Customer engagement mediates the effect of content marketing on customer retention in consumer goods sector

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Abstract

The transformation to digital marketing has significantly changed the competitive landscape of Indonesia's instant noodle industry. New brands have gained traction through effective content marketing (CM), challenging Mie Sedaap to adapt in order to retain its customers. This study aims to examine how CM influences customer retention (CR), with customer engagement (CE) as a mediating variable. Utilizing WarpPLS 8.0 and the Structural Equation Modeling-Partial Least Square (SEM-PLS) method, primary data was gathered using purposive sampling. A total of 130 respondents completed the questionnaire. Four hypotheses were tested to explore both direct and mediating effects. All hypotheses were supported, confirming significant relationships among the variables. The findings reveal that CM positively impacts CR, both directly and indirectly through CE. Customers who engage by liking, commenting, or sharing branded content are more emotionally connected to the brand, enhancing loyalty, repeat purchases, and word-of-mouth promotion. These results underscore the strategic importance of engaging and emotionally resonant content in fostering long-term customer relationships. For companies in the fast-moving consumer goods (FMCG) sector, particularly instant noodles, crafting interactive, relevant, and emotionally appealing content is critical. Investing in such strategies can strengthen customer loyalty and provide a competitive edge in the increasingly digital marketplace.

Keywords: customer engagement, content marketing, customer retention

Introduction

The swift expansion of globalization, propelled by advancements in information and communication technology, has had a substantial impact on Indonesian consumers' purchasing habits (Abdillah, 2024). In recent years, Indonesians have shown a clear preference for convenience, efficiency, and accessibility in their purchasing decisions, especially in the food sector. Among various fast-moving consumer goods, instant noodles have emerged as one of the most consumed products. Their practicality, affordability, and rich variety of flavors have made them a staple food in Indonesian households, transcending socio-economic boundaries. According to the World Instant Noodles Association (2024) After China and Hong Kong, Indonesia was the world's second-largest consumer of instant noodles in 2023, with 14.54 billion servings. This consumption number, which makes up for about 12% of the worldwide market, shows how ingrained instant noodles are in Indonesian consumers' daily routines.

The widespread consumption of instant noodles is also reflected in government health data. Kemenkes RI (2018) found that 58.5% of the Indonesian population consumes instant noodles between one and six times per week. This regular consumption underscores the

important role that instant noodles play in the eating habits of Indonesians. In urban centers like Surabaya, a city known for its dense population, bustling economy, and fast-paced lifestyle, the preference for affordable fast food solutions is even more pronounced. Data from the Central Statistics Agency (Badan Pusat Statistik, 2025) shows a year-on-year increase in the average per capita weekly expenditure on instant noodles in Surabaya, from IDR 1,777.84 in 2019 to IDR 3,504.89 in 2023. This trend signals not only an increase in demand but also the important role instant noodles play in meeting the dietary needs of urban consumers.

The competitive landscape in the Indonesian instant noodle market is very dynamic. While Indomie continues to dominate the sector as the market leader, Mie Sedaap, produced by Wings Food, managed to maintain its position as the second most popular brand based on the Top Brand Index (TBI) from 2020 to 2024. However, the decline in Mie Sedaap's TBI score from previous years to 13.9% in 2024 indicates a growing challenge, especially from new competitors such as Mie Gaga 100. The success of Mie Gaga 100 is largely due to its effective use of digital marketing, especially in attracting younger consumers through viral content and interactive social media campaigns. This development illustrates a shift in consumer preferences, which emphasizes digital innovation and engagement over traditional product marketing (Sifwah et al., 2024).

Given this shift, companies in the instant noodle industry are increasingly adopting digital marketing strategies to enhance their competitiveness. Content marketing stands out among these strategies as an important tool. In contrast to traditional advertising, which promotes products directly, content marketing creates and distributes valuable, timely, and consistent information to attract and retain a specific target audience. As explained by Baltes (2015) instead of aiming for straight sales, content marketing aims to establish and preserve connections with customers. Mie Sedaap has put this tactic into effect on a number of digital platforms, including YouTube, Instagram, and TikTok. The brand uses entertaining and informative content to maintain relevance, increase visibility, and build stronger relationships with its audience.

