# Enhancing Social Media Engagement in B2B SaaS Marketing: The Role of Content Quality and Customer Decision Journey Fit in Indonesia

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**ABSTRACT:**

This study examines the relationship between content quality, decision journey fit, and engagement rate in the Instagram-based social media marketing of Dimensy, a B2B SaaS digital document security platform serving Indonesian small and medium enterprises. The study uses a single-case, convergent mixed-methods design. Quantitative data comprise 19 Instagram post records with researcher-assigned content quality scores and decision journey fit scores, and per-post engagement rates calculated from Instagram Insights. Qualitative data draw on three SME content validation sessions examining how target audiences perceive the clarity, relevance, and journey-stage appropriateness of selected content samples. Descriptive comparative analysis shows that posts in the higher content quality group average an engagement rate of 4.43 percent by reach, compared to 4.07 percent in the lower quality group. Posts with higher decision journey fit scores average 4.66 percent engagement rate, compared to 4.28 percent in the lower fit group. The channel-level summary records 5,322 accounts reached and 7,135 impressions, with only four external link taps, indicating a substantial gap between awareness-level reach and off-platform action. SME validation findings confirm that practical clarity and trustworthiness strengthen perceived content value, while unclear calls to action and the dominance of awareness-stage content limit progression toward product evaluation. All 19 posts are classified at the awareness stage, revealing a structural gap in the content portfolio. The study contributes to B2B digital content marketing literature by showing that content quality and decision journey fit are descriptively associated with engagement rate in an Indonesian B2B SaaS social media context, and that the absence of consideration and decision-stage content is itself a strategically significant finding.

Keywords: B2B SaaS, content quality, decision journey fit, engagement rate, social media marketing, Indonesia

## 1. Introduction

Business-to-business software-as-a-service providers in emerging markets face a content marketing challenge that the existing literature has not fully resolved. Generating reach is no longer the central problem; what remains difficult is translating that reach into meaningful engagement, particularly when the product category is complex, trust-dependent, and tied to regulatory compliance. Digital document security platforms in Indonesia sit within this challenge. The rapid adoption of electronic transactions, supported by Law No. 11 of 2008 on Electronic Information and Transactions and Law No. 10 of 2020 on Stamp Duty, has created both a market for platforms such as Dimensy and a communication challenge: many prospective users are aware that digital document tools exist but are not yet confident about choosing or evaluating them. This challenge is compounded by the broader digital marketing context facing Indonesian SMEs. SME digital transformation readiness remains uneven across business functions despite growing digital adoption (Anatan and Nur, 2023; Xiang et al., 2026), and social media marketing has become a primary vehicle for SME visibility and sustainability, even as usage patterns and content strategies vary widely across firms (Patma et al., 2021; Prihandono et al., 2024). At the same time, B2B customer journeys themselves are becoming increasingly digitalized, which raises the stakes for firms whose content fails to align with the audience's stage in that journey (Lundin and Kindstrom, 2023). Content marketing has emerged as the primary tool through which B2B technology firms attempt to bridge this gap. Terho et al. (2022) demonstrated that digital content marketing in B2B markets is most effective when it creates value at different stages of the customer journey. Hollebeek and Macky (2019) established that content which fosters trust and perceived usefulness is more likely to generate sustained audience engagement. The growing importance of social media channels in B2B content marketing has added a measurement layer: platforms such as Instagram provide reach and impression data but do not easily differentiate between passive exposure and the evaluative engagement that precedes a B2B purchase decision.

