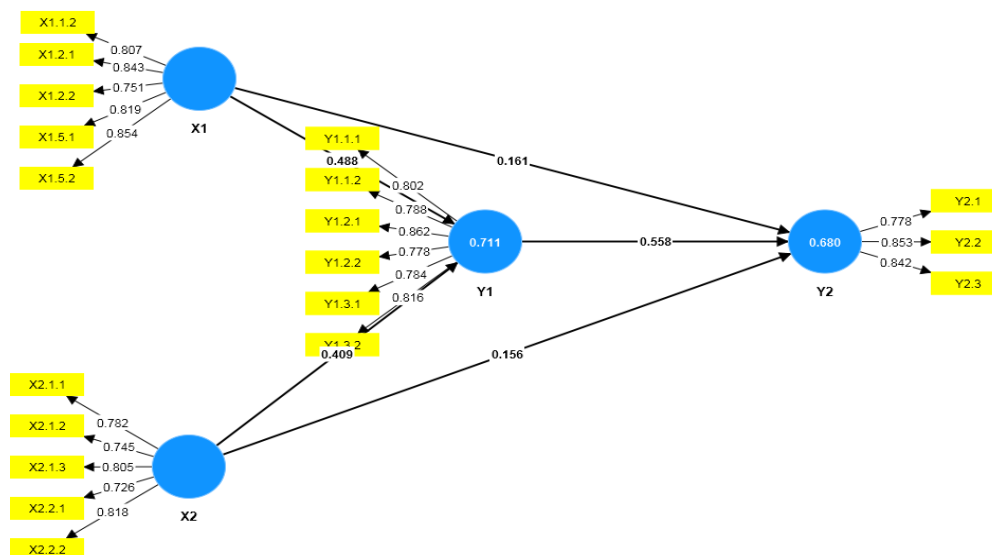
Construct	Cronbach's alpha
Content Marketing (X1)	0.874
E-WOM (X2)	0.835
Brand Image (Y1)	0.891
Customer Satisfaction (Y2)	0.765

Source: Data processing with Smartpls Ver. 4.0, 2023.

The results above exceed the recommended value above 0.60, so the results have very high reliability.

### 4) Structural Model Evaluation

Inner model testing or what is usually called a structural model can be carried out to see the latent relationship between the significance value construct and the R-square of the research model.



**Picture 2. Inner Model**

Source: Questionnaire data processed, 2023.

The structural model or inner model was carried out to see the relationship between the construct significance value and the R-square. Variable (Y1) Brand Image obtained a value of 0.711 and Variable (Y2) Customer Satisfaction obtained a value of 0.680 from the research model. In the structural model, it is evaluated using the R-square of the dependent construct t-test as well as the significance of the structural path parameter coefficients.

### 5) Coefficient of Determination (R<sup>2</sup>)

Testing of the structural model is carried out by looking at the adjusted R-square value which is a model goodness-fit test

**Table 7. Adjust R Square Value**

Endogenous Latent Variables	R-square	R-square adjusted
Brand Image (Y1)	0.711	0.707
Customer Satisfaction (Y2)	0.680	0.673

Source: Questionnaire data processed, 2023.

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In Table 7 we can see that the Adjust R-square value for the Brand Image (Y1) variable is 0.707. The Adjust R-square value shows that 70% of the Brand Image (Y1) variable can be influenced by the Content Marketing (X1) and E-WOM variables. (X2), while the rest is influenced by other variables outside those studied.

Table 7 shows that the adjusted R-square value for the Consumer Satisfaction variable is 0.673. The adjusted R-square value shows that 67% of the Customer Satisfaction variable (Y2) can be influenced by the Content Marketing (X1) and E-WOM (X2) variables, while the rest influenced by other variables outside this research.

### 6) Effect Size $f^2$ (F square)

Changes in the  $R^2$  value can be used to assess the influence of exogenous latent variables on endogenous variables whether they have a substantive influence (Ghozali, 2015), which has been measured through the Effect Size  $f^2$ . With the same interpretation of the  $f^2$  value recommended by Cohen (1988), namely 0.02, it has a small effect; 0.15 has a moderate influence and 0.35 has a large influence at the structural level. The  $f^2$  test results are shown in the following table:

**Table 8. Results of effect size f**

	Content Marketing (X1)	E-WOM (X2)	Brand Image (Y1)	Customer Satisfaction (Y2)
Content Marketing (X1)			0.341	0.025
E-WOM (X2)			0.240	0.025
Brand Image(Y1)				0.281
<b>Customer Satisfaction (Y2)</b>				

Source: Data processed, 2023.

