



# The Influence of Content Marketing on Brand Image Through Customer Engagement

Amelia Nurazizah\*, Teguh Priyo Sadono, Merry Frida Tri Palupi

Communication Science Study Program, Faculty of Social and Political Sciences, Universitas 17 Agustus 1945 Surabaya

DOI: <https://doi.org/10.47134/converse.v2i1.4265>

\*Correspondence: Amelia Nurazizah

Email: [amelianurazizah@gmail.com](mailto:amelianurazizah@gmail.com)

Received: 05-06-2025

Accepted: 12-06-2025

Published: 31-07-2025



**Copyright:** © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

**Abstract:** Technological developments have made social media an important component of business marketing strategies, including Netflix, which uses Instagram to increase audience engagement and build a strong brand image. This study aims to determine the effect of content marketing on brand image through customer engagement on the Instagram account @netflixid. The method used is a quantitative approach with Structural Equation Modeling (SEM) analysis. Data collection through online questionnaires to followers of the Instagram account @netflixid. A sample of 100 respondents with the criteria are followers who have interacted with content on the Instagram account @netflixid. The study found that there is a positive and significant influence of content marketing on customer engagement and brand image. In addition, customer engagement has also been shown to act as a mediator in strengthening the influence of content marketing on brand image. These results emphasize the importance of a relevant and interactive content-based marketing strategy in order to create a positive brand image by increasing customer engagement.

**Keywords:** Content Marketing, Brand Image, Customer Engagement, Netflix, Instagram

## Introduction

The development of digital technology and the internet has brought significant changes in communication and marketing patterns, especially through social media. Social media now not only functions as a means of personal interaction, but has also evolved into a strategic tool in business activities and brand marketing. Based on GoodStats data (2023), there are 4.67 billion active social media users in the world, with 167 million of them from Indonesia. The high penetration of social media is an opportunity as well as a challenge for companies in building and maintaining brand image amidst tight digital competition. Instagram as a popular social media platform provides interactive features that allow brands to build closer relationships with their audiences as a marketing strategy. One company that maximizes the potential of Instagram in its marketing strategy is Netflix Indonesia. Through the @netflixid account, Netflix Indonesia has a content marketing strategy by presenting educational, informative, and entertaining content to increase customer engagement and strengthen brand image. Content marketing is a marketing

strategy that focuses on the creation and distribution of relevant content to increase audience awareness and attention.

The emergence of video on demand (VOD) services has become the latest way to access entertainment. VOD services have gradually replaced television broadcasts and other physical media by offering easy access and flexibility in their use. This phenomenon has changed the culture of entertainment consumption which previously had to follow the broadcast schedule, but now people can consume this entertainment anywhere and anytime. According to a report published by Justwatch (2024), Netflix dominates the SVOD service market in Indonesia throughout 2023. However, the increasingly competitive video on demand streaming service business competition has caused people to be more selective in choosing services that suit their wishes. In addition, technology will continue to develop so that it will affect consumer behavior which will continue to change. Thus, it is an opportunity and challenge for Netflix to continue to follow technological, cultural developments, and continue to innovate in order to maintain its dominance in the video on demand streaming service industry.

When content is able to create high engagement, it can increase positive perceptions of the brand. According to Pulizzi (2013), effective content marketing not only encourages interaction but also builds an emotional connection between consumers and the brand. In the context of Netflix Indonesia, this approach can be seen from the use of memes, movie dialogue quotes, reels, and interactive campaigns that invite participation from followers on Instagram. Customer engagement plays a crucial role in strengthening brand image because active engagement fosters loyalty and expands audience reach. According to Sashi (2012), customer engagement creates a reciprocal relationship that encourages consumers to participate voluntarily, even outside the transaction process. In the context of social media, this involvement is manifested in the form of likes, comments, shares, and participation in online events organized by the brand. Brand image is a customer's perception of a product based on the information they obtain from their personal experience with the product. (Kotler & Keller, 2012). With a strong brand image will be a high success factor, customers tend to buy goods that they know well, because it makes them more comfortable and believe that the product is reliable.