Two factors have received limited empirical attention in emerging-market B2B SaaS contexts. First, content quality encompasses dimensions beyond readability, including relevance to audience needs, accuracy, visual clarity, and practical value, and its relationship with post-level engagement rate has not been examined through a content-audit design in an Indonesian digital document security platform. Second, decision journey fit, understood as the alignment between content characteristics and the information needs of audiences at different buyer journey stages, has been theorized extensively by researchers such as Lemon and Verhoef (2016) and Salonen et al. (2024), but examined rarely through a combined content-audit and post-level engagement approach in B2B social media. This study addresses both gaps by examining 19 Instagram posts from Dimensy during January to June 2024. Using a researcher-led content audit against defined rubric dimensions, each post is scored for content quality and decision journey fit, and these scores are examined in relation to per-post engagement rates from Instagram Insights. Three SME content validation sessions provide an audience perspective on why the observed patterns may have occurred. The study makes three contributions. It provides the first post-level empirical comparison of content quality and decision journey fit against Instagram engagement rate in an Indonesian B2B SaaS context. It demonstrates that the absence of consideration and decision-stage content in the observed period is a strategically significant finding rather than simply a limitation. And it shows that engagement rate patterns can be partially explained through the perspectives of SME users who are the intended audience for the platform. The following section reviews the theoretical foundations of content quality, decision journey fit, and engagement rate in B2B content marketing, situates these constructs within the B2B SaaS social media context, and develops the two hypotheses examined in this study.

## 1.1 Literature Review

### B2B SaaS content marketing and the engagement measurement gap

Content marketing is a central communication strategy for B2B SaaS providers, particularly in emerging markets where audiences are simultaneously building basic awareness of a product category and evaluating whether to trust a specific provider (Holliman and Rowley, 2014; Chaffey and Ellis-Chadwick, 2016). Social media platforms such as Instagram have extended this activity by giving B2B firms low-cost access to large audiences, but reach and impression metrics do not by themselves indicate whether audiences are engaging with content in ways relevant to a purchase decision (Yaghtin et al., 2020; Almohammed et all., 2025). This measurement gap is especially relevant for regulated, trust-dependent product categories such as digital document security, where content must move beyond generating attention toward building the confidence required for a business buyer to consider adoption.

### Content quality and engagement rate

Content marketing theory holds that content generates engagement when it is relevant, credible, useful, and aligned with audience needs (Holliman and Rowley, 2014; Chaffey and Ellis-Chadwick, 2016). Koob (2021) synthesizes managerial perspectives on content marketing effectiveness and identifies audience orientation, practical value, and systematic measurement as central determinants of content performance. Hollebeek and Macky (2019) extend this reasoning through a digital content marketing framework proposing that content fosters consumer engagement and trust specifically when it is perceived as useful and authentic. Applied to a B2B SaaS setting, content that clearly explains a technical or compliance-related service should be more likely to sustain audience attention than content that is vague or purely promotional. This reasoning motivates the first hypothesis.

H1: Content quality is positively associated with the engagement rate of Dimensy's Instagram content.

### Decision journey fit and engagement rate

Buyer decision journey theory conceptualizes the path to a purchase decision as a sequence of awareness, consideration, and decision stages, each associated with distinct informational needs (Court et al., 2009). Lemon and Verhoef (2016) extend this reasoning through customer experience theory, framing engagement as emerging from a sequence of touchpoints rather than a single exposure, which implies that content should be evaluated not only on its intrinsic quality but on whether it matches the audience's current stage in that sequence. In B2B markets specifically, Terho et al. (2022), drawing on 56 interviews with managers at 36 B2B companies, show that digital content marketing is most effective when firms build a portfolio of assets tailored to different journey stages rather than concentrating content at a single stage. Salonen et al. (2024) provide experimental support for this logic, showing that content perceived as timely and stage-appropriate produces stronger customer engagement than content delivered at a misaligned moment. Because decision journey fit captures the match between content and the audience's current information need, it is treated in this study as conceptually distinct from content quality, which concerns what the content itself offers regardless of stage. This reasoning motivates the second hypothesis.

H2: Decision journey fit is positively associated with the engagement rate of Dimensy's Instagram content.

### Engagement rate as the outcome construct

Customer engagement theory frames engagement as a behavioral and cognitive response that goes beyond exposure, encompassing an audience's active attention to and interaction with a brand or content object (Brodie et al., 2011; Brodie et al., 2013). This framing justifies engagement rate, rather than reach or impressions alone, as the outcome of interest in this study, because engagement rate captures whether audiences responded to content rather than merely encountered it (Liu and Husain, 2025). Mora Cortez et al. (2023), analyzing B2B LinkedIn content, illustrate that

different content types are associated with different patterns of engagement and downstream sales-related outcomes, indicating that engagement is not a uniform construct and that its practical relevance depends on the type and stage-relevance of the content that generates it. Consistent with this view, the hypotheses above are treated in the present study as directional, descriptive expectations to be examined within a single-case dataset, not as causal claims to be tested inferentially.

