

EXAMINING THE IMPACT OF SHORT-FORM CONTENT MARKETING ON CUSTOMER SATISFACTION AND LOYALTY

Ivana Angelia

Digital Business,

Institut Teknologi dan Bisnis Sabda Setia

ivana.angelia@itbss.ac.id

ABSTRACT

This study examines the influence of short-form content marketing on customer satisfaction and loyalty, with a specific focus on the mediating role of satisfaction. Utilizing a quantitative approach, the research employs a causal explanatory design with a sample of 81 undergraduate students from Institut Teknologi dan Bisnis Sabda Setia who actively engage with short-form video content on social media. Data were collected using a structured questionnaire and analyzed through multiple regression and mediation analysis using SPSS and SmartPLS. The findings reveal that short-form content significantly and positively affects customer satisfaction. Furthermore, customer satisfaction has a positive influence on customer loyalty and mediates the relationship between short-form content and loyalty. However, a surprising result emerged: short-form content exhibits a negative direct effect on customer loyalty. This suggests that while such content may foster satisfaction, it does not independently promote loyalty without satisfaction acting as an intermediary. The results emphasize the importance of content quality and meaningful customer experiences in sustaining loyalty in digital marketing. Therefore, marketers should not rely solely on short-form content to drive loyalty but should focus on enhancing overall customer satisfaction as a strategic pathway.

Keywords: *Short-Form Content Marketing, Customer Satisfaction, Customer Loyalty, Social Media Marketing, Mediation Analysis*

A. INTRODUCTION

Promoting products or services online is a strategic opportunity for businesses and marketers in the current era of internet and digital technology advancement (Alves et al., 2016). The rapid development of information technology and the widespread availability of internet access have transformed how companies market their products, in line with shifts in consumer behavior, where customers increasingly seek information and make purchases online (Kotler & Keller, 2016). These changes require companies to adapt by transforming their promotional strategies through the adoption of digital marketing approaches, one of which is Social Media Marketing (SMM).

Social Media Marketing plays a crucial role in increasing brand awareness, customer loyalty, and purchasing decisions (Rachmad, 2022). This strategy yields optimal results when accompanied by a strong ability to adapt to the dynamics of digital technology development (Irfani et al., 2020). One form of SMM implementation is the use of video content as a promotional tool on social media platforms. Rachmah and Madiawati (2022) describe that planning, creating,

curating, and sharing content are integral activities of Social Media Marketing Activities (SMMA). Therefore, packaging the content effectively is essential to ensure that marketing messages are successfully delivered and attract the attention of potential consumers (Adriana & Pingki, 2022).

One of the most widely used content formats today is short-form video, which refers to brief, creatively crafted videos. This content has become popular among businesses because it effectively entertains and conveys marketing messages in a concise manner (Maenhout et al., 2023). Instagram Reels, for example, serves as an effective platform for promotion using short-form video formats. According to statistics by Kemp (2022), businesses can reach over 675.3 million users through short-form video advertisements on Instagram Reels, indicating the enormous potential of this medium as a digital marketing tool.

The use of short-form video content also creates opportunities for Micro, Small, and Medium Enterprises (MSMEs) to increase brand visibility and reach a broader audience. However, its effectiveness is highly dependent on the quality and relevance of the content to consumer interests (Yang & Lee, 2022). Based on the growing trend of utilizing short-form video in digital promotions, a critical question arises: to what extent does Social Media Marketing in the form of short-form video influence customer satisfaction and loyalty?

Although various studies have explored the effectiveness of Social Media Marketing and visual content in shaping consumer behavior, most have focused on general content types without specifically examining the unique role of short-form video despite its growing dominance across digital platforms. Xiao et al. (2023) highlight that there is still limited understanding of how the specific features of short-form video influence customer engagement and satisfaction. Additionally, Suharto et al. (2022) found that social media strategies can impact customer loyalty but did not specifically emphasize short-form video content as a primary factor. Another study by Wongkar et al. (2023) confirms that customer satisfaction acts as a mediator in the relationship between digital marketing strategies and customer loyalty; however, it did not examine the role of short-form video within that framework. Thus, a research gap exists regarding the lack of studies that integrate short-form video as a form of Social Media Marketing with the variables of customer satisfaction and loyalty, particularly within the context of MSMEs in Indonesia. This study aims to address that gap and contribute to the development of a more specific and contextual body of literature in digital marketing.

This research aims to analyze the influence of short-form video content marketing on customer satisfaction and loyalty and to evaluate the mediating role of satisfaction in that relationship. The study is expected to contribute to the development of more effective digital marketing strategies for business practitioners, particularly through the utilization of short-form videos, which are increasingly favored on various social media platforms. The implications of this research not only include enhancing customer satisfaction and loyalty but also support the advancement of innovative and sustainable digital marketing practices. By employing a quantitative approach, this study is expected to provide both theoretical insights and practical guidance regarding the role of short-form videos in shaping positive customer experiences in the digital era.

