

The Influence of Social Media Marketing Activities and Influencer-Content Fit on Film Customer Satisfaction in Indonesia with Customer Trust as an Intervening Variable (Case Study at PT Ruang Visual in Jakarta)

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Abstract. *The rapid growth of digital marketing has encouraged companies to utilize social media and influencers as marketing communication tools to build relationships with customers. However, the effectiveness of these strategies in enhancing customer satisfaction still requires deeper understanding, particularly regarding the role of customer trust as a mediating variable. This study aims to analyze the effects of social media marketing activities and influencer-content fit on customer trust and customer satisfaction, as well as to examine the mediating role of customer trust in these relationships. This research employs a quantitative approach using a survey method. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The variables examined include social media marketing activities, influencer-content fit, customer trust, and customer satisfaction. The findings reveal that both social media marketing activities and influencer-content fit positively influence customer trust. Influencer-content fit and customer trust also significantly affect customer satisfaction, while social media marketing activities do not directly affect satisfaction. Customer trust fully mediates the relationship between social media marketing activities and customer satisfaction and partially mediates the relationship between influencer-content fit and customer satisfaction. These results highlight that customer trust plays a crucial role in improving the effectiveness of digital marketing strategies. Therefore, companies should prioritize trust-building efforts to achieve sustainable customer satisfaction.*

Keywords: *Customer; Influencers; Marketing; Media; Satisfaction.*

1. Introduction

Changes in media consumption behavior in Indonesia over the past five years have demonstrated a significant transformation driven by accelerated digitalization, increased smartphone penetration, and increasingly accessible internet access across various regions. According to Data Reportal's Digital 2024: Indonesia report, the number of internet users in Indonesia has reached 185.3 million, or approximately 66.5% of the total population, with an average mobile internet speed of 24.53 Mbps. This reflects the emergence of a maturing digital ecosystem, where people are no longer reliant on traditional media for consuming

entertainment content, including films. This shift has driven a shift in film consumption patterns from one previously centered on cinemas to one spread across various digital platforms.

As digital infrastructure develops, streaming video on demand (SVOD) services are experiencing rapid growth and becoming a primary medium for film consumption. A report by Just Watch and Media Partners Asia (MPA), cited by Indonesia Expat (2024), shows that Netflix still dominates the SVOD market share in Indonesia throughout 2023, while Vidio remains the local platform with the highest number of paying subscribers. This intense competition between global and local platforms has given rise to the phenomenon of audience attention fragmentation, with viewers having a wide choice of content and platforms. The abundance of alternative services makes it easier for customers to compare film quality, subscription prices, ease of access, and the platform user experience. This situation raises customer expectations for content quality and service, so customer satisfaction is strongly influenced by a comfortable viewing experience, easy access, and the match between promotions and the quality of the film received.

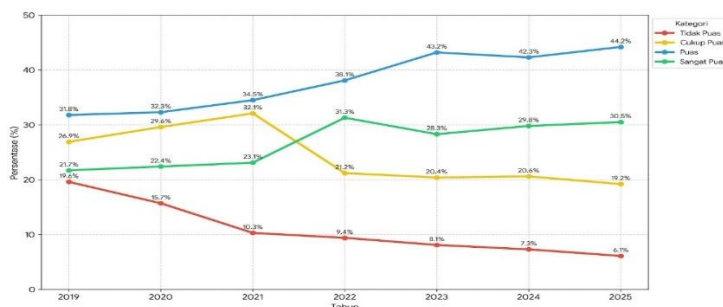
On the other hand, the high use of digital platforms has not been fully accompanied by increased customer satisfaction. A Katadata Insight Center survey (2024) showed that around 41% of streaming service users in Indonesia have experienced dissatisfaction with the services they use, particularly related to content quality that does not meet expectations, technical problems during viewing, and subscription fees that are considered disproportionate to the experience gained. Furthermore, a YouGov Indonesia report (2024) found that 38% of respondents felt that film promotions on social media often overpromise compared to the actual quality of the films. Populix data (2024) also showed that some digital entertainment platform users chose to cancel their subscriptions because they felt the quality of the service and viewing experience did not meet their expectations. This phenomenon indicates that customer dissatisfaction persists in the digital entertainment industry, particularly related to the gap between customer expectations and the actual experience received.

Despite the increasing consumption of digital film content, various indicators indicate that customer satisfaction levels in the film and digital entertainment industry are not yet optimal. The Customer Satisfaction Index report on the digital entertainment sector in Southeast Asia (PwC, 2023) shows that some consumers still complain about a mismatch between film promotions on social media and the actual viewing experience, particularly regarding expectations regarding story, production quality, and entertainment value. Furthermore, a YouGov Indonesia survey (2024) indicated that approximately 38% of respondents felt that film promotions on social media tended to overpromise compared to the quality of the films they watched. These findings indicate a gap between expectations and the reality of the viewing experience (expectation–performance gap), which directly impacts customer satisfaction. Conversely, when the quality of the story, production, and entertainment value meet or exceed expectations, customers tend to show higher levels of satisfaction and recommendations.