Content marketing plays a strategic role in brand communication, aiming to improve brand image, increase consumer engagement, and ultimately drive customer retention (Syaharani & Azizah, 2024). Mie Sedaap's approach involves sharing educational and interactive content that encourages consumers to engage with the brand through likes, comments, shares, and reposts. These forms of interaction reflect a higher level of consumer engagement, which is increasingly seen as a key determinant of marketing success in the digital age. According to Brodie et al. (2011) customer engagement is a psychological state characterized by a high level of customer involvement with a brand, whether emotionally, cognitively, or behaviorally. Engagement is reflected in activities such as commenting, sharing content, and creating new content related to the brand. Engaged customers are more likely to develop an emotional bond with the brand, recommend it to others, and remain loyal over time.

Chaffey and Chadwick (2016) further argue that digital interactions can strengthen psychological commitment to a brand. These interactions, if repeated and positive, will increase consumer trust and satisfaction, which leads to continued loyalty. Customer retention is, therefore, a logical outcome of effective content marketing and high consumer engagement. Retaining customers is also more cost-effective than acquiring new customers,

offering long-term benefits in terms of profitability and brand equity. As such, integrating content marketing with consumer engagement strategies is a valuable approach for companies looking to build relationships with consumers (Husna & Mala, 2024).

Many empirical studies support the positive relationship between content marketing, customer engagement, and customer retention. For example, Martini et al. (2022) showed that customer engagement significantly mediates the effect of content marketing on customer retention. Similarly, Anjani et al. (2023) found that in the coffee industry, a well-crafted content marketing campaign increased customer engagement, which in turn increased customer loyalty. Additionally, Nabilla and Rubiyanti (2020) shown that the relationship between content marketing and customer retention on digital platforms is fully mediated by consumer engagement. Most previous studies have only examined e-commerce, digital services, or lifestyle products, and few have touched on staple food sectors such as instant noodles. Furthermore, the mediating role of customer engagement has not been examined in the context of the instant food market. However, Brodie et al. (2011) state that engagement plays an important role in customer loyalty, but there has been little research that integrates this framework into the fast food industry. Therefore, this study aims to fill this theoretical and empirical gap.

Previous studies such as Martini et al. (2022) and Anjani et al. (2023) have confirmed the mediating role of customer engagement between content marketing and retention, particularly in lifestyle and digital service sectors. However, these studies predominantly rely on e-commerce platforms and fail to address staple product categories such as instant noodles, where consumer decision-making may be more habitual than aspirational. On the contrary, studies focusing on FMCG often exclude the psychological or engagement dimension, focusing primarily on price sensitivity and accessibility (Fahmi et al., 2024). This contrast in focus creates a theoretical gap that this study aims to bridge by integrating digital engagement variables into the loyalty framework in the food sector.

This gap is particularly evident in the case of Mie Sedaap, a brand that has invested in digital marketing but whose effectiveness in building consumer loyalty through content has yet to be fully explored. Furthermore, Surabaya offers a unique context for this investigation due to its urban consumer base, high internet penetration, and diverse demographic profile. These factors make the city a relevant and strategic location to assess how digital content influences consumer attitudes and behaviors in the instant noodle market.

From a theoretical standpoint, this research aims to fill a significant gap by building a comprehensive model that links content marketing, customer engagement, and customer retention in one framework. This research explores how content marketing strategies impact consumer loyalty, both directly and indirectly through the mediating role of engagement. From a practical perspective, the findings of this research can provide valuable insights for businesses, particularly Mie Sedaap, in creating content that resonates with their target market, increases brand loyalty, and ensures a long-term competitive advantage.

In analyzing this relationship, it is important to assess not only the frequency and reach of content marketing efforts but also the quality and relevance of the content itself. As emphasized by Yulfita and Fakho (2024) consumers are more likely to engage with digital content that matches their values, lifestyles, and aspirations. Educational, emotionally engaging, and timely interactive content can significantly increase engagement levels, which

translates into higher levels of brand commitment and repeat purchases.