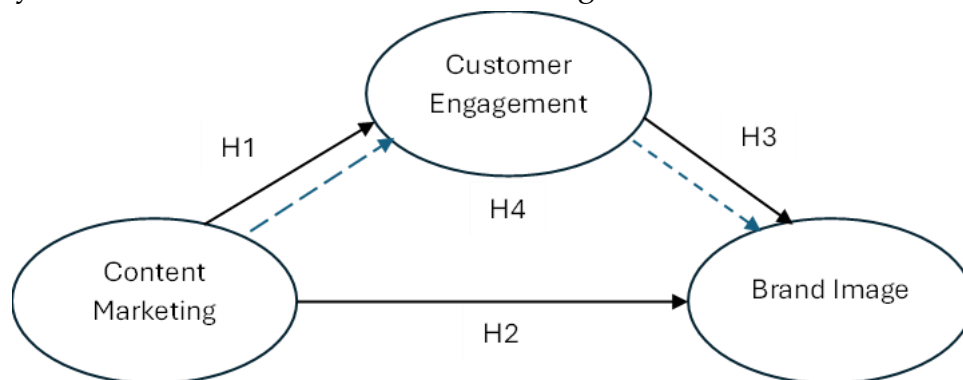
Previous research by Kusdianti & Wilujeng, (2024) states that content with more interactive themes and messages will make customers more interested and show attention to the product. In addition, research by Hasan Bisri & Pitoyo, (2022) shows that the content published by Finansialku\_com from the perspective of its followers can improve the brand image of Finansialku.com, as evidenced by the blue check mark on the Finansialku\_com Instagram account. Based on the background that has been described, the purpose of this study is to examine the influence of content marketing on brand image through customer

engagement on the Netflix Indonesia Instagram account. The results of this study are expected to provide theoretical contributions in expanding the science of marketing communications as well as practical contributions for brand social media managers in designing more effective content strategies.

The Elaborate Likelihood Model (ELM) theory, first developed by Richard Petty and John Cacioppo (1986), explains how a person processes messages and how the message changes a person's behavior. The level of attitude change and message acceptance depends on how the audience understands and processes the information they receive (elaboration). (O'Keefe, 2013). Pearloff (2010) in (Yulifia et al., 2023) explains that ELM is a theory that predicts when and how someone is persuaded or not by a message. There are two routes in ELM in processing a message, namely the central route and the peripheral route. (Littlejohn & Foss, 2008). Central route is a condition where someone processes the message received and considers it with what they already know. The content and arguments in a message will affect the attitude of someone who has this central route condition. If their attitude changes, it will tend to be permanent and stable. While in the peripheral route someone will process information very simply because the motivation and ability of the recipient of the message to manage the message is very low. (Littlejohn & Foss, 2008). The peripheral route tends to adopt attitudes and behaviors quickly, and results in attitudes that are less strong and easy to change.

Content marketing is a marketing method by producing, managing, distributing, and developing content that is useful and beneficial to a group of audiences with the aim of creating communication about the content. (Kotler et al, 2017). Pulizzi (2013) in (Bening & Kurniawati, 2019) also argues that content marketing is a marketing approach in the form of creating and distributing interesting and relevant content with the aim of inviting, obtaining and involving the target audience in order to increase purchasing interest or gain profits for the company. Hollebeek et al, (2014) reveals that customer engagement is a cognitive, emotional and behavioral activity of consumers related to a brand that has positive relevance when there is an interaction between consumers and the company. Customer engagement grows through the encouragement of consumer behavior to contribute voluntarily to a brand outside the transaction process. (Jaakkola, E. & Alexander, 2014). In the context of social media, customer engagement is all online activities carried out by consumers through social media such as discussing products or services, providing information or experiences related to products, evaluating and recommending products to other consumers. (Schamari & Schaefer, 2015). Brand Image, is the customer's perception of a brand, according to the customer's memory of the brand. The strength, superiority, and unique characteristics of a brand can form a certain brand image in the minds of customers. (Keller, 2020). Brand image is something that is in the minds of consumers and

they feel when they hear and see the name of a product according to what consumers know.(Suprpto, 2011). According toDurianto et al., (2004), brand image is a brand association that is interrelated and created in the minds of customers. brand image is created because they are accustomed and consistent in using the brand.



