

Online reviews, innovation, and customer experience as determinants of satisfaction with content creation services at PT Cosuren Group Indonesia

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Abstract - The customer satisfaction in content creation services is less than satisfactory. This study aims to test the influence of online customer reviews, innovation, and customer experience on customer satisfaction in content creation services at PT Cosuren Group Indonesia. This study uses a quantitative method. The population in this study amounted to 85 respondents, while sampling used a non-probability sampling technique using a sample size of at least 5 times the number of indicators, up to 10 times the number of indicators. The sample studied by the researcher was 85 customers. The analysis technique used instrument testing, classical assumption testing, and hypothesis testing. For testing tools using the Statistical Package for the Social Sciences (SPSS). The results of this study indicate that online customer reviews have a positive and significant effect on customer satisfaction, innovation has a positive and significant effect on customer satisfaction, and customer experience has a positive and significant effect on customer satisfaction.

Keywords: online customer review, innovation review, customer experience, customer satisfaction

1. Introduction

The rapid development of digital technology has fundamentally transformed the business environment, creating both opportunities and challenges for industries operating in Indonesia. Technological advancement has expanded market reach, accelerated changes in consumer behaviour, and intensified competition among service providers (Susanti & Wahyuni, 2017). These developments are particularly evident in the entertainment industry, which has experienced substantial growth alongside increasing consumer demand for digitally delivered content. As a creative and technology-driven sector, the entertainment industry contributes not only to economic activity but also to the development of new forms of products and services that respond to changing consumer preferences.

The Entertainment and Media (EnM) industry encompasses a broad range of activities involving the production, distribution, and publication of creative products, including film and cinema, television, music, publishing, radio, internet-based media, and advertising. Within this expanding ecosystem, content creation services have become increasingly important as businesses, organizations, and individuals seek engaging digital content to communicate with their target audiences. The growth of digital platforms has consequently created greater demand for professional content creation while simultaneously increasing the number of businesses



competing in this market. According to Sengupta and Mukherji (2021), the entertainment industry represents a creative sector strongly influenced by technological innovation and changing consumer demand, conditions that contribute to increasingly intense competition among industry participants.

The competitive nature of the content creation services market requires service providers to understand not only how to attract customers but also how to maintain satisfactory customer experiences. Customers increasingly evaluate service providers through information available on digital platforms, including reviews and other forms of customer-generated content. Online customer reviews can provide prospective customers with information about the quality and reliability of a service, while also providing service providers with feedback regarding customers' perceptions of their services. At the same time, innovation is becoming increasingly important because content creation providers must continuously develop creative approaches, technologies, and service solutions in response to rapidly changing market expectations.

Customer experience is similarly important because content creation services involve continuous interaction between customers and service providers throughout the service process. The quality of communication, responsiveness, creativity, reliability, and ability to understand customer requirements may shape customers' overall perceptions of the service. A positive experience can strengthen customer satisfaction and potentially encourage repeat purchases, recommendations, and long-term relationships. Conversely, unsatisfactory experiences may generate negative evaluations that can be disseminated rapidly through online platforms and influence the perceptions of other potential customers.

These conditions indicate that customer satisfaction has become a strategically important outcome for businesses operating in the content creation services sector. However, customer satisfaction cannot be viewed solely as a consequence of the final service output. It may also be shaped by the information customers obtain from online reviews, the extent to which service providers demonstrate innovation, and the experiences customers develop during interactions with the provider. Despite the growing importance of these factors in digital and creative industries, limited empirical research has examined their combined contribution to customer satisfaction in the context of content creation services in Indonesia. Therefore, this study investigates the roles of Online Customer Reviews, innovation, and customer experience in influencing customer satisfaction with content creation services at PT Cosuren Group Indonesia. The findings are expected to contribute to the growing literature on customer-oriented digital marketing and provide practical insights for content creation service providers seeking to improve customer satisfaction and strengthen their competitiveness.