Given the high level of digital engagement among Indonesian consumers, evidenced by internet penetration reaching 185.3 million users by 2024, or 65.5% of the population (Kemp, 2024). The opportunity to influence consumer behavior through content marketing is huge. Brands that successfully create emotional and intellectual touchpoints through content are better positioned to retain their customer base in a saturated and highly competitive market.

Therefore, the objective of this study is to address the critical question of how content marketing influences customer retention among Mie Sedaap consumers in Surabaya, as mediated by customer engagement. By focusing on a specific brand and location, this study aims to provide generalizable insights for marketing science and actionable strategies for practitioners in the fast-moving consumer goods industry. This study contributes to the growing body of knowledge on digital marketing by investigating the interplay between content marketing, engagement, and retention in a real-world context that remains unexplored. The research also offers a roadmap for companies looking to refine their marketing strategies and build stronger, more durable relationships with their consumers in the digital age.

Content marketing not only serves as a promotional tool, but also as a strategy for building long-term relationships with customers. Consistent and valuable content can create a positive perception of the brand, encouraging customers to remain loyal. This is in line with the findings of Anjani et al. (2023), which show that informative and engaging marketing content significantly contributes to increased customer retention.

H1: Content marketing has a positive influence on customer retention.
H2: Content marketing has a positive influence on customer engagement.

Customer engagement serves as an important factor in building customer loyalty. Intense engagement with the brand allows consumers to feel a personal and emotional connection. Brodie et al. (2011) state that repeated and positive interactions increase trust and attachment to the brand. A study by Oktaviani and Gunarto (2023) showed that customer engagement significantly affects customer retention in the context of digital marketing.

H3: Customer engagement has a positive influence on customer retention.

In the context of digital marketing, customer engagement plays an important mediating role between content marketing and customer retention. When consumers positively interact with brand content-such as liking, sharing, or commenting-they develop a deeper emotional connection and sense of belonging to the brand (Rachmanu et al., 2024). This emotional engagement increases the likelihood of ongoing loyalty and repeat purchases. According to Martini et al. (2022) content marketing affects customer retention indirectly through the mechanism of customer engagement, which means that engagement acts as a bridge that amplifies the effect of content marketing on brand loyalty. The higher the engagement, the stronger the impact of content marketing in retaining customers.

H4: Customer engagement mediates the positive effect of content marketing on customer retention.

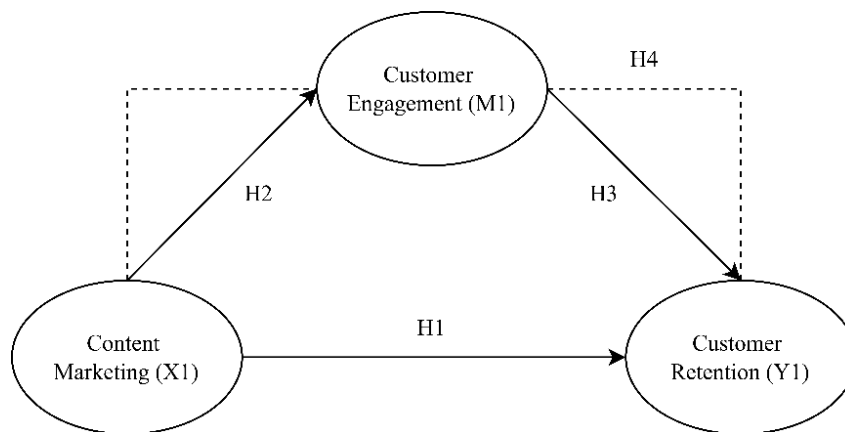The framework used in this study showed by figure 1.

