

ABSTRACT

In the digital era, content-based marketing (Digital Content Marketing/DCM) has become a primary strategy for B2B companies. Business practitioners aim to enhance customer engagement and drive business interactions. Telkomsel Enterprise has adopted this strategy by utilizing various digital platforms to disseminate educational content, product promotions, and case studies. However, the main challenge faced is how to ensure that the presented content aligns with the customer journey stages to increase B2B customer engagement at Telkomsel.

This study is based on the theory of customer engagement and the adoption of digital content marketing throughout the customer journey. The research also examines the moderating effects of social media usage frequency and organizational position. The variables used in this research model consist of: Digital Content Marketing Fit, Content Engagement, and Firm Engagement. This study also considers the combination of customer journey stages (pre-purchase, purchase, post-purchase) and content types (educational, product-related, use case) as the basis for measuring DCM effectiveness.

The method used in this research is a quantitative approach. The sample data will be collect through an online scenario-based experiment. Data collection was carried out by distributing questionnaires using Google Forms to respondents from the B2B customer segment of Telkomsel Enterprise who have been exposed to Telkomsel's digital content. The collected data was analyzed using the Covariance Based Matrix - Structural Equation Modelling (SEM) method to test the relationships between variables and examine mediation and moderation effects within the conceptual model.

The results of the study indicate that the conceptual model demonstrates a good fit with the data, and all constructs meet the criteria for validity and reliability. Hypothesis testing supports three significant relationships: content alignment with the customer journey stage positively influences content engagement, content engagement significantly affects firm engagement and content engagement acts as

a full mediator in the relationship between content fit and firm engagement. In contrast, the two tested moderating effects namely, social media usage frequency and organizational position were not have a significant impact in strengthening or weakening the relationships between variables.

These findings underscore the importance of designing digital content that aligns with the stages of the customer journey to drive deeper business engagement. It is recommended that Telkomsel Enterprise optimize its content strategy through data-driven customer profiling, identify the most effective content types for each phase of the journey, and personalize content distribution based on the digital behavior and needs of each B2B segment.

Keywords: *Digital Content Marketing, customer engagement, B2B, Telkomsel Enterprise, customer journey*