B. LITERATURE REVIEW

Content Marketing

Attracting and retaining customers through educational and engaging content has become the primary goal of content marketing strategies in the modern world. According to Hardany & Najoan (2023), content marketing is a long-term investment aimed at fostering deeper engagement between organizations and their consumers. It focuses on the creation and distribution of various types of content that are not only informative but also capable of capturing the audience's attention (Pulizzi & Barrett, 2009). This aligns with the view of Holliman and Rowley (2014), who emphasize the importance of relevance, engagement, and timeliness in content delivery, particularly at the point when customers are considering their purchasing behavior. By prioritizing these key aspects, content not only enhances customer experience but also builds a strong emotional connection between customers and the brand.

Short-Form Video Content

Short-form video content refers to brief videos with a duration of less than 10 minutes (Mosenene, 2021). It has become a promotional tool for marketing products or services offered by brands today. These videos are creatively produced to entertain potential customers in a concise format (Maenhout et al., 2023). When potential customers are exposed to creative and relevant content, they are more likely to feel satisfied with their interaction with the brand. This not only improves customer satisfaction but also strengthens the link between satisfaction and customer loyalty through short-form video content. According to Bening and Kurniawati (2019), several dimensions must be evaluated when producing content, including: reader cognition, motivation to share, persuasion, decision-making, and other influencing factors. Phan et al. (2020) also propose four key dimensions for creating effective content: a clear and informative post format that captures consumer attention, optimal posting time, which affects engagement levels, especially during peak hours or seasonal content, message interactivity that enhances communication between the company and consumers, and relevant topic appeal that determines the success of the communication.

Customer Satisfaction

Customer satisfaction is the response that arises from evaluating the difference between pre-purchase expectations and the actual performance of the product or service received (Baydaş et al., 2023). Satisfaction occurs when the product's performance meets or exceeds customer expectations (Kotler & Keller, 2019). Conversely, when performance falls short of expectations, customers feel dissatisfied and disappointed. Thus, customer satisfaction reflects the emotional response of consumers (Dowpiset et al., 2023). If expectations are higher than the outcome, dissatisfaction occurs. However, when expectations align with results, customers feel satisfied. According to Kwong & Yau (2002), as cited in Al-Obeidi (2024), the dimensions of customer satisfaction include: fairness; Refers to equitable treatment by offering continuous improvement and recognizing customer loyalty, appreciation; Entails making customers feel valued through personalized service and decision-making freedom, security; Involves providing a sense of safety and comfort, such as quality assurance and warranties, and trust; Builds on

delivering promises and seriously addressing complaints to foster a trustworthy relationship.

Customer Decision-Making

In customer decision-making, consumers act as decision-makers by considering and selecting among various available options. These decisions are not solely based on rational product knowledge but are also influenced by personal satisfaction motives (Firmansyah, 2018). This suggests that purchasing decisions are often affected by heuristic factors, where consumers tend to rely on practical rules or intuition in product selection (Elida et al., 2021).

Customer Loyalty

The emotional bond between customers and a brand serves as a key indicator of customer loyalty. According to Kotler (2019), customer loyalty is defined as repeated purchases resulting from a customer's commitment to a specific brand. Rusmiati and Zulfikar (2018) further explain that consumer loyalty includes the strength of the relationship between one's relative attitude toward a company—be it a brand, service, store, or supplier—and repeat purchasing behavior. In addition, Sucháne and Králova (2019) emphasize that loyalty consists of both emotional and behavioral dimensions, where loyal customers are not only satisfied but also emotionally attached and inclined to recommend the brand to others. According to Zeithaml et al. (1996), customer loyalty comprises three dimensions: speaking positively about the company, recommending the company to others seeking advice, and continuing to purchase or doing more business with the company.

SOR Theory (Stimulus-Organism-Response)

The Stimulus-Organism-Response (SOR) theory, proposed by Mehrabian and Russell in 1974 based on psychological studies (Liu & Wang, 2023), suggests that individuals do not respond to environmental stimuli in a mechanical or passive way but rather in a subjective and active manner. The SOR theory in this study explains how environmental stimuli (short-form content marketing) affect the organism (customer satisfaction) and produce a response (customer loyalty).

In this research, the stimulus refers to the marketing content delivered to customers, particularly appealing and informative short-form video content. The organism represents internal processes within the customer, including perceptions, emotions, and evaluations of the content they consume. The resulting response includes customer satisfaction and loyalty toward the brand. A study by Maenhout et al. (2023) found that the use of short-form videos in marketing can enhance brand awareness and customer engagement, which in turn can positively influence both satisfaction and loyalty.

Hypotheses

Short-form video and customer satisfaction

A study conducted by Satiawan et al. (2023) found that content marketing has a positive and significant effect on customer satisfaction. Similarly, research by Cut Nurvajri et al. (2022) indicated that content marketing significantly influences customer satisfaction. Another study by Baydaş et al. (2023) revealed that the interaction and information dimensions of content marketing have a significant positive effect on customer satisfaction. Additionally, Al-Obeidi (2024) found that

content marketing has a significant positive impact on customer delight. Based on these findings, the following hypothesis is proposed:

H1: Short-form video has a significant effect on customer satisfaction.