Based on the results of the effect size  $f^2$  test, it is known that:

- The  $f^2$  value of E-WOM (X2) on the Brand Image variable(Y1) greater than or equal to 0.02 and smaller than 0.15 ( $0.02 \leq 0.240 < 0.15$ ) is included in the weak category.
- The  $f^2$  value of the Content Marketing variable (X1) on Brand Image(Y1) greater than or equal to 0.02 and smaller than 0.15 ( $0.02 \leq 0.341 < 0.15$ ) is included in the good category.
- The  $f^2$  value of E-WOM(X2) for the Customer Satisfaction variable (Y2) is greater than or equal to 0.02 and smaller than 0.15 ( $0.02 \leq 0.025 < 0.15$ ) is included in the small or weak category.
- The  $f^2$  value of the Brand Image variable(Y1) on the Customer Satisfaction variable (Y2) is greater than or equal to 0.15 and smaller than 0.35 ( $0.15 \leq 0.281 < 0.35$ ) is included in the moderate or medium category.
- The  $f^2$  value of the Content Marketing variable(X1) on the Customer Satisfaction variable (Y2) is greater than or equal to 0.02 and smaller than 0.15 ( $0.02 \leq 0.025 < 0.15$ ) is included in the small or weak category.

### 7) Prediction relevance (Q square) or known as Stone-Geisser

A model is considered to have relevant predictive value if the q-square value is greater than 0 (>0). The q-square predictive relevance value is obtained using the following formula

$$Q^2 = 1 - (1 - R1^2)(1 - R2^2)$$

$$\begin{aligned} \text{So: } Q^2 &= 1 - (1 - 0.711)(1 - 0.680) \\ &= 1 - (0.289)(0.32) \\ &= 1 - 0.09248 \\ &= 0.90752 \end{aligned}$$

Rounded to 0.91 or 91% so this model is suitable for explaining the endogenous variable (customer satisfaction) because the value is greater than 0 (>0).

### 8) Research Hypothesis Testing

In PLS statistical testing of each hypothesized relationship is carried out using simulation. Therefore, in this case, the bootstrap method is carried out on the samples to be tested. Bootstrap testing is also intended as a way to minimize the problem of data non-normality in research. Test results using bootstrapping from PLS analysis are as follows.

**Table 9. Path Coefficient (Mean, T-Values)**

Variable Relationships	Original sample (O)	T statistics ( O/STDEV )	P values
Content Marketing X1 -> Customer Satisfaction Y2	0.488	5.869	0.000

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Content Marketing X1 -> Brand Image Y1	0.461	4.049	0.000
E-WOM X2 -> Customer Satisfaction Y2	0.409	5.120	0.000
E-WOM X2 -> Brand Image Y1	0.456	4.248	0.000
Brand Image Y1 -> Customer Satisfaction Y2	0.558	3.947	0.000
Content Marketing X1 -> Brand Image Y1 -> Customer Satisfaction Y2	0.272	3.587	0.000
E-WOM X2 -> Brand Image Y1 -> Customer Satisfaction Y2	0.228	2.747	0.006

Source: Questionnaire data processed, 2023.

### a. The Influence of Content Marketing (X1) on Customer Satisfaction (Y2)

Ho1A:  $\beta_3 = 0$ , Content Marketing has no effect on Customer Satisfaction Ha1A:  $\beta_3 \neq 0$ , Content Marketing has an effect on Customer Satisfaction. Hypothesis 2 states that Content Marketing has a positive and significant effect on Customer Satisfaction. From Table 9 it is known that the Content Marketing path (X1) -> Customer Satisfaction (Y2) has a P-Values value that is smaller than 0.05 ( $0.007 < 0.05$ ). In addition, the Original Sample path has a positive value of 0.461. Thus Ha1 is accepted and H0 is rejected, meaning that Content Marketing has an effect on Customer Satisfaction.

### b. The Influence of Content Marketing (X1) on Brand Image (Y1).

Ho1B :  $\beta_1 = 0$ , Content Marketing has no effect on Brand Image

Ha1B :  $\beta_1 \neq 0$ , Content Marketing influences Brand Image.

Hypothesis 1 states that Content Marketing has a positive and significant effect on Brand Image. From Table 9 it is known that the path Content Marketing (X1) -> Brand Image (Y1) has a P-Values value that is smaller than 0.05 ( $0.007 < 0.05$ ). In addition, the Original Sample path has a positive value of 0.488. Thus, Ha1B is accepted and H0 is rejected, meaning that Content Marketing has an effect on Brand Image.