Customer satisfaction is a crucial factor in ensuring business continuity, as satisfied customers tend to become loyal patrons who recommend the business to others (Zamzam & Asteria, 2024). While PT. Cosuren Group Indonesia has made efforts to enhance customer satisfaction, survey results indicate that customer complaints persist. The following data outlines customer complaints based on the 2025 survey results.

Table 1 Customer Satisfaction Survey Results 2025

No	Type of Complaint	Number of Complaints
1	Slow Content Production	21
2	Content Results Did Not Meet Customer Expectations	23
3	Content Creation Costs Do Not Meet Customer Expectations	19
4	Content Fails to Increase Viewership	25
5	Content Lacks Innovation	27
6	No warranty coverage for content creation errors.	23
7	Service can sometimes be slow to respond.	25
Total Complaints		163

Source: Complaint Survey 2025



Table 1, presenting the 2025 customer satisfaction survey results, identifies seven categories of customer complaints: slow content production (21 complaints); content results not meeting customer expectations (23 complaints); content production costs not aligning with customer expectations (19 complaints); content failing to increase viewership (25 complaints); lack of innovation in content (27 complaints); absence of guarantees regarding content production errors (23 complaints); and occasionally slow service response times (25 complaints). With a total of 163 complaints recorded in 2025, these figures indicate customer dissatisfaction with the content production services provided by PT. Cousern Indonesia; this dissatisfaction stems from several factors, including aspects of social media management, such as the handling of online customer reviews.

Over the past five years, the literature has increasingly emphasized the strategic role of digital marketing and online promotional channels in shaping consumer responses. In particular, social media has emerged as an important medium for communicating product and service value, engaging potential customers, and strengthening marketing effectiveness. Previous studies have demonstrated the relevance of social media promotion in contemporary marketing contexts (Anggraini & Sukaris, 2023; Firmansyah & Sukaris, 2023; Ayuni & Sukaris, 2024; Sukaris, 2024; Anissafaroh & Sukaris, 2025). Beyond social media, Word-of-Mouth (WOM) has also been recognized as an influential promotional mechanism, particularly because customer-to-customer communication can contribute to the formation of perceptions and behavioural responses toward products and services (Sukaris et al., 2019; Sukaris, 2026).

At the same time, recent research indicates that the effectiveness of marketing activities depends not only on the communication medium but also on the selection and implementation of appropriate marketing strategies (Putri et al., 2022; Sukartini & Sukaris, 2024; Kusuma & Sukaris, 2026; Sukaris, 2026; Wahyudi & Sukaris, 2026). Collectively, these findings suggest that digital communication, interpersonal recommendations, and strategically designed marketing activities constitute important dimensions of contemporary customer-oriented marketing. Nevertheless, the specific contribution of online customer reviews, innovation, and customer experience to customer satisfaction in the context of content creation services remains insufficiently examined. This gap provides a basis for further investigation of the factors influencing customer satisfaction at PT Cosuren Group Indonesia.

Recent studies further demonstrate the growing importance of online marketing and customer-generated information in contemporary marketing practices. Online platforms provide firms with opportunities not only to promote their products and services but also to facilitate customer interaction and generate information that can influence subsequent consumer evaluations. Previous research has examined the role of online marketing activities and strategies for strengthening online customer reviews (Putri et al., 2022; Natasha & Sukaris, 2024; Rahmawati & Sukaris, 2024; Sukaris, 2024, 2026; Rizki, 2025). Within this context, Online Customer Reviews (OCR) represent an important form of consumer-generated information because they enable customers to express their opinions and experiences regarding products or services through digital platforms (Anggriani et al., 2023). OCR can also be regarded as a form of electronic Word-of-Mouth (e-WOM), through which consumers share evaluations that may subsequently influence the perceptions and purchasing decisions of other consumers (Zed et al., 2023). Therefore, online customer reviews are not merely a promotional instrument but also an important source of information for understanding customer perceptions and evaluating service performance.