Furthermore, various studies of digital consumer behavior show that customer satisfaction in the entertainment industry is influenced by several key factors, including the quality of promotional content on social media, the credibility of the information source, the suitability of the influencer to the product character, ease of platform access, and the overall viewing experience. Customers tend to feel more satisfied when the promotions they receive are informative, authentic, and relevant to the reality of the film they are watching. Conversely, inaccurate marketing communications, low trust in promotional messages, and film quality that does not meet expectations are the main causes of dissatisfaction. Thus, customer satisfaction is not only determined by film quality alone, but also by the effectiveness of digital marketing activities and customers' psychological perceptions of the information received.

This transformation in audience behavior has important implications for the film industry, including PT Ruang Visual in Jakarta. Traditional promotional strategies are no longer adequate to reach consumers living in a fast-paced, personalized, and information-dense digital environment. Film promotion now requires a more strategic approach through digital marketing, particularly social media marketing activities and collaboration with influencers. Several studies have shown mixed results regarding the impact of these activities. Daya, Siagian, and Kurniawati (2022) found that social media marketing has a direct and significant impact on consumer satisfaction by increasing audience interaction and engagement. Effective social media marketing activities, such as informative, interactive, and relevant content, have been shown to increase engagement, which impacts positive perceptions and customer satisfaction, while overly aggressive or inaccurate promotions can undermine customer trust.

The Indonesian film industry is undergoing a significant digital transformation, requiring PT Ruang Visual in Jakarta to adapt through social media marketing activities and influencer-content fit strategies. The urgency of this research is supported by internal company data from 2019–2025, which demonstrates a dynamic shift in consumer behavior. In 2019, customer dissatisfaction rates were quite high, reaching 19.6%, but through consistent digital marketing strategies, this figure was significantly reduced to 6.1% in 2025. This phenomenon demonstrates that alignment between marketed content and the selection of the right influencers is key to minimizing the gap in audience expectations in the creative industry.



Source: PT. Ruang Visual, 2026

Customer Satisfaction Level Trends at PT Ruang Visual (2019-2025)

The success in reducing dissatisfaction rates was accompanied by increased loyalty, reflected in the increase in "Satisfied" and "Very Satisfied" customer categories. Based on the graphical trend, the "Very Satisfied" category jumped sharply, especially after 2022, reaching 30.5% in 2025, while the "Satisfied" category dominated at 44.2%. This indicates that customer trust built through digital spaces plays a crucial role as an intervening variable. This trust bridges social media marketing activities towards more stable customer satisfaction. Therefore, this study aims to analyze how the simultaneous influence of social media marketing and content relevance can strengthen audience trust and maintain the momentum of the positive trend in customer satisfaction at PT Ruang Visual.

In the context of digital marketing, influencer marketing is also a crucial element in shaping consumer perceptions and decisions. Influencers are seen as possessing emotional closeness, credibility, and narrative skills that can influence audiences. Hasan, Muzakir, Wahyuningsih, and Evrianti (2025) stated that influencer marketing has a positive effect on consumer satisfaction. However, this influence is largely determined by the level of fit between the influencer's character and the film's content (influencer-content fit). Credible and relevant influencers can build audience trust and increase their confidence in watching, resulting in higher satisfaction, while inconsistencies can raise doubts and lower customer evaluations of the film.

Amidst the high usage of social media in Indonesia, which has reached 139 million active users with an average usage duration of 3 hours and 41 minutes per day (We Are Social & Data Reportal, 2024), social media has become a primary platform for people to interact, obtain information, and make consumption decisions. Digital interactions, such as reading reviews, comments, and recommendations from other users, contribute to the formation of quality perceptions and influence customer satisfaction both emotionally and rationally. The more positive the interaction experience, the higher the likelihood of customer satisfaction and loyalty.

In this context, customer trust is seen as a key variable mediating the relationship between digital marketing activities and customer satisfaction. Trust arises when audiences perceive messages conveyed through social media and influencers to be authentic, relevant, and credible. High levels of trust can increase feelings of security, reduce the risk of negative perceptions, and strengthen positive evaluations of the viewing experience, thus directly contributing to increased customer satisfaction.

For PT Ruang Visual, changes in audience behavior following the COVID-19 pandemic present significant strategic challenges. Hybrid film consumption patterns through cinemas and streaming platforms demand a more adaptive and integrated digital promotion strategy. Modern audiences are no longer passive; they actively seek information, compare reviews, trust influencer recommendations, and use social media as a primary reference before watching a film. Therefore, a digital promotion strategy that combines social media marketing

activities, influencer-content fit, and efforts to build customer trust is crucial to increasing customer satisfaction.

