Digital Content Marketing and Its Impact on Customer Engagement in Public Sector Digital Training Institutions

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Abstract. One important aspect of public services in the digital era is effective communication between the government and the people. Communication via digital media is one way to build trust between the government and society. BPSDMP Kominfo Bandung, as one of the public servants responsible for developing human resources in the West Java and Banten regions, communicates with the public using social media, Instagram @bpsdmp.kominfo.bdg, to build public trust. Additionally, it aims to increase engagement with its alums. The data indicates that the engagement rate of the Instagram account @bpsdmp.kominfo.bdg is only 9.79% of the average engagement rate for accounts with a follower range of 5K to 20K. Instagram BPSDMP Kominfo Bandung has 10.8 K followers. This research investigates the influence of BPSDMP Kominfo Bandung's digital content marketing on Instagram on customer engagement. The method used in this research is descriptive and verification with a sample size of 364 BPSDMP Kominfo Bandung alums. The sampling technique used to take samples is simple random sampling. The analysis technique used is Pearson's product-moment correlation coefficient and simple linear regression analysis using SPSS 27.0 for Windows software. The credibility indicator in the independent variable scored the highest, while the personalization indicator scored the lowest. In the dependent variable, the attention indicator scored the highest, and the identification indicator scored the lowest. The research showed that digital content marketing simultaneously or partially affects customer engagement. Recommendations for further research using other dimensions not covered in this study.

Keywords: BPSDMP Kominfo Bandung, Customer Engagement, Digital Content Marketing.

1 Introduction

The Indonesian Internet Service Providers Association (APJII) announced that the number of Internet users in Indonesia in 2024 reached 223,563,479 out of a total population of 278,696,200 Indonesian residents in 2023. According to the 2024 Indonesian Internet penetration survey released by APJII, the Internet penetration rate in Indonesia reached 79.5%. Compared to the previous period, there was an increase of 14% (https://apjii.or.id). Regarding age, the highest internet penetration is Generation Z (born 1997-2012) at 34.40%, followed by Millennials (born 1981-1996) at 30.63%.

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This figure is important for organizations or institutions that, when implementing programs or activities, target Generation Z; therefore, the use of the Internet as a means to convey information is something to consider. Regarding internet usage behavior in 2024, the internet usage duration for more than 10 hours increased to 11.42% from 7.14% in 2023. This indicates an increase in heavy users. On the one hand, this is worrying, but on the other hand, for companies venturing into digital marketing, it becomes an opportunity to target internet users.

The intensity of social media usage has significantly increased. Many companies leverage social media to create relationships or engage customers through customer engagement. Customer engagement can enhance a company's online reputation, provide customer satisfaction and loyalty, offer broad and new market knowledge by expanding networking, and even compete to gain wide public attention [1].

Bandung Human Resources Development and Research Office (BPSDMP Kominfo Bandung) is one of the Technical Implementation Units (UPT) under and accountable to the Head of Agency for Human Resources Development on Communications and Informatics, Ministry of Communication and Informatics. In carrying out its human resource development function in its working area, BPSDMP Kominfo Bandung is entrusted with implementing the Digital Talent Scholarship (DTS) program. DTS is a national priority program that has been implemented to address the need for national digital talent to support digital transformation in Indonesia. Some of the academies under the DTS program organized by BPSDMP Kominfo Bandung are the Digital Entrepreneurship Academy (DEA), Thematic Academy (TA), Fresh Graduate Academy (FGA), Government Transformation Academy (GTA), Vocational School Graduate Academy (VSGA). These academies offer relevant and up-to-date training themes according to industry developments, business needs, and government requirements. The principle applied by the DTS program is to facilitate penta-helix collaboration, which includes government, business, community, media, and academia, thereby forming a national human resources development ecosystem to accelerate digital transformation in Indonesia.

