



The Influence of Content Marketing Through Instagram Social Media on Customer Engagement at Nusa Dua Beach Hotel & Spa - Handwritten Collection

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ABSTRACT

This study investigates the impact of five content marketing variables, namely reader cognition, sharing motivation, persuasion, decision making, and other life factors, on customer engagement through Instagram at Nusa Dua Beach Hotel and Spa under the Handwritten Collection brand. The research was conducted from December 2024 to March 2025 using a quantitative method with Likert-scale questionnaires distributed to 100 purposively selected Instagram followers. Data were analyzed using SPSS version 26. Results showed that reader cognition, decision making, and other life factors significantly affected customer engagement, while sharing motivation and persuasion did not. Simultaneously, all variables had a significant influence, with an Adjusted R² of 64.1%, indicating the importance of audience-centered content strategies in digital marketing.

INTRODUCTION

Customer engagement constitutes a fundamental aspect of Instagram-based content marketing strategies. Due to its highly visual and interactive nature, Instagram serves as an effective platform for businesses, particularly in the hospitality sector, to not only capture the attention of potential guests but also to cultivate long-term relationships through user interactions such as likes, comments, shares, and saves. Despite maintaining a strong brand presence and a substantial follower count (20,301 as of December 2024), Nusa Dua Beach Hotel and Spa under the Handwritten Collection exhibits a relatively low engagement rate of 0.09 percent. This figure is considerably lower compared to its competitors, including Holiday Inn Nusa Dua with 2.73 percent and Melia Bali with 1.69 percent. (Octavaldy, Prajasutra, Wisudanto, 2024). This highlights a discrepancy between the visibility of content and the level of engagement it receives from the audience. At the same time, internet and social media usage in Indonesia continues to expand, reaching 167 million active users in 2024 (We Are Social, 2024), thereby reinforcing Instagram's strategic importance as a marketing platform for the hospitality industry.

Content marketing refers to a strategic method focused on the development, production, and dissemination of meaningful and pertinent content aimed at attracting and engaging a clearly identified target audience. (Yunita, Widad, & Diah, 2021). (Karr, 2016) Five dimensions of content marketing are reader cognition, sharing motivation, persuasive influence, decision of making, and individual life factors. These dimensions collectively shape how users perceive and engage with content. Previous studies have investigated the relationship between marketing of content and customer engagement across a range of industries. (Artvanka & Hidayat, 2021; Hasibuan & Najmudin, 2024; Syah, Auliana, Rivani, 2024). limited research has specifically addressed the hospitality industry, especially within the context of luxury hotels in Indonesia. Therefore, this study aims to examine the effect of content marketing on customer engagement through Instagram, focusing on Nusa Dua Beach Hotel and Spa under the Handwritten Collection brand. The analysis will assess both the separate and collective influence of the five identified dimensions.

The uniqueness of this study stems from the application of a multidimensional content marketing framework to a specific case involving a heritage beachfront hotel. This approach provides theoretical contributions to the field of digital marketing in the hospitality sector while also offering practical guidance for enhancing audience engagement strategies.

LITERATURE REVIEW

Content Marketing

Content marketing refers to a deliberate strategy focused on the creation and dissemination of meaningful and appropriate content with the goal of attracting and engaging a specifically targeted audience. (Yunita, Widad, & Diah, 2021). (Karr, 2016), in *How to Map Your Content to Unpredictable Customer Journeys*, identifies five key dimensions that define how content marketing can influence customer behavior:

- a. Reader Cognition – Refers to how content is cognitively processed by audiences through visual, auditory, or kinesthetic channels. It includes elements like clarity, memorability, and interactivity (Bening & Kurniawati, 2019; Karr, 2016).
H1: Reader cognition significantly influences customer engagement.
- b. Sharing Motivation – Reflects users internal drive to share content for identity building, networking, or community engagement. It includes brand identity, informational value, and communication maintenance (Bening & Kurniawati, 2019; Karr, 2016).
H2: Sharing motivation significantly influences customer engagement.
- c. Persuasion – Describes the ability of content to attract attention and convert viewers into consumers by establishing trust, consistency, and relevance (Bening & Kurniawati, 2019; Karr, 2016).
H3: Persuasion significantly influences customer engagement.
- d. Decision Making – Pertains to how content aids users in making informed decisions, balancing logic, emotion, and efficiency (Bening & Kurniawati, 2019; Karr, 2016).
H4: Decision making significantly influences customer engagement.
- e. Life Factors – Relates to external influences such as family, friends, and cultural values that shape content reception (Bening & Kurniawati, 2019; Karr, 2016).
H5: Life factors significantly influence customer engagement.

Previous research by (Artvanka & Hidayat, 2021; Dwi, 2024; Hasibuan & Najmudin, 2024) has shown varying results, with some confirming and others rejecting these content marketing factors as significant predictors of customer engagement, indicating contextual variation based on industry, content style, and audience.