2. Research Methods

This research uses a quantitative approach, a research approach based on the philosophy of positivism and emphasizing objective measurement of variables through numerical data. According to Creswell (2014:7), quantitative research is a method for testing theories by examining relationships between measurable variables so that the data obtained can be analyzed statistically. This approach was chosen because this study aims to analyze the influence of social media marketing activities and influencer-content fit on customer satisfaction, with customer trust as an intervening variable. Furthermore, this research falls into the category of explanatory research. Explanatory research aims to explain causal relationships between variables by testing previously formulated hypotheses. According to Neuman (2014:38), explanatory research is used to explain the cause and effect of the phenomenon being studied and to test theories through empirical analysis. Thus, this research not only describes the phenomenon but also explains how and to what extent the independent variables influence the dependent variable directly or through the intervening variable. In line with this, Sugiyono (2017:6) emphasized that quantitative explanatory research is used when researchers want to test hypotheses regarding the relationship between variables and measure the strength of their influence through inferential statistical techniques. Therefore, this approach is considered most appropriate for this study, as it is able to provide a comprehensive picture of the influence of social media marketing activities and influencer-content fit on customer satisfaction in Indonesian films through customer trust.

3. Results and Discussion

3.1. Research Findings

The initial data analysis was conducted descriptively to obtain a general overview of respondents' tendencies and assessment patterns regarding social media marketing activities, influencer-content fit, customer trust, and film customer satisfaction. This analysis aimed to determine customer perceptions of the effectiveness of the company's digital marketing strategy, the suitability of influencers to the promoted content, the level of customer trust, and the level of customer satisfaction with the film services and products offered.

Next, the frequency distribution, percentage, and mean values of respondents' answers for each research variable indicator were calculated. The results of this descriptive analysis were used to describe trends in social media marketing activity levels, influencer-content fit, customer trust as an intervening variable, and overall customer satisfaction before conducting further analysis, such as validity and reliability testing, and structural model testing.

1) Gender Description

Gender

Gender	F	%
Man	62	62
Woman	38	38
Source: Primary data, 2026		

Based on gender, the respondents in this study were predominantly male (62%), while female respondents numbered 38 (38%). This composition indicates that PT Ruang Visual's customers are predominantly male. In terms of consumer behavior characteristics, men tend to make rational purchasing decisions, considering product quality or content over emotional promotional factors.

2) Age Description

Age

Age	F	%
< 20 years	9	9
20–25 years	28	28
26–30 years	24	24
31–40 years	22	22
> 40 years	17	17
Source: Primary data, 2026		

In terms of age, the respondents were quite heterogeneous. Nine respondents were under 20 years old (9%), 28 respondents were aged 20–25 years old (28%), 24 respondents were aged 26–30 years old (24%), 22 respondents were aged 31–40 years old (22%), and 17 respondents were over 40 years old (17%). The majority of respondents were in the productive age range (20–30 years), but there was also a significant proportion of adults. This age variation indicates that PT Ruang Visual's customers are not only dominated by the younger generation who are very active on social media, so the influence of digital marketing activities tends to be more diverse.

3) Description of Last Education

Last education

Last education	F	%
High School/Vocational School	33	33
Diploma	14	14
S1	41	41
Masters/Doctoral Degree	12	12

Source: Primary data, 2026

Based on educational level, 33 respondents (33%) had a high school/vocational high school education, 14 (14%) had a diploma, 41 (41%) had a bachelor's degree, and 12 (12%) had a master's/doctoral degree. The majority of respondents had a tertiary education, particularly a bachelor's degree. This relatively high level of education reflects respondents' good information literacy and the ability to objectively evaluate service or product quality. This suggests that customer satisfaction is likely more influenced by the quality of film content and trust in the company than simply social media promotions.

4) Job description

Work

Work	F	%
Students	27	27
Private sector employee	44	44
civil servant	8	8
Self-employed	13	13
Other	8	8
Source: Primary data, 2026		

In terms of occupation or status, respondents consisted of 27 students (27%), 44 private sector employees (44%), 8 civil servants (8%), 13 self-employed (13%), and 8 others (8%). The majority of respondents were private sector employees, who generally have limited free time and tend to choose entertainment based on personal needs and preferences. This characteristic indicates that movie-going decisions are based more on the reputation of the service provider.

5) Description of Social Media Marketing Activity Variables

Social Media Marketing Activity Answer Recapitulation

NO	QUESTIONS	ANSWER										MEAN
		SS		S		N		TS		STS		
		F	%	F	%	F	%	F	%	F	%	
SOCIAL MEDIA MARKETING ACTIVITIES												3.48
A. Interactivity of Social Media Content												3.48
1	PT Ruang Visual's social media allows for two-way interaction with the audience.	8	8	43	43	39	39	9	9	1	1	3.48
2	PT Ruang Visual responds well to audience comments or questions via social media.	12	12	37	37	40	40	8	8	3	3	3.47
B. Content Attraction and Entertainment												3.49
3	PT Ruang Visual's social media content is presented in an attractive manner.	12	12	36	36	42	42	10	10	-	-	3.50