BPSDMP Kominfo Bandung, in carrying out its tasks and functions, does not forget the power of social media. Social media can be used as a medium for communicating with its stakeholders and as a form of accountability. Government agencies must be able to convey the programs they run to the public and create engagement or reciprocal communication between the government and the public. One social media platform BPSDMP Kominfo Bandung uses is Instagram, which has 10.8K followers with an engagement rate of only 9.79% as of May 2024 (by phlanx.com), which is still relatively low.

According to previous research, marketer-generated content on social media influences digital customer engagement [2]. This enables companies to monitor their performance on social media and adjust their contributions in line with corporate performance. Digital Content Marketing (DCM) influences the dissemination of brand-related content to existing and new customers, thereby affecting the evolution of customer engagement [3]. Customer engagement is paramount to companies as it fosters a robust relationship between consumers and the company, significantly influencing purchasing decisions. Customer engagement refers to the recurring interactions and

communications that enhance customers' emotional, psychological, and investment connections with a brand. These engagements can occur online and offline throughout the customer lifecycle [4]. Building on these studies, this research aims to explore DCM as one of the variables due to its demonstrated impact on customer engagement (CE) and its development, as indicated in prior research.

However, previous research has not explicitly examined Regional Technical Implementation Units (UPT) within the Ministry of Communication and Information Technology as the subject of study. Consequently, this research focuses on the UPT BPSDMP Kominfo Bandung, a UPT under the Ministry of Communication and Information Technology. Thus, this study aims to determine the influence of digital content marketing on customer engagement by assessing the effects of DCM on customer engagement metrics.

This study investigates how alumni of training programs at BPSDMP Kominfo Bandung respond to its social media content, whether promotional, informational, or customer service-related, through digital content marketing on social media. The objectives of this study are:

1. To identify and analyze the digital content marketing strategies implemented by BPSDMP Kominfo Bandung.
2. To measure customer engagement with BPSDMP Kominfo Bandung's Instagram account.
3. To analyze the influence of digital content marketing on customer engagement at BPSDMP Kominfo Bandung.

2 Methods

2.1 Research Design

This study uses both descriptive and verification research methodologies. The descriptive research aims to provide an overview of the digital content marketing strategies employed by BPSDMP Kominfo Bandung on Instagram and to understand the customer engagement levels among alums who have participated in training programs hosted by BPSDMP Kominfo Bandung. In order to test the impact of BPSDMP Kominfo Bandung's digital content marketing on Instagram on the customer engagement of its alums, a verification research approach is employed.

2.2 Population, Sample, and Data Collection Procedure

In this study, the target population comprises all the alums of the Digital Talent Scholarship (DTS) training programs who also follow the Instagram account of BPSDMP Kominfo Bandung. As of May 2024, the account @bpsdmp.kominfo.bdg has 10.800 followers. The total number of DTS alums from 2012 to May 2024 is 14.907. However, it is not known precisely how many of these alumni follow the Instagram account of BPSDMP Kominfo Bandung. The Bernoulli formula was applied to estimate the sample size from an unknown population. Given the parameters $Z=1.96$, $\alpha=0.05$, and a margin of error of 10%, the resulting sample size is 96. Using simple random sampling,

surveys were administered through the alums WhatsApp group between May 28 and May 30, 2024, yielding 364 responses.

2.3 Research Instruments [5 – 7]

The instrument used in this study was a questionnaire consisting of several parts:

1. **Respondent Demographics**: Includes age, gender, and frequency of becoming DTS' trainee.
2. **Personalization (DCM1, DCM2)**: The alignment of content with the needs and preferences of social media users.
3. **Interaction (DCM3, DCM4)**: The communication between social media users to foster engagement within the platform.
4. **Sharing of Content (DCM5, DCM6)**: The medium for exchanging information and receiving content via social media.
5. **Accessibility (DCM7, DCM8)**: The ease with which social media can be accessed, requiring no specialized skills to do so.
6. **Credibility (DCM9, DCM10)**: The Provision of clear information by companies to consumers to establish and build social relationships.
7. **Enthusiasm (CE1, CE2):** The level of interest and enthusiasm an individual exhibits towards a brand.
8. **Attention (CE3, CE4, CE5**): The customer's relationship with a brand. As indicated by the degree of attention they devote to the brand.
9. **Absorption (CE6, CE7):** The role of individuals as consumers who feel happy and focused when engaging with a brand in a pleasant context.
10. **Interaction (CE8, CE9):** The role of consumers in activities beyond mere purchasing, involving interactions with other consumers as well as with the brand itself.
11. **Identification (CE10, CE11):** The extent to which consumers feel a sense of unity and affiliation with a brand.

