

ABSTRACT

This The rapid growth of social media usage, particularly Instagram, presents a strategic opportunity for companies to enhance customer satisfaction through digital promotions. PT Eigerindo, an outdoor equipment company based in Bandung, utilizes this platform to strengthen brand image and attract consumers. This study aims to determine the influence of Instagram social media promotion on customer satisfaction at PT Eigerindo in Bandung. The independent variable used is Instagram promotion measured through the 4C dimensions (Context, Communication, Collaboration, Connection), while the dependent variable is customer satisfaction measured through the dimensions of product quality, service quality, price, emotional factors, and situational factors.

The research method employed is quantitative with a descriptive case study design. The sample consisted of 100 respondents, and data were collected using questionnaires. Data analysis was conducted using validity tests, reliability tests, descriptive analysis, and simple linear regression with the assistance of IBM SPSS 21 for Windows software.

The results of the study indicate a regression model of $Y = 7.748 + 0.971X$ with an R^2 value of 0.598, which means that the promotion variable influences customer satisfaction by 59.8%, while the remaining percentage is affected by other factors outside the study. The t-test and F-test results show a significance value of 0.000 (<0.05), indicating that promotion through Instagram has a significant effect on customer satisfaction at PT Eigerindo.

Keywords: Promotion, Instagram, Social Media, Customer Satisfaction, Eigerindo