Figure 1. Research Framework

Methods

This study examines the impact of content marketing on customer retention, which is mediated by customer engagement, among Mie Sedaap customers in Surabaya City using a quantitative method and a descriptive approach. Primary data was obtained from 130 respondents through an online questionnaire using Google Forms. The sampling technique used was non-probability sampling with a purposive sampling approach. The criteria for respondents in this study were Mie Sedaap consumers aged 17 years and above, residing in the city of Surabaya, who had purchased Mie Sedaap products at least twice in the last month, and who had seen Mie Sedaap promotional content on social media such as Instagram, TikTok, Facebook, YouTube, or Twitter/X. Data analysis was conducted using WarpPLS version 8.0 software with a Structural Equation Modeling - Partial Least Squares (SEM-PLS) approach to test the direct and indirect relationships between content marketing variables, customer engagement, and customer retention. Data was collected in April 2025. The measurement tool consisted of a structured questionnaire divided into four sections: demographic information and respondent characteristics, perceptions of content marketing (10 items), customer engagement (7 items), and customer retention (6 items). All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The operational definitions of the variables are as follows:

1. Content marketing is defined as consumers' perceptions of the relevance, consistency, and appeal of content related to a brand across various digital platforms.
2. Customer engagement is defined as the cognitive, emotional, and behavioral connection between customers and a brand.
3. Customer retention refers to customers' willingness to continue purchasing and recommending products to others.

Result and Discussions

Based on the research results, 130 respondents have participated in filling out the research questionnaire with various characteristics and consumer behavior. Based on gender, there were 58 males (44.6%) and 72 females (55.4%). The majority of respondents were aged between 17 and 28 years (Gen Z), comprising 53.8% of the sample. The majority

are students (36.9%) who live in Surabaya City with a low income level of < Rp. 2,000,000. Most respondents chose Instagram (73.8%) as the main platform for viewing content, and the majority watched Mie Sedaap content 1-3 times in the last month (50.8%). Purchasing behavior shows a dominant frequency of 2-6 times per month (71.5%), with the most popular flavor variant being Mie Sedaap Goreng (86.2%). Respondents' perceptions of Mie Sedaap content on Instagram generally show a positive assessment, where the content is considered informative, interesting, useful, and able to provide relevant solutions and information. In addition, an attractive visual display also encourages respondents' interest in continuing to listen to the content, so that overall it gives a good impression.

The purpose of this study is to examine how content marketing affects customer retention among Mie Sedaap users in Surabaya City, using customer engagement as the mediating variable. The test was conducted using SEM-PLS analysis through WarpPLS 8.0 software. The following is a table of convergent validity and discriminant validity tests:

Table 1. Convergent Validity Output

Items	CM	CR	CE	Type	SE	P-Value
CM1.1	(0.797)	-0.201	0.213	Reflective	0.073	<0.001
CM1.2	(0.787)	0.046	-0.070	Reflective	0.073	<0.001
CM2.1	(0.784)	0.013	0.070	Reflective	0.073	<0.001
CM2.2	(0.811)	-0.044	-0.147	Reflective	0.072	<0.001
CM3.1	(0.778)	-0.068	-0.185	Reflective	0.073	<0.001
CM3.2	(0.761)	0.053	0.172	Reflective	0.073	<0.001
CM4.1	(0.766)	0.087	-0.076	Reflective	0.073	<0.001
CM4.2	(0.726)	-0.029	0.034	Reflective	0.074	<0.001
CM5.1	(0.753)	0.000	-0.083	Reflective	0.073	<0.001
CM5.2	(0.740)	0.157	0.080	Reflective	0.074	<0.001
CR1.1	-0.082	(0.792)	0.144	Reflective	0.073	<0.001
CR1.2	-0.114	(0.764)	0.033	Reflective	0.073	<0.001
CR2.1	0.025	(0.783)	-0.038	Reflective	0.073	<0.001
CR2.2	-0.076	(0.775)	0.026	Reflective	0.073	<0.001
CR3.1	0.081	(0.807)	0.001	Reflective	0.072	<0.001
CR3.2	0.162	(0780)	-0.168	Reflective	0.073	<0.001
CE1.1	-0.065	0.013	(0.831)	Reflective	0.072	<0.001
CE1.2	0.003	0.075	(0.805)	Reflective	0.072	<0.001
CE2.1	-0.139	0.000	(0.870)	Reflective	0.071	<0.001
CE2.2	0.130	-0.068	(0.854)	Reflective	0.072	<0.001
CE3.1	0.048	0.183	(0.798)	Reflective	0.073	<0.001
CE3.2	-0.111	-0.185	(0.800)	Reflective	0.072	<0.001
CE3.3	0.146	-0.013	(0.768)	Reflective	0.073	<0.001

Table 1 shows that each indicator's loading value is ≥ 0.70 and its p-value is less than 0.001. Consequently, it can be said that every indication employed to gauge the research variables satisfies the requirements and is valid.

