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Content Marketing, Customer Engagement On Marketing Performance Mediated By Digital Marketing In Batik Msmes In Banyumas Regency

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Abstract

Banyumas Regency, which is known for its rich batik culture, is one of the areas where batik MSMEs are trying to maintain and develop their market amidst intense competition. This research has not yet discussed mediation of marketing performance, so the novelty in this research is that digital marketing becomes mediation. This research was conducted on Batik MSMEs in Banyumas Regency by giving questionnaires to business owners and MSME managers using Google Form. The Banyumas Regency Cooperatives and MSMEs Service said there were 120 MSMEs. In this study, the entire population was used as the research sample. This is because there are only 120 Batik MSMEs in Banyumas Regency. Partial Least Square (PLS) model analysis was used in this research. Based on the research results, it can be concluded that content marketing has no effect on digital marketing. Content marketing has no effect on marketing performance. Customer engagement influences digital marketing. Customer engagement influences marketing performance. Digital marketing influences marketing performance. Digital marketing does not mediate the relationship between content marketing and marketing performance and digital marketing mediates the relationship between customer engagement and marketing performance.

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Keywords: Content Marketing, Customer Engagement, Digital Marketing, Marketing Performance.

INTRODUCTION

In this increasingly advanced digital era, marketing strategies are experiencing a significant transformation. This change is not only felt by large companies, but also by Micro, Small and Medium Enterprises (MSMEs) which play an important role in the local and national economy (Bhandari & Bansal, 2019). Banyumas Regency, which is known for its rich batik culture, is one of the areas where batik MSMEs are trying to maintain and develop their market amidst intense competition. One strategy that is increasingly being adopted by MSMEs is digital marketing, which provides various opportunities to improve their marketing performance (Prasetyaningrum & Sudalyo, 2024). Digital marketing, with the various tools and platforms it offers, allows batik MSMEs in Banyumas to reach a wider audience without geographical limitations. Through content marketing, MSMEs can tell the story behind their products, explain the traditional and unique batik making process, and highlight the cultural values contained in each batik motif. This strategy not only attracts the attention of potential customers but also builds a strong emotional connection with them, which is the key to customer engagement (Citra Melati Khairunnisa et al., 2023).

Customer engagement is an important aspect that can influence customer loyalty and trust in batik MSME products and brands. Through intensive and meaningful interactions on digital platforms, MSMEs can gain valuable insights into their customers' needs and preferences (Budiono & Agustin, 2024). This not only helps in developing products that are better suited to the market but also improves customer experience, which in turn can have a positive impact on marketing performance. In the midst of the widespread use of social media, websites and e-commerce, digital marketing functions as a bridge that connects batik MSMEs in Banyumas with potential customers from various regions. An effective digital marketing strategy can turn casual visitors into loyal customers through a targeted and personalized approach (Alamsyah & Febriani, 2020). With the help of digital analytics, MSMEs can monitor and evaluate the effectiveness of their marketing campaigns in real-time, enabling quick strategy adjustments to achieve optimal results (Khairunnisa & Ariyanto, 2023).

MSMEs are the most important pillar in the Indonesian economy. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total existing workforce and can raise up to 60.4% of total investment. The number of MSMEs

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currently reaches 64.2 million with a contribution to GDP of 61.07% or 8,573.89 trillion rupiah in 2021. Of the 64.2 million MSMEs, 2,951 are Batik MSME players, and only 34% of Batik MSME players are entered e-commerce or have implemented digital marketing. MSMEs in Indonesia are faced with a number of challenges, including limited digitalization capabilities, lack of product innovation, marketing, difficulties in adapting to environmental changes, and less rapid response to dynamic market competition, all of which make it difficult to improve their marketing results or performance.