H6: Reader cognition, sharing motivation, persuasion, decision making, and life factors simultaneously influence customer engagement.

Customer Engagement

Customer engagement can be understood as a psychological condition that emerges through dynamic and collaborative interactions between customers and a brand, shaped by shared experiences and mutual value creation. (Hollebeek, Linda, Glynn, & Brodie, 2014). It consists of three dimensions:

- a. Cognitive: The degree of mental focus and immersion an individual directs toward the brand.
- b. Emotional: Emotional connection marked by enthusiasm or identification.
- c. Behavioral: Observable participation such as sharing, commenting, and saving content.

Customer engagement plays a vital role on social media platforms, where indicators such as likes, comments, and shares serve as primary measures of audience interaction and participation. (Litmanen & Sari, 2021; Rohadian & Amir, 2019).

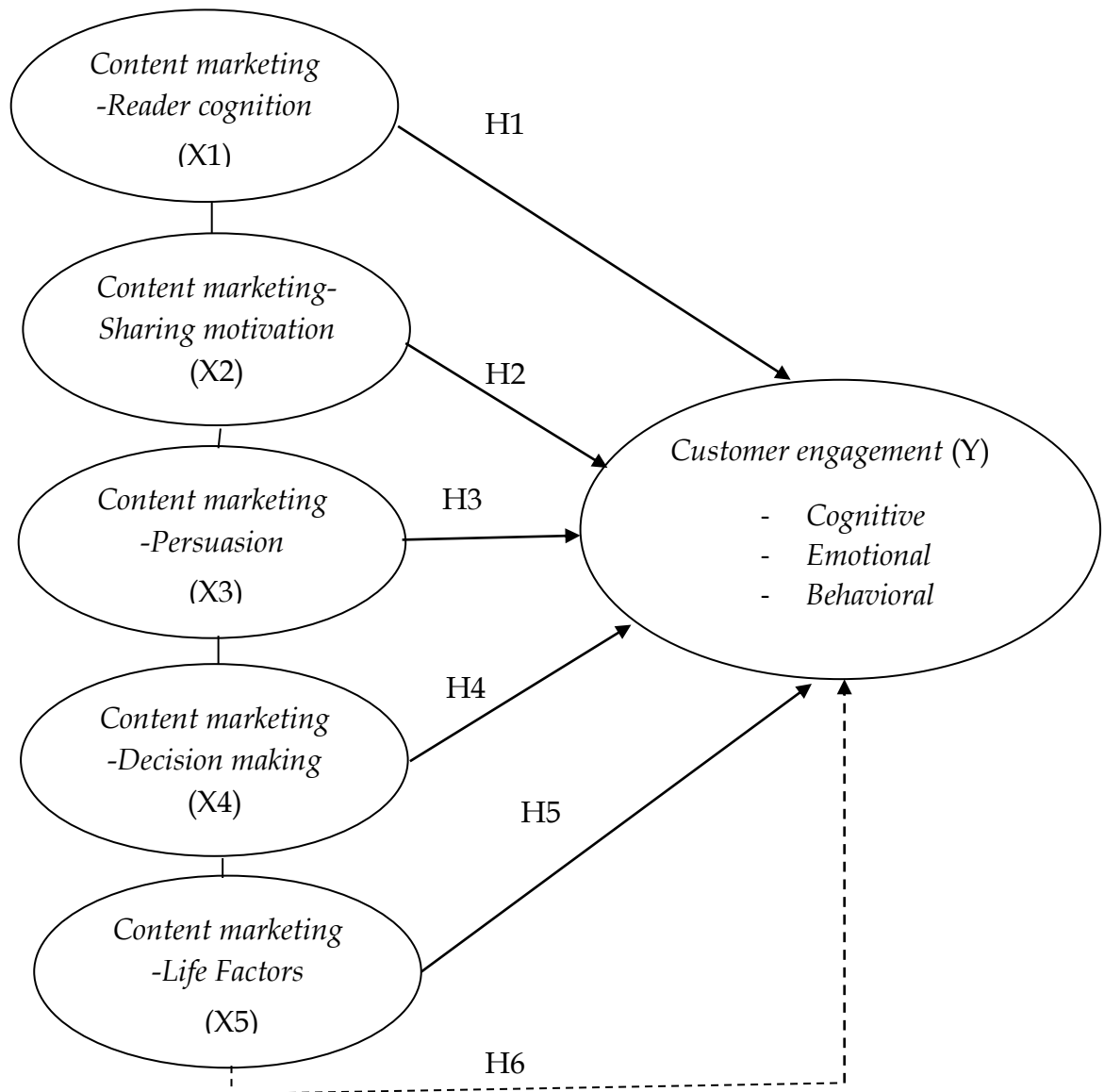


Figure 1. Framework

METHODOLOGY

This research utilized a quantitative methodology through a survey-based approach. The study population comprised individuals who follow the official Instagram account @nusaduabeachhotelandspa. Based on Slovin's formula, a total of 100 respondents were selected using purposive sampling, targeting users familiar with the hotel's Instagram content. Data were gathered using an online questionnaire with a 5 point Likert scale. The independent variables were reader cognition(X1), sharing motivation(X2), persuasion(X3), decision making(X4), and life factors(X5), while the dependent variable was customer engagement (Y). Data analysis was conducted using SPSS version 26.