As shown in Table 2, the loading factor value of each indicator exhibits a higher correlation with the indicator itself than with other constructs. For instance, the loading value between the CM1.1 indicator and the content marketing (CM) construct is 0.797. This value is higher than CM1.1's loading values on the customer retention (CR) and customer engagement (CE) constructs, which are 0.529 and 0.640, respectively.

Table 2. Discriminant Validity Output

Items	CM	CR	CE	Explanation
CM1.1	(0.797)	0.529	0.640	Approved
CM1.2	(0.787)	0.580	0.534	Approved
CM2.1	(0.784)	0.577	0.585	Approved
CM2.2	(0.811)	0.566	0.517	Approved
CM3.1	(0.778)	0.534	0.478	Approved
CM3.2	(0.761)	0.583	0.607	Approved
CM4.1	(0.766)	0.588	0.521	Approved
CM4.2	(0.726)	0.524	0.530	Approved
CM5.1	(0.753)	0.545	0.510	Approved
CM5.2	(0.740)	0.598	0.564	Approved
CR1.1	0.577	(0.792)	0.554	Approved
CR1.2	0.525	(0.764)	0.473	Approved
CR2.1	0.570	(0.783)	0.473	Approved
CR2.2	0.546	(0.775)	0.481	Approved
CR3.1	0.620	(0.807)	0.522	Approved
CR3.2	0.589	(0.780)	0.445	Approved
CE1.1	0.569	0.510	(0.831)	Approved
CE1.2	0.585	0.539	(0.805)	Approved
CE2.1	0.561	0.511	(0.870)	Approved
CE2.2	0.648	0.536	(0.854)	Approved
CE3.1	0.636	0605	(0.798)	Approved
CE3.2	0.478	0.382	(0.800)	Approved
CE3.3	0.603	0.513	(0.768)	Approved

Table 3. HTMT Ratios

	CM	CR	CE
CM	-	-	-
CR	0.812	-	-
CE	0.775	0.701	-

Table 3 presents the HTMT ratios to assess discriminant validity. All HTMT values are below the recommended threshold of 0.90, with CM–CR at 0.812, CM–CE at 0.775, and CR–CE at 0.701. These values indicate that each latent variable is distinct from one another and there is no multicollinearity issue, confirming satisfactory discriminant validity in the measurement model.

The purpose of this study's reliability test was to assess the instrument's degree of validity, accuracy, and consistency in expressing the construct or variable being studied.

Table 4. Reliability Test

	CM	CR	CE
Composite Reliability	0.936	0.905	0.934
Cronbach's Alpha	0.924	0.874	0.917

As shown in Table 4, all constructs have composite reliability values and Cronbach's alpha scores above 0.70. This indicates that the research instrument has excellent internal consistency. Therefore, it can be concluded that all indicators in each construct met the

reliability criteria and that the instruments used in this study are reliable.

The variance inflation factor (VIF) in this study was used to detect potential multicollinearity between exogenous constructs in the research model. A high VIF value indicates that a variable shares too much variance with other variables, which can interfere with the stability of the model parameter estimates.