## 2. Methodology

### Study design and case selection

This study uses a single-case, convergent mixed-methods design (Yin, 2018; Creswell and Plano Clark, 2018). Dimensy was selected as the focal case because it provides access to owned Instagram analytics data and a content archive suitable for audit against defined quality dimensions. The case is also analytically relevant because it operates in a regulated environment where content marketing must serve both an educational and a trust-building function. The single-case design supports analytic generalization rather than statistical generalization to a population of B2B SaaS firms.

### Quantitative data and content audit

The quantitative strand draws on post-level data extracted from Dimensy's official Instagram business account, the platform's primary owned social media channel for its Indonesian SME audience. The dataset comprises all 19 posts published on this account between January and June 2024; no posts were excluded from this window, so the dataset represents a full census of the account's output during the observation period rather than a drawn sample. Each post was audited using a structured content-audit rubric adapted from content marketing effectiveness literature (Koob, 2021; Holliman and Rowley, 2014; Chaffey and Ellis-Chadwick, 2016); the rubric functions as the study's quantitative measurement instrument in place of a survey questionnaire, with the researcher scoring each dimension against defined, observable indicators in the post (for example, whether a concrete step, an official reference, or an explicit next action is present) rather than through respondent self-report. The rubric assesses five content quality dimensions: clarity, relevance, accuracy, visual richness, and practical value, each scored from 1 to 5. An aggregate content quality score for each post was calculated as the mean across these five dimensions. Decision journey fit was assessed using two sub-dimensions: stage appropriateness (whether the post topic, messaging, and format match awareness, consideration, or decision-stage information needs as described by Court et al., 2009) and call-to-action clarity and fit (whether any CTA aligns with the buyer readiness likely at the relevant stage). A combined decision journey fit score was calculated from these two sub-dimensions.

Engagement rate was operationalized at the post level as total engagements divided by reach, expressed as a percentage, using data from Instagram Insights. This operationalization follows normalized interaction-based engagement measurement approaches in social media marketing research (Mora Cortez et al., 2023; Yaghtin et al., 2020). Channel-level metrics from the Instagram Analytics summary, comprising accounts reached, impressions, profile visits, and external link taps, were used for overall channel performance description. Posts were grouped into lower, moderate, and higher levels for each variable based on score distributions in the dataset. Descriptive comparison of average engagement rates across these three groups was used to examine the directional patterns associated with the research hypotheses. No inferential statistics were applied, consistent with the exploratory, single-case design.

### Qualitative data and SME validation

The qualitative strand draws on content sample validation sessions conducted with three participants purposively sampled from Indonesian small and medium enterprises within Dimensy's target market, following established guidance for purposive sampling in qualitative business research (Palinkas et al., 2015). Participants were selected to represent distinct functional roles relevant to document-related

decision-making within an SME: a small business owner (SME-01), an administrative and legal staff member (SME-02), and an HR and finance staff member (SME-03). Each session lasted approximately 35 to 40 minutes and was conducted individually. Participants reviewed selected Dimensy Instagram posts drawn from the same January to June 2024 archive used in the quantitative audit and responded to a semi-structured, open-ended validation protocol covering perceived clarity, relevance, trustworthiness, practical value, and journey-stage appropriateness; this protocol served as the study's qualitative data collection instrument. Responses were coded thematically following Braun and Clarke (2006), with the content quality and decision journey fit constructs serving as the initial coding framework and additional themes emerging inductively from participant accounts. The qualitative strand contextualizes and interprets the quantitative patterns rather than independently measuring engagement outcomes.

All participants provided informed consent before their sessions. Participant data are presented using coded labels to protect privacy. No identifying business information was recorded.

