

# The Influence of Mall Attributes, Content Marketing, Event Marketing, and Social Media Marketing on Customer Satisfaction, with Customer Engagement Serving as An Intervening Variable

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## ABSTRACT

This research elucidates the findings of an investigation that examines and evaluates the degree to which various factors affect mall attributes, content marketing, event marketing, and social media marketing about customer satisfaction, with customer engagement acting as a mediating variable at Pakuwon Mall Yogyakarta. The study adopts a quantitative approach, gathering data through questionnaires distributed directly via social media channels. The sampling process occurred from April 30, 2024, to May 27, 2024. A simple random sampling technique was employed, which entails selecting samples from the population without consideration of existing strata. Data analysis was performed using SmartPLS version 4.0. The findings, after conducting validity and reliability assessments, reveal several direct relationships: mall attributes have a positive effect on customer satisfaction, content marketing positively influences customer engagement, content marketing also positively affects customer satisfaction through customer engagement, customer engagement has a positive impact on customer satisfaction, while event marketing does not influence customer engagement. The analysis of indirect effects indicates that event marketing does not affect customer satisfaction through customer engagement, social media marketing does not influence customer engagement, and social media marketing does not impact customer satisfaction through customer engagement.

**Keywords:** *Mall Attributes, Content Marketing, Event Marketing, Social Media Marketing, Customer Satisfaction, Customer Engagement.*

## 1. INTRODUCTION

Shopping malls in Indonesia are now readily observable, particularly in major cities such as Yogyakarta. In recent years, the development and construction of shopping centers in Yogyakarta have progressed significantly. Malls, closely associated with lifestyle, must adapt to the ever-evolving trends. Mall management needs to be proactive and innovative in devising and implementing strategies and various programs or modifications to the mall, focusing on attributes such as the availability of facilities and services. This approach is essential for maintaining market share, ensuring consumer satisfaction, and fostering loyalty towards the mall. The success or failure of a shopping center can be assessed based on its efforts to innovate [1].

The marketing strategy implemented by Pakuwon Mall Yogyakarta integrates various elements, including Mall Attributes, Content Marketing, Event Marketing, and Social Media Marketing. These components operate within a cohesive framework, each possessing distinct characteristics and objectives while complementing one another to enhance promotional efforts. Mall Attributes refer to the elements present within a shopping mall, which can be categorized into several groups and serve as a foundation for consumer purchasing decisions. [2]. These attributes are intrinsically linked to the mall concept. Content marketing, on the other hand, is a marketing technique aimed at creating

and delivering relevant, informative, and consistent value to engage the target audience, ultimately to generate profit [3]. Event marketing is a promotional strategy in which a company or brand is associated with a specific event or activity that has a thematic focus aimed at creating experiences for consumers and promoting products or services. [4]. Social media marketing is any form of direct or indirect marketing employed to build awareness, recognition, recall, and action towards a brand, business, product, individual, or other entities, utilizing tools available on social platforms such as blogging, social networking, microblogging, social bookmarking, and content sharing [5]. Customer satisfaction can be characterized as a customer's emotional response—either positive or negative—to comparing a product or service's performance (outcomes) with their expectations. [6]. Furthermore, customer engagement is an initiative aimed at creating, developing, and enhancing relationships with customers, which is a crucial strategy for maintaining future business performance. [7].

## **2. FORMULATION OF HYPOTHESES.**

### ***2.1 Mall Attribute toward Customer Satisfaction***

Mall attributes are the essential elements consumers consider when deciding to visit modern shopping centers and engage in purchases. Attractive mall attributes can enhance the overall shopping experience. Attributes in shopping centers can be categorized into several groups, including tenant composition, mall facilities, service quality, comfort, mall environment, and marketing focus. The success or failure of a mall is often linked to the presence of these attributes, which significantly influence consumer responses [8].