In addition, digital marketing offers various opportunities, batik MSMEs in Banyumas Regency face a number of challenges in implementing this strategy effectively. One problem phenomenon that often occurs is the lack of digital knowledge and skills among MSME players (Ira Promasanti Rachmadewi et al., 2021). Many batik entrepreneurs are still accustomed to traditional marketing methods and do not fully understand how to utilize digital tools and platforms to promote their products (Setiawan & Santosa, 2021). This limitation means that the huge potential of digital marketing has not been fully exploited. Batik MSMEs in Banyumas often have limited resources, both in terms of finance and labor. Investing in digital technology, developing quality content, and consistent marketing campaigns require a lot of money and effort. For many MSMEs, allocating a budget for digital marketing activities can be a big challenge (Rizaldi et al., 2021). Moreover, limitations in marketing teams with specific digital expertise often hinder effective strategy implementation. Customer engagement is also a challenge in itself. Even though digital platforms provide various ways to interact with customers, many MSMEs still struggle to build and maintain strong engagement. Low levels of customer engagement can be caused by a lack of interesting and relevant content, as well as communication strategies that are not yet optimal. This has an impact on low customer loyalty and unstable sales (Wardhani & Romas, 2022).

Competition in the digital market is very tight. Batik MSMEs in Banyumas not only compete with fellow local entrepreneurs, but also with batik products from other regions and other textile products from all over the world. In this highly competitive environment, MSMEs must be able to create strong differentiation through content marketing and effective customer engagement (Febriyantoro & Arisandi, 2018; Zulkarnain & Sembiring, n.d.). However, many MSMEs do not yet have an integrated and sustainable marketing strategy to face this competition. The aim of this research is to analyze content marketing customer engagement on marketing performance mediated by digital marketing in Batik MSMEs in Banyumas Regency. This research is also based on research conducted by (Pradisti & Suparno, 2022) who examined digital content marketing and digital

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transformation on the marketing performance of food MSMEs in Banyumas. This research has not yet discussed mediation of marketing performance, so the novelty in this research is that digital marketing becomes mediation (Syukri & Sunrawali, 2022).

LITERATURE REVIEW

Content Marketing

Content marketing is a marketing strategy that focuses on creating and distributing content that is relevant, valuable, and interesting to a target audience (Lavanya & Radhikamani, 2021). The conceptual approach to content marketing involves developing in-depth ideas and concepts, which allows brands to convey their messages in a unique and memorable way. This involves a solid understanding of the target audience, brand goals and relevant industry trends (Syarif et al., n.d.).

In a conceptual context, content is not only produced to fulfill marketing needs, but also to build strong relationships with the audience. Brands seek to position themselves as thought leaders or advisors in their industry through content that focuses on an educational, inspirational, or entertaining approach (Sagita & Wijaya, 2022). By leveraging powerful and creative concepts, conceptual content marketing allows brands to create deeper connections with their audiences, build brand loyalty, and strengthen their brand image in the marketplace (Hayaty & Meylasari, n.d.).

Customer Engagement

Conceptual customer engagement involves creating deep relationships between brands and customers, focused on understanding and meeting customer needs and desires in unique and memorable ways (Haque, 2020). This approach includes the use of strategies and concepts aimed at building emotional connections, triggering active interactions, and increasing customer engagement throughout the product or service life cycle. It involves the use of technology, consumer psychology, and creativity in producing engaging and meaningful experiences for customers (Erfin et al., 2022).

In a conceptual context, customer engagement is not only about retaining existing customers, but also about creating engaging experiences that can attract new customers and increase the loyalty of existing customers. Through this approach, brands can create active communities, increase brand awareness, and strengthen long-term relationships with customers (Febriyantoro & Arisandi, 2018). By combining a deep understanding of customer needs with creativity in developing experiences and interactions, conceptual

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customer engagement becomes a strong foundation in building sustainable relationships between brands and customers (Pramadyanto, 2022).

Digital Marketing

Conceptual digital marketing is a strategic approach to marketing that emphasizes the use of digital technology and online platforms to create, deliver, and measure the effectiveness of marketing messages (Putri & Sanica, 2022). This approach involves the use of innovative and creative concepts in designing campaigns that can harness the power of digital media to achieve marketing goals. This includes careful audience segmentation, message personalization, and the use of data to deeply understand consumer behavior (Arfan & Hasan, n.d.).