## 3. Results

**Post-level engagement patterns**

Table 1 presents the 19 Instagram posts with their content quality scores, decision journey fit scores, per-post reach, and engagement rates by reach. Topics span recruitment information for CPNS (Calon Pegawai Negeri Sipil, Indonesia's civil servant candidate recruitment process); preparation content for the three components of the SKD (Seleksi Kompetensi Dasar, or Basic Competency Selection Test), namely TWK (Tes Wawasan Kebangsaan, National Insight Test), TIU (Tes Intelegensia Umum, General Intelligence Test), and TKP (Tes Karakteristik Pribadi, Personal Characteristics Test); CPNS document requirements; and product education related to e-Meterai (Indonesia's electronic stamp duty instrument) and e-Signature. All 19 posts are classified at the awareness stage; none fall into consideration or decision categories. Per-post engagement rates range from 3.33 percent (IG006) to 5.08 percent (IG004), with a mean of 4.43 percent. The channel-level summary records 5,322 accounts reached, 7,135 impressions, and 196 profile visits. External link taps total four across the full reporting period, a ratio of approximately 1 link tap per 1,330 accounts reached.

**Table 1. Instagram post records with content audit scores and engagement rate, January to June 2024 (topics translated into English)**

| Post ID | Date | Topic (English translation) | Format | CQ score | DJF score | Reach | ER (%) |
|---|---|---|---|---|---|---|---|
| IG001 | 15 Jan | CPNS 2024 recruitment formation announcement | Reel | 3.8 | 4.0 | 420 | 4.76 |
| IG002 | 17 Jan | Difference between initials and signatures | Carousel | 4.0 | 3.6 | 310 | 4.19 |
| IG003 | 19 Jan | CPNS 2024 document requirements | Carousel | 4.1 | 4.0 | 340 | 3.82 |
| IG004 | 24 Jan | CPNS 2024 recruitment information | Reel | 4.0 | 4.2 | 610 | 5.08 |
| IG005 | 26 Jan | How to create an e-Signature via Dimensy | Carousel | 4.3 | 4.2 | 360 | 5.00 |
| IG006 | 31 Jan | Predicted CPNS 2024 recruitment schedule | Carousel | 3.6 | 3.8 | 240 | 3.33 |

| Post ID | Date | Topic (English translation) | Format | CQ score | DJF score | Reach | ER (%) |
|---|---|---|---|---|---|---|---|
| IG007 | 3 Jun | TWK summary: Youth Congress (Kongres Pemuda) | Carousel | 3.9 | 3.7 | 360 | 4.72 |
| IG008 | 4 Jun | 20 least competitive CPNS government agencies | Carousel | 3.8 | 4.0 | 390 | 4.36 |
| IG009 | 5 Jun | TWK: key national laws and Human Rights Law | Carousel | 3.9 | 3.7 | 330 | 4.55 |
| IG010 | 6 Jun | Predicted question distribution for CPNS basic competency test (SKD) | Carousel | 3.8 | 4.0 | 370 | 4.32 |
| IG011 | 7 Jun | TWK: presidential authority and regional autonomy | Carousel | 3.9 | 3.7 | 340 | 4.71 |
| IG012 | 11 Jun | Compilation of CPNS TWK practice questions | Carousel | 4.0 | 4.1 | 410 | 4.39 |
| IG013 | 12 Jun | 2024 CASN schedule and civil servant facilities in the new capital (IKN) | Carousel | 3.7 | 3.9 | 320 | 4.38 |
| IG014 | 13 Jun | Compilation of CPNS TIU practice questions | Carousel | 3.9 | 4.0 | 350 | 4.29 |
| IG015 | 19 Jun | Compilation of CPNS TKP practice questions | Carousel | 3.9 | 4.0 | 360 | 4.44 |
| IG016 | 21 Jun | CPNS registration schedule postponed | Carousel | 3.7 | 4.0 | 330 | 4.24 |
| IG017 | 25 Jun | 8 mandatory CPNS documents | Carousel | 4.1 | 4.2 | 420 | 3.81 |
| IG018 | 26 Jun | CPNS meme compilation | Carousel | 3.2 | 3.0 | 410 | 4.15 |
| IG019 | 28 Jun | CPNS 2024 registration schedule and official link | Carousel | 4.2 | 4.5 | 950 | 4.74 |