Customer satisfaction and the attributes of shopping mall image are critical features for shopping center developers due to their impact on mall patrons. Store attributes, including those of malls, can assist retailers in conceptualizing the design of retail spaces to be established. The design of these retail stores significantly influences consumer perceptions of the retail environment. Mall attributes are categorized into five components: atmosphere, location, facilities, service quality, and the products available within a mall. Consumer satisfaction is the cumulative result of customers' experiences with products and services [9]. Highly satisfied consumers are likely to exhibit long-term loyalty, repurchase when new products are introduced, renew existing products, share positive feedback about the company and its offerings, and demonstrate less sensitivity to pricing.

H1: Mall attribute influences customer satisfaction

### ***2.2 Content Marketing toward Customer Engagement***

Content marketing involves creative planning, distribution, and content creation to attract a target audience, ultimately encouraging them to become customers [10]. This approach is also utilized to promote brands by disseminating valuable content to visitors. Influenced by factors such as the format of posts, posting frequency, customer interaction with messages, and the emotional appeal of the topics, content marketing positively impacts customer engagement behavior on Instagram. This study further demonstrated that these dimensions significantly reflect content marketing and positively affect customer engagement. Content marketing has a positive influence on customer engagement [11].

H2: Content marketing influences customer engagement

### ***2.3 Event Marketing toward Customer Engagement***

Event marketing is an effective strategy for enhancing brand visibility and fostering public trust. This approach is selected due to its fundamental role in establishing communication between a company and its consumers. Event marketing is a promotional method that associates a company or brand with a themed event or activity to create consumer experiences while promoting products or services [12]. Research findings indicate that event marketing significantly influences customer engagement [13].

H3: Event marketing influences customer engagement

### ***2.4 Social Media Marketing toward Customer Engagement***

Social media marketing encompasses all forms of direct or indirect marketing employed to enhance awareness, recognition, recall, and action regarding a brand, business, product, individual, or other entities presented through media channels [14]. Within the context of this research variable, social media, content, and event marketing are integral components of promotional activities, with promotion being a key element of the marketing mix. Social media marketing offers compelling opportunities to increase customer engagement and stimulate discussions about brands, facilitating real-time marketing efforts. Social media marketing has a positive impact on customer engagement [15].

H4: Social media marketing influences customer engagement

## 2.5 Customer Engagement toward Customer Satisfaction

Customer satisfaction can be characterized as the emotional response—either positive or negative—experienced by a customer after evaluating the performance of a product or service against their expectations [16]. This satisfaction is influenced by the affective responses that arise from the relationship quality between the customer and the brand or company. Prior research has indicated that customer engagement positively impacts customer satisfaction and brand trust, although it does not significantly affect brand loyalty. Empirical findings further support the notion that customer engagement positively influences customer satisfaction [17].

H5: Customer Engagement influences Customer Satisfaction

## 2.6 Customer Engagement as a Mediating Variable.

Customer engagement is an effort to create, develop, and enhance relationships with customers, which is a crucial strategy for maintaining business performance in the future [18]. It represents customers' personal connection with a brand and reflects their satisfaction responses. However, there is a lack of research examining the role of customer engagement as a mediator in the relationship between content marketing and customer satisfaction. This presents an opportunity for hypothesis development that can be analyzed using SEM PLS.

H6: Customer engagement can mediate the impact of content marketing on customer satisfaction.

The existence of shopping malls extends beyond the core business activities of the tenants that provide various products and services[19]. More importantly, the events organized within these spaces serve as attractions and magnets for visitors, fostering deeper connections and engagement that enhance overall satisfaction. Event marketing can take various forms, including exhibitions, music concerts, talent shows, etc.

H7: Customer engagement can mediate the impact of event marketing on customer satisfaction.

The role of social media as a communication tool has become increasingly significant, as timely and consistent information is essential for fostering connections with customers [20]. This engagement ultimately enhances satisfaction as customers can readily access the required information. Previous studies have explored the impact of event marketing on customer engagement [21]. The author proposes a model in which customer engagement mediates the relationship between event marketing and customer satisfaction, which will be examined using Structural Equation Modeling Partial Least Squares (SEM PLS).

H8: Customer engagement can mediate the impact of social media marketing on customer satisfaction.

