

ABSTRACT

MUH. ALIF BAHAR. 2025. *The Influence of Marketing Content on Customer Satisfaction and Brand Image on Pastecular Instagram*. Thesis. Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by Ruliaty and Muhammad Khaedar Sahib

This study aims to analyze the influence of marketing content and customer satisfaction on brand image on Pastecular Makassar's Instagram social media platform. The digital marketing phenomenon in the Industrial Revolution 4.0 era has encouraged businesses to utilize platforms like Instagram to build a strong brand image. The research method used was a quantitative survey approach, involving 98 respondents who were Pastecular Instagram followers, selected through purposive sampling using the Slovin formula. Data were collected using a questionnaire. The descriptive analysis showed that the variables Content Marketing, Brand Image, and Customer Satisfaction were all perceived very positively by respondents. These findings indicate Pastecular Makassar's success in managing marketing content and meeting customer satisfaction, which collectively contribute to a positive brand image on the digital platform.

Keywords: Content Marketing, Brand Image, Customer Satisfaction