In conceptual digital marketing, the focus is not only on the use of digital tools and techniques, but also on a deep understanding of changing trends and consumer behavior in the digital ecosystem (Ratna Gumilang, 2019). This approach allows brands to engage directly with their target audience through various online channels such as social media, search engines and websites. By leveraging creative and innovative concepts, conceptual digital marketing enables brands to create engaging and relevant experiences for customers, strengthen brand impressions, and increase conversions effectively in an ever-changing digital environment (Hendro & Arlinda, 2023).

Marketing Performance

Conceptual marketing performance involves a holistic and results-oriented approach in measuring the effectiveness of a company's marketing strategy. This includes identifying and monitoring the performance of various marketing initiatives, from advertising campaigns to promotional activities, with a focus on achieving business objectives and the long-term value created (Haque, 2020). This conceptual approach not only looks at metrics like direct sales or click rates, but also takes into account qualitative factors like brand impression and customer engagement (Artanto & Nurdiyansyah, 2017).

In conceptual marketing performance, it is important to understand that achieving marketing objectives is not always limited to numbers that can be measured directly (Lavanya & Radhikamani, 2021). This involves the use of careful data analysis and interpretation to identify patterns that illustrate the impact of marketing strategies on overall business performance. With this approach, companies can optimize their marketing spend, allocate resources more efficiently, and direct their efforts in the

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direction that adds the greatest value to the organization as a whole (Dewanto et al., 2023).

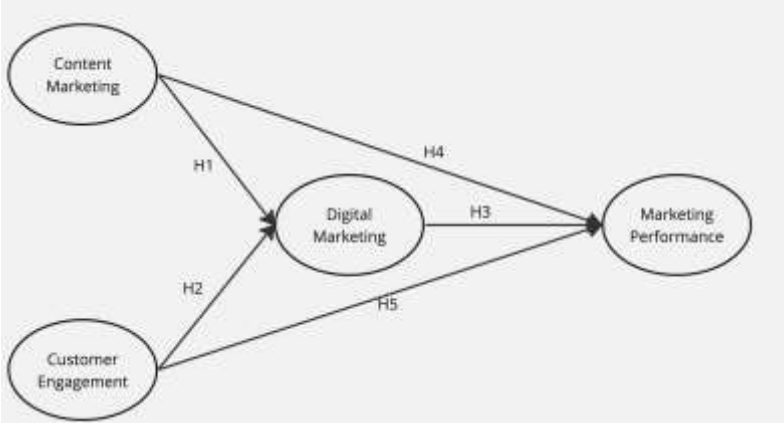


Figure 1. Research Model

METHODOLOGY

This research aims to examine the influence of content marketing and customer engagement on marketing performance mediated by digital marketing in Batik MSMEs in Banyumas Regency. This research was conducted on Batik MSMEs in Banyumas Regency by giving questionnaires to business owners and MSME managers using Google Form. The Banyumas Regency Cooperatives and MSMEs Service said there were 120 MSMEs. In this study, the entire population was used as the research sample. This is because there are only 120 Batik MSMEs in Banyumas Regency.

Partial Least Square (PLS) model analysis was used in this research. Research data is looked at using descriptive statistics to find out things like the age, gender and education level of the person answering the questions. Questionnaire with a Likert scale and five possible answers. Validity test with loading factor and Average variance Extracted (AVE) > 0.5 as a measure of success. Composite reliability parameters > 0.6 are used to measure how well the reliability test works (Ghozali, 2015). The PLS SEM method was used to test this idea. Inner models, R-Square values, and path coefficients are used to test the relationship between latent variables. Testing continues with statistical bootstrapping tests. After the data is processed, the results appear to answer all research questions.

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RESULTS AND DISCUSSION

RESULTS

The first step taken is to measure the outer model to find out how valid and reliable the indicators are. The loading factor value must be greater than 0.7, and if the correlation value is less than 0.7 then the indicator is removed. Test results show that all indicators are greater than 0.7. This means that the construct has good convergent validity.