Based on the description of the hypothesis above, the conceptual framework for this research can be illustrated as follows:

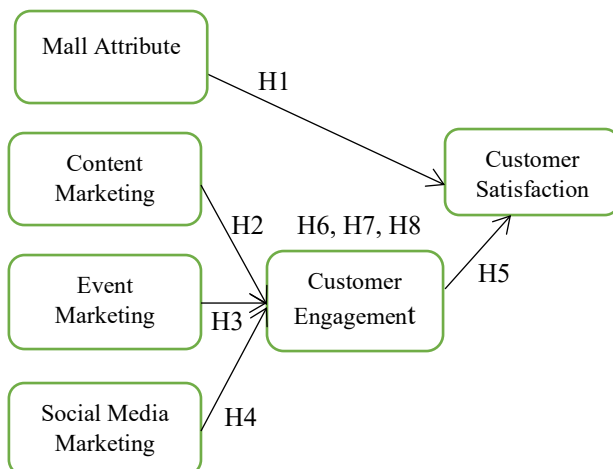


Figure 1. Conceptual Framework

## 3. METHOD OF RESEARCH

The research methodology employed in this study is a quantitative approach. The sampling technique is generally conducted randomly, and data collection is carried out using research instruments. Data analysis is quantitative/statistical and aims to test established hypotheses. This research adopts an associative strategy to explore

the relationships between two or more variables. The research object selected is the visitors of Pakuwon Mall Yogyakarta, located at Jl. Ring Road Utara, Kaliwaru, Condongcatur, Kecamatan Depok, Kabupaten Sleman, in the Special Region of Yogyakarta, which is also the largest mall in both the Special Region of Yogyakarta and Central Java. This study is conducted from September 2023 to July 2024.

The population targeted in this study consists of visitors to Pakuwon Mall Yogyakarta, specifically those who have visited the mall two to three times within the last six months. The sampling technique employed in this research is probability sampling, which involves using chance principles in the sample selection process. A total of 110 respondents were included in this study. The data utilized in this research is classified as primary data collected directly from the research site. Primary data refers to information obtained directly from the source by the data collector. This study gathered primary data through various methods, including questionnaires, interviews, and observations.

The data processing in this study was conducted using Smart PLS SEM (Partial Least Squares Structural Equation Modeling) software. Partial Least Squares is a robust analytical method that effectively elucidates the relationships among variables and facilitates multiple analyses within a single testing framework. The primary aim of PLS is to assist researchers in confirming theoretical frameworks and determining relationships between latent variables. The PLS method is capable of representing latent variables (which cannot be directly measured) through the use of various indicators.

#### 4. RESULT AND DISCUSSION

**Table 1. Assessment of Validity through Convergent Validity**

| Variable                     | Indicator | Outer Loading | Description |
|------------------------------|-----------|---------------|-------------|
| Mall Attribute (MA)          | X1.2      | 0,782         | Valid       |
|                              | X1.8      | 0,785         | Valid       |
|                              | X1.9      | 0,728         | Valid       |
|                              | X1.21     | 0,750         | Valid       |
|                              | X1.24     | 0,758         | Valid       |
|                              | X1.25     | 0,803         | Valid       |
| Content Marketing (CM)       | X2.1      | 0,803         | Valid       |
|                              | X2.2      | 0,804         | Valid       |
|                              | X2.3      | 0,869         | Valid       |
|                              | X2.4      | 0,823         | Valid       |
|                              | X2.5      | 0,783         | Valid       |
|                              | X2.6      | 0,799         | Valid       |
|                              | X2.8      | 0,743         | Valid       |
|                              | X2.9      | 0,824         | Valid       |
|                              | X2.10     | 0,768         | Valid       |
|                              | X2.11     | 0,825         | Valid       |
|                              | X2.12     | 0,769         | Valid       |
|                              | X2.13     | 0,731         | Valid       |
|                              | X2.15     | 0,748         | Valid       |
|                              | X2.16     | 0,816         | Valid       |
| Event Marketing (EM)         | X3.1      | 0,836         | Valid       |
|                              | X3.2      | 0,838         | Valid       |
|                              | X3.3      | 0,874         | Valid       |
| Social Media Marketing (SMM) | X4.1      | 0,830         | Valid       |
|                              | X4.2      | 0,865         | Valid       |
|                              | X4.3      | 0,873         | Valid       |
|                              | X4.4      | 0,854         | Valid       |