**Figure 1.** Framework

H1 = Content marketing has an effect on customer engagement

H2 = Content marketing has an impact on brand image

H3 = Customer engagement has an effect on brand image

H4 = Content marketing influences brand image through customer engagement

## Methodology

This type of research is explanatory research to test whether there is a relationship between the influence of content marketing (X) on brand image (Y) through customer engagement (M).

The population determined in this study is the followers of the Instagram account @netflixid which amounted to 2.9 million followers as of March 20, 2025. The sampling technique used is non-probability sampling with a purposive sampling type. Part of the population is called a sample. (Sugiyono, 2018). Sampling using the Slovin formula and obtained a sample size of 100 respondents with the criteria; 1) Aged 18 years and over, 2) Have interacted on the content of the Instagram account @netflixid (like, comment or share).

The data collection technique for this study is by means of a survey by distributing questionnaires using Google Form and distributed via Instagram direct messages. This study uses the Structural Equation Modeling (SEM) analysis model - partial Least Squares (PLS) with the SmartPLS version 3 program.

## Results and Discussion

### A. Respondent Demographics

The analysis of the demographic characteristics of respondents in Table 1 shows various profiles of followers of the Instagram account @netflixid who participated in this study. Most respondents are women with a percentage of 71%, this shows that the followers of the Instagram account @netflixid are dominated by women. The largest number of respondents are in the 24-28 year age range, indicating that the main audience of @netflixid is a group that is active on social media and is the main target of digital entertainment content. Respondents have various job categories. The percentage of respondents' jobs also produces a percentage that is not too far apart, this reflects that the @netflixid account reaches various job backgrounds, both professional and non-professional. Respondents also come from various provinces in Indonesia. Most respondents come from the Java Island region, which is the center of population density and digital activity in Indonesia is dominated on the island of Java.

**Table 1.** Respondent Demographics

Characteristics	Indicator	N (%)
<b>Gender</b>	Man	29%
	Woman	71%
<b>Age</b>	18-23 years	28 %
	24-28 years	33%
	29-33 years	25%
	>34 years	14%
<b>Work</b>	Contact Worker	20%
	Permanent Worker	19%
	Student	13 %
	Self-employed	11%
	Part time	9%
	Housewife	8%
	Doesn't work	7%
	Freelance	7%
	High school/vocational school students	6%
<b>Region</b>	Riau	1%
	NTT	1%
	South Sulawesi	1%
	Lampung	1%
	Jambi	1%
	Bali	1%
	North Kalimantan	1%
	Riau islands	1%
	Bengkulu	1%
	Central Kalimantan	1%
	Bangka Belitung	1%
	East Kalimantan	1%
	North Sulawesi	2%

Characteristics	Indicator	N (%)
	South Sulawesi	2%
	DIY	2%
	West Kalimantan	2%
	West Sumatra	3%
	North Sumatra	5%
	Aceh	5%
	Banten	8%
	Jakarta	10%
	Central Java	15%
	East Java	16%
	West Java	18%

## B. Model Measurement

The first test in SEM-PLS is the convergent validity test, where this test is used to see whether each statement item of each latent variable can be understood by the respondents. From the convergent validity test, it is concluded that the questionnaire has all the questions that are considered valid, this is indicated by the value of the outer loading of each question indicator having a value greater than 0.7. So that further testing can be carried out. Meanwhile, the AVE value ranges from 0.529 to 1,000, which means more than 0.5. (Ghozali, 2017). The results of the reliability test also show that all indicators in the variables provide results above 0.7 both in the Cronbach's Alpha value and the Composite Reliability value. So it can be concluded that each indicator is considered reliable or consistent.