2.4 Data Analysis Technique

The collected data was analyzed using correlation and simple linear regression analysis to see the influence of the independent variable (DCM) on the dependent variable. This analysis was conducted using the statistical software SPSS 27.0 for Windows.

1. **Validity and Reliability Test**: Before regression analysis, the validity and reliability of the instruments were tested to ensure that the questionnaires used were valid and reliable.
2. **Descriptive Analysis**: Presents frequency distributions and percentages of respondents' demographic data.
3. **Correlation and Simple Linear Regression Analysis**: Tests the research hypothesis and determines the significant effect of the independent variable on the dependent variable.

2.5 Hypothesis Test

In this study, the null hypothesis (H_0) is formulated to be rejected, while the alternative hypothesis (H_1) is formulated to be accepted. Specifically, the hypotheses are stated as follows:

H_0: $\rho = 0$, indicating that digital content marketing does not significantly impact customer engagement.

H_1: $\rho \neq 0$, indicating that digital content marketing significantly impacts customer engagement.

3 Results and Discussion

3.1 Results

Respondent Demographics.

The demographic section of the research questionnaire was designed to collect basic information about the respondents, including age, gender, and frequency of becoming a DTS Trainee as shown in Table 1, Table 2, and Table 3. This demographic data is important to understand the research population's characteristics and ensure the sample is representative.

Table 1. Age distribution of respondents.

Age Range	Number of Respondents	Percentage (%)
17-19 years old	20	5.49
20-25 years old	38	10.44
> 25 years	306	84.07
Total	**364**	**100**

Table 2. Gender distribution of respondents.

Gender	Number of Respondents	Percentage (%)
Male	125	34.34
Female	239	65.66
Total	**364**	**100**

Table 3. Frequency of becoming a DTS' trainee.

DTS Academy	Number of Respondents	Percentage (%)
DEA	284	78.02
GTA	41	11.26
TA	5	1.37
VSGA	2	0.56
GTA, TA	1	0.27
DEA, TA	13	3.57
GTA, DEA	10	2.75
DEA, VSGA	4	1.10
DEA, VSGA, TA	1	0.27
GTA, DEA, FGA	2	0.55

GTA, DEA, VSGA, FGA	1	0.27
Total	**364**	**100**

Demographic Analysis.

- **Age**: Most respondents were above 25 years old (84.07%), followed by the age group of 20-25 years (10.44%). This shows that most of the alums who follow BPSDMP Kominfo Bandung's Instagram are young adults.
- **Gender**: Most respondents were female (65.66%), while only 34.34% were male. This shows that women tend to be more active in joining DTS programs and following and interacting on social media.
- **Frequency of Becoming DTS' Trainee**: Most respondents joined DEA (78.02%), while only 0.27% joined four academies in the DTS program. This indicates that DEA's alums were most active in following the Instagram account of BPSDMP Kominfo Bandung.

This demographic data provides valuable insights to understand the respondents' background and how these demographic characteristics can influence the research results on brand engagement on social media.

Digital Content Marketing (DCM).

Table 4 shows the results of respondent's perception of digital content marketing.

Table 4. Results table of respondents' perception of digital content marketing.