Short-form video and customer loyalty

Research by Mohamed Ahmed Omar (2021) demonstrated that social media marketing activities significantly and positively affect customer-brand relationships and purchase intentions. Prasetya and Susilo (2022) also found that content marketing has a positive and significant impact on purchase intention. Furthermore, Pasaribu and Suyanto (2022) confirmed that variables such as content marketing, customer engagement, decision-making, customer satisfaction, and customer loyalty all positively and significantly influence one another. Based on these findings, the following hypothesis is proposed:

H2: Short-form video has a significant effect on customer loyalty.

Customer satisfaction and customer loyalty

The study by Pasaribu and Suyanto (2022) showed that customer satisfaction has a direct impact on customer loyalty. Similarly, Cut Nurvajri et al. (2022) revealed that customer satisfaction significantly affects online repurchase intention as a component of customer loyalty. Based on these findings, the following hypothesis is proposed:

H3: Customer satisfaction has a significant effect on customer loyalty.

Customer satisfaction as a mediator between short-form video and customer loyalty

A study by Al-Dmour et al. (2023) found that all social media marketing drivers significantly and positively influence brand loyalty, with customer satisfaction acting as a mediating factor. Similarly, Cut Nurvajri et al. (2022) reported that content marketing significantly affects repurchase intention, with customer satisfaction playing a mediating role. Based on these findings, the following hypothesis is proposed:

H4: Customer satisfaction mediates the relationship between short-form video and customer loyalty.

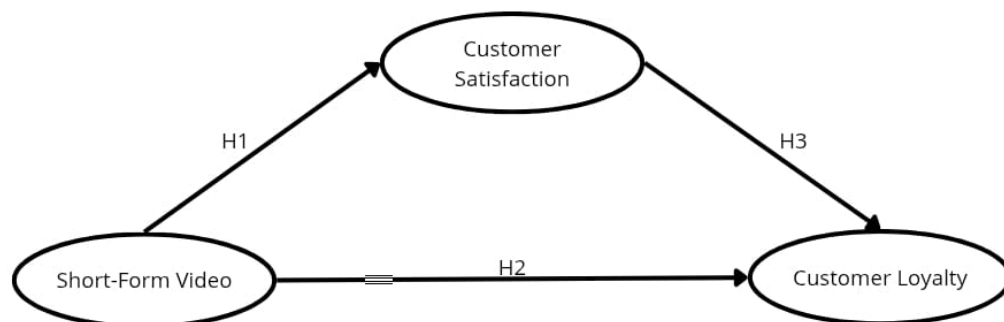


Figure 1. Research Model

C. RESEARCH METHOD

Research Design

This study employed a quantitative research approach aimed at examining the relationships among the variables under investigation. Quantitative research is defined as an approach used to study populations or samples by testing hypotheses and analyzing numerical data (Ghozali, 2021). The primary objective of this research was to identify and predict causal relationships between short-form content marketing (X1), customer satisfaction (Y1), and customer loyalty (Y2). The theoretical framework served as a reference to assess whether observed phenomena align with the proposed constructs, emphasizing the concept of ethical truth based on the researcher's theoretical foundation. The research design followed a structured, formal, and pre-planned methodology consistent with quantitative standards.

Population and Sample

The population targeted in this study consisted of active students of Institut Teknologi dan Bisnis Sabda Setia (ITBSS) Pontianak, who regularly engage with social media and are exposed to short-form content marketing. Students were selected as the focus group due to their relevance in evaluating how exposure to short-form content marketing influences their satisfaction and loyalty as consumers. The total population amounted to 414 students, based on data from Kemdiktisaintek (2025).

A purposive sampling technique was employed to select respondents based on specific inclusion criteria, including active consumption of short video content on platforms such as Instagram, TikTok, or YouTube, and having made purchase decisions influenced by such content. Purposive sampling was deemed appropriate as it allowed selection of individuals who could provide relevant information for the research objectives (Asrulla et al., 2023).

The sample size was determined using Slovin's formula with a 10% margin of error, resulting in a minimum required sample of 81 respondents:

$$n = \frac{N}{1 + N(e)^2} = \frac{414}{1 + 414(0.1)^2} = 80.66 \approx 81$$

Figure 2. Sample Size

Information:

n represents the required sample size,

N denotes the total population size,

e is the acceptable margin of error.

Data Collection

Primary data were collected using a structured questionnaire distributed online via WhatsApp. The questionnaire consisted of closed-ended questions designed to capture respondents' perceptions and behaviors related to the research variables. Likert scales ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) were used to measure attitudes toward statements about short-form content marketing, customer satisfaction, and loyalty (Sugiyono, 2020). This scale facilitated quantification of subjective opinions, enabling statistical analysis.

Answer	Score
Strongly agree	5
Agree	4
Somewhat disagree	3
Disagree	2
Strongly disagree	1

Figure 3. Likert Scales

Data Sources

This study utilized primary data obtained directly from the respondents without intermediaries. According to Sugiyono (2020), primary data is collected by the researcher from the original source to ensure accuracy and relevancy. The data collected via the questionnaire formed the basis for all subsequent analyses.

Data Analysis

Data analysis was conducted using multiple regression analysis to test the hypothesized effects among the variables. Multiple regression is an effective method for examining the influence of one or more independent variables on a dependent variable and for hypothesis testing (Sugiyono, 2020). The statistical procedures aimed to assess the strength and significance of relationships between short-form content marketing, customer satisfaction, and customer loyalty.

