International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Analysis Of Digital Content Marketing Quality On The Port Of Gorontalo's Digital Channels: A Study Of Passengers And Prospective Users

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Abstract

This study analyzes the quality of digital content marketing on the digital channels of the Port of Gorontalo, focusing on passengers and prospective users who had accessed the port's digital channels before travelling. A descriptive quantitative approach was used, with data collected through a closed questionnaire measuring six dimensions of content quality (information relevance, completeness and clarity, credibility, update regularity, visual appeal, and ease of interaction) on a five-point Likert scale across eighteen items. Respondents were selected through purposive sampling (N = 100), and the data were analyzed using descriptive statistics with interval-based categorization. The results show that the overall quality of digital content is good (mean 3.48) but uneven across dimensions. Information credibility is the strongest dimension (3.72), whereas update regularity (3.16) and ease of interaction (3.24) are the weakest, falling into the moderate category. Because these two weakest dimensions are the most decisive for transport users, the study recommends that the port prioritize regular information updates, strengthen two-way interaction, clarify calls to action toward the ticketing channel, and tailor its platform strategy to user age segments.

Keywords: Digital Content Marketing; Content Quality; Port Services; Descriptive Study; Gorontalo.

INTRODUCTION

Digital transformation has transformed the way organisations communicate with their publics, from one-way dissemination of information to providing content that attracts, engages and builds relationships with audiences. Content marketing has become a strategy that puts valuable content in the center of the digital interaction between service

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providers and their users, not just promotional messages. (Lapresta-Romero & Hernández-Ortega, 2025) in their systematic review indicate that currently the definition of digital content marketing refers to the process of creating and sharing content that is relevant for the purpose of triggering engagement and positive attitudes in users. The elements of content cover the visual, linguistic, symbolic, social and message dimensions. As society becomes increasingly dependent on digital channels, the quality of content is what determines whether digital communication actually benefits its users. This change shifts the focus from the availability of content to the quality of content as in the flood of digital information, irrelevant, outdated and untrustworthy content, lose their value for the users.

Despite the rapid growth of content marketing research, the direction has been uneven. Ladha et al., (2024) in their review of two decades of literature, note that most studies focus on the causal relationship between content marketing and marketing outcomes such as engagement, purchase intention and loyalty, while there are few studies evaluating the quality of the content itself in dimensional terms. A similar pattern can be found in the recent tourism literature. For example, Alsheyab & Omar (2025) model social media content as a stimulus that affects visit intention through consumer engagement, but their model is conceptual and aims to test effects rather than map content quality. The dominance of causal designs produces an important practical gap: it tells us if content has an impact but not where content is weak. The latter is more directly actionable for service managers as mapping quality by dimension provides specific directions for improvement.

In the transport service sector, the need for quality digital content is even more crucial as the information is operational and carries high risk if it is incorrect or outdated. Unlike the retail context, transport service users make travel decisions that cannot be postponed, relying on digital information such as schedules, fares, routes and procedures. Henriquez-Jara et al., (2025) investigated public transport services and show that information currency and service regularity act jointly to increase passenger satisfaction, so that accurate and updated information is a prerequisite rather than a complement. This means that the update-regularity dimension has a greater weight in transport services than it has in commercial sectors, as the value of travel information is linked to its currency and rapidly diminishes once it becomes outdated. And the same demand applies to ports as nodes of inter-regional connectivity. The Port of Gorontalo that provides passenger connectivity in Eastern Indonesia has used different digital channels, namely its website, social media, and an application, as the main touchpoints for prospective passengers before departure.

But availability of digital channels does not automatically translate with mature management, especially in public institutions. Islam & Bhuiyan (2023) show that even

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where channels are available, social media accounts of government agencies tend to be one-way communication channels and citizen engagement is limited. This pattern is worth noting, because it shows that weakness in the ease-of-interaction dimension is not just a technical issue, but often structural in public-sector organisations that have become used to announcing rather than conversing. Public institutions are often strong in the provision of credible, official information, but weak in two dimensions that require ongoing management, namely, regular updates of content and responsiveness to user interaction.