The reviewed studies demonstrate the growing importance of service quality, digital technologies, social media, and organizational factors in shaping customer and employee outcomes across the banking, hospitality, retail, and infrastructure sectors. Service quality has been shown to influence customer satisfaction in both joint-venture and government banks, indicating the importance of consistent service delivery across different banking structures (Ghimire et al., 2024). Similarly, digital financial service value contributes to customer



satisfaction, highlighting the role of perceived usefulness and digital service quality in contemporary banking experiences (Shrestha & Agrawal, 2023). In the hospitality sector, efficient and innovative online reservation strategies have been associated with hotel occupancy and customer satisfaction, emphasizing the strategic value of digital booking systems (Krisnayanti et al., 2022).

Recent research further emphasizes the role of digital communication and online information in consumer decision-making. Social media marketing through Facebook can support sales development for small businesses, demonstrating the commercial value of accessible digital platforms (Azmir & Purnomo, 2025). In hotel contexts, social media content quality and online reviews have also been examined as factors influencing room-booking decisions, suggesting that the credibility and quality of digital information can shape consumer behavior (Adinata et al., 2026). Beyond customer perspectives, employee-related factors remain important for organizational sustainability, as employee engagement, job satisfaction, and turnover intention are closely interconnected in hospitality workplaces (Sudiarta et al., 2025). Employee satisfaction has also been assessed through an Importance-Performance Analysis approach, providing a framework for identifying aspects of hotel employment that require managerial attention (Kencanawati et al., 2026). Meanwhile, digital risk intelligence has extended the discussion beyond customer and employee outcomes by examining how digital capabilities relate to supplier failure in public infrastructure delivery (Tyozenda et al., 2026). Collectively, these studies indicate that service quality, digital transformation, customer experience, employee satisfaction, and risk management are interconnected dimensions of contemporary organizational performance, while further research can examine how these factors interact across different organizational and industry contexts.

The reviewed literature consistently demonstrates that online customer reviews and user-generated content (UGC) play an important role in shaping customer satisfaction and behavioural intentions. Online reviews provide multidimensional information that enables customers to evaluate products and services from different perspectives, thereby influencing their perceptions and decision-making processes (Wang et al., 2023). Customer satisfaction and loyalty are also closely associated with the perceived usefulness and credibility of online reviews, which can subsequently affect customers' intentions to revisit or repurchase (Camilleri & Filieri, 2023). The narrative characteristics of UGC further influence customer encounter satisfaction because engaging and persuasive customer experiences communicated through platforms such as TripAdvisor can strengthen the perceived value of the service experience (Cassar et al., 2023).

Managerial responses to online reviews represent another important factor because appropriate responses can improve customer perceptions and generate more favorable subsequent evaluations (Zhao et al., 2020). Similarly, both user- and marketer-generated content can contribute to customer satisfaction, although their effects may differ depending on the characteristics and informational content of the messages (Li et al., 2024). In the tourism context, service innovativeness has also been identified as an important determinant of positive customer outcomes, suggesting that innovation can enhance customers' perceptions of service value and satisfaction (Hollebeek & Rather, 2019). Customer co-creation experiences provide an additional mechanism through which interactive participation on online accommodation platforms can enhance customers' experiences and evaluations (Lorenzo-Romero et al., 2023).

The relationship between UGC, destination image, and satisfaction has also been demonstrated, indicating that online platforms facilitate co-created experiences that can influence how customers perceive destinations and ultimately evaluate their experiences (Lam et al., 2020). Analysis of reviews from Yelp and TripAdvisor further shows that UGC can provide valuable insights for identifying customer expectations, service problems, and opportunities for improving satisfaction in tourism destinations (Garner & Kim, 2022). From a methodological perspective, online reviews can also be analysed using advanced analytical models to identify the factors underlying customer satisfaction and distinguish the relative importance of different service attributes (Bi et al., 2019). Overall, these studies indicate that online customer reviews,



UGC, service innovation, and customer experience are interconnected factors that can substantially influence customer satisfaction, providing a strong theoretical foundation for examining these variables in the context of content creation services.