Table 1. Variables, Indicators, Loading Factor, AVEs and Composute Reliability

Variables	Indicators	Loading Factors Running	Cronbach 's Alpha	AVE	Composite Reliability
CM	CM1	0,742	0,897	0,712	0,925
	CM2	0,918			
	CM3	0,882			
	CM4	0,887			
	CM5	0,778			
CE	CE1	0,765	0,905	0,679	0,927
	CE2	0,857			
	CE3	0,781			
	CE4	0,835			
	CE5	0,853			
	CE6	0,850			
DM	DM1	0,773	0,878	0,672	0,911
	DM2	0,840			
	DM3	0,867			
	DM4	0,835			
	DM5	0,782			
MP	MP1	0,814	0,903	0,721	0,928
	MP2	0,885			
	MP3	0,842			
	MP4	0,856			
	MP5	0,848			

Source: Processed data, 2024

The next step is to look at R-square to test the predicted relationship between hidden variables or structural models. Figure 1 shows the structural model, and Table 2 shows the R-square values. The R-square value of marketing performance is 0.767,

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which means that the content marketing and customer engagement variables are able to explain 76.7% and the digital marketing variables are able to explain 63.9% of marketing performance.

Table 2. Value of R Square

	R Square	Adjusted R Square
DM	0,639	0,633
MP	0,767	0,761

Source: Processed data, 2024

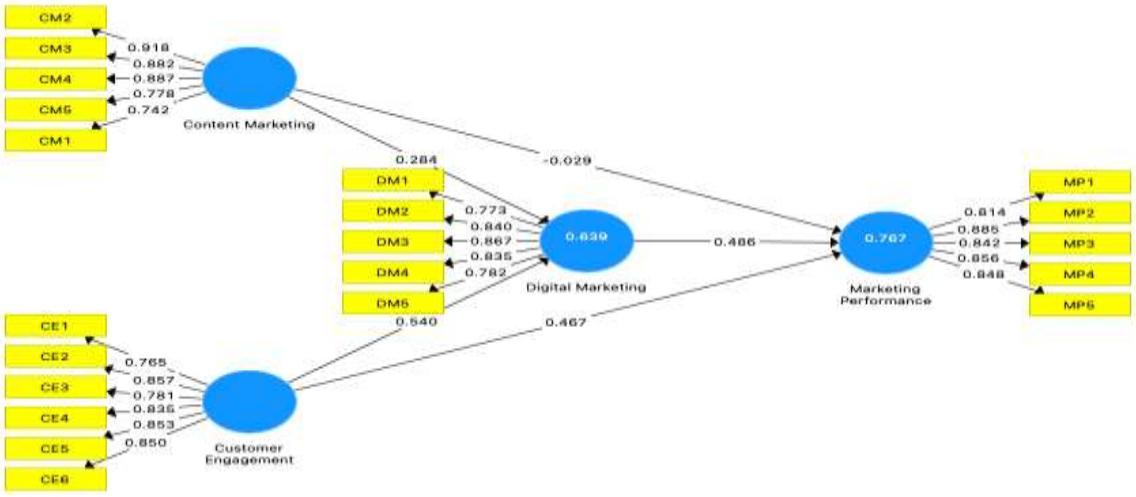


Figure 2. Structural Equation Modelling

Table 3: Variables, Indicators, Loading Factors, AVEs, and Composite Reliability

Hypothesis	Relationships	Original Sample	T.Statistics	P-Value	Result
1	Content Marketing -> Digital Marketing	0,284	1,928	0,054	Reject
2	Content Marketing ->	-0,029	0,265	0,791	Reject

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	Marketing Performance				
3	Customer Engagement -> Digital Marketing	0,540	3,653	0,000	Accepted
4	Customer Engagement -> Marketing Performance	0,467	3,279	0,001	Accepted
5	Digital Marketing -> Marketing Performance	0,486	4,180	0,000	Accepted
6	Content Marketing -> Digital Marketing -> Marketing Performance	0,138	1,743	0,082	Reject
7	Customer Engagement -> Digital Marketing -> Marketing Performance	0,263	2,560	0,011	Accepted

Source: Processed data, 2024

DISCUSSION

Content marketing versus digital marketing

The first hypothesis which states that content marketing has an effect on digital marketing is not proven, this is because the P-Value value of 0.054 is greater than the alpha value of 0.05, which means the hypothesis is rejected or not accepted.