Table 5. Variance Inflation Factor (VIF) Test

	CM	CR	CE
Full Collinearity VIF	2.768	2.251	2.136

As shown in Table 5, all VIF values are below the threshold of 3.3, indicating that there is no multicollinearity problem in this model. Thus, each construct in the research model has sufficient independence and does not exert excessive linear influence on one another. This also indicates that the structural model used in this study has good validity, particularly in terms of the stability of parameter estimates across constructs. Figure 2 shows the results model of the research.
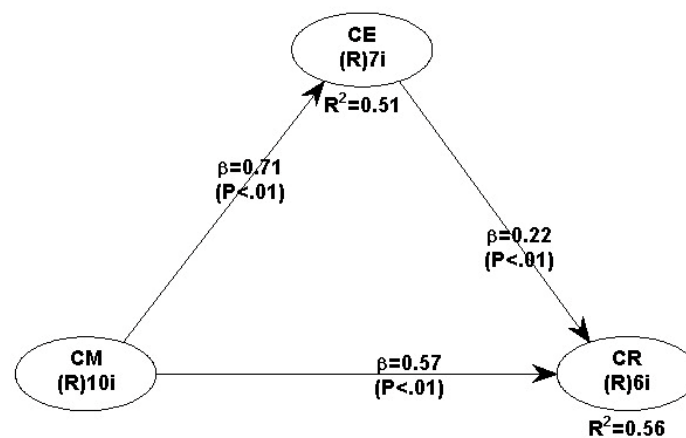

Figure 2. Results using WarpPLS

The aforementioned figure shows that there is a substantial positive correlation between the constructs of content marketing, customer engagement, and customer retention, with path coefficients near +1. This demonstrates the substantial and unidirectional influence of each independent variable on the dependent variable. A strong positive association between the constructs is indicated by the mediation path coefficient, which likewise has a value near +1 (i.e., 0.155), particularly in the indirect effect of content marketing on customer retention through customer engagement as a mediating variable.

Table 6 shows that every path coefficient value in every hypothesis is near +1, indicating a significant positive correlation between the model's variables. Furthermore, every p-value found is below the significance level of 0.05. This suggests that there is a statistically significant association between the variables examined in this investigation. Therefore, it can be said that every hypothesis put out in this research is accepted. An explanation of how each association between the variables in this study was interpreted is provided below.

Table 6. Research Result using WarpPLS

Symbol	Hypothesis	Path Coefficients	P-Value	Explanation
H1	Content Marketing → Customer Retention	0.574	<0.001	H1 Accepted
H2	Content Marketing → Customer Engagement	0.714	<0.001	H2 Accepted
H3	Customer Engagement → Customer Retention	0.217	0.005	H3 Accepted
H4	Content Marketing → Customer Engagement → Customer Retention	0.155	0.005	H4 Accepted

A p-value of less than 0.001 and a path coefficient of 0.574 suggest that content marketing has a positive and significant impact on customer retention, indicating that any increase in content marketing can significantly boost customer retention. This finding is in line with Nabilla & Rubiyanti (2020) Research, states that a planned content marketing strategy can increase customer loyalty through the provision of valuable, informative, and relevant content to the audience's needs. In the context of the instant noodle industry in Surabaya City, Mie Sedaap's content marketing strategy that prioritizes creative, educational, and trend-following content is proven to encourage consumer actions such as repeat purchases and recommendations. This is supported by the findings of Putri & Septrizola (2024), who emphasized that unique and customized content can trigger purchasing decisions through a soft selling approach. Thus, the results of this study not only corroborate existing theories but also provide empirical evidence of the importance of content marketing in building customer loyalty, especially in the fast food industry in Indonesia (Zaenudin & Harto, 2024).

A p-value of less than 0.001 and a path coefficient of 0.714, which shows that boosting content marketing can significantly enhance customer engagement, supports the study's findings that content marketing has a positive and significant effect on customer engagement. This finding is consistent with Bening & Kurniawati's (2019) research, which states that relevant, interesting, and consistent content marketing can build two-way interactions between brands and consumers. In this context, Mie Sedaap actively implements content marketing through various social media platforms such as Instagram, TikTok, and YouTube, by presenting content in the form of new product launches, interactive challenges, collaborations with influencers, and emotional storytelling, thus encouraging customer participation in the form of likes, comments, shares, and other user-generated content. This strengthens the customer engagement theory that customer engagement is formed through meaningful experiences delivered through content, which then forms emotional and cognitive bonds between consumers and brands (Nurcahyadi, 2024). Thus, this study not only strengthens the theoretical basis but also provides empirical contributions and practical implications that content marketing can be used as a key strategy to build sustainable customer engagement in the face of increasingly complex digital competition (Istiqomah, 2023).