4	The promotional content of the film shown feels entertaining.	8	8	45	45	34	34	12	12	1	1	3.47
C. Relevance and Currency of Information												3.49
5	The film information conveyed through PT Ruang Visual's social media is relevant to my needs.	12	12	36	36	42	42	9	9	1	1	3.49
6	The information shared is always updated regularly.	10	10	40	40	38	38	12	12	-	-	3.48
D. Consistency of Promotional Messages												3.46
7	The film's promotional message delivered by PT Ruang Visual is consistent across various social media platforms.	9	9	38	38	40	40	12	12	1	1	3.42
8	The film's promotional information does not conflict between uploads.	9	9	41	41	41	41	8	8	1	1	3.49
E. Encouragement of Information Sharing (Word of Mouth)												3.48
9	PT Ruang Visual's social media content encourages me to share it with others.	9	9	37	37	46	46	7	7	1	1	3.46
10	I am interested in recommending PT Ruang Visual films to friends or family.	10	10	42	42	38	38	8	8	2	2	3.50

The results of the respondents' answers showed that as many as 8 respondents (8%) stated that they strongly agreed, and 43 respondents (43%) stated that they agreed, while 39 respondents (39%) chose neutral, 9 respondents (9%) stated that they disagreed, and 1 respondent (1%) stated that they strongly disagreed for the indicator that PT Ruang Visual's social media allows for two-way interaction with the audience. The mean value of 3.48 indicates that in general respondents assess that two-way interaction through social media has been running well.

The results of the respondents' answers showed that 12 respondents (12%) stated that they strongly agreed, 37 respondents (37%) agreed, 40 respondents (40%) were neutral, 8 respondents (8%) disagreed, and 3 respondents (3%) strongly disagreed for the indicator of PT Ruang Visual responding well to audience comments or questions via social media. The mean value of 3.47 indicates that the company's responsiveness was considered quite good by respondents. Overall, the interactivity dimension of social media content with a mean of 3.48 indicates that two-way communication between the company and the audience has been created quite effectively.

The results of the respondents' answers showed that 12 respondents (12%) strongly agreed, 36 respondents (36%) agreed, 42 respondents (42%) were neutral, and 10 respondents (10%) disagreed regarding the indicator of social media content being presented in an attractive manner. The mean value of 3.50 indicates that the majority of respondents considered the content's appearance to be attractive.

Furthermore, 8 respondents (8%) stated that they strongly agreed, 45 respondents (45%) agreed, 34 respondents (34%) were neutral, 12 respondents (12%) disagreed, and 1 respondent (1%) strongly disagreed with the indicator that the film promotional content was entertaining. The mean value of 3.47 indicates that the entertainment element in the content was considered quite good. Overall, the dimensions of content appeal and entertainment with a mean of 3.49 indicate that social media content is able to attract attention and provide a pleasant experience for the audience.

The results of the respondents' answers showed that 12 respondents (12%) strongly agreed, 36 respondents (36%) agreed, 42 respondents (42%) were neutral, 9 respondents (9%) disagreed, and 1 respondent (1%) strongly disagreed for the indicator of film information being relevant to respondents' needs. The mean value of 3.49 indicates that the information provided was in accordance with the audience's needs.

Then, 10 respondents (10%) strongly agreed, 40 respondents (40%) agreed, 38 respondents (38%) were neutral, and 12 respondents (12%) disagreed with the indicator of regularly updated information. The mean value of 3.48 indicates that respondents considered information updates to be quite consistent. Overall, the relevance and currency of information dimension with a mean of 3.49 indicates that the company is able to provide information that is timely and meets audience expectations.

The results of respondents' answers showed that 9 respondents (9%) strongly agreed, 38 respondents (38%) agreed, 40 respondents (40%) were neutral, 12 respondents (12%) disagreed, and 1 respondent (1%) strongly disagreed regarding the consistency indicator of promotional messages across various platforms. The mean value of 3.42 indicates that the consistency aspect still needs to be improved.

Furthermore, 9 respondents (9%) strongly agreed, 41 respondents (41%) agreed, 41 respondents (41%) were neutral, 8 respondents (8%) disagreed, and 1 respondent (1%) strongly disagreed with the indicator that promotional information does not contradict each other. A mean value of 3.49 indicates that promotional messages are relatively consistent. Overall, the consistency dimension of promotional messages with a mean of 3.46 indicates that communication consistency is quite good although there is still room for improvement.

The results of the respondents' answers showed that 9 respondents (9%) strongly agreed, 37 respondents (37%) agreed, 46 respondents (46%) were neutral, 7 respondents (7%) disagreed, and 1 respondent (1%) strongly disagreed for the content indicator encouraging respondents to share information with others. The mean value of 3.46 indicates that the encouragement to share information is quite good.

Then, 10 respondents (10%) strongly agreed, 42 respondents (42%) agreed, 38 respondents (38%) were neutral, 8 respondents (8%) disagreed, and 2 respondents (2%) strongly disagreed on the indicator of interest in recommending films to friends or family. The mean value of 3.50 indicates that respondents are quite motivated to make recommendations. Overall, the

dimension of encouragement to share information (word of mouth) with a mean of 3.48 indicates that social media activities are able to encourage respondents' intention to spread information voluntarily.