Data Analysis Technique

This quantitative study utilized multiple regression analysis to examine the relationships between variables. The data were analyzed using SPSS version 24 (Statistical Package for the Social Sciences) and SmartPLS software. These tools were employed to test the significance of the effects exerted by the independent variables on the dependent variables.

D. RESULTS AND DISCUSSIONS

This chapter presents a detailed account of the results obtained from the data analysis and provides an interpretation of the findings in relation to the research objectives and the proposed hypotheses. The data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, which is particularly suitable for exploratory studies and for models involving complex relationships among latent variables. This approach enabled the evaluation of both the measurement model (outer model) and the structural model (inner model), as well as the assessment of mediation effects. Specifically, the outer model was tested to assess the reliability and validity of the measurement instruments through indicators such as Composite Reliability, Cronbach's Alpha, Average Variance Extracted (AVE), and discriminant validity measures. Subsequently, the inner model analysis was conducted to evaluate the strength and significance of the hypothesized relationships among the constructs: short-form content marketing, customer satisfaction, and customer loyalty.

Furthermore, the mediating role of customer satisfaction was examined to determine whether it serves as an intervening variable that explains the relationship between short-form content marketing and customer loyalty. The interpretation of the results integrates statistical outputs with previous empirical findings and theoretical frameworks, including the Stimulus-Organism-Response (S-O-R) theory, which underpins the conceptual foundation of this study. The discussion highlights the practical implications of the findings for digital marketing strategies, particularly in the context of social media content and customer relationship management. By systematically linking quantitative results to broader theoretical and managerial perspectives, this chapter aims to provide a comprehensive understanding of how short-form digital content influences customer behavior in a modern marketing landscape.

Outer Model

Table 1 presents the results for internal consistency reliability (Composite Reliability and rho_A), construct reliability (CA), and convergent validity (Average Variance Extracted - AVE). For the "Short-Form (X)" variable, the CA value is 0.805, rho_A is 0.814, CR is 0.872, and AVE is 0.630. All these values generally indicate good reliability and convergent validity, as CR and rho_A are above the common threshold of 0.7, and AVE is above 0.5. Similarly, "Customer Satisfaction (M)" shows a CA of 0.757, rho_A of 0.859, CR of 0.855, and AVE of 0.665, also suggesting strong reliability and validity. Lastly, "Customer Loyalty (Y)" has a CA of 0.705, rho_A of 0.710, CR of 0.835, and an AVE of 0.629, which likewise meets the typical criteria for good reliability and convergent validity. Overall, the results in Tabel 1 suggest that the constructs are well-measured and reliable.

Tabel 1. Validity and Reliability Test

Variables	Indicators	CA	rho_A	CR	AVE
X	4	0,805	0,814	0,872	0,630
M	3	0,757	0,859	0,855	0,665
Y	3	0,705	0,710	0,835	0,629

Source: Data Processing, 2025

This table 2 assesses the discriminant validity of your constructs using two common criteria: the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). Under the Fornell-Larcker Criterion, the square root of the AVE for each construct (diagonal values) should be greater than its correlations with other constructs (off-diagonal values in the same row/column). For "Short-Form (X)", its square root AVE (0.793) is indeed higher than its correlations with M (0.525) and Y (0.473). Similarly, "Customer Satisfaction (M)" with a square root AVE of 0.815 is higher than its correlation with Y (0.508). Lastly, "Customer Loyalty (Y)" has a square root AVE of 0.793. These results indicate that each construct shares more variance with its own indicators than with other constructs, supporting discriminant validity. For the Heterotrait-Monotrait Ratio (HTMT), all values (0.618 for X-M, 0.617 for X-Y, and 0.653 for M-Y) are below the commonly accepted threshold of 0.85 (or sometimes 0.90), further confirming that the constructs are empirically distinct from each other.

Tabel 2. Discriminant Validity

	X	M	Y
<i>Fornell-Larcker Criterion</i>			
Short-Form (X)	0,793	0,525	0,473
Customer Satisfaction (M)		0,815	
Customer Loyalty (Y)		0,508	0,793
<i>Heterotrait-Monotrait Ratio (HTMT)</i>			
Short-Form (X)		0,618	0,617
Customer Satisfaction (M)			
Customer Loyalty (Y)		0,653	

Source: Data Processing, 2025

Tabel 3 presents the outer loadings, which indicate how strongly each indicator (item) relates to its respective latent construct. For "Short-Form (X)," all indicators (SF01, SF02, SF03, SF04) exhibit strong loadings, ranging from 0.764 to 0.830. Similarly, for "Customer Satisfaction (M)," indicators CS01, CS02, and CS03 show robust loadings between 0.717 and 0.898. Finally, for "Customer Loyalty (Y)," indicators CL01, CL02, and CL03 also demonstrate high loadings, ranging from 0.761 to 0.834. Since all outer loadings are well above the recommended threshold of 0.7 (and even 0.6 in some contexts), this table provides strong evidence that the indicators are effectively measuring their intended constructs, contributing to the overall convergent validity of the measurement model.