|                            |      |       |       |
|----------------------------|------|-------|-------|
|                            | X4.5 | 0,847 | Valid |
|                            | X4.6 | 0,858 | Valid |
| Customer Satisfaction (CS) | Y1   | 0,863 | Valid |
|                            | Y2   | 0,899 | Valid |
|                            | Y3   | 0,882 | Valid |
| Customer Engagement (CE)   | Z1   | 0,908 | Valid |
|                            | Z2   | 0,838 | Valid |
|                            | Z3   | 0,899 | Valid |

The validity test results obtained using SmartPLS 4.0 indicate that the outer loading values are considered valid, as they exceed the threshold of 0.70. The cross-loading factors for each indicator across the variables exceed their respective cross-loading factors. Furthermore, all variables exhibit an Average Variance Extracted (AVE) value greater than 0.50, confirming the validity of each variable.

**Table 2. Assessment of Reliability Using Composite Reliability**

| Variable                     | Composite Reliability | Criteria | Description |
|------------------------------|-----------------------|----------|-------------|
| Content Marketing (CM)       | 0,960                 | > 0,70   | Reliable    |
| Customer Engagement (CE)     | 0,913                 | > 0,70   | Reliable    |
| Customer Satisfaction (CS)   | 0,913                 | > 0,70   | Reliable    |
| Event Marketing (EM)         | 0,886                 | > 0,70   | Reliable    |
| Mall Attribute (MA)          | 0,896                 | > 0,70   | Reliable    |
| Social Media Marketing (SMM) | 0,942                 | > 0,70   | Reliable    |

**Table 3. Assessment of Reliability Using Cronbach's Alpha**

| Variable                     | Cronbach Alpha | Criteria | Description |
|------------------------------|----------------|----------|-------------|
| Content Marketing (CM)       | 0,955          | > 0,60   | Reliable    |
| Customer Engagement (CE)     | 0,857          | > 0,60   | Reliable    |
| Customer Satisfaction (CS)   | 0,857          | > 0,60   | Reliable    |
| Event Marketing (EM)         | 0,809          | > 0,60   | Reliable    |
| Mall Attribute (MA)          | 0,861          | > 0,60   | Reliable    |
| Social Media Marketing (SMM) | 0,926          | > 0,60   | Reliable    |

Reliability testing reveals that all variables possess a Composite Reliability value exceeding 0.70 and a Cronbach's Alpha value greater than 0.70, affirming each variable's reliability.

**Table 4. R-Square**

| Variabel                   | R-Square | R-Square Adjusted |
|----------------------------|----------|-------------------|
| Customer Engagement (CE)   | 0,494    | 0,480             |
| Customer Satisfaction (CS) | 0,525    | 0,516             |

In evaluating the structural model, the testing results indicate that the R-Square value reflects a simultaneous influence of Content Marketing, Event Marketing, and Social Media Marketing on the Customer Engagement variable, quantified at 0.494, with an adjusted R-Square value of 0.480. This suggests that the exogenous constructs (independent variables) of Content Marketing, Event Marketing, and Social Media Marketing collectively impact Customer Engagement. Additionally, the R-Square value for the simultaneous effect of Mall Attributes and Customer Engagement is 0.525, with an adjusted R-Square value of 0.516, indicating that all these exogenous constructs jointly influence Customer Satisfaction.

**Table 5. Goodness of Fit**

|      | Estimated Model | Criteria | Criteria |
|------|-----------------|----------|----------|
| SRMR | 0,080           | < 0.10   | Fit      |

As indicated by the Standardized Root Mean Square (SRMR), the goodness of fit shows a model compatibility of 0.077, less than the threshold of 0.10, thereby satisfying the model fit criteria.