Based on the analysis of all indicators and dimensions, PT Ruang Visual's Social Media Marketing Activities variable obtained an overall mean of 3.48, which is in the good category. The predominance of agree and strongly agree responses for most indicators indicates that social media marketing activities are considered quite interactive, engaging, informative, consistent, and capable of encouraging word-of-mouth dissemination. Thus, the company's social media marketing strategy has been effective in building engagement and positive audience perceptions.

The next step is hypothesis testing by estimating the path coefficient, which can be evaluated based on the T-statistic value. The path coefficient estimate indicates the estimated value that describes the relationship between latent variables obtained by the bootstrapping procedure. The measurement item used is said to be significant if the T-statistic score/value is greater than 1.96 and the p-value is less than 0.05 at a significance level of 0.05 (5%). Meanwhile, the parameter coefficient indicates the direction of influence by looking at the positive or negative original sample as well as the magnitude of the independent variable's influence on the dependent variable (Ghozali, 2008). The following is a path coefficient table to view the T-statistic value.

Path Coefficients

	Original sample(O)	T statistics(O/STDEV)	P values
Social Media Marketing Activities → Customer Trust	0.686	11,942	0,000
Social Media Marketing Activities → Customer Satisfaction	0.155	1,530	0.127
Influencer Content Fit → Customer Trust	0.587	10,638	0,000
Influencer Content Fit → Customer Satisfaction	0.235	2,365	0.018
Customer Trust → Customer Satisfaction	0.538	4,266	0,000
Social Media Marketing Activities → Customer Trust → Customer Satisfaction	0.370	3,868	0,000
Influencer Content Fit → Customer Trust → Customer Satisfaction	0.316	4.126	0,000

Source: Results of data processing with PLS, 2026

1) The Influence of Social Media Marketing Activities on Customer Trust

Based on the test results, a path coefficient value of 0.686 was obtained, with a T-statistic of 11.942, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. These results indicate that Social Media Marketing Activities have a positive and significant effect on Customer Trust. Thus, the first hypothesis (H1) is accepted.

2) The Influence of Social Media Marketing Activities on Customer Satisfaction

The path coefficient value is 0.155, with a T-statistic of 1.530, which is smaller than 1.96, and a p-value of 0.127, which is greater than 0.05. This indicates that the effect of Social Media Marketing Activities on Customer Satisfaction is insignificant. Therefore, the second hypothesis (H2) is rejected.

3) The Influence of Influencer Content Fit on Customer Trust

The analysis results show a path coefficient of 0.587, a T-statistic of 10.638, and a p-value of 0.000. Since the T-statistic exceeds 1.96 and the p-value is less than 0.05, it can be concluded that Influencer Content Fit has a positive and significant effect on Customer Trust. Thus, the third hypothesis (H3) is accepted.

4) The Influence of Influencer Content Fit on Customer Satisfaction

The path coefficient obtained was 0.235 with a T-statistic of 2.365 and a p-value of 0.018. This value met the significance criteria, indicating that Influencer Content Fit had a positive and significant effect on Customer Satisfaction. Therefore, the fourth hypothesis (H4) was accepted.

5) The Influence of Customer Trust on Customer Satisfaction

The path coefficient value of 0.538 with a T-statistic of 4.266 and a p-value of 0.000 indicates that Customer Trust has a positive and significant influence on Customer Satisfaction. Thus, the fifth hypothesis (H5) is accepted.

6) Customer Trust Mediates the Influence of Social Media Marketing Activities on Customer Satisfaction

Based on the results of the indirect effect test, a path coefficient value of 0.370 was obtained with a T-statistic of 3.868, which is greater than 1.96, and a p-value of 0.000, which is smaller than 0.05. These values indicate that the indirect effect of Social Media Marketing Activities on Customer Satisfaction through Customer Trust is significant. This indicates that the better the marketing activities carried out through social media, the greater customer trust will be, which in turn has an impact on increasing customer satisfaction.

Furthermore, the test results also show that the direct effect of Social Media Marketing Activities on Customer Satisfaction is insignificant. Thus, Customer Trust acts solely as a mediating variable in the relationship. This finding confirms that Customer Trust acts as a full mediator, thus Hypothesis 6 is accepted.

7) Customer Trust Mediates the Effect of Influencer–Content Fit on Customer Satisfaction

The results of the indirect effect test show a path coefficient of 0.316 with a T-statistic of 4.126, exceeding 1.96, and a p-value of 0.000, which is less than 0.05. These figures indicate that the influence of Influencer-Content Fit on Customer Satisfaction through Customer Trust

is proven significant. This means that the fit between the influencer and the content delivered can build customer trust, which then encourages increased customer satisfaction.

Furthermore, the direct effect of Influencer-Content Fit on Customer Satisfaction remains significant. Therefore, Customer Trust does not completely replace this direct effect but rather serves to strengthen the existing relationship. This condition indicates partial mediation, thus Hypothesis 7 is accepted.