Independent Variable (DCM)	Item	1	2	3	4	5	Total Respondents	Average Scale	Total Score
Personalization	DCM1	2	16	81	145	120	364	4.00	2839
	DCM2	10	0	79	240	35	364	3.80	
Interaction	DCM3	0	3	54	170	137	364	4.21	2962
	DCM4	1	15	99	144	105	364	3.93	
Sharing of	DCM5	2	13	74	157	118	364	4.03	2948
Content	DCM6	1	10	71	164	118	364	4.07	
Accessibility	DCM7	1	1	48	162	152	364	4.27	3066
	DCM8	1	1	72	158	132	364	4.15	
Credibility	DCM9	1	4	54	179	126	364	4.17	3098
	DCM10	1	1	47	138	177	364	4.34	

The range of Digital Content Marketing scores is calculated as the difference between the maximum and minimum scores: 18.200 – 3.640 = 14.560. The length of the interval class for Digital Content Marketing (DCM) is determined as 14.560/5 = 2.912. The classification intervals for Digital Content Marketing are shown in Figure 1.

The total Digital Content Marketing score for the 364 respondents amounts to 14.913. According to the respondents, the percentile ranking of CE can be calculated as: (total score/maximum score) x 100% = (14.913/18.200) x 100% = 81.93%.

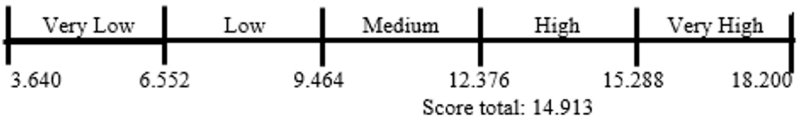

Fig. 1. The classification intervals for Digital Content Marketing.

Based on Figure 1, it can be observed that the continuum indicator results for the digital content marketing variable fall within the high category, with a score of 14.913 (81.93%). This indicates that digital content marketing at BPSDMP Kominfo Bandung is perceived to have performed well by its respondents, who include followers and alums of BPSDMP Kominfo Bandung. Furthermore, this suggests that BPSDMP Kominfo Bandung has successfully conveyed information that is well-received by its alums on social media.

Personalization.

- DCM1 average score: 4.00 and DCM2 average score: 3.80.
- Most respondents (145 respondents or 39,8%) frequently feel that the content displayed by @bpsdmp.kominfo.bdg aligns with their interests and personal needs. In contrast, only two respondents (0.5%) perceive the content as infrequently aligned with their interests.
- Most respondents (240 respondents or 65.9%) consider the content viewed on @bpsdmp.kominfo.bdg relevant to their personal preferences. Conversely, 10 respondents (2.74%) perceive the content as irrelevant to their preferences.

Interaction.

- DCM3 average score: 4.21 and DCM4 average score: 3.93.
- Most respondents (170 respondents or 46.7%) expressed a desire to contact the administrator of @bpsdmp.kominfo.bdg when they have questions regarding programs or activities conducted by BPSDMP Kominfo Bandung. Conversely, no respondents indicated a strong reluctance to contact the administrator for the same purpose.
- Most respondents (144 respondents or 39.6%) found it easy to contact the administrator of @bpsdmp.kominfo.bdg when they had questions about BPSDMP Kominfo Bandung's programs or activities. However, only one respondent (0.3%) reported finding it difficult to contact the administrator for similar inquiries.

Sharing of Content.

- DCM5 average score: 4.03 and DCM6 average score: 4.07.
- Most respondents (157 respondents or 43.1%) often receive information about programs or activities of BPSDMP Kominfo Bandung from the Instagram account @bpsdmp.kominfo.bdg. Meanwhile, only two people feel they very rarely receive such information.
- Most respondents (164 respondents or 45.1%) often receive information about programs or activities of BPSDMP Kominfo Bandung from other followers on

the Instagram account @bpsdmp.kominfo.bdg. In contrast, only one person feels they very rarely get that information.

Accessibility.

- DCM7 average score: 4.27 and DCM8 average score: 4.15.
- Most respondents (162 respondents or 44.5%) feel it is easy to access content on Instagram @bpsdmp.kominfo.bdg. In contrast, only one person stated that it is tough to do so.
- Most respondents (158 or 43.4%) find it easy to locate the content they need on Instagram @bpsdmp.kominfo.bdg. Meanwhile, only one respondent mentioned that it is tough to do so.

