

ABSTRACT

Major developments in the use of internet technology can open a business opportunity to present information in all fields, one of which is in the culinary field. In addition, the presence of various types of restaurants that are developing in Indonesia makes many variations in dining options for consumers. This can have an impact on consumers to visit restaurants more often. The restaurant provides a variety of dishes and facilities that can attract consumers eager to visit the restaurant. But not all restaurants have good quality and can be in accordance with the wishes of consumers. Therefore, the existence of a product that presents a culinary directory is needed in the Indonesian market so that consumers can easily search for information either from the opinions or reviews of previous restaurant visitors.

This study was conducted to determine the effect of Content Marketing on Customer Retention with Customer Engagement as an intermediate variable on the use of the Zomato website. This research uses quantitative methods by distributing questionnaires to respondents. The population in this research is the user of the Zomato website in the Bandung area. The analysis technique used is descriptive analysis, measurement model analysis, and structural model analysis. The purpose of this study was to determine how much influence Content Marketing has on Customer Retention with Customer Engagement as an intermediary variable on the use of the Zomato website.

The results of this study indicate that Content Marketing (independent) has a positive and significant effect on Customer Engagement (intervening) and Customer Retention (dependent). Based on the results of the t-statistic test conducted through SmartPLS, the value of the Content Marketing variable t-statistic obtained for Customer Engagement is 16,842, it has the biggest significant effect compared to the results of the t-statistic test on Customer Engagement on Customer Retention of 3,506 and the results of the t-statistic test on Content Marketing to Customer Retention were 3,425. The results of the Sobel Test on the Customer Engagement variable as a mediator between Content Marketing and Customer Retention obtained a t-statistic value of 3.576. This shows that Customer Engagement gives effect as a full mediator of Content Marketing to Customer Retention.

Keywords: Content Marketing, Customer Engagement, Customer Retention.