Tabel 3. Outer Loadings

Indicators	X	M	Y
SF01	0,764		
SF02	0,796		
SF03	0,830		
SF04	0,782		
CS01		0,821	
CS02		0,717	
CS03		0,898	
CL01			0,761
CL02			0,834
CL03			0,782

Source: Data Processing, 2025

Inner Model

Table 4 presents the R Square and Adjusted R Square values, which indicate the proportion of variance in the dependent variables that can be explained by the independent variables in the model. For variable "M", the R Square value is 0.276 and the Adjusted R Square is 0.268. This means that approximately 27.6% (or 26.8% after adjustment) of the variance in "M" can be explained by its predictor variables. Furthermore, for variable "Y", the R Square value is 0.317 and the Adjusted R Square is 0.303. This indicates that approximately 31.7% (or 30.3% after adjustment) of the variance in "Y" can be explained by its predictor variables.

According to Cohen's (1988) guidelines, widely referenced in the field of quantitative research (Hair et al., 2022), an R² value of approximately 0.26 indicates a large (or substantial) effect size. Therefore, both R Square values suggest that the model has a moderate predictive power in explaining variables "M" and "Y".

Tabel 4. R Square

	R Square	R Square Adjusted
M	0,276	0,268
Y	0,317	0,303

Source: Data Processing, 2025

Path Analysis

Figure 2 visually represents the structural model, illustrating the relationships between the latent variables (X, M, and Y) and their corresponding indicators. The blue circles represent the latent variables, and the yellow rectangles represent the observed indicators. The numbers on the arrows between latent variables are the path coefficients (beta values), indicating the strength and direction of the relationships. For instance, the path coefficient from X to M is 0.525, from X to Y is 0.285, and from M to Y is 0.358. Additionally, the R-squared values for M (0.276) and Y (0.317) are displayed within their respective circles, showing the proportion of variance explained. The numbers on the arrows connecting indicators to latent variables are the outer loadings, which align with the values presented in Tabel 3, demonstrating how well each indicator measures its construct.

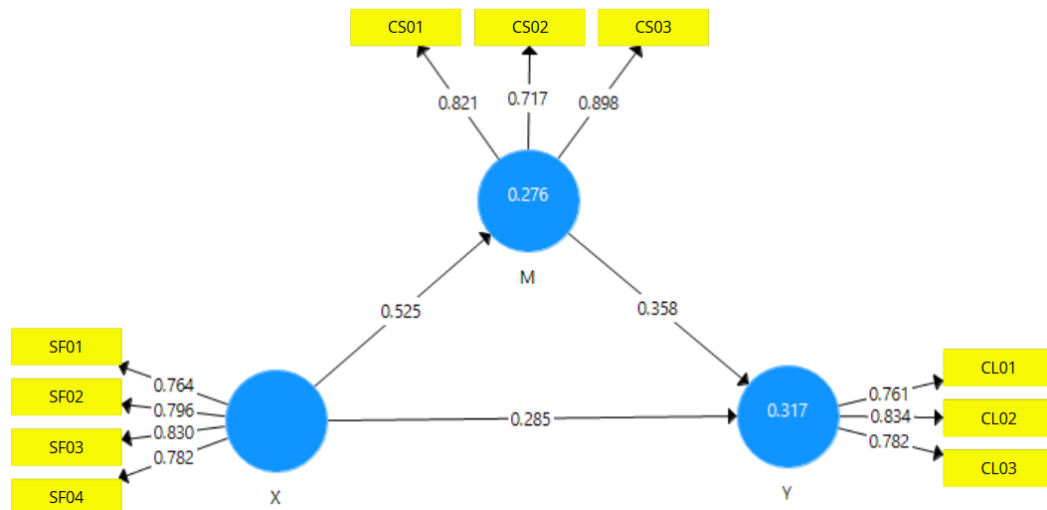


Figure 4. Path Coefficients

Tabel 5 presents a detailed statistical analysis of the hypothesized relationships in your model. For Hypothesis 1 (H1: X → M), the beta coefficient is 0.525, with a t-statistic of 8.447 and a p-value of 0.000. Since the p-value is less than 0.05, H1 is accepted, indicating a significant positive effect of X on M. For Hypothesis 2 (H2: X → Y), the beta coefficient is 0.285, with a t-statistic of 2.407 and a p-value of 0.016. As the p-value is less than 0.05, H2 is also accepted, implying a significant positive direct effect of X on Y. For Hypothesis 3 (H3: M → Y), the beta coefficient is 0.358, with a t-statistic of 3.635 and a p-value of 0.000.

This low p-value leads to the acceptance of H3, signifying a significant positive effect of M on Y. Finally, for Hypothesis 4 (H4: $X \rightarrow M \rightarrow Y$), representing the indirect effect, the beta coefficient is 0.188, with a t-statistic of 3.386 and a p-value of 0.001. The significant p-value indicates that the indirect effect of X on Y through M is also significant, suggesting that M acts as a mediator in the relationship between X and Y.