Credibility.

- DCM9 average score: 4.17 and DCM10 average score: 4.34.
- Most respondents (179 or 49.2%) feel that BPSDMP Kominfo Bandung frequently shares information about its programs or activities on Instagram @bpsdmp.kominfo.bdg. In contrast, only one respondent believes that they very rarely do so.
- Most respondents (177 or 48.6%) believe the information shared on Instagram @bpsdmp.kominfo.bdg is very clear. Meanwhile, only one respondent stated that the information is very unclear.

The highest-scoring indicator of digital content marketing is credibility. This finding suggests that the content on BPSDMP Kominfo Bandung's social media, especially its Instagram account @bpsdmp.kominfo.bdg, is highly effective in clearly conveying the programs and activities of BPSDMP Kominfo Bandung.

Customer Engagement (CE).

The results of respondent's level of customer engagement are shown in Table 5.

Table 5. Results table of respondents' level of customer engagement

Dependent Variable (CE)	Item	1	2	3	4	5	Total Respondents	Average Scale	Total Score
Enthusiasm	CE1	1	0	65	150	148	364	4.22	3112
	CE2	1	0	32	176	155	364	4.33	
Attention	CE3	2	5	72	187	98	364	4.03	4559
	CE4	1	0	47	153	163	364	4.31	
	CE5	2	1	59	167	135	364	4.19	
Absorption	CE6	1	2	93	181	87	364	3.96	2786
	CE7	3	17	131	152	61	364	3.69	
Interaction	CE8	22	89	99	105	49	364	3.19	2690
	CE9	3	8	60	136	157	364	4.20	
Identification	CE10	34	177	0	132	21	364	2.80	2581
	CE11	1	1	49	155	158	364	4.29	

The range of Customer Engagement scores is calculated as the difference between the maximum and minimum scores: 20.020 – 4.004 = 16.016. The length of the interval class for Customer Engagement (CE) is determined as 16,016/5 = 4.004. Figure 2 shows the classification intervals for Customer Engagement.

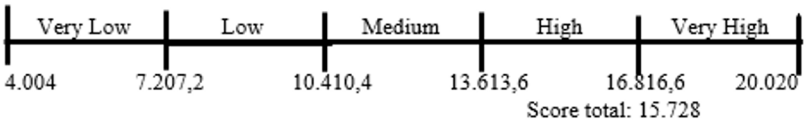

Fig. 2. The classification intervals for Customer Engagement.

The total Customer Engagement score for the 364 respondents amounts to 15,728. According to the respondents, the percentile ranking of CE can be calculated as: (total score/maximum score) x 100% = (15,728 / 20,020) x 100% = 78.56%.

Based on Figure 2, it can be observed that the continuum indicator results for the Customer Engagement variable fall within the high category, with a score of 15.728 (78.56%). This indicates that Customer Engagement at BPSDMP Kominfo Bandung is perceived to have performed well by its respondents, who include followers and alums of BPSDMP Kominfo Bandung. Furthermore, this suggests that BPSDMP Kominfo Bandung has successfully conveyed information that is well-received by its alums on social media.

Enthusiasm.

- CE1 average score 4.22 and CE2 average score 4.33.
- Most respondents (150 respondents or 41.2%) feel enthusiastic when viewing the content created by BPSDMP Kominfo Bandung on Instagram @bpsdmp.kominfo.bdg. Meanwhile, no respondents reported feeling dissatisfied with the same situation.
- Most respondents (176 respondents or 48.4%) like the content on Instagram @bpsdmp.kominfo.bdg. Conversely, no respondents expressed a dislike for the same situation.

Attention.

- CE3 average score 4.03, CE4 average score 4.31, CE5 average score 4.19.
- Most (187 respondents or 51.4%) pay attention to the content created by BPSDMP Kominfo Bandung on Instagram @bpsdmp.kominfo.bdg. Only two respondents reported not paying much attention to the content.
- Most respondents (163 respondents or 44.8%) are very curious to learn more about the information presented in the Instagram content of @bpsdmp.kominfo.bdg. Meanwhile, no respondents indicated a lack of interest in the information shared in the Instagram content.
- The majority of respondents (167 individuals or 45.9%) found the content posted by @bpsdmp.kominfo.bdg interesting. Conversely, only a single respondent indicated that the content was not enjoyable.