In service-based businesses, the relevance of online customer reviews is closely associated with the quality, content, and credibility of customer-generated information. Reviews provide prospective customers with evidence of previous service experiences while simultaneously providing service providers with feedback regarding attributes that may contribute to customer satisfaction. Empirical evidence indicates that both user-generated and marketer-generated content can influence customer satisfaction, while the characteristics of online reviews and the attributes of the services being evaluated contribute to consumers' overall assessments (Li et al., 2024; Mariani et al., 2019). Consequently, the presence and quality of online customer reviews may play a significant role in reducing information uncertainty and shaping customer evaluations of service providers.

Beyond information generated through online reviews, customer experience constitutes another important determinant of satisfaction. Customer experience encompasses customers' cognitive, emotional, and behavioural responses that emerge throughout their interactions with a service provider. In tourism and hospitality contexts, service innovativeness and positive customer experiences have been associated with favourable customer outcomes, while online reviews provide an important channel through which such experiences are communicated to wider audiences (Hollebeek & Rather, 2019; Kacprzak & Hensel, 2023; Kim & Kim, 2022). Moreover, research on accommodation and tourism platforms indicates that value co-creation can enhance customer value and satisfaction by providing customers with opportunities to participate actively in service-related processes (Nohutlu et al., 2021; Lorenzo-Romero et al., 2023). These findings suggest that customer satisfaction is shaped not only by the final service outcome but also by the quality of interactions and experiences developed throughout the service process.

Customer satisfaction is also relevant because of its potential implications for subsequent customer behaviour. Satisfactory service experiences may encourage customers to remain loyal, revisit, repurchase, and recommend a service provider to others. In digital service environments, positive online reviews and favourable customer experiences can reinforce these behavioural intentions, whereas the characteristics and content of reviews may affect consumers' referral and purchasing decisions (Camilleri & Filieri, 2023; Liu et al., 2025). Furthermore, value co-creation can strengthen satisfaction when the value emerging from interactions between customers and service providers is aligned with customers' expectations and needs (Gligor & Maloni, 2021). Taken together, the literature indicates that customer satisfaction in contemporary service businesses is influenced by interconnected factors involving customer-generated information, service innovation, and the overall customer experience. However, empirical evidence concerning the simultaneous role of Online Customer Reviews, innovation, and customer experience in explaining customer satisfaction remains limited, particularly in the context of content creation services. This gap provides a basis for examining these relationships at PT Cosuren Group Indonesia.

Recent research has increasingly employed advanced analytical approaches to understand the mechanisms underlying satisfaction formation. Text mining, ensemble neural networks, and configurational approaches demonstrate that customer satisfaction can be examined through large-scale online review data and through combinations of multiple experiential and service-related factors rather than through isolated variables alone (Bi et al., 2019; Wang et al., 2025; Qin et al., 2025). Online customer reviews can also provide firms with information for improving products and services, suggesting that customer feedback functions not only as an evaluation mechanism but also as an input for innovation and iterative improvement (Chen, 2019; Tian & Yang, 2023).



Previous studies establish that customer experience, service quality, online reviews, customer value, and co-creation are interconnected factors influencing customer satisfaction and subsequent behavioural responses. However, much of the existing literature examines these relationships in tourism, hospitality, online shopping, or digital-platform contexts. This leaves an opportunity to further examine how these factors operate within specific local service or culinary contexts, particularly where customer experience and online word-of-mouth may jointly shape satisfaction and consumer responses. (Sedighi et al., 2022; Jia et al., 2023; Li et al., 2024).

Figure 1 illustrates the 2025 online customer review results, showing a rating of 5.0 stars; customers consistently awarded 5-star ratings and provided engaging feedback, indicating a positive reception. This aligns with research by Angriawan et al. (2025), which found that online customer reviews have a positive and significant impact on customer satisfaction, whereas research by Sukaris and Rahmawati (2024) indicated that online customer reviews via social media platforms do not significantly affect customer satisfaction. In addition to online customer reviews, another variable influencing customer satisfaction is innovation. According to Kotler and Keller (2022), product innovation is a collection of diverse, interacting processes. Innovation is not merely the design of a new idea, a new discovery, or an expansion into a new market, but also a reflection of the entire process involved. Based on real-world observations, the content creation service innovations offered include the integration of AI, high-definition (HD) content resolution, and alignment with viral content trends; this is consistent with research by Ismunandar (2021; Fillayata & Mukaram (2020), which showed that innovation has a positive and significant impact on customer satisfaction, contrasting with research by Nuresa et al. (2021), which found that innovation has a negative and significant impact on customer satisfaction.