In Banyumas Regency, many Batik MSMEs are trying to utilize digital marketing strategies to increase the reach and sales of their products. One method that is often promoted is content marketing, where MSMEs create and distribute relevant and interesting content to attract customer attention. However, in practice, many batik MSMEs in Banyumas find that content marketing does not have a significant influence on the

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effectiveness of their digital marketing campaigns. One of the main reasons that may be causing the lack of influence of content marketing is the quality of the content produced. Content that is not interesting enough, not informative enough, or not relevant to the target audience will not succeed in attracting customers' attention or maintaining interest. MSMEs often have limited skills and resources to produce high-quality content that truly engages audiences. Ineffective content distribution is also a significant problem. Even though the content created has potential, if its distribution is not carried out through the right channels or does not reach the appropriate audience, then its impact on the digital marketing campaign will be minimal. Many MSMEs do not have a good distribution strategy, so their content is drowned in a sea of highly competitive digital information.

Apart from that, the lack of a deep understanding of how to integrate content marketing into an overall digital marketing strategy is also an obstacle. Without a well-planned strategy, the content produced is often not in line with digital marketing goals, so it does not provide maximum contribution. Technical challenges and resource constraints also play an important role. MSMEs in Banyumas may lack funds and skilled workforce in digital marketing. This makes it difficult for them to utilize technology and digital marketing tools optimally, which ultimately reduces the effectiveness of content marketing. Intense competition in the digital world is also a factor that cannot be ignored. The large amount of content available means that content from batik MSMEs must try extra hard to stand out. Without clear differentiation and truly interesting content, it is very difficult for MSMEs to attract audience attention amidst the many existing content choices.

Content marketing on marketing performance

The second hypothesis which states that content marketing has an effect on marketing performance is not proven, this is because the P-Value value of 0.791 is greater than the alpha value of 0.05, which means the hypothesis is rejected or not accepted.

In the context of Batik MSMEs in Banyumas Regency, there is a phenomenon that content marketing does not have a significant influence on marketing performance. This raises a number of questions and challenges that need to be explored further to understand the causes behind the lack of effectiveness of this strategy. One of the main factors that may explain the lack of influence of content marketing is the quality of content produced by MSMEs. Content that is uninteresting, uninformative, or does not match the interests and needs of the target audience often fails to attract the attention of potential customers. Many MSMEs in Banyumas face limitations in terms of skills and resources to produce content that is able to compete in a very dynamic digital market. Apart from

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that, inappropriate content distribution is also a big obstacle. Even though MSMEs may be able to produce quality content, if the distribution is not carried out through the right channels or does not reach the relevant audience, then the content will not be effective. Many MSMEs do not have a solid and targeted distribution strategy, so their content does not get optimal exposure. A lack of deep understanding of content marketing strategy also plays a role in the lack of impact on marketing performance. Without a good understanding of how to integrate content marketing with overall marketing goals and campaigns, the efforts put into content creation become less focused and do not support marketing objectives effectively.

Technical challenges and limited resources on the MSME side also contribute to this problem. Most batik MSMEs in Banyumas may not have an adequate budget or a skilled enough workforce to carry out a comprehensive content marketing strategy. This includes the ability to use digital analytics tools, optimize SEO, or manage social media platforms effectively. Apart from that, intense competition in the digital realm requires MSMEs to be able to produce content that truly stands out. With so much content available, only highly engaging and relevant content can attract attention and build relationships with customers. MSMEs often struggle to achieve the level of differentiation necessary for their content to succeed in a competitive marketplace. The lack of an adequate measurement and analysis system makes it difficult for MSMEs to assess and understand the impact of their content marketing. Without accurate data and deep insights, it is difficult for MSMEs to make the necessary adjustments and optimize their strategies. This causes the content marketing efforts carried out to be less effective and do not contribute significantly to overall marketing performance.