Absorption.

- CE6 average score 3.96 and CE7 average score 3.69.
- The majority of respondents (181 individuals or 49.7%) reported feeling concentrated when viewing content related to programs or activities of BPSDMP Kominfo Bandung on its Instagram account. In contrast, only one respondent indicated feeling highly distracted while viewing such content.
- Additionally, most respondents (152 individuals or 41.8%) felt concentrated when interacting with other followers on the Instagram account @bpsdmp.kominfo.bdg. On the other hand, three respondents expressed feeling highly distracted during interactions with other followers on this platform.

Interaction.

- CE8 average score 3.19 and CE9 average score 4.20.
- < UNK> Most respondents (105 individuals or 28.8%) reported frequently responding to posts created by BPSDMP Kominfo Bandung on its Instagram account, while 22 respondents (6%) indicated that they very infrequently respond to such posts.
- Additionally, a significant portion of respondents (157 individuals or 43.1%) expressed a strong interest in participating in activities conducted by BPSDMP Kominfo Bandung on its Instagram account, such as giveaways, quizzes, and other events. In contrast, only three respondents expressed low interest in participating in these activities.

Identification.

- CE10 average score 2.80 and CE11 average score 4.29.
- The majority of respondents (177 individuals or 48.6%) reported not feeling disturbed by critiques of content on the @bpsdmp.kominfo.bdg Instagram account. This was followed by 132 respondents (36.3%) who felt disturbed by such critiques, while none were significantly disturbed.
- Most respondents (158 individuals or 43.4%) reported feeling very pleased when content on the @bpsdmp.kominfo.bdg Instagram account received praise. In contrast, only one respondent reported feeling displeased when the content was praised.

Validity Test.

A validity test is utilized to determine whether the instrument is valid. SPSS 27.0 for Windows was employed to assess the validity of DCM and CE. The obtained results are shown in Table 6.

An item is considered valid if the calculated r-value (r-computed) exceeds the critical r-value (r-table). With a sample size of 364 respondents and degrees of freedom (df) at 362, under a significance level of 0.05 for a two-tailed test, the critical r-value is determined to be 0.102. As shown in Table 6, all items have an r-computed greater than the critical r-value, confirming the instrument's validity.

Table 6. Result of validity test of DCM and CE instrument.

Digital Content Marketing			Customer Engagement		
Item	r	Sig (2-tailed)	Item	r	Sig (2-tailed)
DCM1	0.727	0.000	CE1	0.770	0.000
DCM2	0.427	0.000	CE2	0.806	0.000
DCM3	0.494	0.000	CE3	0.776	0.000
DCM4	0.671	0.000	CE4	0.774	0.000
DCM5	0.828	0.000	CE5	0.814	0.000
DCM6	0.824	0.000	CE6	0.778	0.000
DCM7	0.741	0.000	CE7	0.737	0.000
DCM8	0.808	0.000	CE8	0.673	0.000
DCM9	0.742	0.000	CE9	0.729	0.000
DCM10	0.782	0.000	CE10	0.180	0.001
			CE11	0.724	0.000

Reliability Test.

This study employed the Cronbach's Alpha method to assess the reliability of the research instrument. According to the criteria for this method, a Cronbach's alpha value below 0.6 indicates poor reliability, values between 0.6 and 0.79 suggest acceptable reliability, and values between 0.8 and 1.0 signify good reliability with high consistency [8]. The Cronbach's Alpha test results for DCM and CE as shown in Table 7 and Table 8 were 0.888 and 0.850, respectively, indicating that the data exhibits good reliability with high consistency.

Table 7. Result of DCM's reliability test.

Reliability Statistics

Cronbach's Alpha	N of Items
.888	10

Table 8. Result of CE's reliability test.