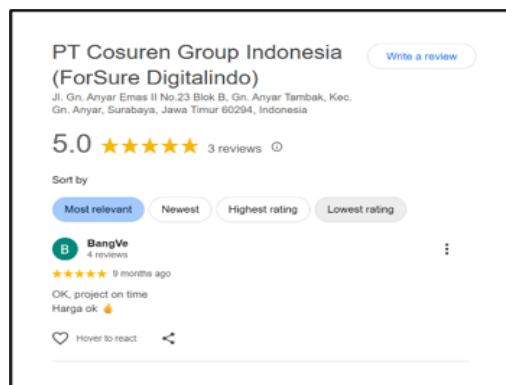


Figure 1. Online Customer Review Results by Year 2025

Beyond innovation, another variable affecting customer satisfaction is customer experience. According to Chen and Lin (2020), customer experience is defined as a cognitive recognition or perception that stimulates customer motivation. Such recognition or perception can enhance the value of products and services. Customer experience is the result of a consumer's physical and emotional interactions with a company. The results of this interaction can leave a lasting impression on consumers and influence their assessment of the company. The customer experience regarding content creation services is shaped by online customer reviews highlighting engaging content, appropriate pricing, and good service. This aligns with research by Septian and Handaruwati (2021), which indicates that customer experience significantly affects customer satisfaction, whereas research by Afwan et al. (2024) suggests that customer experience does not have a significant impact on customer satisfaction. Based on the background of the problem and previous studies, the researcher is interested in conducting a study titled "The Influence of Online Customer Reviews, Innovation, and Customer Experience on Customer Satisfaction with Content Creation Services at PT Cosuren Group Indonesia".

2. Method



This study adopts a descriptive quantitative approach designed to systematically and measurably describe the characteristics of the population or phenomenon under investigation. Through this approach, the collected data are analysed using statistical techniques, thereby providing a deeper understanding of the relationship between the variables and customer satisfaction.

The population for this study consists of users of content creation services at PT Cosuren Group Indonesia. A non-probability sampling technique was selected because the population size is unknown; furthermore, according to Sugiyono (2024), not every element of the population has an equal chance of being selected as a sample under the applicable criteria. The sample size used in this study aligns with the guidelines of Hair et al. (2021), which recommend a sample size ranging from 5 to 10 times the number of indicators, with a minimum threshold of 100. This approach is consistent with the study by Aldiansyah and Wardani (2024), which applied the standard derived from Sekaran and Bougie—specifically, five times the number of indicators. Consequently, multiplying the 17 indicators by 5 resulted in a sample of 85 respondents for this study.

Data analysis was conducted using multiple linear regression via the SPSS software application. Multiple linear regression is a statistical method commonly used to examine the relationship between two or more variables. This analysis aims to determine the relationship between independent and dependent variables and to test the validity of the hypotheses proposed in the study. The multiple linear regression analysis was processed using the SPSS program. The multiple linear regression equation is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

3. Results and Discussion

3.1 Results

Table 2 Validity Test Results

Variable	Statement Item	r count	r table	Sig	Information
Online Customer Review (X1)	X1.1	0,669	0,2133	0,000	Valid
	X1.2	0,743	0,2133	0,000	Valid
	X1.3	0,719	0,2133	0,000	Valid
	X1.4	0,697	0,2133	0,000	Valid
	X1.5	0,534	0,2133	0,000	Valid
Inovation (X2)	X2.1	0,905	0,2133	0,000	Valid
	X2.2	0,921	0,2133	0,000	Valid
	X2.3	0,885	0,2133	0,000	Valid
Customer Experience (X3)	X3.1	0,686	0,2133	0,000	Valid
	X3.2	0,719	0,2133	0,000	Valid
	X3.3	0,700	0,2133	0,000	Valid
	X3.4	0,679	0,2133	0,000	Valid
	X3.5	0,660	0,2133	0,000	Valid
Customer Satisfaction (Y)	Y1	0,662	0,2133	0,000	Valid
	Y2	0,828	0,2133	0,000	Valid
	Y3	0,728	0,2133	0,000	Valid
	Y4	0,763	0,2133	0,000	Valid

