ABSTRACT

The growth in the use of the internet and social media is increasing every year which brings consumers to an era of more interactive communication. This has also led to growth in the world of e-commerce, especially in the beauty industry, namely Sociolla. Through the use of Instagram social media, Sociolla creates content marketing as an effective digital marketing strategy to create customer engagement, customer decisions, customer satisfaction, and customer loyalty.

This study aims to determine the responses of respondents regarding the effect of Sociolla's Instagram content marketing on customer engagement, customer decisions, customer satisfaction, and customer loyalty. It is measured by four dimensions of content marketing, namely Format of the post, Timeframe of the post, Interactivity of the message, and the attractiveness of the topic and to find out whether there is an effect of these four dimensions on the four dependent variables.

In this study, quantitative methods were used with data collection through the distribution of online questionnaires using google form media using a Likert measurement scale to 385 respondents. The criteria for these respondents are people who have seen Sociolla's Instagram content marketing and have made purchases at Sociolla. After collecting the data, it was processed and analyzed using the Structural Equation Models (SEM) analysis with the help of Smart PLS software.

The findings of this study indicate that there is a significant influence on content marketing on customer engagement, customer decisions, customer satisfaction, and customer loyalty.

It is hoped that this research can be a reference for Sociolla in running its business, especially to increase customer engagement, customer decisions, customer satisfaction, and customer loyalty by paying attention to its Instagram content marketing.

Keywords: *Content Marketing, Customer Decision, Customer Engagement, Customer Loyalty, Customer Satisfaction, Sociolla*