3.2. Discussion

1) Social Media Marketing Activities Influence Customer Trust

The research results show that social media marketing activities have a positive impact on customer trust. This finding indicates that the better a company manages its marketing activities through social media, the higher the level of customer confidence in the company's credibility and integrity. Social media no longer functions solely as a one-way promotional tool, but has evolved into an interactive communication medium that allows for direct dialogue between companies and customers. Through this interaction, reflected in the interactivity of social media content, customers receive more open information, rapid responses, and the opportunity to express opinions or complaints. This directly strengthens the perception of the honesty of the information provided by the company and increases customers' sense of security when consuming services, thus creating a closer and more transparent relationship.

Furthermore, the attractiveness and entertainment of the company's content, such as creative and informative film-related content, can increase customer engagement while reflecting the company's competence in presenting films and its reliability in consistently delivering content. Meanwhile, the relevance and up-to-dateness of information provided through social media strengthens customer confidence that the company is delivering accurate and up-to-date information, which has an impact on increasing the perception of the company's honesty and competence. On the other hand, the consistency of the company's promotional messages also builds the perception of the company's reliability and integrity, as customers see a match between the promises made and the realization of the services provided.

Furthermore, encouraging word of mouth sharing through reviews, comments, and recommendations from other users on social media also strengthens customer trust. This is because information derived from other customers' real-life experiences can increase perceptions of a company's integrity and responsibility, while simultaneously fostering a sense of security for new customers in using the service. Thus, all indicators of social media marketing activities synergistically contribute to shaping the dimensions of customer trust, which include honesty, reliability, competence, integrity, and security.

From a psychological perspective, trust arises when customers perceive a company's ability to fulfill promises, act honestly, and is committed to providing the best service. Consistent, informative, and responsive social media marketing activities can reduce customer uncertainty and perceived risk. When risk decreases, customers tend to develop a sense of security and trust in a brand. This explains why effective digital communications can be the foundation for building trust.

These findings align with research by Kim and Ko, which found that social media marketing activities play a crucial role in increasing brand trust and relationship quality. Therefore, these research findings reinforce the argument that social media-based marketing strategies aim not only to increase sales but also to build long-term relationships with customers by fostering trust.

2) Social Media Marketing Activities Influence Customer Satisfaction

In contrast to its influence on trust, social media marketing activities did not show a direct impact on customer satisfaction. These results indicate that customer satisfaction is not formed solely by exposure to information or promotions on social media, but rather is more influenced by the customer's actual experience when using a product or service. Satisfaction is a post-consumption evaluation that occurs when a product's performance meets or exceeds customer expectations. However, when viewed from its indicators, the interactivity of social media content, which provides a space for two-way communication, can actually help customers gain an initial understanding of the service, but it does not necessarily guarantee a match between expectations and perceived performance if the actual experience does not match those expectations.

Furthermore, the attractiveness and entertainment of content displayed on social media can attract attention and build positive customer expectations for the service, particularly regarding the viewing experience. However, satisfaction with the overall viewing experience remains largely determined by the actual quality perceived while using the service. In other words, engaging content only shapes initial perceptions but does not directly determine satisfaction if it is not supported by actual service quality. The same applies to the relevance and currency of information, where accurate and up-to-date information can assist customers in making decisions, thereby increasing confidence in having made the right decision, but satisfaction still depends on the final outcome of the user experience.

On the other hand, the consistency of a company's promotional messages can shape customer expectations regarding service quality. If the messages align with the reality of the service, this has the potential to improve assessments of content and service quality. However, if there is a mismatch between the promotion and reality, it can actually decrease satisfaction levels. Meanwhile, encouraging word of mouth through reviews and recommendations from other customers on social media can influence initial expectations and encourage continued use or re-watching, but it remains an insignificant determinant of satisfaction without positive direct experience.

Conceptually, social media activity plays a larger role in the pre-purchase phase, building awareness, interest, and initial perceptions of a brand. Meanwhile, satisfaction develops in the post-purchase phase, when customers assess product quality, service, ease of transaction, and the overall user experience. Therefore, it's understandable that digital promotional activities don't directly impact satisfaction, as other factors are more dominant in influencing customer evaluations.

These findings imply that companies cannot rely solely on digital promotions to create customer satisfaction. Product and service quality remain the primary factors determining satisfaction levels. Social media plays only a supporting role in building communication, not the ultimate determinant of satisfaction.

3) *Influencer–Content Fit* influence on Customer Trust

The research results show that the fit between the influencer and the content conveyed influences customer trust. This suggests that customers are more likely to trust information conveyed by figures who are perceived as relevant, competent, and whose image aligns with the product. More specifically, the fit between the influencer's image and the content or film being promoted makes the message seem more logical and convincing, thus strengthening the company's perception of competence in presenting the film. When the influencer used is known in the relevant field, customers are more likely to perceive the information conveyed as reflecting the true quality of the service.

Furthermore, the alignment of an influencer's values and communication style also influences how messages are received by the audience. Influencers who communicate honestly, transparently, and without exaggeration will increase the perception of the honesty of the information conveyed by the company. This is because customers see alignment between the way the message is delivered and the company's values, preventing marketing communications from appearing manipulative. Meanwhile, the influencer's relevance to the target audience also plays a crucial role in building trust, as audiences perceive that the recommendations provided align with their needs and preferences. This can enhance the perception of service/content reliability and consistency, as the messages received are perceived as more targeted and less general.