Based on Table 2 above, it can be seen that the calculated r-value is greater than the r-table value and the probability value (sig.) is less than 0.05 ($\alpha = 0.05$); therefore, it can be concluded that all variable indicators are valid.

Reliability Test



Table 3 Reliability Test Results

No	Variabel	Cronbach	Alpha	Information
1	<i>Online Customer Review</i>	0,719	0,70	Reliable
2	Inovation	0,880	0,70	Reliable
3	Customer Experience	0,724	0,70	Reliable
4	Customer Satisfaction	0,736	0,70	Reliable

Table 3 shows that the Alpha value for each variable is greater than 0.70; therefore, it can be concluded that the measurement instrument used in this study is reliable.

Normality Test

Table 4 Normality Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.809	1.762		2.730	.008
X1	.326	.083	.374	3.945	.000
X2	.114	.052	.184	2.184	.032
X3	.314	.076	.396	4.121	.000

a. Dependent Variable: Y

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		85
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.45473186
Most Extreme Differences	Absolute	.058
	Positive	.040
	Negative	-.058
Kolmogorov-Smirnov Z		.533
Asymp. Sig. (2-tailed)		.939
a. Test distribution is Normal.		

Based on Table 4, the SPSS output shows a significance value of 0.939; since this value exceeds 0.05, it is concluded that the data are normally distributed.

Multicollinearity Test

Table 5 Multicollinearity Test Results



Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	4.809	1.762		2.730	.008			
X1	.326	.083	.374	3.945	.000	.765	1.308	
X2	.114	.052	.184	2.184	.032	.970	1.031	
X3	.314	.076	.396	4.121	.000	.744	1.343	

a. Dependent Variable: Y

Based on Table 5, it can be seen that the VIF values for all variables are less than 10 and the tolerance values are greater than 0.1, indicating that no multicollinearity exists among the independent variables in this study.

Heteroskedasticity Test

Table 6 Heteroskedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.759	.944		5.043	.000
X1	-.039	.044	-.099	-.879	.382
X2	-.093	.028	-.331	-3.323	.134
X3	-.083	.041	-.231	-2.034	.452

a. Dependent Variable: ABS_RES

Based on the heteroskedasticity test results in Table 6, the significance values for all dependent variables exceed 0.05; therefore, it can be concluded that there is no heteroskedasticity issue.

Multiple Linear Regression Analysis

Table 7 Multiple Linear Regression Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.809	1.762		2.730	.008
X1	.326	.083	.374	3.945	.000
X2	.114	.052	.184	2.184	.032
X3	.314	.076	.396	4.121	.000

a. Dependent Variable: Y



By examining the unstandardized beta coefficients in Table 7, the multiple linear regression equation derived from the study—analyzing the impact of online customer reviews, innovation, and customer experience on consumer satisfaction—can be determined.

Coefficient of Determination (R^2)

Table 8 Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.444	.423	1.481

a. Predictors: (Constant), X3, X2, X1

Table 8 shows an Adjusted R-squared value of 0.423, indicating that 42.3% of the variation in the dependent variable—customer satisfaction (Y)—is attributable to the variables of online customer reviews (X1), innovation (X2), and customer experience (X3), while the remaining 57.7% is influenced by other variables not included in this study.