This phenomenon can be seen in the management of digital content of the Port of Gorontalo. The processing of research data from users and potential users has shown that the overall quality of digital content is good (on average 3.48 on a 1-5 scale), but its quality is uneven across dimensions. The dimension of information credibility is ranked highest, and the dimensions of update regularity and ease of interaction are ranked lowest. This pattern is consistent with the general tendency observed in public organisations (Islam & Bhuiyan, 2023) and, at the same time, it hits the two dimensions that, according to Henriquez-Jara et al., (2025) , most strongly determine the satisfaction of transport service users. Therefore the issue is not the weak provision of information but the most influential aspect for the passenger experience: the information currency and the interaction responsiveness. The core phenomenon of this study is the gap between the well managed provision of information and the lagging management of currency and interaction.

The literature review has identified some research gaps upon which this study is based. Firstly, from a contextual point of view, the studies on content marketing are still dominated by commercial sectors such as retail, e-commerce and tourism (Alsheyab & Omar, 2025) . Its application within port and public transport services, whose information is operational and high-risk, has been little explored (Ladha et al., 2024; Lapresta-Romero & Hernández-Ortega, 2025) . Second, from a methodological point of view, most studies treat content marketing as a variable and investigate its impact on purchase intention or loyalty using causal designs, while descriptive studies that map content quality by dimension as a basis for evaluating the service are still rare. Third, the quality of port digital content in Eastern Indonesia, especially Gorontalo, has been relatively less empirically and geographically examined, regardless of the fact that the characteristics of users and the maturity of digital infrastructure in this region are different from those in large cities and thus findings from other contexts cannot be easily generalised. Fourth, the preliminary finding that dimensions can be at odds, with strong information provision coexisting with weak updating and interaction, has not been sufficiently explained in the literature and calls for a more focused study.

From the gaps above, this research is aimed at analysing and mapping the quality of digital content of the Port of Gorontalo based on six dimensions of content quality, and

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finding out the strongest and weakest dimensions as a basis for improvement. The study, in theory, extends the application of the content marketing concept to the under-explored public transport service domain and provides a dimensional reading of content quality that enriches the dominant causal approach. In practice, it is expected that its findings provide an empirical basis to port managers to prioritise improvements of digital channels, so that they are more up to date, interactive and aligned with users' needs.

LITERATURE REVIEW

The Evolution of the Content Marketing Concept: From Promotion to Value Creation

Over the past decade, the understanding of content marketing has changed considerably. One widely cited conceptual foundation for this was provided by Hollebeek & Macky (2019) who described digital content marketing as the production of valuable content that fosters consumer engagement, trust and value, rather than simply a means of selling. This is a shift from a logic of persuasion to a relational logic where content is an asset that builds long-term relationships. Recent systematic reviews complicate and confirm this picture. Lapresta-Romero & Hernández-Ortega (2025) point out that despite the exponential growth of the field, its definitions are fragmented and not yet convergent. Ladha et al., (2024) mention that the content marketing literature has not been systematically reviewed until recently, although it has been developed for two decades. The next debate is not about content but about how to define and measure its quality in a consistent fashion. This definitional dispute is fundamental, for without a clear construct boundary, it is difficult to compare content quality measurements across studies.

Dimensions and Measurement of Digital Content Quality

One issue that remains unresolved is the identification of content-quality dimensions. Lapresta-Romero & Hernández-Ortega (2025) include content elements in several categories, namely visual, auditory, linguistic, symbolic, social and message, which shows that content quality is multidimensional. But the dimensions used in different studies are not the same and there is no one framework that is universally accepted. This problem is exacerbated by Wahid (2025) assertion that the effect of different content cues on engagement is not the same, but instead differs depending on the industry and platform: for example, informational content is effective in some industries but not in others. The implication for this study is important, that is, content-quality results from one context cannot simply be transferred to another. Therefore, it requires a specific study to chart the quality of content in port services and not a projection from retail or tourism.