Reliability Statistics

Cronbach's Alpha	N of Items
.850	11

Normality Test.

Before testing for correlations or hypotheses, a normality test is typically conducted to determine whether the data are normally distributed. The decision criterion is based on the probability value [6]:

1. The regression model distribution is normal if the probability is ≥ 0.05.
2. If the probability is < 0.05, the regression model distribution is considered abnormal.

In this study, the Kolmogorov-Smirnov test was employed to assess the normality of the research data. Utilizing SPSS version 27.0 for Windows, a significance value of 0.200 was obtained. This value exceeds the threshold of 0.05, indicating that the data distribution is normal.

Correlation Analysis.

The correlation coefficient analysis determines the direction and strength of the relationship between two or more variables. The direction is expressed as either positive or negative, whereas the strength of the relationship is represented by the magnitude of the correlation coefficient [9]. In this study, the Pearson product-moment method was employed. According to the decision-making criterion based on the significance value, a significance value of < 0.05 indicates a significant correlation, whereas a significance value of > 0.05 indicates no correlation. The guidelines for interpreting the degree of correlation are as follows:

1. Pearson correlation value from 0.00 to 0.20 = no correlation.
2. Pearson correlation value from 0.21 to 0.40 = weak correlation.
3. Pearson correlation value from 0.41 to 0.60 = moderate correlation.
4. Pearson correlation value from 0.61 to 0.80 = strong correlation.
5. Pearson correlation value from 0.81 to 1.00 = perfect correlation.

Table 9. SPSS output of correlation analysis.

Correlations

		DCM	CE
DCM	Pearson Correlation	1	.746**
	Sig. (2-tailed)		.000
	N	364	364
CE	Pearson Correlation	.746**	1
	Sig. (2-tailed)	.000	
	N	364	364

**. Correlation is significant at the 0.01 level (2-tailed).

The research findings as shown in Table 9 indicate a significant correlation, as evidenced by a significance value of 0.000, less than 0.05. The degree of correlation is classified as strong, demonstrated by a Pearson correlation coefficient of 0.746. The results reveal a positive correlation, suggesting that an increase in the variable Digital Content Marketing corresponds to an increase in Customer Engagement. Conversely, a decrease in Digital Content Marketing is associated with a decrease in Customer Engagement.

Simple Linear Regression Analysis.

Simple linear regression is typically based on the functional relationship between one independent variable and one dependent variable [9]. The results of this linear regression are used to examine the relationship between variables, which is followed by correlation or hypothesis testing.

Table 10. SPSS output of linear regression analysis.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6689.231	1	6689.231	454.359	.000[b]
	Residual	5329.494	362	14.722		
	Total	12018.725	363			

a. Dependent Variable: Customer Engagement

b. Predictors: (Constant), Digital Content Marketing

The simple linear regression analysis output as shown in Table 10 yielded an F-value of 454.359 and a significance level of 0.000, which is less than 0.05. Therefore, the regression model is valid for predicting the variable participation. In other words, the variable Digital Content Marketing simultaneously influences the variable Customer Engagement.

Hypothesis Test.

The partial test (t-test) is employed to examine a research hypothesis when the researcher analyzes a partial regression (one independent variable with one dependent variable) [10]. The decision-making criterion is based on the significance value: if the significance value is greater than 0.05, there is no partial effect between the variables; if the significance value is less than 0.05, there is a partial effect between the variables.

Table 11. SPPS output of t-test analysis.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.611	1.511		7.686	.000
	Digital Content Marketing	.779	.037	.746	21.316	.000

a. Dependent Variable: Customer Engagement

The t-test results as shown in Table 11 indicated a significance value of 0.000, which is less than the threshold of 0.05. This finding suggests that, in a partial analysis, the variable Digital Content Marketing has a statistically significant effect on the variable Customer Engagement.