Note: CQ = content quality score (mean of five dimensions, scored 1 to 5). DJF = decision journey fit score (mean of two dimensions, scored 1 to 5). ER = engagement rate calculated as total engagements divided by reach. All posts are classified at the awareness stage. Original post titles were published in Bahasa Indonesia, Dimensy's primary audience language; English translations are provided by the author for this manuscript. CASN (Calon Aparatur Sipil Negara) is the umbrella term for Indonesia's state civil apparatus candidate recruitment, encompassing both CPNS and PPPK; IKN (Ibu Kota Nusantara) refers to Indonesia's new national capital.

**Content quality and engagement rate**

Content quality was measured using the five-dimension audit rubric described in the Methods section (clarity, relevance, accuracy, visual richness, and practical value; each scored 1 to 5 and averaged into a single content quality score per post). Table 2 presents the descriptive comparison of average engagement rate across

the three content quality groups formed from this score. The lower quality group (scores 3.2 to 3.7, n = 4) averages 4.07 percent engagement rate. The moderate quality group (scores 3.8 to 3.9, n = 9) averages 4.47 percent. The higher quality group (scores 4.0 to 4.3, n = 6) averages 4.43 percent. The most pronounced step is between the lower and moderate groups (0.40 percentage points). The higher group is marginally below the moderate group, which reflects wider variation within that group: engagement rates span 3.81 percent to 5.08 percent, driven by differences in product relevance and timeliness alongside quality scores. Figure 1 displays these group averages together with the range observed within each group.

**Table 2. Descriptive comparison of average engagement rate by content quality group, Instagram posts**

| Quality group | Score range | n | Average ER by reach (%) | ER range (%) |
|---|---|---|---|---|
| Lower quality | 3.2 to 3.7 | 4 | 4.07 | 3.33 to 4.38 |
| Moderate quality | 3.8 to 3.9 | 9 | 4.47 | 4.29 to 4.76 |
| Higher quality | 4.0 to 4.3 | 6 | 4.43 | 3.81 to 5.08 |

Note: CQ = content quality score. ER = engagement rate by reach. Posts with equal content quality score but different decision journey fit scores appear in the same quality group.

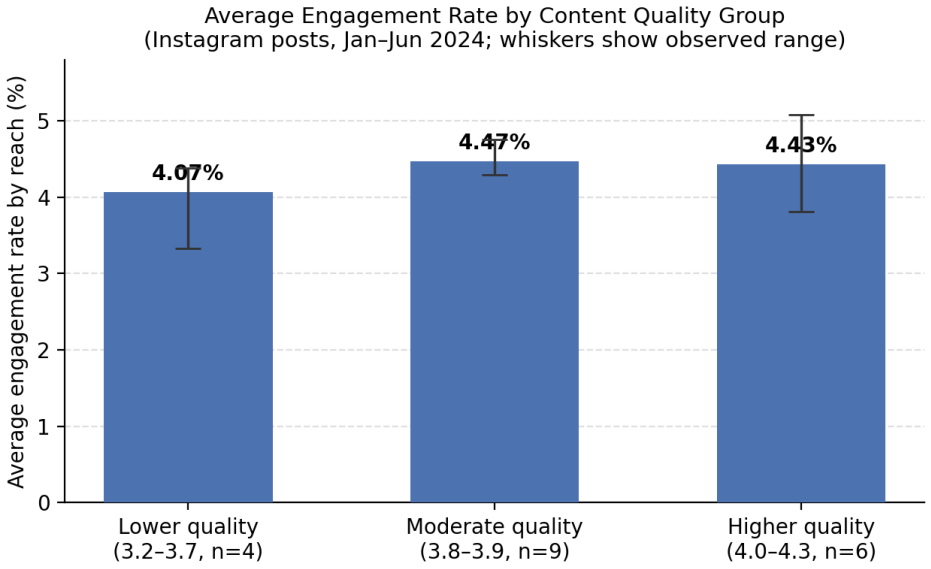


Figure 1. Average engagement rate by content quality group (Instagram posts, January to June 2024). Whiskers show the minimum and maximum engagement rate observed within each group, not a statistical confidence interval.