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Content Marketing, Engagement, and Outcomes: The Dominance of Causal Approaches

Content marketing research is mainstreamed toward effects testing on marketing outcomes. Hollebeek & Macky (2019) offered propositions on the role of content in creating engagement and trust, and several studies have since considered content marketing as an independent variable in explaining intention and loyalty. Alsheyab & Omar (2025) for instance, model social media content as a stimulus to shape visit intention, via consumer engagement, using the Stimulus-Organism-Response framework. However, their model is conceptual and untested. Ladha et al., (2024) explicitly note that this dominance of causal designs creates a gap on the descriptive-evaluative side. Importantly, the causal stream is good at explaining the chain of influence of content, yet it is poor at answering the practical question managers face, that is, in which dimension content quality is still lacking. Furthermore, the empirical basis of this stream is mainly drawn from the commercial and tourism sectors, therefore the representation of the public service sectors is still limited.

Information and Digital Service Quality in the Public and Transport Sectors

Studies in the public and transport sectors have different attributes from the commercial sector. When considering the Indonesian digital government, Noor (2022) finds that e-service quality has a significant effect on user satisfaction, which in turn has an effect on loyalty confirming that the quality of digital channels determines the experience of public service users. But channel availability does not equate to quality management. Islam & Bhuiyan (2023) conclude that social media accounts of government agencies mostly work as one-way communication with less citizen engagement. The pattern suggests structural weakness in the interaction dimension. On the transport side, Henriquez-Jara et al. (2025) show that information currency and service regularity work in tandem to enhance passenger satisfaction, and hence the information-update dimension is weighted more heavily than in other sectors. To summarise, the three findings demonstrate that the public and transport sectors are generally strong in providing credible official information but weak in two areas that require ongoing management: regular updates and responsiveness to interactions. However, these studies are seldom explicitly discussed in relation to the content marketing framework and its dimensions.

Research Position

From the above synthesis, there is clear room for this study. The literature has conceptually evolved in terms of defining the role of content, but has not converged in measuring its quality dimensionally (Hollebeek & Macky, 2019; Lapresta-Romero &

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Hernández-Ortega, 2025) . Second, the research stream is dominated by causal designs explaining effects, while descriptive approaches mapping content quality by dimension as a basis for evaluation are methodologically scarce (Alsheyab & Omar, 2025; Ladha et al., 2024) . Third, contextually, empirical evidence has focused on commercial and tourism sectors, content characteristics dependent on industry and platform (Wahid, 2025) , while port services in Eastern Indonesia are almost unexamined. Fourth, findings in the public and transport sectors indicate weakness in the update and interaction dimensions (Henriquez-Jara et al., 2025; Islam & Bhuiyan, 2023; Noor, 2022) but these have not been dimensionally mapped within a digital content quality framework.

Based on this, this study is a descriptive-dimensional study which maps the quality of digital content of the Port of Gorontalo in six dimensions. This approach complements rather than replaces the dominant causal tradition: instead of testing the effect of content on an outcome, it finds the strongest and weakest dimensions as an actionable basis for improvement. This research fills the gaps at once methodological (descriptive-dimensional approach), contextual (port services in Eastern Indonesia) and practical (basis for managers evaluation).

RESEARCH METHODS

Research Approach, Data Type, and Data Sources

The research used a descriptive quantitative approach. The data collected in the form of numbers and analysed with statistics to describe the quality of the Port of Gorontalo's digital content in each dimension, not to test the relationship between variables. The data are quantitative, that is, perception scores of respondents measured on a five-point Likert scale to produce ordinal data that are treated as interval data for descriptive analysis. Primary data were collected directly from the respondents, who were passengers and prospective users of the Port of Gorontalo by filling out the questionnaire. The secondary data is supportive; it is the profile and overview of the port digital channels (website, social media and application) from the official documentation to contextualise the interpretation of the results.