Furthermore, the authenticity of promotional messages is a key factor in strengthening customer trust. Messages delivered naturally, based on personal experiences, and not appearing contrived will increase perceptions of a company's integrity and responsibility, as customers perceive honesty in marketing communications. This also increases customers' sense of security when consuming services, as they perceive the information they receive as trustworthy. Furthermore, the credibility of influencers in delivering content, encompassing expertise, reputation, and experience, will strengthen all dimensions of customer trust, from honesty and reliability to perceptions of the company's competence.

In source credibility theory, the effectiveness of a marketing message is influenced by perceptions of the communicator's expertise and honesty. Influencers perceived as having product knowledge and experience are more likely to be trusted by their audience. This congruence helps build confidence that the recommendations are objective and authentic, not simply paid advertising. As a result, customers develop a higher level of trust in both the product and the company.

These results are consistent with research by Lou and Yuan and Schouten and colleagues, which confirmed that influencer-content fit plays a crucial role in increasing consumer trustworthiness. Therefore, selecting the right influencer is crucial in building customer trust through digital marketing strategies.

4) *Influencer–Content Fit* influence on Customer Satisfaction

In addition to influencing trust, influencer-content fit has also been shown to impact customer satisfaction. These findings suggest that influencer marketing not only serves as an initial communication tool but also plays a role in shaping customers' final evaluations of the product or experience. This fit can be seen in how the influencer's image aligns with the content or film being promoted, creating a consistent perception in the audience's mind. When this image is supported by a congruence between the influencer's values and communication style, the message conveyed becomes more easily accepted and feels more personal.

Furthermore, the influencer's relevance to the target audience strengthens communication effectiveness because the audience perceives the influencer as understanding their needs and preferences. This is further enhanced by the authenticity of the promotional message, where honest, unexaggerated, and truthful information is delivered, helping to shape more realistic expectations. Furthermore, the influencer's credibility in delivering content is also a crucial factor in increasing trust in the information received, providing customers with a strong foundation for building expectations about the product or experience they will receive.

When the content delivered is relevant, authentic, and credible, customers will form realistic expectations of the product. These expectations are crucial in determining satisfaction levels, particularly in terms of the match between expectations and perceived performance. If the experience meets or even exceeds expectations, customers will be satisfied with the overall viewing experience and positively evaluate the quality of the content and service provided.

Conversely, if the information provided is inaccurate or excessive, a gap between expectations and reality can emerge, potentially leading to disappointment. However, when there is a good fit between the influencer and the content, customers tend to have a more accurate perception, increasing their confidence that they have made the right decision. This ultimately encourages customers to continue using or revisiting the product, which is a key indicator of ongoing satisfaction.

Therefore, Influencer-Content Fit plays a role in bridging the gap between expectations and reality by delivering relevant, authentic, and credible messages. These findings confirm that effective influencer marketing focuses not only on appeal or popularity, but also on the appropriateness and quality of the communication. Therefore, this strategy can improve the overall quality of the customer experience, from cognitive, affective, and behavioral aspects, ultimately contributing to higher customer satisfaction.

5) Customer Trust influences Customer Satisfaction

Further research results indicate that customer trust influences customer satisfaction. This finding confirms that trust is a fundamental factor in the relationship between customers and companies. Customer trust is reflected in the honesty of the information provided by the company, where customers perceive that the information provided is not misleading and reflects actual conditions. Furthermore, the reliability and consistency of service or content also strengthen customers' confidence that the company is capable of providing a stable and reliable experience.

Furthermore, a company's competence in presenting films or content is a crucial indicator of its ability to professionally meet customer needs. This is reinforced by the company's integrity and responsibility, demonstrating its commitment to providing the best service and its responsibility for the quality of its offerings. All of these aspects ultimately create a sense of security for customers when using the service, ensuring a sense of comfort and peace of mind regarding potential risks.

When customers have a high level of trust, they tend to form more positive evaluations of their experiences. This is evident in the match between expectations and perceived performance, where customers perceive that the service they receive meets their pre-established expectations. Furthermore, customers will also feel satisfied with the overall viewing experience, as there are no doubts or concerns during the service consumption process.

High trust also influences assessments of content and service quality, with customers tending to provide better ratings due to their confidence in the company's credibility. This then fosters confidence that customers have made the right decision, leading to satisfaction with their choice. This satisfaction is then reflected in customers' desire to continue using or revisit the service, indicating potential loyalty.

Theoretically, trust can reduce perceived risk and increase feelings of security. Trusting customers are less concerned about potential losses or product inconsistencies, allowing them to focus more on the benefits received. This fosters a better evaluation of the product or service, ultimately increasing satisfaction. These findings support relationship marketing theory, which positions trust as a key antecedent of satisfaction and loyalty. Without trust, the relationship between a company and its customers struggles to develop sustainably.