RESEARCH RESULTS

Instrument Validity and Reliability

Validity testing was conducted using Pearson's correlation. The results showed that all items for both independent variables (X1-X5) and the

dependent variable (Y) had correlation values greater than the critical value (r table = 0.195) (Anindita & Wardani, 2021). thus all items were declared valid. The reliability analysis revealed that all variables achieved Cronbach's Alpha values above 0.60, confirming the consistency and dependability of the measurement instruments used in the study. (Taherdoost, 2016).

Table 1. Summary of Validity and Reliability Test Results

Variable	Number of Items	Validity Status	Cronbach's Alpha	Reliability Status
X1 (Reader Cognition)	2	Valid	0.755	Reliable
X2 (Sharing Motivation)	2	Valid	0.783	Reliable
X3 (Persuasion)	2	Valid	0.799	Reliable
X4 (Decision Making)	2	Valid	0.769	Reliable
X5 (Life Factors)	2	Valid	0.734	Reliable
Y (Customer Engagement)	6	Valid	0.771	Reliable

Classical Assumption Tests

Classical assumption tests were performed to verify that the regression model satisfied the fundamental statistical requirements for valid analysis. These included tests for normality, linearity, multicollinearity, and heteroscedasticity.

- a. A normality test was performed using the one-sample Kolmogorov-Smirnov test. The resulting Asymp. Sig. (2-tailed) value was 0.059, which exceeds the threshold of 0.05. This result indicates that the residuals follow a normal distribution, thereby confirming that the data satisfies the assumption of normality. (Sujarweni, 2019).
- b. The assumption of linearity was evaluated through the Linearity Test within the ANOVA framework. The significance values for Deviation from Linearity for all independent variables (X_1 to X_5) ranged between 0.051 and 0.934, all of which were above the 0.05 criterion. These findings confirm that each independent variable maintains a linear relationship with the dependent variable, thus meeting the linearity assumption. (Setiawan, Yanthi, Sri, Yosepha, & Unsuraya, 2020).
- c. Multicollinearity was evaluated using Tolerance and Variance Inflation Factor (VIF) values. All independent variables demonstrated VIF values below 10, ranging from 1.765 to 2.137, and Tolerance values above 0.10, ranging from 0.468 to 0.567. These results confirm that multicollinearity is not present among the independent variables. (Sujarweni, 2019).
- d. To assess the presence of heteroscedasticity, the Glejser test was conducted. The significance values for all independent variables exceeded 0.05 (e.g., 0.431 for X_1 , 0.909 for X_2 , etc.), indicating that

heteroscedasticity is not present in the model. Thus, the assumption of homoscedasticity was satisfied. (Sujarweni, 2019).

Multiple Linear Regression Analysis

Table 2. Coefficients of Multiple Linear Regression

Variable	Unstandardized Coefficient (B)	Std. Error	Beta (Standardized)	t-value	Sig.	Interpretation
Constant	0.499	1.940	-	0.257	0.797	
X ₁ – Reader Cognition	0.559	0.226	0.198	2.471	0.015	Significant
X ₂ – Sharing Motivation	0.177	0.258	0.060	0.687	0.494	Not significant
X ₃ – Persuasion	0.239	0.251	0.083	0.956	0.342	Not significant
X ₄ – Decision Making	1.254	0.253	0.426	4.951	0.000	Highly significant
X ₅ – Life Factors	0.641	0.259	0.211	2.470	0.015	Significant

The multiple linear regression model used in this study is formulated as:

$$Y = 0.499 + 0.559X_1 + 0.177X_2 + 0.239X_3 + 1.254X_4 + 0.641X_5 + \varepsilon$$

Where:

Y =Customer Engagement

X₁ =Reader Cognition

X₂ =Sharing Motivation

X₃ =Persuasion

X₄ =Decision Making

X₅ =Life Factors

ε =Error term

An adjusted R² value of 0.641 suggests that 64.1 percent of the variability in customer engagement can be explained by the collective effect of the five independent variables. The remaining 35.9 percent is likely influenced by external factors beyond the scope of the current model.

t-Test (Partial Significance)

Table 3. t-Test Results

Independent Variable	t-value	Sig.	Influence on Y
X1 (Reader Cognition)	3.008	0.003	Significant
X2 (Sharing Motivation)	1.563	0.121	Not Significant

X3 (Persuasion)	1.807	0.073	Not Significant
X4 (Decision Making)	2.980	0.004	Significant
X5 (Life Factors)	3.325	0.001	Significant

These results indicate that X1, X4, and X5 have a significant influence on customer engagement, while X2 and X3 do not have a statistically significant effect.