**Table 6. Direct Influence**

| <b>Variabel</b>                                          | <b>Original sample (O)</b> | <b>Sample mean (M)</b> | <b>Standard deviation (STDEV)</b> | <b>T statistics ( O/STDEV )</b> | <b>P values</b> | <b>Description</b> |
|----------------------------------------------------------|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|--------------------|
| Content Marketing (CM) -> Customer Engagement (CE)       | 0,445                      | 0,472                  | 0,151                             | 2,948                           | 0,003           | Accepted           |
| Customer Engagement (CE) -> Customer Satisfaction (CS)   | 0,184                      | 0,181                  | 0,072                             | 2,563                           | 0,010           | Accepted           |
| Event Marketing (EM) -> Customer Engagement (CE)         | 0,135                      | 0,140                  | 0,120                             | 1,119                           | 0,263           | Rejected           |
| Mall Attribute (MA) -> Customer Satisfaction (CS)        | 0,623                      | 0,629                  | 0,061                             | 10,164                          | 0,000           | Accepted           |
| Social Media Marketing (SMM) -> Customer Engagement (CE) | 0,186                      | 0,159                  | 0,175                             | 1,065                           | 0,287           | Rejected           |

**Table 7. Indirect Influence**

|                                                            | <b>Original sample (O)</b> | <b>Sample mean (M)</b> | <b>Standard deviation (STDEV)</b> | <b>T statistics ( O/STDEV )</b> | <b>P values</b> | <b>Description</b> |
|------------------------------------------------------------|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|--------------------|
| Content Marketing (CM) -> Customer Satisfaction (CS)       | 0,082                      | 0,087                  | 0,048                             | 1,702                           | 0,089           | Rejected           |
| Event Marketing (EM) -> Customer Satisfaction (CS)         | 0,025                      | 0,025                  | 0,025                             | 0,992                           | 0,321           | Rejected           |
| Social Media Marketing (SMM) -> Customer Satisfaction (CS) | 0,034                      | 0,028                  | 0,035                             | 0,979                           | 0,328           | Rejected           |

According to the hypothesis testing results presented in the table above, the relationships between the variables can be summarized as follows:

H1: Mall Attribute influences Customer Satisfaction

Based on the table above, the t-statistic value for the variable Mall Attributes and customer satisfaction is 10.164, which exceeds the critical value of 1.98 (from the t-table). The p-value is 0.000, less than 0.05. This indicates that Hypothesis 1 is accepted, suggesting that mall attributes significantly impact customer satisfaction.

H2: Content Marketing influences Customer Engagement.

Based on the table above, the t-statistic value for the content marketing variable about customer engagement is 2.948, which exceeds the critical value of 1.98 (t-table), and the p-value is 0.003, less than 0.05. This indicates that the second hypothesis is accepted, suggesting that content marketing has a significant impact on customer engagement.

H3: Event Marketing influences Customer Engagement

Based on the table presented, the t-statistic value for the event marketing variable about customer engagement is 1.119, less than the critical t-value of 1.98. Additionally, the p-value is 0.263, exceeding the significance level of 0.05. Consequently, hypothesis 3 is rejected. This indicates that the event marketing variable does not significantly impact customer engagement.

H4: Social Media Marketing doesn't influence Customer Engagement.

Based on the table presented, the t-statistic value for the variable of social media marketing about customer engagement is 1.065, which is less than the critical t-value of 1.98. Additionally, the p-value is 0.287, exceeding the significance level of 0.05. Consequently, hypothesis 4 is rejected. This indicates that the variable of social media marketing does not have a significant impact on customer engagement.

H5: Customer Engagement influences Customer Satisfaction

Based on the table above, the t-statistic value for the variable of customer engagement about customer satisfaction is 2.563, which exceeds the critical value of 1.98 (t-table), and the p-value is 0.010, less than 0.05. Consequently, hypothesis 5 is accepted. This indicates that customer engagement has a significant impact on customer satisfaction.

H6: Content Marketing does not influence Customer Satisfaction through Customer Engagement.