With a p-value of 0.005 and a path coefficient of 0.217, the research findings indicate that customer engagement has a positive and significant impact on customer retention. This implies that any improvement in customer engagement might result in a considerable

increase in customer retention. This finding is in line with Oktaviani & Gunarto (2023) this states that customer engagement plays an important role in maintaining loyalty and encouraging repeat purchases, because engagement reflects the emotional and cognitive bonds formed through meaningful experiences with the brand. In this context, Mie Sedaap is considered successful in driving engagement through various interactive digital activities such as viral challenges, collaborations with influencers, and community campaigns on social media platforms such as Instagram and TikTok, which actively involve consumers in the form of likes, comments, and user-generated content. These forms of engagement strengthen emotional connections and positive perceptions of the brand, thereby increasing the likelihood of repeat purchases and product recommendations. From the perspective of customer retention theory, continuous engagement creates a consistent and personalized consumer experience, building loyalty despite market competition (Fahmi et al., 2024). Although the influence of customer engagement on retention is not as great as other variables, its contribution is still strategic, as engagement is an important foundation in retaining customers in the digital marketing era (Syafira & Rohman, 2024). Therefore, companies like Mie Sedaap need to continue developing initiatives that drive customer engagement as part of an integrated long-term loyalty strategy.

With a p-value of 0.005 and a path coefficient of 0.155, the research findings indicate that content marketing has a positive and significant indirect effect on customer retention through customer engagement as a mediating variable. This implies that increasing content marketing can indirectly increase customer retention through increased customer engagement. This finding supports the research of Anjani et al. (2023), which states that customer engagement is an important mediator in bridging the relationship between content marketing and customer loyalty, because although content is able to attract attention, the sustainability of the relationship with the brand is determined by the level of consumer engagement. Activities such as commenting, sharing content, tagging friends, or creating their content reflect an emotional closeness that strengthens the likelihood of repeat purchases and recommendations. Theoretically, this reinforces the mediation model that the influence of content marketing is not only direct, but also runs through the psychological and social mechanisms of engagement. The practical implication is that Mie Sedaap needs to design content strategies that are not only visually appealing but also encourage deep engagement, such as community campaigns, digital loyalty programs, and customer involvement in content creation. Thus, the results of this study confirm the important role of customer engagement in building a bridge between content marketing and customer retention, and provide a strategic foundation for companies to increase customer loyalty in the midst of increasingly fierce digital competition (Salsabila et al., 2024).

Based on the results of this study, it shows that the first hypothesis states that Store Atmosphere has a positive and significant effect on Purchase Decision Fore Coffee in Yogyakarta can be accepted. Creating a good store atmosphere so that it can be accepted by consumers and can provide comfort when in a store / coffee shop has a positive impact and can influence the purchase decision of consumers. The results of this study are in line with research conducted by Raniya et al. (2023), Amelia et al. (2023) and Satria et al. (2023) which states that Store Atmosphere has a significant effect on Purchase Decision.

Based on the results of this study, it shows that the second hypothesis states that

Celebrity Endorsement has a positive and significant effect on Purchase Decision Fore Coffee in Yogyakarta can be accepted. The use of celebrity endorsement that is good and in accordance with the brand so that it can make consumers or social media users feel the message conveyed about Fore Coffee products has a positive impact and can influence the purchase decision of consumers.

The results of this study are in line with research conducted by Lukitaningsih et al. (2022), Ganisasmara et al. (2020) and Wachyuni et al. (2020) stating that there is a significant positive relationship between the independent variable Celebrity Endorsement on the dependent variable Purchase Decision.

Based on the results of this study, it shows that the third hypothesis states that Store Atmosphere has a positive and significant effect on Fore Coffee Brand Image in Yogyakarta can be accepted. Creating a good store atmosphere by paying attention to every element of the store atmosphere so that it can be accepted by consumers and consumers feel comfortable and happy when visiting a store/coffee shop, can have a positive impact on the company and also increase the perception of consumers regarding the good image of a brand.