Tabel 5. Path Coefficients

Hypotheses	Path	Beta	t-statistics	p-values	Decision
H1	$X > M$	0,525	8,447	0,000	<i>Accept</i>
H2	$X > Y$	0,285	2,407	0,016	<i>Accept</i>
H3	$M > Y$	0,358	3,635	0,000	<i>Accept</i>
H4	$X > M > Y$	0,188	3,386	0,001	<i>Accept</i>

Source: Data Processing, 2025

Tabel 6 reports the f-squared (F2) effect size for each path, which quantifies the impact of a predictor variable on the R-squared of a dependent variable when that predictor is excluded from the model. For the path $X \rightarrow M$, the F2 value is 0.381, which is considered a "Large" effect size according to Cohen (1988), indicating that X has a substantial effect on M. The path $X \rightarrow Y$ has an F2 of 0.086, categorized as "Small," suggesting a relatively minor direct effect of X on Y compared to other paths. Lastly, the path $M \rightarrow Y$ has an F2 of 0.136, also categorized as "Small," indicating a modest direct effect of M on Y. These effect sizes provide further insight into the practical significance of the relationships identified in the path coefficients.

Tabel 6. Effect Size

Path	F2	Effect
$X > M$	0,381	Large
$X > Y$	0,086	Small
$M > Y$	0,136	Small

Source: Data Processing, 2025

Tabel 7 presents the Variance Inflation Factor (VIF) values for the inner model, which are used to assess multicollinearity among predictor variables. For the latent variable "M", the VIF value for X is 1.000. For the latent variable "Y", the VIF values are 1.381 for both X and M. Since all VIF values are well below the commonly accepted threshold of 5 (or 10 in some cases), it indicates that there is no issue of multicollinearity among the predictor variables in your model. This ensures that the estimated path coefficients are reliable and not inflated by strong correlations between predictors.

Tabel 7. VIF

Path	M	Y
X	1,000	1,381
M		1,381

Source: Data Processing, 2025

Tabel 8 presents the Q Square (Q2) values, which assess the predictive relevance of the model using the blindfolding procedure. Q2 values greater than zero indicate that the model has predictive relevance. For variable "M", the Q2 value is 0.154, and for "Y", it is 0.187. Both values are greater than zero, confirming that the model has predictive relevance for both "M" and "Y". The interpretation provided in the table, "Moderate Predictive Relevance" for both variables, suggests that the model's ability to predict new data points is at a moderate level, which is generally acceptable in research.

Tabel 8. Q Square

Path	Q2	Interpretation
M	0,154	Moderate Predictive Relevance
Y	0,187	Moderate Predictive Relevance

Source: Data Processing, 2025

Mediation Effect

Tabel 9 specifically focuses on the mediation effect, which examines whether the relationship between an independent variable (X) and a dependent variable (Y) is explained by a mediating variable (M). For Hypothesis 4 (H4: $X > M > Y$), which represents the indirect effect of X on Y through M, the indirect effect coefficient is 0.188. This effect has a t-statistic of 3.386 and a p-value of 0.001. Since the p-value (0.001) is less than the conventional significance level of 0.05, the decision is to "Accept" H4. This indicates that there is a statistically significant indirect effect, meaning that M (Customer Satisfaction) indeed mediates the relationship between X (Short-Form) and Y (Customer Loyalty). In practical terms, this suggests that the effect of X on Y is partially or fully channeled through M.

Tabel 9. Mediation Effect

Hypothesis	Path	Indirect Effect	t-statistics	p-values	Decision
H4	$X > M > Y$	0,188	3,386	0,001	<i>Accept</i>

Source: Data Processing, 2025

Hypothesis Testing and Discussion

Based on the hypothesis testing results, all proposed hypotheses in this study are supported and statistically significant. The path analysis indicates that short-form video has a positive and significant effect on customer satisfaction (H1). This finding aligns with previous studies by Satiawan et al. (2023), Cut Nurvajri et al. (2022), and Baydaş et al. (2023), which confirmed the significant role of content marketing in enhancing customer satisfaction. These results suggest that engaging and relevant short-form videos can increase customers' positive perceptions of a

brand and foster emotional engagement, ultimately leading to higher levels of satisfaction.

Furthermore, the direct effect of short-form video on customer loyalty (H2) is also significant. This is consistent with prior research by Omar (2021), Prasetya and Susilo (2022), and Pasaribu and Suyanto (2022), which emphasized the contribution of digital content marketing to the development of customer loyalty. The study also confirms that customer satisfaction has a significant influence on customer loyalty (H3), reinforcing the notion that higher satisfaction levels drive customers' commitment to remain loyal to a brand. Lastly, the mediation analysis demonstrates that customer satisfaction mediates the relationship between short-form video and customer loyalty (H4). This result is supported by the findings of Al-Dmour et al. (2023) and Cut Nurvajri et al. (2022), who highlighted the critical mediating role of satisfaction in linking content marketing to loyalty. Therefore, it can be concluded that the effectiveness of short-form content marketing in building customer loyalty largely depends on its ability to generate meaningful and satisfying customer experiences.

