

ABSTRACT

This thesis investigates the relationship between digital content marketing (DCM), social media engagement, customer satisfaction, and customer loyalty within the B2B life science-based instrumentation industry, specifically focusing on PT Kromtekindo Utama. The study highlights the critical role of digital marketing strategies in enhancing customer retention and loyalty, emphasizing that a mere 5% increase in customer retention can yield significant profit increases. Through a comprehensive literature review and empirical analysis, the research establishes a framework linking DCM and social media to customer satisfaction and loyalty, underpinned by social exchange theory and relationship marketing theory.

The research methodology involved a survey distributed to 1,200 business partners, yielding insights into the effectiveness of PT Kromtekindo Utama's digital presence. Key findings indicate that valuable digital content and an active social media presence significantly contribute to customer satisfaction and loyalty. The analysis revealed positive correlations between DCM and customer satisfaction (H1), social media and customer satisfaction (H2), customer satisfaction and loyalty (H3), DCM and loyalty (H4), and social media and loyalty (H5).

The results suggest that customers value informative and engaging digital content, which fosters trust and enhances their overall experience with the company. Recommendations for PT Kromtekindo Utama include enhancing digital engagement strategies and continuously updating content across digital platforms to meet customer expectations. Future research directions are proposed to explore the specific types of digital content that optimize customer engagement and the magnitude of DCM and social media's impact on customer satisfaction and loyalty.

This study contributes to the understanding of digital marketing's influence in the B2B context, offering valuable insights for practitioners seeking to improve customer relationships in the life sciences sector.

Keywords:

Digital Content marketing (DCM)
Social Media engagement
Customer satisfaction
B2B Life Sciences