**Table 2.** Convergent Validity and Reliability Test

Variable / Dimension Indicator		Outer Loading
<b>Content Marketing (X), <math>\alpha = 0.916</math>, CR = 0.925, AVE = 0.582</b>		
<b>Relevant</b>		
<b>X1</b>	The content displayed by @netflixid provides the information I need.	<b>0.749</b>
<b>X2</b>	The content displayed by @netflix is relatable or in accordance with everyday situations.	<b>0.702</b>
<b>Reliability</b>		
<b>X3</b>	Instagram content @netflixid displays films / series that are only available on the Netflix platform	<b>0.749</b>
<b>X4</b>	The content displayed by @netflixid has characteristics that are in line with Netflix branding.	<b>0.796</b>
<b>Value</b>		
<b>X5</b>	The content displayed by @netflixid helps me in choosing films / series.	<b>0.768</b>
<b>Emotion</b>		
<b>X6</b>	Admin instagram @netflixid often has conversations and opens questions with his followers. (QnA or polling)	<b>0.742</b>
<b>X7</b>	Admin @netflixid often interacts by replying to audience comments.	<b>0.737</b>

Variable / Dimension Indicator		Outer Loading
<b>Content Marketing (X), a = 0.916, CR = 0.925, AVE = 0.582</b>		
<b>Easy to understand</b>		
X8	The content displayed by @netflixid is light and easy to understand.	0.749
<b>Consistent</b>		
X9	The @netflixid account is active and consistent in uploading content on Instagram	0.846
X10	@netflixid is always up to date in discussing the latest films/series on the Netflix platform.	0.710
<b>Customer Engagement (M), a = 0.902, CR = 0.921, AVE = 0.571</b>		
<b>Absorption</b>		
M1	I am interested in reading/viewing the content posted by @netflixid.	0.769
M2	I feel compelled to explore more @netflixid content.	0.710
<b>Enjoyment</b>		
M3	I feel entertained when watching/reading content posted by @netflixid.	0.725
<b>Ethutiasm</b>		
M4	I often interact by liking and commenting on @netflixid content.	0.701
M5	I usually look forward to the latest content from @netflixid	0.715
<b>Attention</b>		
M6	I often access @netflixid content on Instagram	0.723
<b>Sharing</b>		
M7	I often share content about Netflix on my Instagram	0.738
M8	I often recommend @netflixid content to others	0.716
<b>Learning</b>		
M9	After seeing the content clip posted by @netflixid, I was interested in watching the shows on the Netflix platform.	0.749
<b>Endorsement</b>		
M10	I once shared my experience via Instagram, after watching a film/series on the Netflix platform.	0.739
M11	I once promoted shows on the Netflix platform on my Instagram.	0.707
<b>Brand Image (Y), a = 0.912, CR = 0.930, AVE = 0.595</b>		
<b>Recognition</b>		
Y1	I immediately recognized Netflix just by looking at the logo.	0.751
Y2	I immediately recognized @netflixid's content when it appeared on their Instagram homepage.	0.707
Y3	Netflix streaming service is known for having good visual and audio quality.	0.790
Y4	Netflix offers a different viewing experience compared to other platforms.	0.798
Y5	Netflix is known for having complete and up to date shows.	0.820
<b>Affinity</b>		

Variable / Dimension Indicator		Outer Loading
<b>Content Marketing (X), <math>\alpha = 0.916</math>, CR = 0.925, AVE = 0.582</b>		
<b>Y6</b>	When there is an interesting film/series showing, I immediately search for it on the Netflix platform.	<b>0.837</b>
<b>Y7</b>	I plan to subscribe to Netflix regularly.	<b>0.720</b>
<b>Loyalty</b>		
<b>Y8</b>	I would choose Netflix platform even though there are other platform alternatives.	<b>0.738</b>