E. CONCLUSIONS

This study has empirically investigated the impact of short-form content marketing on customer satisfaction and loyalty by examining the mediating role of satisfaction. The results confirm that short-form video content significantly enhances customer satisfaction, reinforcing its role as an effective marketing tool for capturing attention and meeting consumer expectations. However, the direct influence of short-form content on customer loyalty was found to be negative, indicating that such content alone may not suffice in building sustained consumer loyalty. This counterintuitive outcome suggests that overreliance on short-form formats might lead to superficial engagement, insufficient for fostering long-term relationships with customers.

On the other hand, customer satisfaction was shown to exert a positive and significant effect on loyalty, consistent with existing literature. Furthermore, customer satisfaction was found to mediate the relationship between short-form content and loyalty, signifying a partial inconsistent mediation. In other words, while short-form content contributes positively to satisfaction, its direct pathway to loyalty is less favorable and can only be strengthened through enhanced satisfaction.

These findings highlight the strategic importance of ensuring that short-form content is not only engaging but also capable of delivering value and creating a positive customer experience. Marketers are advised to consider short-form videos as an entry point to customer engagement, which must be complemented by efforts to nurture satisfaction for fostering loyalty. Future research may explore different content formats, platform-specific dynamics, or emotional responses to short-form media to build a more comprehensive understanding of digital consumer behavior.

REFERENCES

Al-Dmour, R., Alkhatib, O. H., Al-Dmour, H., & Basheer Amin, E. (2023). The influence of social marketing drives on brand loyalty via the customer

- satisfaction as a mediating factor in travel and tourism offices. *SAGE Open*, 13(2), 21582440231181433.
- Al Fian, J., & Yuniati, T. (2016). Pengaruh kepuasan dan kepercayaan pelanggan terhadap loyalitas pelanggan Auto 2000 Sungkono Surabaya. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 5(6). blum dipakai
- Al-Obeidi, A. A. (2024). The relationship between content marketing and customer delight: The moderating role of authentic marketing a survey study of Zain Iraq telecommunications customers' sample opinions. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND ANALYSIS*, 07(09).
- Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. *Psychology & Marketing*, 33(12), 1029-1038.
- Andriana, A. N., & Pingki, P. (2022). Penerapan Teknik Foto Produk dan Video Reel Instagram Bisnis sebagai Optimalisasi Strategi Social Media Marketing dalam Menyambut IKN. *JMM (Jurnal Masyarakat Mandiri)*, 6(4), 3101-3111.
- Asrulla, A., Risnita, R., Jailani, M. S., & Jeka, F. (2023). Populasi dan sampling (kuantitatif), serta pemilihan informan kunci (kualitatif) dalam pendekatan praktis. *Jurnal Pendidikan Tambusai*, 7(3), 26320-26332.
- Baydaş, A., Ata, S., & Coşkun, M. (2023). Effects of content marketing on customer satisfaction and brand loyalty. *Journal of Social Sciences*, (2), 37-46.
- Bening, B., & Kurniawati, L. (2019, November). The Influence of Content Marketing toward Customer Engagement of Tokopedia User in Yogyakarta. In *Proceedings: The International Conference on Technology, Education, And Science* (Vol. 1, No. 1, pp. 138-148).
- Cut Nurvajri, T. R., Yunus, M., & Chan, S. (2022). The effect of content marketing and social media influencer on customer satisfaction and their impact on online repurchase intention during the Covid-19 pandemic. *International Journal of Scientific and Management Research*, 5(6), 156-168.
- Daruhadi, G., & Sopiati, P. (2024). Pengumpulan Data Penelitian. *J-CEKI: Jurnal Cendekia Ilmiah*, 3(5), 5423-5443.
- Dharmayanti, D., & Juventino, A. K. (2023). Analisis pengaruh content marketing terhadap customer loyalty dengan customer engagement dan brand trust sebagai variabel intervening pada e-commerce Zalora Indonesia di Surabaya. *Jurnal Manajemen Pemasaran*, 11(2), 123-135.
- Dowpiset, K., He, W., Kawtummachai, R., & Nuangjamnong, C. (2023). The Impact of Short Video User Loyalty on Marketing: A Case Study of Douyin. *RICE Journal of Creative Entrepreneurship and Management*, 4(3), 30-51.
- Elida, T., Rahardjo, W., and Raharjo, A., Online Shop Consumer Purchasing Decision: A Study on The Significance of Self-Esteem and Marketing Mix, *Jurnal Manajemen Indonesia*, vol. 21, no. 2, pp. 161-170, 2021.
- Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish.