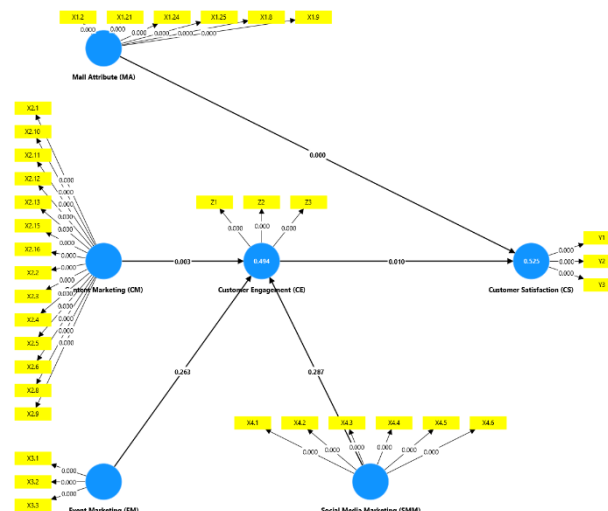
Based on the table presented, the t-statistic value for the event marketing variable about Customer Satisfaction through customer engagement is 1.702, less than the critical t-value of 1.98. Additionally, the p-value is 0.089, exceeding the threshold of 0.05. Consequently, Hypothesis 6 is rejected. This indicates that the customer engagement variable does not effectively mediate the relationship between content marketing and customer satisfaction.

H7: Event Marketing does not influence Customer Satisfaction through Customer Engagement.

Based on the table presented, the t-statistic value for the variable of social media marketing about customer engagement is 0.992, which is less than the critical t-value of 1.98. The p-value is also 0.321, which is less than the significance level of 0.05. This indicates that hypothesis 7 is rejected, suggesting that customer engagement does not mediate the relationship between event marketing and customer satisfaction.

H8: Social Media Marketing does not influence Customer Satisfaction through Customer Engagement.

Based on the table presented, the t-statistic value for the variable of social media marketing about customer satisfaction through customer engagement is 0.979, which is less than the critical t-value of 1.98. Additionally, the p-value is 0.328, exceeding the threshold of 0.05. Consequently, this indicates that hypothesis 8 is rejected. Therefore, customer engagement does not effectively mediate the impact of social media marketing on customer satisfaction.



**Figure 2. Output PLS**

Based on the research conducted by the researcher regarding the influence of Mall Attributes, Content Marketing, Event Marketing, and Social Media Marketing on the dependent variable of Customer Satisfaction, with Customer Engagement serving as an intervening variable at Pakuwon Mall Yogyakarta, the following conclusions can be drawn from the data analysis and discussion carried out in this study using the Partial Least Square (PLS) method.

1. The results of the initial hypothesis test suggest that Mall Attributes play a crucial role in enhancing Customer Satisfaction. The study indicates that factors such as the presence of reputable and diverse brand tenants, high-quality customer service, competitive pricing, well-maintained and convenient operational facilities, and effective marketing strategies significantly impact customer satisfaction levels. This finding highlights the importance of focusing on these key attributes to create a positive shopping experience for customers and ultimately drive higher levels of satisfaction in the mall environment. [22].