### c. The Influence of E-WOM (X2) on Customer Satisfaction (Y2).

Ho2A:  $\beta_4 = 0$ , E-WOM has no effect on Customer Satisfaction

Ha2A :  $\beta_4 \neq 0$ , E-WOM influences Customer Satisfaction.

Hypothesis 3 states that E-WOM has a positive and significant effect on Customer Satisfaction. From Table 9 it is known that the E-WOM path (X2) -> Customer Satisfaction (Y2) has a P-Values value that is smaller than 0.05 ( $0.007 < 0.05$ ). In addition, the Original Sample path has a positive value of 0.456. Thus, Ha2A is accepted and H0 is rejected, meaning that E-WOM has an effect on customer satisfaction.

### d. The Influence of E-WOM (X2) on Brand Image (Y1).

Ho2A:  $\beta_4 = 0$ , E-WOM has no effect on Brand Image.

Ha2A :  $\beta_4 \neq 0$ , E-WOM influences Brand Image.

Hypothesis 4 states that E-WOM has a positive and significant effect on Brand Image. From Table 9 it is known that the path E-WOM (X2) -> Brand Image (Y1) has a P-Values value that is smaller than 0.05 ( $0.007 < 0.05$ ). In addition, the Original Sample path has a positive value of 0.409. Thus, Ha2A is accepted and H0 is rejected, meaning that E-WOM has an effect on Brand Image.

### e. The Influence of Brand Image (Y1) on Customer Satisfaction (Y2).

Ho2B:  $\beta_2 = 0$ , Brand Image has no effect on Customer Satisfaction

Ha2B:  $\beta_2 \neq 0$ , Brand Image influences Customer Satisfaction.

Hypothesis 5 states that Brand Image has a positive and significant effect on Customer Satisfaction. From Table 9 it is known that the path Brand Image (Y1) -> Customer Satisfaction (Y2) has a P-Values value that is smaller than 0.05 ( $0.007 < 0.05$ ). The Original Sample path has a positive value of 0.558. Thus, Ha2B is accepted and H0 is rejected, meaning that Brand Image has an influence on Customer Satisfaction.

### f. The influence of Content Marketing (X1) and E-WOM (X2) influences Customer Satisfaction (Y2) through Brand Image (Y1).

Ho:  $\beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = 0$

Ha :  $\beta_1 \neq \beta_2 \neq \beta_3 \neq \beta_4 \neq \beta_5 \neq 0$

Hypothesis 6 states that Content Marketing and E-WOM have a positive and significant effect on Customer Satisfaction through Brand Image. From Table 9 it is known that the path (path) Content Marketing (X1) & E-WOM (X2) -> Customer Satisfaction (Y2) through Brand Image (Y1) has a P-Values value that is smaller than 0.05 ( $0.007 < 0.05$ ). The Original Sample path has a positive value of 0.272. Thus H6 is accepted and H0 is rejected, meaning that Content Marketing has an effect on Customer Satisfaction through Brand Image. E- WOM (X2 -> Customer Satisfaction (Y2) through Brand Image (Y1) has a P-Values value that is smaller

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than 0.05 ( $0.007 < 0.05$ ). The Original Sample path has a positive value of 0.228. Thus H6 is accepted and H0 is rejected, This means that E-WOM influences customer satisfaction through brand image.

### **B. Discussion**

#### **1) Description of Content Marketing, E-WOM, Brand Image and Customer Satisfaction**

Content Marketing cannot stand alone but is formed by several indicators in it, namely design, current event, the reader experience, tone and timing. With the support of several indicators in it, content marketing can be effectively used by content creators to create it according to customer needs. As argued by Yusuf et al. (2020) that Content Marketing is a content creation effort that aims to influence consumers with the aim of making purchases, or uploaded content will influence consumers in purchasing decisions.

E-WOM is currently really needed as the core of marketing success utilize in the era of digitalization, how can we make maximum use of E-WOM so that social media platforms with lots of viewers have an extraordinary effect on marketing via social media or E-WOM. There is communication in E-WOM such as reviewing good opinions positive or negative which can increase interest in a product or service. In the E-WOM provides recommendations both individually and in groups for a product or service, where to provide personal information through online reviews, E-WOM is formed through intensity, valence opinion, content. According to the opinion of Luthfiyatillah et al., (2020) electronic word of mouth is a communication process in the form of providing recommendations both individually and in groups regarding a product or service which aims to provide personal information through online reviews.