Population, Sample, and Respondent Determination

The population is all passengers and potential users of the Port of Gorontalo. The number is large and not known for sure. The determination of the respondent, therefore, is a non-probability sampling with a purposive sampling method, where the respondents are selected based on specific criteria. The inclusion criterion was respondents who had accessed the Port of Gorontalo’s digital channels to seek information before travelling, screened through a filter question at the beginning of the questionnaire, so that only respondents who were genuinely exposed to the content were included. The sample size

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E-ISSN : 2964-0865
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was set at 100 respondents based on the rule of thumb of five to ten times the total number of indicators (Hair et al., 2019) . The recommended range of 90 to 180 respondents with eighteen indicators is covered by 100 respondents, which is an adequate minimum and efficient.

Instruments and Data Collection

The research instrument is a closed questionnaire with a filter question, the identity of the respondent and eighteen core statements. The eighteen items measure digital content quality for six dimensions, three items each, namely information relevance, information completeness and clarity, information credibility, update regularity, visual appeal and ease of interaction on a five point Likert scale (1 = strongly disagree to 5 = strongly agree). The survey was conducted by means of a questionnaire, which was distributed in an online (link to electronic form) and offline (printed questionnaires in the port area) format, to cover respondents of all ages and backgrounds. To complement, a documentary observation of the port's digital channels was carried out to understand the characteristics of the content evaluated by the respondents.

Conceptual Framework

The research framework is grounded in the conceptualisation of digital content marketing quality as a multidimensional construct (Hollebeek & Macky, 2019; Lapresta-Romero & Hernández-Ortega, 2025) . The framework is top-down, from concept to dimension to indicator, compared to a causal framework. One main variable is digital content quality, which is decomposed into six dimensions, and each dimension is elaborated into three measurable indicators. The score for each dimension is described separately and then compared to find the strongest and the weakest dimension. The flow is as follows.



Figure 1. research framework

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Data Analysis and Data Credibility

Data analysis employed descriptive statistics. The steps are the calculation of the mean and standard deviation for each item and dimension, the calculation of the frequency distribution and percentage of responses, and the grouping of the mean scores into interval classes. The range of the interval is calculated as (highest score - lowest score) / number of categories i.e. (5 - 1) / 5 = 0.80 . The categories are:

Table 1. Mean-score interpretation categories

Score range	Category
1.00 - 1.80	Very poor
1.81 - 2.60	Poor
2.61 - 3.40	Moderate
3.41 - 4.20	Good
4.21 - 5.00	Very good

Source: Researcher's Processed Data, 2026

The strongest and weakest dimensions are identified by ranking the mean per dimension and the general quality of the digital content is defined by the overall mean of the eighteen items. The results are presented in tables and figures with interpretive narration. Instrument validity testing (content validity through expert judgement and item validity through item-total correlation), reliability testing with Cronbach's alpha with a minimum of 0.70, the use of respondent criteria through the filter question, and documentary observation of the digital channels as a benchmark of the reasonableness of respondents perceptions maintain data credibility.

RESULT

Respondent Characteristics

The study was carried out on 100 respondents who met the criterion of having accessed the digital channels of the Port of Gorontalo before travelling. Respondent characteristics are shown in Table 2.

Table 2. Respondent Characteristics (N = 100)

Category	Group	Frequency	Percentage
Gender	Male	53	53%
	Female	47	47%
Age	< 20 years	13	13%
	20-30 years	34	34%
	31-40 years	31	31%

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	41-50 years	7	7%
	> 50 years	15	15%
Education	Junior high or below	8	8%
	Senior high school	41	41%
	Diploma	11	11%
	Bachelor's degree	36	36%
	Master's / Doctoral	4	4%
Occupation	Student	22	22%
	Employee	31	31%
	Entrepreneur	30	30%
	Other	17	17%
Service use (past year)	First time	19	19%
	2-3 times	44	44%
	More than 3 times	37	37%

Source: Researcher's Processed Data, 2026

The productive age group of respondents was dominated by the age group of 20 to 40 years with a percentage of 65%. The educational background of respondents was dominated by senior high school with a percentage of 41% and a bachelor's degree of 36%. Most respondents were repeat users, with 81% having used the port's services more than once. Digital channels accessed (multiple answers): Instagram (57 respondents), Facebook (53), official website (35), application (15), other channels (6). This demonstrates that social media is the main digital touchpoint for Port of Gorontalo users.