Customer engagement on digital marketing

The third hypothesis which states that customer engagement has an effect on digital marketing is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

In Banyumas Regency, Batik MSMEs continue to look for ways to strengthen their position in an increasingly competitive market. One strategy that is receiving increasing attention is increasing customer engagement as a key factor in digital marketing success. Customer engagement refers to the way MSMEs interact and build relationships with their customers through various digital platforms, and this has been proven to have a significant influence on the effectiveness of digital marketing. One of the reasons why customer engagement has a big influence on digital marketing is because high

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engagement can create more loyal and dedicated customers. When customers feel engaged and valued by a brand, they are more likely to return to make a purchase and even recommend the product to others. In the context of Batik MSMEs in Banyumas, building strong relationships with customers through meaningful interactions can help increase customer loyalty, which is a valuable asset in digital marketing. Intensive and personalized interactions through digital platforms, such as social media, websites and emails, enable MSMEs to collect valuable feedback from customers. This feedback not only helps in better understanding customer needs and preferences, but also provides insights that can be used to refine marketing and product development strategies. By utilizing this data and insight, Batik MSMEs in Banyumas can create digital marketing campaigns that are more targeted and effective. Apart from that, strong customer engagement can also increase brand visibility through user-generated content. When customers feel engaged, they are more likely to share their experiences with a product on social media or review platforms. This not only helps in building a positive reputation but also expands the brand reach organically. In digital marketing, this increased visibility can attract more visitors to MSME websites and online platforms, which can ultimately increase sales.

In the world of digital marketing, social media algorithms and search engines tend to give higher priority to content and accounts that demonstrate high levels of engagement. Therefore, good customer engagement can increase the ranking and visibility of Batik MSME content on various digital platforms. This means that by increasing customer engagement, MSMEs can gain more exposure and attract more potential visitors organically. Apart from that, good customer engagement also increases brand trust and credibility. Customers who feel valued and heard are more likely to trust the brand. In the context of digital marketing, this trust is very important because customers who trust tend to have higher conversions, whether through purchasing products or services, registering for newsletters, or other actions desired by MSMEs. Customer engagement has a significant impact on the success of digital marketing for Batik MSMEs in Banyumas Regency. By increasing customer engagement, MSMEs can build stronger loyalty, gain valuable feedback, increase brand visibility, improve rankings on social media and search engines, and increase trust and credibility. All of this contributes to a more effective and efficient digital marketing campaign, which can ultimately improve marketing performance and business growth for Batik MSMEs in Banyumas.

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Customer engagement on marketing performance

The fourth hypothesis which states that customer engagement has an effect on marketing performance is proven, this is because the P-Value value of 0.001 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

In the midst of increasingly fierce competition in the digital market, Batik MSMEs in Banyumas Regency are trying to improve their marketing performance. One of the factors that is the main focus is customer engagement, which refers to active interactions between customers and brands. In the context of Batik MSMEs, customer engagement is a key element that is considered to have a significant impact on overall marketing performance. This customer engagement is reflected in various interactions between customers and brands, whether through social media, email, websites or other digital channels. Batik MSMEs strive to build strong relationships with their customers, in the hope of increasing loyalty, increasing sales, and improving their brand image in the eyes of consumers.

In practice, this customer engagement is reflected in a variety of activities, from responses to social media posts, participation in online contests or quizzes, to providing reviews or feedback about products or services. MSME Batik strives to create meaningful and valuable experiences for their customers, in the hope of strengthening emotional ties and loyalty to their brand. One of the main reasons why customer engagement is so important is because of its impact on marketing performance. Batik MSMEs realize that customers who feel involved tend to be more loyal, more likely to recommend the brand to others, and more likely to make repeat purchases in the future. Therefore, they strive to strengthen interactions with their customers as an integral part of their marketing strategy. Apart from that, customer engagement also plays an important role in increasing brand visibility. Through active interaction with customers on social media and other online platforms, Batik MSMEs can expand their brand reach and create greater awareness among a wider audience. Positive interactions can also help improve brand reputation and build a strong brand image in the eyes of consumers. Customer engagement is considered a key element in the marketing strategy for Batik MSMEs in Banyumas Regency. In an effort to improve their marketing performance, Batik MSMEs continue to invest in building strong and sustainable relationships with their customers through various digital channels. Through these efforts, they hope to achieve their marketing goals and carve out a strong place in an increasingly competitive market.

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Digital marketing mediates the relationship between content marketing and marketing performance

The sixth hypothesis which states that digital marketing mediates the relationship between content marketing and marketing performance is not proven, this is because the P-Value value of 0.082 is greater than the alpha value of 0.05, which means the hypothesis is rejected or not accepted.