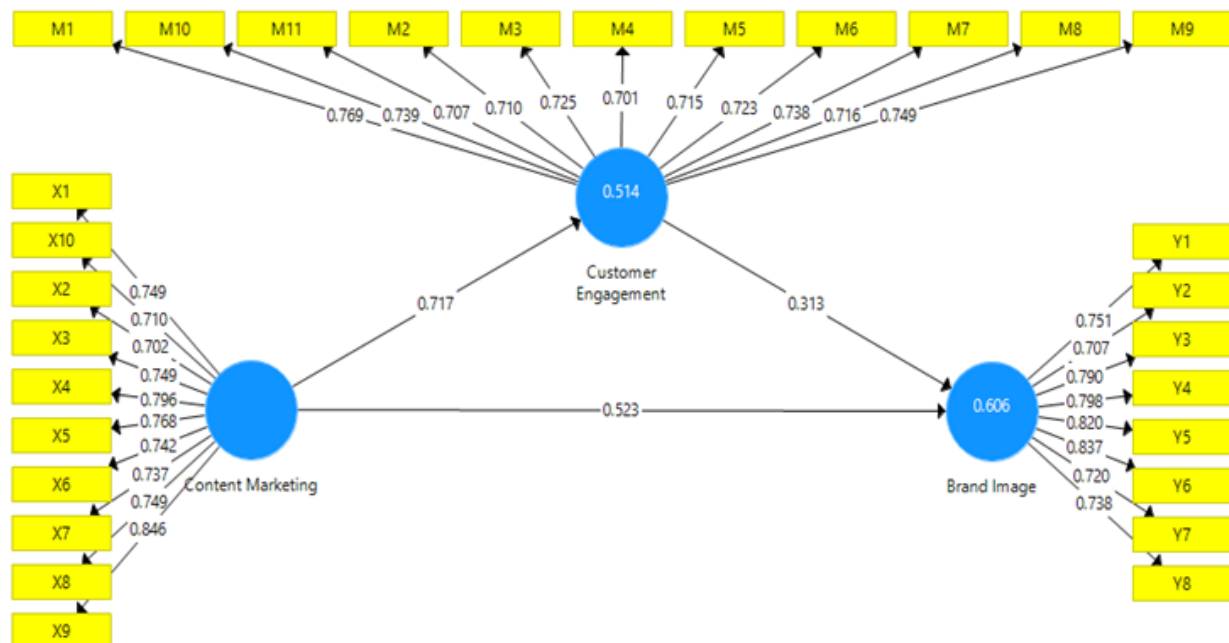
### C. Structural Model

The structural model is assessed from the results of the coefficient of determination (R-Square) and the P-Value to see the level of significance. R-Square is used to measure the influence of independent variables on the dependent variable as a whole. From table 3, the Customer Engagement (CE) variable is influenced by Content Marketing by 50%, while the Brand Image (BI) variable is influenced by Content Marketing (CM) and Customer Engagement (CE) together by 58%.

**Table 3.** Hypothesis Test Results

Hypothesis	Coefficient	t-statistic	P Values	R <sup>2</sup>	Results
<b>H1</b> CM -> CE	0.717	2,872	0.000	<b>50%</b>	<b>Accepted</b>
<b>H2</b> CM->BI	0.523	11,866	0.000	<b>58%</b>	<b>Accepted</b>
<b>H3</b> CE->BI	0.313	4,780	0.004		<b>Accepted</b>
<b>H4</b> CM-> CE -> BI	0.224	2,938	0.003		<b>Accepted</b>

The first hypothesis test of CM against CE with a coefficient value of 0.717. The p-value result is  $0.000 < 0.05$  and the t-stat is  $2.872 > 1.96$ , which means that CM has a significant effect on CE on the Instagram account @netflixid and the H1 hypothesis is supported. The second hypothesis test can explain that there is a positive influence between CM and BI with a coefficient value of 0.523. The p-value result is  $0.000 < 0.05$  and the t-stat is  $11.866 > 1.96$ , which means that CM has a significant effect on BI on the Netflix streaming service and the H2 hypothesis is supported. The third hypothesis test can be concluded that there is a positive influence between CE and BI with a coefficient value of 0.313. The p-value result is  $0.004 < 0.05$  and the t-stat is  $4.780 > 1.96$ . Which means that CE has a significant effect on BI on the Netflix streaming service and the H3 hypothesis is supported. The fourth hypothesis for the indirect effect between CM and BI through CE has a coefficient value of 0.224. The t-stat result is  $2.938 > 1.96$  and the p-value is  $0.003 < 0.05$ , so it is stated that CE can mediate the relationship between CM and BI on the Netflix streaming service. The results of the path analysis on SmartPLS are shown in Figure 2.