The two posts with the highest per-post engagement rates in the dataset are IG004 (5.08 percent, CPNS recruitment reel, content quality score 4.0) and IG005 (5.00 percent, e-Signature product education carousel, quality score 4.3). IG005 is the only post in the dataset that directly educates the audience about a Dimensy product in an operational context, and its position in the higher quality group with a competitive engagement rate supports the directional association between quality and engagement. The post with the lowest engagement rate, IG006 (3.33 percent, CPNS schedule prediction, quality score 3.6), is also the lowest-scoring post in the lower quality group, consistent with the direction of H1.

**Decision journey fit and engagement rate**

Decision journey fit was measured using the two-dimension audit rubric described in the Methods section (stage appropriateness and call-to-action fit; each scored 1 to 5 and averaged into a single decision journey fit score per post). Table 3 presents the descriptive comparison of average engagement rate across the three decision journey fit groups formed from this score. The lower fit group (scores 3.0 to 3.7, n = 6) averages 4.28 percent. The moderate fit group (scores 3.8 to 4.1, n = 9) averages 4.33 percent. The higher fit group (scores 4.2 to 4.5, n = 4) averages 4.66 percent, which is 0.38 percentage points above the lower fit group. Figure 2 displays these group averages together with the range observed within each group.

**Table 3. Descriptive comparison of average engagement rate by decision journey fit group, Instagram posts**

| DJF group | Score range | n | Average ER by reach (%) | ER range (%) |
|---|---|---|---|---|
| Lower fit | 3.0 to 3.7 | 6 | 4.28 | 3.33 to 4.72 |
| Moderate fit | 3.8 to 4.1 | 9 | 4.33 | 3.81 to 4.76 |
| Higher fit | 4.2 to 4.5 | 4 | 4.66 | 3.81 to 5.08 |

Note: DJF = decision journey fit score. ER = engagement rate by reach. The higher fit group includes IG017 (DJF score 4.2, ER 3.81%) as an outlier, which reduces the group average relative to the two high-performing posts (IG004 and IG005).

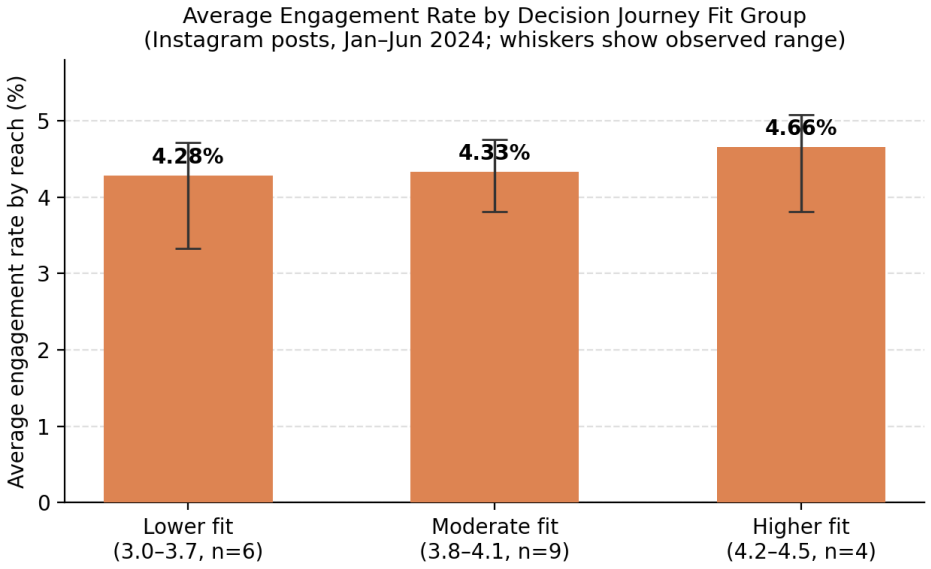


Figure 2. Average engagement rate by decision journey fit group (Instagram posts, January to June 2024). Whiskers show the minimum and maximum engagement rate observed within each group, not a statistical confidence interval.

