

## **ABSTRACT**

*This research began with the discovery of problems regarding Customer Engagement. The problem seen in this research is customer engagement which has an impact on customer satisfaction which is influenced by content marketing and event marketing. This research aims to find out how much influence content marketing and event marketing have on customer engagement which has an impact on customer satisfaction at Marlina Kopi. The research method used in this research is descriptive and verification methods with a total of 92 respondents. The data collection techniques used were observation, interviews and distributing questionnaires. The analytical methods used are MSI test, path analysis, path diagram, coefficient of determination, correlation analysis. The research results show that the magnitude of the influence of content marketing and event marketing on customer engagement at Marlina Kopi is 73% and the magnitude of the influence of content customer engagement on customer satisfaction at Marlina Kopi Majalengka is 87%. The results of this study indicate the importance of Customer Engagement as a mediator between content marketing and event marketing strategies with customer satisfaction. This demonstrates that increasing customer engagement can be the key for Marlina Kopi to effectively enhance customer satisfaction through content marketing and event marketing strategies.*

**Keywords: Content Marketing, Event Marketing, Customer Engagement and Customer Satisfaction**