

**PENGARUH *SOCIAL MEDIA MARKETING INSTAGRAM* DAN
CONTENT MARKETING TERHADAP KEPUASAN
PELANGGAN KEDAI RUMAH TENTREM KABUPATEN
BONDOWOSO**

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ABSTRACT

The development of digital technology in marketing is increasingly rapid, especially through the use of Instagram as a promotional medium for culinary products. Instagram not only functions as a means of conveying information, but also shapes customer perceptions and expectations of a product or service. However, there is often a discrepancy between expectations built through social media content and actual customer experiences, which can affect customer satisfaction levels. Kedai Rumah Tentrem utilizes Instagram through Social Media Marketing and Content Marketing strategies to attract consumer interest. This study aims to analyze the influence of Instagram Social Media Marketing and Content Marketing on Customer Satisfaction at Kedai Rumah Tentrem, Bondowoso Regency. The study used a quantitative approach with a survey method by measuring engagement rates and distributing questionnaires to customers who follow the Instagram account and have purchasing experience. The research sample consisted of 95 respondents using a purposive sampling technique. Data analysis was carried out through validity tests, reliability tests, classical assumptions, and multiple linear regression. The results showed that Instagram Social Media Marketing and Content Marketing had a significant effect on Customer Satisfaction both partially and simultaneously. In addition, informative, authentic, educational, and entertaining content resulted in higher engagement levels than hard-selling content. The match between social media content and actual customer experiences is an important factor in increasing customer satisfaction.

Keywords: Instagram Social Media Marketing, Content Marketing, Engagement, Customer Satisfaction.