Therefore, customer trust can be seen as an important foundation in creating customer satisfaction, because it can form positive perceptions, increase feelings of security, and encourage a more quality and sustainable consumption experience.

6) Customer Trust Mediates the Influence of Social Media Marketing Activities on Customer Satisfaction

The test results show that Customer Trust acts as a mediating variable in the relationship between Social Media Marketing Activities and Customer Satisfaction. This finding indicates that marketing activities conducted through social media do not directly increase customer satisfaction but rather require a trust-building process. This trust is formed through honesty in the information provided by the company, where transparent and non-exaggerated content can build positive customer perceptions of the company.

Furthermore, consistent social media activity in presenting content and responding quickly to customers reflects the reliability and consistency of the service or content, so customers feel confident in the quality provided. These interactions also demonstrate the company's competence in presenting films or content, which strengthens customers' confidence that the company is capable of meeting their needs. This is further strengthened by the company's integrity and responsibility, particularly in maintaining service quality and responding to customer needs professionally. All of these aspects ultimately create a sense of security for customers when consuming services, which is the main basis for building trust.

Established trust then becomes a crucial factor in creating customer satisfaction. This is reflected in the alignment between expectations and perceived performance, where customers perceive that the experience they receive aligns with the expectations established through social media marketing activities. Furthermore, customers also feel satisfied with the overall viewing experience, as this sense of trust reduces uncertainty during the service consumption process.

Furthermore, trust influences assessments of content and service quality, with customers tending to evaluate the company more positively. This fosters confidence that customers have made the right decision, leading to satisfaction with their choice. Ultimately, this satisfaction is reflected in a desire to continue using or revisit the service, indicating that the experience has met customer expectations.

Conceptually, customer satisfaction is the result of the consumption experience felt after interacting with a product or service, while social media marketing activities play a role in shaping initial perceptions. Therefore, the influence of marketing activities on satisfaction is not direct, but rather through trust, a psychological mechanism that bridges the two variables. Thus, customer trust serves as a link, ensuring that marketing communications deliver experiences that meet expectations and ultimately create customer satisfaction.

7) Customer Trust Mediates the Effect of Influencer–Content Fit on Customer Satisfaction

The results of the study indicate that Customer Trust mediates the effect of Influencer-Content Fit on Customer Satisfaction. This indicates that the fit between influencer and content not only directly impacts satisfaction but also through the formation of customer trust as a psychological mechanism. This fit is reflected in the influencer's image, which aligns with the content or film being promoted, so the message conveyed feels more consistent and convincing.

Furthermore, the alignment of an influencer's values and communication style makes information more easily accepted by the audience because it aligns with their preferences and character. The influencer's relevance to the target audience also strengthens the message's effectiveness, as customers perceive the influencer as understanding their needs and interests. This is further strengthened by the authenticity of the promotional message, where information delivered honestly and without exaggeration can build positive perceptions. Ultimately, the influencer's credibility in delivering content is a key factor in building customer trust.

The trust that builds from this suitability is evident in the honesty of the information perceived by customers, so they perceive the recommendations as not mere promotions but rather trustworthy information. Furthermore, customers perceive the reliability and consistency of the content or service, which strengthens their confidence in the quality offered. This suitability also reflects the company's competence in presenting films or content, as well as demonstrating the company's integrity and responsibility in maintaining the quality of the information provided. All of these aspects ultimately create a sense of security for customers when consuming services, which is the core of building trust.

Customer trust then plays a role in increasing satisfaction. This is reflected in the alignment between expectations and perceived performance, where customers feel that the experience they receive aligns with their established expectations. Furthermore, customers will feel satisfied with the overall viewing experience, as there is no doubt about the quality of the service. Trust also influences assessments of content and service quality, leading customers to provide more positive evaluations. This fosters confidence that customers have made the right decision, ultimately increasing their desire to continue using or watching again.

In addition to trust, Influencer-Content Fit can also directly influence customer satisfaction. Relevant and realistic information helps customers form appropriate expectations, so that when the experience meets expectations, satisfaction levels increase. Thus, Influencer-Content Fit operates through two channels: a direct channel through shaping perceptions of information quality, and an indirect channel through building customer trust.

Overall, these findings suggest that the fit between influencer and content is an important factor that not only increases the credibility of information, but also builds trust that ultimately contributes to higher customer satisfaction.

4. Conclusion

This research began with the question of the effectiveness of digital marketing activities, particularly through social media and the use of influencers, in building trust and increasing customer satisfaction. In today's digital era, companies are increasingly utilizing social media and influencers as marketing communication strategies. However, it is uncertain whether these activities directly create customer satisfaction or require intermediary factors, such as customer trust. Based on the analysis, it can be concluded that customer satisfaction is not directly formed by digital promotional activities alone. Customer trust has proven to be a key factor bridging the influence of marketing activities on satisfaction. In other words, marketing strategies through social media and influencers will be more effective if they first build customer trust. This finding addresses the research question that the success of digital marketing depends not only on the intensity of communication but also on the quality of the psychological relationship formed between the company and its customers.

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