Brand Image is formed by several indicators, namely: strength, uniqueness, favor ability. Can be formed due to perception or with packaging interesting something Content marketing is created to provide added value to goods or services created by customers. As argued by Wardhana (2022), Brand Image is a reinterpretation of all perceptions of a brand that are formed from information and past experiences of consumers and customers regarding the brand.

Customer satisfaction is formed through fulfilling consumer expectations, recommending to other parties, quality service, loyal. Feelings that correspond to customer expectations is customer satisfaction so that expectations are met according to customer needs for the content created. As with Setyo (2017) customer satisfaction is a comparison of the quality of service experienced by customers, what customers expect. If the quality experienced by customers is lower than expected, then there will be dissatisfaction what is felt by the customer is not as expected, and if the quality of service is more than expected, then the customer will be very satisfied.

#### **2) The Influence of Content Marketing on Customer Satisfaction**

The higher the positive response to content marketing, the higher the level of satisfaction of customers who use Content Booster services. The research results that support the influence of content marketing on customer satisfaction are research from Cantika et al (2023) entitled The influence of content marketing and customer experience on repurchase intention through customer satisfaction as an intervention (study on Tokopedia) stating that the research results are significantly positive because of the content marketing variable. (X1) has a significant effect on the customer satisfaction variable (Y). This can be interpreted as Content Booster creating appropriate and appropriate content marketing in choosing content loading services, customer satisfaction will increase. The research results that support the influence of content marketing on customer satisfaction are research from Cantika et al (2023) entitled The influence of content marketing and customer experience on repurchase intention through customer satisfaction as an intervention (study on Tokopedia) stating that the research results are significantly positive because of the content marketing variable. (X1) has a significant effect on the customer satisfaction variable (Y). This can be interpreted as Content Booster creating appropriate and appropriate content marketing in choosing content loading services, customer satisfaction will increase. The research results that support the influence of content marketing on customer satisfaction are research from Cantika et al (2023) entitled The influence of content marketing and customer experience on repurchase intention through customer satisfaction as an intervention (study on Tokopedia) stating that the research results are significantly positive because of the content marketing variable. (X1) has a significant effect on the customer satisfaction variable (Y). This can be interpreted as Content Booster creating appropriate and appropriate content marketing in choosing content loading services, customer satisfaction will increase.

#### **3) The Influence of Content Marketing on Brand Image**

From the hypothesis results in table 18, it shows that the results in this research are influential positive and the Content Marketing variable is significant for the customer satisfaction variable. It was explained that Content Marketing is about brand image which means that from the content that has been created by Content Booster in the form of advertisements, video reels,



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live shopping, logo designs and articles that show the characteristics of the product that customers entrust, creating content according to the target through digital media. The Brand Image formed in content marketing is very influential because in digital marketing buyers cannot see directly what a product is like without having a good Brand Image so that it is easily recognized and remembered by product consumers using Content Booster services. What makes Content Marketing have a significant influence is because there is a real impact felt by customers using Content Booster services. This is also supported by previous research which has the same results, namely research from Muhammad Mirzan et al (2022) Instagram Content Marketing and Brand Image on Interests The use of financial planning services stated that the research results were significantly positive. The Content Marketing variable had an effect on the Brand Image variable so that consumers believed in using financial services because the image created was positive. Not only that, research from Qayyum Deyatari Pangestu, Didik Tranggono (2022) entitled The Influence of Instagram Content Creator Marketing on the Brand Image of Disney + Hotstar During the COVID-19 Pandemic shows significant positive results because during the COVID-19 pandemic what can be used to attract consumers is through a positive Brand Image. And also research from Muhammad Bagir Sadr, Putu Nina Madiawati (2023) entitled The Effect Of Electronic Word Of Mouth And Content Marketing On Purchase Intention Influenced By Brand Image Of Mcdonald's Indonesia's Instagram, the results of which are that content marketing has a significant effect on Brand Image.