2. The results of the second hypothesis test regarding the impact of Content Marketing on Customer Engagement at Pakuwon Mall Yogyakarta highlight a significant positive relationship between the two variables. The findings suggest that the more effective and efficient the content marketing strategies implemented by the mall, the higher the level of attention and engagement from its followers. This implies that Pakuwon Mall Yogyakarta should further prioritize and enhance its content marketing efforts to boost customer engagement and retention. These results underscore the importance of strategic content marketing in driving consumer interest and loyalty, making it a critical component of the mall's overall marketing strategy. [23].
3. The findings from the third hypothesis test indicate that event marketing does not significantly influence customer engagement. Social media marketing (SMM) 's significance in shareability and content virality contributes to a broader geographical reach. Customers who have positive experiences with a business can share their experiences online, thereby reaching friends and family in various locations, enhancing the restaurant's visibility and attracting a wider audience. [24]. Further research is necessary to explore whether the SMM strategies employed by Pakuwon Mall encompass essential elements such as personalization, informativeness, trendiness, interactivity, and Word of Mouth and how these relate to subsequent customer engagement behavior variables, including co-creation, customer referrals, purchase intentions, and customer satisfaction.
4. The findings from the fourth hypothesis test suggest that social media marketing may not significantly influence customer engagement. However, a closer examination of specific dimensions within social media marketing strategies for luxury brands reveals that aspects such as entertainment, interaction, and trends can indeed have a positive impact on customer engagement levels [25]. Interestingly, when it comes to emphasizing customization in social media marketing efforts, the results show that this particular dimension does not lead to a similar enhancement in customer engagement. These results provide valuable insights for marketers looking to optimize their social media strategies for luxury brands, highlighting the importance of considering various dimensions and their unique effects on customer engagement.
5. The results of the fifth hypothesis test provide strong evidence that customer engagement plays a significant role in influencing customer satisfaction. This suggests that businesses that effectively manage mall event marketing strategies are more likely to see an increase in overall customer satisfaction levels. Moreover, satisfied customers tend to develop a stronger attachment to the brand, increasing customer loyalty. These findings align with existing literature on the importance of customer engagement in driving customer satisfaction and loyalty in the retail industry [26].
6. The results of the sixth hypothesis test suggest that content marketing may not directly impact customer satisfaction through customer engagement. However, it is important to note that content marketing positively and significantly influences customer loyalty when mediated by customer engagement. Digital Content Marketing (DCM) plays a crucial role in the strategic development and dissemination of brand-specific content on digital platforms. The primary objective of DCM is to cultivate brand engagement, build trust, and promote strong relationships with existing and potential customers [27]. While these findings are insightful, further research is warranted to delve deeper into this subject's nuances and gain a more comprehensive understanding of the relationship between content marketing, customer engagement, and customer satisfaction.
7. The findings from the seventh hypothesis test suggest that event marketing does not significantly impact customer satisfaction through customer engagement. The data have not supported the author's examination of this mediating pathway. Despite this, it is evident that event marketing does have a direct influence on customer engagement. Several studies have shown that event marketing influences customers' purchase decisions [28]. These results indicate the complexity of the relationship between event marketing, customer engagement, and customer satisfaction, highlighting the need for further research in this area.
8. The findings from the seventh hypothesis test suggest that no event marketing improves event market interaction through customer engagement. The author's examination of this mediating relationship lacks empirical evidence to support the claim. However, event marketing does have a direct influence on customer engagement. Past research has shown that event marketing can affect consumers' purchasing decisions, indicating its importance in the overall marketing strategy [29]. This discrepancy between the influence on customer engagement and satisfaction warrants further investigation to better understand the complex dynamics at play in consumer behavior.
9. Social media marketing plays a crucial role in the success of businesses, especially in the retail industry, where customer engagement is essential [30]. For Pakuwon Mall, evaluating the effectiveness of their social media marketing strategies is necessary to ensure that they are meeting the expectations of their target audience. By identifying the aspects customers expect to see, Pakuwon Mall can tailor their social media content to deliver the information customers require and desire. This approach is vital in establishing a strong online presence and building lasting customer relationships. Additionally, social media marketing should provide valuable insights to customers, helping them make informed decisions and ultimately driving sales for the mall.

## 5. CONCLUSION

The research highlights the significant positive effects of mall attributes and content marketing on customer satisfaction and engagement, respectively, while indicating that event marketing does not have a notable impact on customer engagement. Further investigation into social media marketing strategies is recommended better to understand their influence on customer behavior and engagement outcomes. The findings also suggest that while customer engagement significantly influences customer satisfaction, social media, and content marketing do not substantially impact these outcomes, indicating a need for further research to understand the complexities of these relationships in marketing strategies. The analysis then shows that while event marketing does not significantly enhance customer satisfaction through customer engagement, it directly affects customer engagement and can influence purchasing decisions. Understanding customer expectations in social media marketing is crucial for delivering relevant information and insights.

## AUTHORS' CONTRIBUTIONS

Shindy Sabelita Bailia and Raden Teja Yokanan played a pivotal role in the project's planning and oversight. They were responsible for processing the experimental data, conducting the analysis, drafting the manuscript, and designing the figures. Additionally, they executed the statistical calculations. Meanwhile, Anita Primastiwi and Ade Kristianus Kaloeti contributed to the interpretation of the results and collaborated on the manuscript. All authors discussed the results and provided feedback on the manuscript.

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