Post IG019 has the highest decision journey fit score in the dataset (4.5) and the highest absolute reach (950 accounts) and share count (17 shares) of any post in the period. Posts IG004 and IG005, both in the higher fit group, account for the two highest individual engagement rates. The exception within the higher fit group is IG017 (fit score 4.2, engagement rate 3.81 percent), a CPNS document requirements post with relatively low product relevance. The SME validation findings offer a partial explanation for this outlier, discussed in the following section.

A finding that cuts across both the content quality and decision journey fit analyses is the

uniform awareness-stage classification of all 19 posts. This means the comparative analysis captures variation in quality and fit within one buyer journey stage rather than across awareness, consideration, and decision stages as the theoretical model requires. The absence of consideration and decision-stage content is therefore not simply a data limitation but a diagnostic finding with direct strategic implications.

**SME validation findings**

Table 4 presents the three themes that emerged from the SME content validation sessions. Practical clarity is the content dimension most consistently valued: all three participants identified step-by-step explanations and direct informational hooks as the clearest and most useful content characteristics. SME-01 noted that content explaining how to use e-Meterai or what documents are needed is understood immediately, while content that introduces the product in general terms without a practical example is harder to evaluate. This finding extends the discussion of visual richness and practical value in Koob (2021), who identifies these as among the dimensions most associated with content effectiveness from an audience perspective.

Trust and legal credibility emerged as a precondition for product consideration. SME-02 stated that references to regulation, official certification bodies such as Peruri, and PSrE recognition would make document-related content significantly more credible. SME-03 identified that seeing how another business has used digital signing for contracts or employee documents would increase trust enough to prompt further investigation. This finding is consistent with the trust-building function that Holliman and Rowley (2014) describe as central to effective B2B digital content marketing, and it explains why the higher fit posts in the dataset, which tend to include clearer product-related hooks, achieve relatively stronger engagement than the lower fit group.

The third theme, CTA absence limiting progression, is consistent with the low external link tap count in the Instagram analytics. SME-01 described reading an e-Meterai post without feeling prompted to do anything afterward. SME-02 stated that content about a product service should include an action option such as requesting information rather than just an instruction to read more. SME-03 described encountering posts that felt complete as information pieces but did not signal a clear next step. This pattern suggests that the low external link tap count in the channel analytics is not primarily a function of low content quality but of absent or vague calls to action, a problem that even high-quality awareness content cannot overcome.

**Table 4. SME content validation themes**

| Theme | Description | Representative evidence pattern |
|---|---|---|
| Practical clarity valued most | SME participants consistently prioritized step-by-step explanations and direct informational hooks as the clearest and most useful content characteristics. | SME-01 and SME-02 described content with registration steps and official document lists as immediately understandable; content with general product descriptions was harder to evaluate. |
| Trust and legal credibility as precondition | All three participants identified regulatory references, official certification, and legal-framework connections as essential for credibility in document-related content. | SME-02 specifically requested references to regulation, Peruri, and PSrE. SME-03 noted that case examples of businesses using digital signing would strengthen trust. |

| Theme | Description | Representative evidence pattern |
|---|---|---|
| CTA absence limits progression | Content perceived as informative but lacking a clear next step did not prompt further action regardless of its quality or topic relevance. | SME-01 described reading an e-Meterai post without feeling prompted to act. SME-02 expected a request-more-information option. SME-03 noted that standalone informational posts feel incomplete. |

Note: Themes derived from open-ended responses coded using Braun and Clarke (2006). Three participants: SME-01 (small business owner), SME-02 (administrative and legal staff), SME-03 (HR and finance user). Sessions conducted in 2026; content samples drawn from the January to June 2024 Instagram archive.