### **4) The Effect of E-WOM on Customer Satisfaction**

From the hypothesis results in table 18, it shows that the results in this research are influential positive and significant variables E-WOM on the customer satisfaction variable. It was explained that the use and selection of E-WOM given to customers greatly influences Customer Satisfaction with the presence of other supporting factors, namely intensity, where in content created by content booster service users can interact with consumers to get product reviews, positive and negative comments and the right information. accepted, because by using E-WOM according to the segmentation and target market the content created will get the maximum results expected by customers. Because use The right e-WOM influences how the distribution of content is right on target. So that in this research the results are positive and significant, previous research that supports this research was carried out by Mirza Putriningtyas, Mokhammad Natsir, Bambang Supriadi (2022) entitled Create Customer Satisfaction through E-WOM Case Study in the Sallyscraf Hijab Gallery with the results of the variable E- WOM has a significant effect on Customer Satisfaction. With proper distribution of content, reviews and comments contained in content that has been distributed greatly influence Content Booster Customer Satisfaction which can create loyalty to use Content Booster services because of its very positive and good effectiveness.

### **5) The Influence of E-WOM on Brand Image**

From the hypothesis results in table 18, it shows that the results in this study have a positive and significant effect on the E-WOM variable on the Brand Image variable. Can explained that using social networking channels and E-WOM digital platforms can distribute the Brand Image of a Content Booster customer product. Currently there is no need to carry out promotions to explain the brand of a product directly face to face with consumers, but customers who use Content Booster services through the content that has been created can create and strengthening the Brand Image of the product so that consumers know the uniqueness, strength and understanding of the Brand Image of the product which is channeled via E-WOM appropriately, therefore the results of this research are positive and significant. Previous research supports this research with significant positive results in research from Sulisti Yani, Gatot Wijayanto, Tengku Firli Musfar (2022) entitled The Influence of Social Media Marketing and E-WOM on Brand Image and Its Impact on Purchase Interest, the results of which are that E-WOM has a significant effect on Brand Image so that give rise to interested in buying because the product already has a capable Brand Image distributed through E-WOM properly.

### **6) The Influence of Brand Image on Customer Satisfaction**

From the hypothesis results in table 18, it shows that the results in this study influential positive and significant variable Brand Image to variables Customer satisfaction. It can be explained that in this research the Brand Image has been created by Content Booster in the content created very influential positive and significant because many customers who initially only had small or micro businesses without knowing how to form a Brand Image that is packaged well in content, be it a Logo, Promotional Video, Material to be posted on social media so that consumers of Content Booster customer products know and understand how the product has its advantages and uniqueness so that it is memorable and easy to remember. Therefore, a high level of customer satisfaction makes Booster content customers loyal so that every content creation, whether audio-visual or visual, is entrusted back to using Booster content services. The brand image built for a product is very important, as are the results of previous research, namely research by Juan Denio Muhammad Dasril & Sumadi (2023) entitled The influence of E-WOM and Knowledge on customers The influence of E-WOM and knowledge on customer satisfaction and its impact on loyalty to customers of

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Scarlett products (Study of Scarlett customers in Pati City) with positive results and significant, not only that, many previous researchers have proven the influence of the two variables, namely in the research of Rahayu & Kusuma (2022) with the research title The Influence of Brand Image and Product Quality on Customer Satisfaction and Consumer Loyalty (KFC Baturaja Study) with significant positive results.

### **7) The Influence of Content Marketing and E-WOM on Customer Satisfaction through Brand Image**

According to the hypothesis results in table 18, the results of the relationship between the variables that have been studied, Content Marketing and E-WOM, have a positive and significant effect on Customer Satisfaction through Brand Image. It can be explained that the Content Marketing created by Content Booster through E-WOM distribution is appropriate and capable of being a benchmark and consideration because exists reviews and interactions in distributed content with supporting factors in the form of indicators for each variable are able to create a Brand Image and elevate it according to customer needs as well as the desires and expectations of the product entrusted making the content uses booster content so that customers have Customer Satisfaction which has been created in this research. Brand Image is very important in promotion and marketing today by utilizing existing platforms to increase sales value, be convincing and be able to interact directly without must be limited by time, place and language. Customers who entrust their content creation using Content Booster are not only large entrepreneurs who only strengthen and divert marketing via digital platforms or E-WOM, but developing micro MSME businesses are already utilizing content creation services to package products to be sold to be promoted in competition with brands. those who already have a position or regular customers in the wider community.