**Figure 2.** Path Analysis

## Conclusion

The results of the analysis show that Content Marketing has a positive effect on customer engagement. By using attractive visual designs, humorous captions, and interactive communication, the Instagram account @netflixid continues to build a brand character that is relevant to the audience. Content marketing has a positive effect on brand image. These results prove that Netflix builds a strong brand reputation among its followers through a consistent, innovative, and relevant content approach to the audience. Customer engagement has a positive effect on brand image. These results prove that Netflix's positive reputation and brand reputation will be enhanced through recommendations, reviews, promotions, and other interactions carried out by followers of the @netflixid account. Content marketing has been proven to have a positive effect on brand image through customer engagement. Although influential content marketing can directly affect brand image, the effect will be stronger when customers first actively engage with @netflixid Instagram content. Netflix's Instagram account, @netflixid, has succeeded in producing interesting and relevant content for its followers and actively encouraging audience participation. This strengthens Netflix's reputation as a digital entertainment brand that is close, relevant, and responsive to the needs of the modern generation.

## References

- Bening, B., & Kurniawati, L. (2019). The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta. *International Conference on Technology, Education and Sciences*.
- Durianto, Darmadi, & Sugiarto. (2004). *Brand Equity Ten: Market Leadership Strategy*. Gramedia Pustaka Utama.
- Ghozali, Imam & Latan, H. (2017). *Partial Least Square: Concept, Method, and Application using WarpPLS 5.0 program* (3rd ed.). Diponogoro University Publishing Agency.
- Hasan Bisri, MM, & Pitoyo, P. (2022). Instagram Marketing Content and Brand Image on Interest in Using Financial Planning Services. *Journal of Communication Library*, 5(1), 190–205. <https://doi.org/10.32509/pustakom.v5i1.1894>
- Hollebeek, L.D., Glynn, M.S., & Brodie, R.J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28(2), 149–165.
- Jaakkola, E. & Alexander, M. (2014). The role of customer engagement behavior in value co-creation. *Journal of Service Research, A Service Systems Perspective*, 17(3), 247–261. <https://doi.org/10.1177/1094670514529187>
- Keller, K.L., & Swaminathan, V.S. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity*. In *Journal of Brand Management*. Pearson Education.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson.
- Kotler, P., Kertajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving From Traditional to Digital*. New Jersey: Wiley Kotler.
- Kusdianti, SE, & Wilujeng, IP (2024). Customer Engagement Mediates Content Marketing Towards Brand Awareness in Online Travel Agents. *EKOMABIS: Journal of Economics and Business Management*, 4(02), 171–184. <https://doi.org/10.37366/ekomabis.v4i02.323>
- Littlejohn, S. W., & Foss, K. A. (2008). *Theories of Human Communication*. Belmont : CA. <http://books.google.com/books?hl=en&lr=&id=r3Fk0aRpJM4C&pgis=1>
- O'Keefe, DJ (2013). The Elaboration Likelihood Model. In James Price Dillard and Lijian Shen (eds.). *The SAGE Handbook of Persuasion Second Edition: Developments in Theory and Practice*.
- Schamari, J., & Schaefer, T. (2015). Leaving the home turf: How brands can use webcare on consumer-generated platforms to increase positive consumer engagement. *Journal of Interactive Marketing*, 30, 20–33.
- Sugiyono. (2018). *Quantitative, Qualitative, and R&D Research Methods*. Alfabeta.
- Suprpto. (2011). *Introduction to Communication Science, and the Role of Management in Communication*, (Fun Book).

---

Yulifia, S., Laura MBP, R., & Sevilla, V. (2023). Elaboration Likelihood Model on the Tagline “Kresek” on Instagram Ads @Zanbodysoap.id. *Global Komunika: Journal of Social and Political Sciences*, 6(2), 36–45. <https://doi.org/10.33822/gk.v6i2.6859>