## 4. Discussion

The descriptive comparative analysis and SME validation findings offer a coherent account of Dimensy's Instagram engagement pattern during January to June 2024. Engagement rates at the post level vary by content quality and decision journey fit in the expected direction, though the differences are modest. This is not surprising given that all posts occupy the awareness stage and therefore share a similar strategic purpose: attracting attention and building familiarity with the brand and product category. The more consequential finding is structural: no consideration or decision-stage content was produced during the period, which means that the Instagram content strategy could only serve the first step of a buyer journey requiring at least three. The directionality of the content quality comparison is consistent with H1 and with Koob (2021), who identified audience alignment, practical value, and systematic measurement as key determinants of content marketing effectiveness. It also aligns with Hollebeek and Macky (2019), who propose that content fostering perceived usefulness and trust is more likely to generate sustained engagement. The absence of a steeper positive gradient in the engagement rate comparison may reflect an inherent performance ceiling for awareness-stage content in B2B SaaS: when all posts target the same stage, variation in quality produces only marginal differences in engagement because audience intent is already broadly homogeneous.

The decision journey fit finding is consistent with H2 and compatible with what Terho et al. (2022) describe as building valuable content portfolios across journey stages. Their study, based on 56 interviews with managers at 36 B2B companies, found that content marketing effectiveness depends on how well individual assets serve the specific decision context of the audience. In Dimensy's case, the higher-fit posts average a visibly stronger engagement rate than the lower-fit group, but the practical impact is limited by the uniform awareness-stage orientation of the full portfolio. Salonen et al. (2024) recently demonstrated that timely content delivery along the B2B customer journey strengthens engagement, with content matched to journey stage producing stronger signals than content delivered at misaligned moments. The CPNS-related posts in this dataset are timely in a public-information sense but not in the B2B SaaS sense: they respond to what individual applicants need rather than to where business buyers might be in evaluating a digital document solution. The SME validation findings expand the interpretation by showing that the engagement gap operates partly through audience perceptions of relevance and trust. Yaghtin et al. (2020), in their content analysis of Instagram posts from 24 B2B corporates across three industries, found that content lacking a clearly actionable next step tends to produce passive viewing rather than the deeper engagement behaviors that matter for B2B conversion. The CTA absence identified by all three SME participants in this study corroborates that observation, and it also explains the outlier in the higher decision journey fit group: IG017, despite its fit score of 4.2, achieves only 3.81 percent engagement rate partly because

its product relevance is low and it contains no directional CTA toward Dimensy's service. Singh et al. (2023) showed that image-based content format and visual execution influence interaction outcomes in B2B social media, and the carousel format used by 17 of the 19 posts in this dataset is consistent with that finding. The relatively consistent engagement rates across carousel posts suggest that format alone does not drive strong differentiation; the quality of the informational content within the carousel, and the presence of a clear next step, matter more for B2B engagement than the choice of format.

Several limitations apply. The dataset covers 19 Instagram posts, which is sufficient for a diagnostic analysis within a single case but insufficient for inferential generalization. Content quality and decision journey fit scores are researcher-assigned using a defined rubric, and the study does not report inter-rater reliability because only one rater was involved; future research should address this through multi-rater designs. The SME validation sample of three participants provides useful directional insights but cannot represent the full diversity of Indonesian SME decision-makers. The CPNS-specific focus of much of the content means that some findings may not transfer to B2B SaaS platforms in sectors with different content dynamics. The study also does not examine whether the observed engagement patterns are associated with downstream business outcomes such as inquiries, registrations, or contract signings, which would be necessary to assess the commercial value of the engagement signals observed.

## 5. Conclusion

This study provides descriptive evidence, consistent with H1 and H2, that content quality and decision journey fit are positively associated with engagement rate in B2B SaaS Instagram marketing in Indonesia, though the differences are modest and are best interpreted as directional patterns consistent with existing theory rather than as causal effects. The more practically important finding is the structural gap revealed by the uniform awareness-stage classification: building consideration and decision-stage content, with stage-appropriate CTAs, is the priority for Dimensy and for similar B2B SaaS platforms targeting Indonesian SMEs. Future research should extend this work through multi-rater content audits, longitudinal designs tracking content portfolio changes over time, and experimental approaches testing whether specific content interventions produce measurable shifts in consideration and decision-stage engagement behaviors.

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**Author Declaration**

**Authors' Contribution**

IMP conceived and designed the study, developed the content audit rubric, collected and analysed all quantitative and qualitative data, and wrote the manuscript. Authors reads and approved the final manuscript.