## **IV. CONCLUSIONS AND SUGGESTION**

### **A. Conclusion**

After getting the results from descriptive research and hypothesis testing that have been described in this research, we can conclude as follows:

- 1) Overall, from the results of research using the Smart PLS 4 2023 program, what dominates in this research is the E-WOM variable with an average value of 4.62, which in the assessment has a very good and high meaning. supported by the average value of each indicator which is also high, namely Intensity 4.0, Valence of Opinion 3.96, Content 3.86, Tone 3.94 and Timings 4.02 we can conclude from the data processing obtained that the use of E-WOM is currently very much needed in managing business and marketing. But in this case E-WOM cannot stand alone still supported with several variables, namely Content Marketing, Brand Image, in getting Customer Satisfaction in this multimedia business.
- 2) The Effect of Content Marketing on Customer Satisfaction From the hypothesis results in table 18, it shows that the results in this research have a positive and significant effect on the Content Marketing variable on the customer satisfaction variable. It is explained that Content Marketing on Customer Satisfaction means that when content marketing is created by booster content it can fulfill everything the desires and needs of customers, the satisfaction that will be obtained from the performance of the content creator can influence the level of customer loyalty in using Content Booster services. Content marketing is a direct or indirect process of promoting a business, because it involves creating and posting on websites or social media. existing media.
- 3) What makes Content Marketing have a significant influence is because there is a real impact felt by customers using Content Booster services. This is also supported by previous research which has the same results, namely research from Muhammad Mirzan et al (2022) Instagram Content Marketing and Brand Image on Interests The use of financial planning services stated that the research results were significantly positive. The Content Marketing variable had an effect on the Brand Image variable so that consumers believed in using financial services because the image created was positive.
- 4) It was explained that the use and selection of E-WOM given to customers greatly influences Customer Satisfaction with the existence of other supporting factors, namely intensity, where in content created by content booster service users can interact with consumers to get product reviews, positive and negative comments and the right information. accepted, because by using E-WOM according to the segmentation and target market the content created will get the maximum results expected by customers. Previous research supports this research with significant positive results in research from Sulisti Yani, Gatot Wijayanto,
- 5) It can be explained that in this research the Brand Image that has been created by Content Booster in the content created has a very positive and significant influence because many customers initially only had small or micro businesses without knowing how to form a Brand Image that is packaged well in content, be it a Logo. , Promotional Videos, Material to be posted on social media so that consumers of Content Booster customer products know and understand how the product is

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with its advantages and uniqueness so that it is memorable and easy to remember. The brand image built for a product is very important, as are the results of previous research, namely research by Juan Denio Muhammad Dasril & Sumadi (2023) entitled The influence of E-WOM and Knowledge on customers. The influence of E-WOM and knowledge on customer satisfaction and its impact on Loyalty towards Scarlett Product Customers (Study of Scarlett Customers in Pati City) with positive and significant results, not only that, many previous researchers have proven the influence of the two variables, namely in the research of Rahayu & Kusuma (2022) with the research title The Influence of Brand Image and Product Quality on Satisfaction Customers and Consumer Loyalty (KFC Baturaja Study) with significant positive results not only that, many previous researchers have proven the influence of the two variables, namely in the research of Rahayu & Kusuma (2022) with the research title The Influence of Brand Image and Product Quality on Customer Satisfaction and Consumer Loyalty (KFC Baturaja Study) with significant positive results not only that, many previous researchers have proven the influence of the two variables, namely in the research of Rahayu & Kusuma (2022) with the research title The Influence of Brand Image and Product Quality on Customer Satisfaction and Consumer Loyalty (KFC Baturaja Study) with significant positive results not only that, many previous researchers have proven the influence of the two variables, namely in the research of Rahayu & Kusuma (2022) with the research title The Influence of Brand Image and Product Quality on Customer Satisfaction and Consumer Loyalty (KFC Baturaja Study) with significant positive results not only that, many previous researchers have proven the influence of the two variables, namely in the research of Rahayu & Kusuma (2022) with the research title The Influence of Brand Image and Product Quality on Customer Satisfaction and Consumer Loyalty (KFC Baturaja Study) with significant positive results

- 6) It can be explained that the Content Marketing created by Content Booster through E-WOM is distributed appropriately and is able to become a benchmark and consideration because there is review and interaction in the distributed content with supporting factors in the form of indicators for each variable which is able to create a Brand Image and elevate it according to customer needs. as well as the desires and expectations of the product for which content creation is entrusted using booster content so that customers have the Customer Satisfaction that has been created in this research.

### B. Suggestion

Based on the research results and conclusions obtained, the researcher provides several suggestions as follows:

- 1) Researchers can then carry out research with more specific variables, namely directly to products that have been created by Content Creator service providers on content produced by Content Marketing creators with a Brand Image that has been formed.
- 2) There are always innovations created by Content Booster as a provider of Content Marketing creation services because currently the sophistication of digital media is growing rapidly which makes it easier for ordinary people to create interesting content with the help of programs such as AI (Artificial Intelligence).

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