F-Test (Simultaneous Significance)

Table 4. Simultaneous Significance Test

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	752.124	5	150.425	36.407	0.000
Residual	388.386	94	4.132		
Total	1,140.510	99			

The F-test showed an F-value of 35.068 with a significance level of 0.000 < 0.05, indicating that the variables X1 through X5 collectively have a significant influence on customer engagement.

DISCUSSION

This research set out to explore the impact of five dimensions of content marketing – reader cognition, sharing motivation, persuasion, decision making, and life factors – on customer engagement via Instagram, using Nusa Dua Beach Hotel and Spa as a case study. The results offer valuable insights into how various elements of content marketing influence digital interaction in the context of the hospitality sector.

Reader Cognition

The findings reveal that reader cognition plays a significant role in influencing customer engagement. This indicates that content clarity, memorability, and interactivity help capture user attention and foster active involvement. These results support (Bening & Kurniawati, 2019), who emphasized that cognitively stimulating content is more likely to create meaningful user responses. On a visual platform like Instagram, the effectiveness of content largely depends on how quickly and clearly it can be processed by the audience.

Decision Making

Among all dimensions, decision making showed the strongest influence. This suggests that users are more likely to engage with content that supports their decision-making process, such as promotional offers, clear calls to action, or testimonial-based posts. This aligns with (Artvanka & Hidayat, 2021), who argue that high-quality, decision-driven content enhances customer involvement and facilitates conversions. In the hotel industry, where visual

impressions and trust are key, decision-oriented content becomes highly effective.

Life Factors

Life factors were also found to have a significant impact on customer engagement. This underscores the role of external influences, including cultural values, social expectations, and advice from friends and family, in shaping how users respond. Content that resonates with users' personal and social environments can therefore drive stronger emotional connections and engagement. In hospitality marketing, this finding supports the use of community-focused and value-based storytelling.

Sharing Motivation and Persuasion

In contrast, sharing motivation and persuasion were found to have no significant impact when tested individually. This suggests that encouraging users to share or persuading them through typical advertising cues may not be effective unless the content also meets deeper cognitive or emotional needs. This finding contrasts with (Hasibuan & Najmudin, 2024), who observed a strong link between sharing motivation and engagement. The divergence may reflect differences in content style, audience characteristics, or industry context.

Simultaneous Effect

Although not all variables had a significant individual effect, the five dimensions collectively influenced customer engagement when tested simultaneously. This highlights the necessity of a comprehensive content strategy that integrates cognitive, emotional, and social aspects. Rather than focusing on isolated techniques, digital marketers in hospitality should strive to integrate multiple content qualities to create sustained engagement with their audience.

CONCLUSION AND RECOMMENDATIONS

Drawing from the findings and analysis, it can be concluded that three out of the five content marketing dimensions—reader cognition, decision making, and life factors—exert a significant influence on customer engagement on Instagram. These results imply that content which is cognitively engaging, decision-supportive, and relevant to the audience's real-life context is more likely to generate higher engagement. Meanwhile, sharing motivation and persuasion did not significantly affect customer engagement, indicating that emotional appeal or shareability alone may not guarantee interaction unless supported by meaningful content. Together, all five dimensions significantly affected customer engagement, emphasizing the importance of a comprehensive and integrated content marketing strategy. These findings suggest that hospitality businesses, particularly hotels, should prioritize crafting digital content that combines visual clarity, value-driven storytelling, and decision-oriented messages to enhance engagement on social media platforms like Instagram.

It is recommended that Nusa Dua Beach Hotel & Spa - Handwritten Collection optimize its Instagram content by focusing on informative and

relatable content that helps users make decisions and reflects values relevant to their lifestyle. Additionally, consistent content planning, audience analysis, and storytelling that fosters a cognitive and emotional connection should be prioritized. For long-term strategies, monitoring engagement metrics and conducting periodic content audits will help maintain relevance and effectiveness in a competitive digital landscape.

ADVANCED RESEARCH

This study has several limitations. It only focused on one hotel account and used a cross-sectional approach with self-reported data from 100 Instagram followers. Future research could expand the sample to encompass multiple hospitality brands, employ mixed methods approaches, and include qualitative interviews to gain deeper insights into emotional engagement. Furthermore, examining content format (e.g., video, carousel, reels) may also provide richer insights into how different types of media influence customer behavior.

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