Partial Test (t)

Table 9 Partial Test (t) Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.809	1.762		2.730	.008
X1	.326	.083	.374	3.945	.000
X2	.114	.052	.184	2.184	.032
X3	.314	.076	.396	4.121	.000

a. Dependent Variable: Y

Based on Table 9 above, it can be concluded that the calculated t-value for the variables exceeds the t-table value at the 5% significance level; therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, indicating that online customer reviews, innovation, and customer experience influence customer satisfaction.

3.2 Discussion

Online Customer Reviews (X1) yielded a significance value of 0.000 (less than 0.05); consequently, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_a) was accepted, indicating that Online Customer Reviews (X1) have a positive and significant effect on customer satisfaction (Y). The positive direction implies that higher-quality or more favourable online customer reviews correlate with higher levels of customer satisfaction; online reviews provide insights into customer satisfaction and dissatisfaction, helping businesses understand market perceptions and improve their offerings (Schiffman & Wisenblit, 2021).

Online reviews constitute a form of electronic word-of-mouth communication in which consumers share their experiences and opinions regarding products and services via digital platforms (Kotler & Keller, 2021). According to Xiang et al., online customer reviews serve as a means for consumers to describe and share their experiences. These reviews aim to provide additional information to consumers, shape their perceptions of products, boost purchase interest, and enhance customer satisfaction (Riandi & Sarah, 2024); this aligns with research by

Angriawan et al. (2025), which demonstrates that online customer reviews have a positive and significant impact on customer satisfaction. Thus, the online customer review variable serves as a key determinant of customer satisfaction

Innovation (X2) has a significance value of 0.032 (< 0.05); therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This indicates that innovation (X2) has a positive and significant effect on customer satisfaction (Y). The positive direction implies that higher levels of innovation lead to higher levels of customer satisfaction. Product innovation can be defined as the practical implementation of an idea into a new product or process (Al Harun & Agus, 2021). Product innovation is crucial for a company because it allows consumers to choose from a wide variety of products produced by the firm. Innovation is not merely a design based on a new idea, a new discovery, or an extension into a new market; it is also a reflection of the entire process (Efanny & Mukaram, 2020). Companies that fail to innovate their products risk boring consumers, which can lead to declining satisfaction and reduced purchasing power, ultimately causing consumers to switch to other companies to meet their needs; this aligns with research by Ismunandar (2021), which demonstrates that innovation has a positive and significant impact on customer satisfaction. This indicates that the innovation variable is a key determinant of customer satisfaction.

Customer experience (X3) has a significance value of 0.032 (< 0.05); therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This indicates that customer experience (X3) has a positive and significant effect on customer satisfaction (Y). The positive direction implies that a superior customer experience leads to higher customer satisfaction. The customer experience model is a marketing framework that follows the concept of customer equity. This model was developed by Bernd Schmitt (2019) in his book **Customer Experience Management**, which serves as a sequel to his previous work, **Experiential Marketing**. An experience is a personal event that occurs in response to specific stimuli. Experience encompasses the entirety of an individual's involvement in life events. In other words, marketers must curate the right environment for customers and address what they truly desire. Delivering the right experience allows consumers to perceive a distinct sensation or quality in the products and services. This aligns with research by Septian and Handaruwati (2021), which demonstrates that customer experience has a significant impact on customer satisfaction, indicating that customer experience is a key determinant of satisfaction.

4. Conclusion

Based on the research analysis and discussion, it can be concluded that online customer reviews, innovation, and customer experience have a positive and significant impact on customer satisfaction regarding the content creation services of PT Cosuren Group Indonesia. These findings indicate that credible online customer reviews enhance customer trust and expectations regarding the services provided. Meanwhile, the company's innovations in creating creative services and solutions have proven capable of meeting evolving customer needs, thereby driving higher satisfaction levels. Furthermore, the customer experience during interactions with the company plays a crucial role in shaping positive perceptions of the service quality received. Consequently, improving the quality of online reviews, fostering continuous innovation, and creating superior customer experiences are strategies the company should prioritize to boost customer satisfaction. Future research is encouraged to expand the study model by incorporating additional variables—such as social environment, influencers, and service quality—to gain a more comprehensive understanding of the factors influencing customer satisfaction.

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