Instrument Test Results

Before the main data collection, the instrument was tested for validity and reliability on 30 respondents taken from outside the research sample, in line with the common practice of conducting a pilot test on 30 respondents prior to the full survey. The results showed that all eighteen items were valid, as each item's item-total correlation exceeded the r-table value at the 0.05 significance level, and the instrument was reliable, as the Cronbach's alpha coefficient met the accepted minimum threshold. Having been declared valid and reliable, the instrument was then used to collect data from the 100 research respondents.

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Digital Content Quality by Dimension

Table 2. Mean Scores per Dimension of Digital Content Quality (N = 100)

Dimension	Mean	SD	Category
Information credibility	3.72	0.60	Good
Information relevance	3.64	0.59	Good
Visual appeal	3.62	0.54	Good
Information completeness and clarity	3.47	0.57	Good
Ease of interaction	3.24	0.59	Moderate
Update regularity	3.16	0.46	Moderate
Overall (18 items)	3.48	0.31	Good

Source: Researcher's Processed Data, 2026

The results show that four dimensions are classified in the Good group and two dimensions in the Moderate group. The mean of information-credibility dimension was the highest (3.72), followed by ease of interaction (3.24) and update regularity (3.16). The obvious gap of 0.56 points between the highest and lowest dimensions indicates the unevenness of content quality in dimensions.

Description by Item

Table 3. Frequency Distribution and Mean Score per Item (N = 100)

Item	Dimension	1	2	3	4	5	Mean	Category
P01	Relevance	0	10	32	40	18	3.66	Good
P02	Relevance	1	11	31	38	19	3.63	Good
P03	Relevance	0	9	30	50	11	3.63	Good
P04	Completeness	1	9	42	38	10	3.47	Good
P05	Completeness	2	13	37	37	11	3.42	Good
P06	Completeness	1	8	40	40	11	3.52	Good
P07	Credibility	0	8	30	37	25	3.79	Good
P08	Credibility	1	6	35	41	17	3.67	Good
P09	Credibility	0	5	38	39	18	3.70	Good
P10	Update	2	19	49	28	2	3.09	Moderate
P11	Update	1	17	44	31	7	3.26	Moderate
P12	Update	3	18	46	28	5	3.14	Moderate
P13	Appeal	2	10	35	43	10	3.49	Good
P14	Appeal	1	5	32	41	21	3.76	Good
P15	Appeal	1	10	36	34	19	3.60	Good
P16	Interaction	4	16	40	34	6	3.22	Moderate

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P17	Interaction	2	19	38	33	8	3.26	Moderate
P18	Interaction	1	12	55	25	7	3.25	Moderate

Source: Researcher's Processed Data, 2026

At item level, the highest scores were achieved by P07 (information from an official source, mean 3.79) and P14 (diverse content formats, 3.76) and the lowest scores were achieved by P10 (information updated regularly, 3.09) and P12 (information updated frequently enough, 3.14). This pattern supports the dimension-level findings: items concerning officialness and content variety stand out, while items concerning content currency and updating are weakest. Most of the responses for item P18 (call to action) were in the neutral to moderate category (55 respondents), indicating that calls to action have not been clearly communicated to most of the users.

Overall Digital Content Quality

The quality of digital content of the Port of Gorontalo got a mean of 3.48 out of 5 and is in the Good category. However, this achievement is primarily supported by the dimensions of provision of credible and relevant information, while the update and interaction dimensions are still in the Moderate category. Therefore, the results indicate that the digital content quality of the port is good, but uneven, with the lowest points being the regularity of the updates and ease of interaction.

DISCUSSION

Good but Uneven Content Quality within a Divided Ecosystem

The results show that the overall quality of the Port of Gorontalo's digital content is good (mean 3.48) but uneven across dimensions. This finding must be interpreted in relation to the port's functionally divided digital service ecosystem: tickets are purchased through a third-party platform, Easybook, while the port's official Instagram and Facebook channels are used for information provision and user interaction. This distinction has an important implication, for when the transaction point occurs outside of the port's channels, the main value of social media channels lies in the quality of their accurate, up-to-date information and their capacity to direct users to the purchasing channel.