In the midst of efforts by Batik MSMEs in Banyumas Regency to strengthen their presence in the digital realm, interesting dynamics are occurring regarding the relationship between two important elements: digital marketing and content marketing. Even though both have great potential to improve marketing performance, there is a phenomenon that shows that digital marketing is not effective in mediating the relationship between content marketing and marketing performance. First of all, there tends to be a lack of strategic integration between digital marketing and content marketing. Although the two may be executed separately, poor coordination between the two can limit the effectiveness of the overall marketing strategy. This can lead to lost synergies and opportunities to maximize digital marketing potential. Furthermore, inadequate content quality is also an influencing factor. Although content marketing is a part of digital marketing, the content produced may not always meet the standards required to attract the attention of the audience and influence their behavior. Content that is less interesting or relevant will not make a significant contribution to marketing performance.

Limitations in measurement and analysis are also a problem. Without an adequate system for measuring content marketing performance, it is difficult to assess its contribution to overall marketing performance. A lack of accurate data on how content impacts consumer behavior or conversions can make it difficult to make the necessary adjustments to increase its effectiveness. Lack of resources and expertise can be an obstacle for Batik MSMEs. A lack of a skilled workforce or adequate budget to implement a comprehensive content marketing strategy can limit its potential impact on marketing performance. Sufficient investment in human resources and technology is required to ensure that content marketing can be carried out effectively and efficiently. Even though digital marketing and content marketing have great potential to improve the marketing performance of Batik MSMEs in Banyumas Regency, these challenges need to be overcome so that these two elements can contribute optimally to achieving overall marketing goals.

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Digital Marketing mediates the relationship between Customer Engagement and Marketing Performance

The seventh hypothesis which states that digital marketing mediates the relationship between customer engagement and marketing performance is proven, this is because the P-Value value of 0.011 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

In the Batik MSME environment in Banyumas Regency, digital marketing acts as a vital link between customer engagement and overall marketing performance. Especially in an industry that is increasingly digitally connected, efforts to build customer engagement cannot be separated from an effective digital strategy. Through digital marketing, Batik MSMEs can present a variety of interesting and relevant content to their audiences, trigger meaningful interactions and build strong relationships with customers. Social media is becoming the main channel through which interactions between customers and brands occur. Batik MSMEs in Banyumas use social media platforms to communicate directly with customers, answer their questions and respond to feedback. Thus, digital marketing facilitates direct and personal interactions between brands and consumers, strengthening customer engagement. Not only that, digital marketing also provides the ability to measure and analyze customer engagement with content and marketing campaigns. Through digital analytics tools, Batik MSMEs can track customer responses, identify trends and evaluate the effectiveness of their marketing strategies. This data becomes the basis for making better decisions in directing marketing efforts in a more efficient direction.

Apart from facilitating interaction, digital marketing also encourages desired consumer actions. Through clear and measurable calls to action, Batik MSMEs can direct customers to take certain actions, such as purchasing a product or registering for a newsletter. Thus, digital marketing not only builds engagement, but also converts it into profitable conversions. Digital marketing allows Batik MSMEs to measure the impact of customer engagement on overall marketing performance. Through metrics such as conversion rate, customer retention, and customer lifetime value, Batik MSMEs can evaluate the effectiveness of their marketing strategies and make necessary adjustments to improve results. Thus, digital marketing not only acts as a link between customer engagement and the marketing performance of Batik MSMEs in Banyumas Regency, but also as a foundation that enables more effective and efficient marketing efforts overall.

CONCLUSION

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Based on the research results, it can be concluded that content marketing has no effect on digital marketing. Content marketing has no effect on marketing performance. Customer engagement influences digital marketing. Customer engagement influences marketing performance. Digital marketing influences marketing performance. Digital marketing does not mediate the relationship between content marketing and marketing performance and digital marketing mediates the relationship between customer engagement and marketing performance.

The limitation of this research is that the research was conducted in Banyumas Regency, it is hoped that further research can examine generalizations to a wider area, not just in one area, and other variables are still needed that have an influence on marketing performance, especially MSMEs.

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