The results of this study are in line with research conducted by Benamen et al. (2024), Sumolang et al. (2024) and Arif et al. (2024) state that the Café Atmosphere variable has a positive and significant influence on Brand Image. Based on the results of this study, it shows that the fourth hypothesis states that Celebrity Endorsement has a positive and significant effect on Fore Coffee's Brand Image in Yogyakarta can be accepted. The use of effective celebrity endorsement so that it is able to provide good and accurate information or messages about a brand and products to consumers, can make consumers know and trust the brand, this will have a positive impact on the company because it can increase the good perception of consumers of a company's brand image, so that the Fore Coffee brand image will be better and stronger in the eyes of consumers.

The results of this study are in line with the results of research conducted by Lukitaningsih et al. (2024), Jayanti (2024) and Idris et al. (2021) which states that Celebrirty Endorser has a positive and significant effect on Brand Image. Based on the results of this study, it shows that the fifth hypothesis states that Brand Image has a positive and significant effect on Purchase Decision Fore Coffee in Yogyakarta can be accepted. This shows that the higher or better the Brand Image carried out by Fore Coffee in Yogyakarta, the higher or better the Purchase Decision will be for the products available at Fore Coffee Yogyakarta. The company's success in creating a good brand image that can be accepted and can give a good impression to consumers makes consumers always remember the brand, so that it has a positive impact and can influence the purchase decision of consumers.

The results of this study are in line with research that has been conducted by Fadhilah et al. (2024), Mukesh et al. (2021), and Rosmayanti (2023) which states that Brand Image affects Purchasing Decision. The sixth hypothesis in this study states that Store Atmosphere has a positive and significant effect on Purchase Decision which is mediated by Brand Image. This test is carried out using the sobel test analysis because there is a mediating role between the independent variable and the dependent variable.

Based on the results of the sobel test in this study, it can be stated that by adding the role of Brand Image as a mediation between the independent variable (Store Atmosphere) and the dependent variable (Purchase Decision) is able to overcome the GAP that occurred

previously, namely the difference in research results regarding the effect of Store Atmosphere on Purchase Decision. The seventh hypothesis in this study states that Celebrity Endorsement has a positive and significant effect on Purchase Decision which is mediated by Brand Image. This test is carried out using the sobel test analysis because there is a mediating role between the independent variable and the dependent variable. The results of the sobel test equation two with the independent variable, namely, Celebrity Endorsement and the dependent variable in the form of Purchase Decision, while the intervening or mediating variable is Brand Image. So that way it can be stated based on the decision-making requirements of the sobel test that the Brand Image variable is able to mediate between Celebrity Endorsement on Purchase Decision. Results of the sobel test, it can be concluded that Brand Image is able to act as an intervening variable or mediating variable in the influence of Celebrity Endorsement on Purchase Decision.

Conclusion

According to the study's findings, content marketing, both directly and indirectly through customer involvement as a mediating variable, is crucial for improving customer retention among Mie Sedaap customers in Surabaya City. It has been demonstrated that an engaging, consistent, and relevant content marketing strategy promotes active consumer interaction, which in turn boosts brand loyalty. This demonstrates that content marketing's effectiveness depends on its capacity to establish deep emotional and cognitive bonds with customers in addition to its capacity to communicate information. The managerial implication of this study is that Mie Sedaap needs to prioritize emotional and interactive content, such as content that highlights consumer stories or viral challenges. In addition, retention strategies can be strengthened by building online communities and providing incentives to actively engaged customers.

However, this study has several limitations that need to be considered. The research was only conducted in Surabaya City with a limited sample of Mie Sedaap users, so generalization of the results to a wider population or to other instant noodle brands must be done with caution. In addition, the quantitative approach used in this study has not been able to explore in depth the emotional or psychological reasons that underlie customer engagement and loyalty. Further research is recommended to explore other variables such as brand trust or brand experience as additional mediators. In addition, the scope of the study could be expanded to other major cities in Indonesia, or a comparison could be made between brands such as Lemonilo and Indomie to see the differences in content strategies.

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