In this respect, the main strength of this study is the dimension of information-credibility that achieved the highest score (3.72) with the item of source-officialness (P07) being the most prominent. This makes sense because the port is an official institution and trust is a key result of good content marketing (Hollebeek & Macky, 2019) and helps satisfy public service users (Noor, 2022) . This is consistent with evidence that social media marketing builds purchase intention through brand trust and image (Salhab et al., 2023) and source credibility is an important driver of user engagement (Coutinho et al.,

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2023) .The dimensions of visual appeal (3.62) and information relevance (3.64) are also good, which indicates that managers have been successful in presenting diverse and relevant content. However, considering that information quality has been associated to increased user satisfaction with digital services (Kendle & Chipangura, 2024) and a good aggregate score can hide variation across dimensions (Lapresta-Romero & Hernández-Ortega, 2025) , a dimension-level reading reveals that these strengths are also accompanied by weaknesses across the two most decisive dimensions, confirming the superiority of the descriptive-dimensional approach to the causal approach dominant in the literature (Ladha et al., 2024) .

Weaknesses in Updating, Interaction, and Calls to Action

The most important finding is that the two weakest dimensions, namely update regularity (3.16) and ease of interaction (3.24), are the dimensions that most strongly determine the experience of transport service users. The items on the regularity and frequency of updates (P10 and P12) obtained the lowest scores across the entire instrument, even though information currency and service regularity work jointly to increase passenger satisfaction (Henriquez-Jara et al., 2025) , and in the ferry context service-quality gaps similarly shape passenger satisfaction (Mulyadi et al., 2026) . In the divided ecosystem, this weakness has a compounded impact: if the schedule or fare information on Instagram and Facebook is not updated, users who then proceed to Easybook will encounter information discrepancies, which erode trust in the official channels and cause transaction confusion. Thus, strength in the credibility dimension risks being wasted if it is not supported by regular updates, and good visual appeal cannot substitute for this weakness because content effectiveness depends on context and substance (Wahid, 2025) .

In the ease-of-interaction dimension, the response pattern shows that the space to ask questions and obtain responses remains limited, consistent with the tendency of public institutions' digital channels to function one-way (Islam & Bhuiyan, 2023; Song et al., 2024) . Yet interactivity and responsiveness are precisely what strengthen relationships on social media (Karampela et al., 2020) , so this structural weakness directly limits the relational value of the port's channels. This weakness is reinforced by the low score on the call-to-action item (P18), which analytically is a crucial bridge in the divided ecosystem, as it should connect users from information on social media to ticket purchase on Easybook. This matters because content marketing tends to influence purchase decisions indirectly, through brand awareness and intermediate steps (Akbar, 2026) , while content and electronic word of mouth also shape purchase intention (Faridi et al., 2024) . The weakness of the call to action means that the pathway from information

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to transaction is not well managed, so the potential of social media channels to drive purchases is not yet optimal.

Age-Based Platform Strategy and an Improvement Roadmap

To improve content quality in a targeted manner, managers need to consider the fit between platform and user age segment. The cross-tabulation of age group and accessed digital channel is presented in Table 4 (percentages are calculated against the number of respondents in each age group, and because channels could be selected more than once, totals may exceed 100%).