3.2 Discussion

Digital Content Marketing.
The highest-scoring indicator of digital content marketing effectiveness is credibility. This finding indicates that the content shared on BPSDMP Kominfo Bandung's social media platforms, particularly their Instagram account @bpsdmp.kominfo.bdg, is highly successful in clearly conveying the office's programs and activities. The clarity and reliability of the content likely contribute to its effectiveness in engaging the target audience.

If the published content primarily consists of informational materials that do not sufficiently cater to the needs and preferences of alums, it may not fully engage this audience. To improve effectiveness, it is crucial to understand and address what the alum community values and seeks in the content. Tailoring the content to be more relevant and meaningful to them can significantly enhance engagement and satisfaction.

Customer Engagement.
Customer engagement refers to users' direct or indirect contributions to a company, such as product feedback, social media conversations about the company's products, product reviews, and suggestions that add value to the company [11]. Customer engagement encompasses physical, mental, and emotional involvement, fostering a company relationship [6]. Therefore, customer engagement is crucial for companies as it builds a strong relationship between consumers and the company, influencing purchasing decisions. Five indicators are used to measure customer engagement: enthusiasm, attention, absorption, interaction, and identification. Attention received the highest score among these indicators, while identification received the lowest.

Based on the data from a distributed questionnaire involving 364 respondents, a substantial number expressed appreciation for the training information provided. This demonstrates a high level of consumer enthusiasm for the training sessions organized by BPSDMP Kominfo Bandung. The content delivered successfully attracts consumer absorption, particularly those seeking relevant training and other important information. The established consumer engagement allows BPSDMP Kominfo Bandung to identify its training programs, which are conducted in the city of Bandung and the Banten region.

Influence of Digital Content Marketing on Customer Engagement.
The relationship between the variable Digital Content Marketing and Customer Engagement can be elucidated through tests and analyses, including correlation analysis, simple regression analysis, and hypothesis testing (T-test). The findings from these analyses indicate a significant effect of Digital Content Marketing on Customer

Engagement, as demonstrated by the correlation analysis results. The correlation analysis revealed a strong correlation between the variables, with an R-square value indicating a strong level of determination.

Furthermore, the simple regression analysis indicated that Digital Content Marketing positively influences Customer Engagement. Hypothesis testing (T-test) results supported these findings, leading to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_1), thereby confirming the significant influence of Digital Content Marketing on Customer Engagement.

These analyses and tests align with previous research, which also found that the content presented through media significantly impacts customer engagement [7], corroborating the effect of Digital Content Marketing on Customer Engagement.

4 Conclusions

The depiction of BPSDMP Kominfo Bandung's Digital Content Marketing on social media is highly valued. This indicates that the overall performance of BPSDMP Kominfo Bandung's Digital Content Marketing on social media is strong. The study utilized five indicators to measure Digital Content Marketing: personalization, interaction, content sharing, accessibility, and credibility. Among these indicators, credibility received the highest rating, suggesting that the primary strength of BPSDMP Kominfo Digital Content Marketing on social media is its level of clarity of the information. Conversely, personalization received the lowest rating, indicating that the weakness in BPSDMP Kominfo Digital Content Marketing on social media lies in information materials. Even though the clarity of information is the highest, the content itself must be suitable for alum preferences and needs.

The depiction of Customer Engagement on BPSDMP Kominfo Bandung's social media has a high value, indicating that the overall performance of Customer Engagement on BPSDMP Kominfo Bandung's social media is commendable. This study employed five indicators to measure Customer Engagement: enthusiasm, attention, absorption, interaction, and identification. Among these indicators, attention received the highest rating, demonstrating that the strength of BPSDMP Kominfo Bandung's Customer Engagement on social media is in the noticeable engagement of users with their content. Conversely, identification received the lowest rating, suggesting that the weakness in BPSDMP Kominfo Bandung's Customer Engagement on social media is in users' sense of unity with the content shared by BPSDMP Kominfo Bandung.

For future studies, particularly those examining the relationship between Digital Content Marketing and Customer Engagement, other dimensions not utilized in this study could be explored to provide additional perspectives and comprehensive insights into these variables.

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