- Gan, C., and Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, vol. 27, no. 4, pp. 772-785.
- Ghodang, H. (2020). *Path analysis (analisis jalur)*. Penerbit Mitra Grup.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariat* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Indrasari, M., Pemasaran dan Kepuasan Pelanggan, Unitomo Press, Surabaya, 2019.
- Irfani, H., Yeni, F., & Wahyuni, R. (2020). Pemanfaatan digital marketing sebagai strategi pemasaran pada UKM dalam menghadapi era industri 4.0. *JCES (Journal of Character Education Society)*, 3(3), 651-659.
- Iswati, H., & Lestari, N. I. (2021). Pengaruh Display, Promosi penjualan dan kualitas produk pada toko online terhadap loyalitas konsumen dengan variabel intervening kepuasan pelanggan. *Jurnal Manajemen*, 11(1), 14-30.
- Juventino, A. K. (2020). Analisis Pengaruh Content Marketing Terhadap Customer Loyalty Dengan Customer Engagement Dan Brand Trust Sebagai Variabel Intervening Pada E-Commerce Zalora Indonesia Di Surabaya. *Jurnal Strategi Pemasaran*, 7(2), 12.
- Kotler, Philip, (2019), *Manajemen Pemasaran*, Prenhallindo, Jakarta.
- Kotler, P., and Keller, K. L. (2016). *Marketing Management* (15th ed.), Pearson Education Limited, New York.
- Kotler, Philip dan Keller, Kevin Lane, (2019). *Manajemen Pemasaran*. PT. Indeks Kelompok Gramedia, Jakarta.
- Liu, Y., & Wang, M. (2023). The effect of short video content marketing on consumer purchase intention. *Frontiers in Business, Economics and Management*, 11(3), 1-5.
- Maenhout, W., De Kerpel, L., & Mulier, L. (2023). Length does matter: The effectiveness of long-form versus short-form video marketing according to advertising context and viewer age.
- Mosenene, T. (2021). The TikTok phenomenon: An exploratory study of how Targeted Short-Form video is meeting the needs of social media users. What does this mean for brands? (Thesis). Vega School.
- Mohamed Ahmed Omar, A. (2021). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER-BRAND RELATIONSHIP IN THE EGYPTIAN COSMETIC SECTOR. *المجلة العلمية للدراسات التجارية والبيئية*, 12(3), 669-700.
- Pasaribu, W. S., & Suyanto, A. M. A. (2022). The Effect of Content Marketing Instagram Sociolla on Customer Engagement, Customer Decision, Customer Satisfaction, and Customer Loyalty.
- PHAN, T. N., Ho, T. V., and LE-HOANG, V. P. (2020). The Impact of Content Marketing on Customer Engagement on Instagram-A Case Study of

- Fashion Brands. *International Journal of Management*, vol. 11, no. 7, pp. 859-868.
- Prasetya, M., & Susilo, D. (2022). The effect of content marketing on purchase intention through customer engagement as variable mediation. *Jurnal Komunikasi Profesional*, 6(5), 423-434.
- Rachmad, Y. E. (2022). Social Media Marketing Mediated Changes In Consumer Behavior From E-Commerce To S-Commerce At Tokopedia, Lazada, Shopee, Blibli. Com, And Bukalapak.
- Rachmah, S. A., & Madiawati, P. N. (2022). Pengaruh Storytelling Marketing dan Electronic Word of Mouth terhadap Keputusan Pembelian Café Kisah Manis Jalan Sunda di Kota Bandung melalui Content Marketing Creator TikTok. *ATRABIS Jurnal Administrasi Bisnis (e-Journal)*, 8(1), 48-60.
- Rahmayanie, E., Sianturi, J. K. O., Yessica, Y., & Mani, L. (2024). PENGARUH CONTENT MARKETING, LAYANAN, DAN KEPUASAN TERHADAP KEPESERTAAN AKTIF YANG BERLANJUT PADA BPJS KETENAGAKERJAAN. *Media Bina Ilmiah*, 18(9), 2341-2348.
- Satiawan, A., Hamid, R. S., & Maszudi, E. (2023). Pengaruh Content Marketing, Influencer Marketing, Online Customer Review Terhadap Keputusan Pembelian dan Kepuasan Konsumen Di Tiktok. *Jurnal Manajemen Dan Bisnis Indonesia*, 9(1), 1-14.
- Setiana, N. D., & Tjahjaningsih, E. (2024). Pengaruh Content Marketing, Influencer Marketing, Online Customer Review Terhadap Kepuasan Dan Dampaknya Loyalitas Konsumen Tiktok (Studi Pada Mahasiswa Kota Semarang). *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(1), 1509-1517.
- Sofyani, H. (2023). Penentuan Jumlah Sampel pada Penelitian Akuntansi dan Bisnis Berpendekatan Kuantitatif. *Reviu Akuntansi dan Bisnis Indonesia*, 7(2), 311-319.
- Sugiono. (2020). *Metodologi Penelitian Kuantitatif*. Surabaya. Airlangga University Press.
- Suriani, N., & Jailani, M. S. (2023). Konsep populasi dan sampling serta pemilihan partisipan ditinjau dari penelitian ilmiah pendidikan. *IHSAN: Jurnal Pendidikan Islam*, 1(2), 24-36.
- Wu, I. L. (2013). The antecedents of customer satisfaction and its link to complaint intentions in online shopping: An integration of justice, technology, and trust. *International Journal of Information Management*, 33(1), 166-176.
- Yam, J. H., & Taufik, R. (2021). Hipotesis Penelitian Kuantitatif. *Perspektif: Jurnal Ilmu Administrasi*, 3(2), 96-102.
- Yang, Q., & Lee, Y. C. (2022). What drives the digital customer experience and customer loyalty in mobile short-form video shopping? Evidence from douyin (TikTok). *Sustainability*, 14(17), 10890.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, Vol. 60, No. 2 (Apr., 1996), Pp. 31-46 Published, 60(2), 41–52.