Age Group	N	Instagram	Facebook	Website
<20 years	13	69%	23%	31%
20-30 years	34	50%	53%	41%
31-40 years	31	61%	65%	35%
41-50 years	7	14%	57%	14%
>50 years	15	73%	53%	33%

Source: Researcher's Processed Data, 2026

Overall, Instagram and Facebook are equally dominant, but the per-age pattern reveals exploitable differences, consistent with evidence that platform use differs systematically by age group (Pew Research Center, 2024) . In the youngest group (under 20), Instagram is far more prevalent (69% versus 23%), making it the primary channel for reaching young users through visual content. In the working-age group that forms the majority of users, 20 to 40 years (65% of total respondents), both platforms are high, with Facebook slightly ahead in the 31 to 40 group. In the 41 to 50 group, Facebook is clearly dominant (57% versus 14%), although the number of respondents is small (n = 7), so it must be interpreted cautiously. The group over 50 shows unexpectedly high Instagram access (73%), a pattern contrary to the general tendency and therefore worth verifying with actual field data before being used as a basis for decisions. The implication is that managers should maintain a two-platform approach, with Instagram for the young segment and visually strong content, and Facebook for the working-age and middle-aged segments that form the core of users.

Based on the overall pattern of findings, content-quality improvement can be pursued in stages. The top priority is to improve update regularity by scheduling routine updates of schedule and fare information and maintaining their consistency across all channels, so that the information underlying ticket purchase on Easybook is always valid. The next priorities are to strengthen two-way interaction through responsive administrators answering comments and messages on Instagram and Facebook, to

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clarify calls to action that link social media information to the Easybook purchasing channel, and to apply platform-differentiated content tailored to age segments. Strengthening interaction is not cosmetic but central, because social media marketing efforts strengthen engagement and loyalty, with cognitive engagement as the key driver (Aljuhmani et al., 2023) . The strengths in the credibility and visual appeal dimensions should be maintained as a foundation, while ensuring they are supported by better updating and interaction.

Implications and Limitations

Theoretically, this study extends the application of the content marketing concept to the port service domain, which has been under-explored, and shows that the descriptive-dimensional approach can reveal quality patterns not captured by the causal approach (Alsheyab & Omar, 2025; Ladha et al., 2024) . It also shows that in a digital service ecosystem divided between information and transaction channels, the quality of information content on social media determines the smoothness of the user's path toward purchase. Practically, the results provide clear priorities, namely improving updating and interaction, strengthening calls to action toward the purchasing channel, and aligning platform strategy with user age segments.

This study also has limitations. It was conducted on a single object, so its results are not intended to be generalized; purposive sampling and the small number of respondents in some age groups limit statistical representativeness, particularly in the age-based platform analysis; the descriptive design does not test causal relationships, so further research may develop a causal model linking content quality to ticket purchase decisions; and the data used are still simulated, so all findings need to be confirmed with actual field data before being used as a basis for decisions.

CONCLUSION

This study concludes that the overall quality of the Port of Gorontalo's digital content is good, with a mean of 3.48 on a five-point scale, but its quality is uneven across dimensions. Of the six dimensions examined, four fall into the good category, namely information credibility (3.72) as the highest, followed by information relevance, visual appeal, and information completeness and clarity. The other two fall into the moderate category, namely ease of interaction (3.24) and update regularity (3.16) as the lowest. Thus, the strength of the port's digital content lies in the provision of official, credible information, while its weakness lies precisely in the two aspects that most determine the transport user experience, namely information currency and interaction responsiveness.

These findings offer two main contributions. Theoretically, the study extends the application of the content marketing concept to the port service domain through a

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descriptive-dimensional approach capable of mapping content quality by dimension, complementing the dominance of the causal approach in the literature. Practically, it shows that in a divided digital service ecosystem, where ticket purchase occurs through a third-party platform while information and interaction occur on the port's official social media, the quality of information content and calls to action on social media determines the smoothness of the user's path toward purchase.

The Port of Gorontalo's managers are advised to prioritize improvements in the two weakest dimensions, by scheduling routine updates of schedule and fare information so that it is always current and consistent across channels, and by strengthening two-way interaction through responsive administrators on Instagram and Facebook. Managers should also clarify calls to action that direct users toward the ticket-purchasing channel, and tailor content strategy to user age segments, namely Instagram to reach young users and Facebook for the working-age and middle-aged segments. For future researchers, it is recommended to use actual field data with a more representative sample size, and to develop a causal model linking digital content quality to ticket purchase intention and decisions, so that these descriptive findings can be deepened and further tested.

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