

The Effect of Content Marketing on Instagram Application for Customer Engagement

Naili Surayya M.Yanis¹, Rahmat Hidayat², Harrie Lutfie³

^{1,2,3}Faculty of Applied Sciences, Telkom University, Bandung, Indonesia

rahmathidayat@tass.telkomuniversity.ac.id¹, harrie.lutfie@gmail.com², nailiyanis30@gmail.com³

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Abstract

Towards the Industrial Revolution 4.0 it develops and manages good relationships with customers, using Instagram as a social media that is the company's liaison with customers with the aim of building customer involvement. This study aims to study the effect of Instagram (X) content marketing on customer engagement (Y) case studies on Elzatta Bandung in 2019.

This type of research is a quantitative research method. The data analysis technique that we do is a simple linear regression. With respondents as many as 110 people who understand and follow ElzattaInstagram.

Based on the questionnaire distributed by the researcher, the results of respondents' responses to Elzatta Instagram content marketing by 72.49% were included in the good category and the involvement of customers who formed Elzatta was 73.95%, which also included good categories using the continuum row.

The results of this study are representations of Instagram content marketing on the involvement of Elzatta customers with the results of t content marketing test results (X) $2,501 > t_{table} 1.66$. And the contribution of content marketing was 68.4% where 31.6% were asked or requested by other factors that were not approved by the authors such as place, promotion, price, and other factors

Keywords; *Instagram, Media Social, Content Marketing, Customer Engagement.*

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I. INTRODUCTION

A. Background

The use of the internet, especially social media in Indonesia has become one of the most frequently used communication methods. According to the Indonesian Internet Service Providers Association (APJII), the number of internet users in the lifestyle sector is dominated by the use of social media which reached 87.13% (APJII, 2017). One of the social media that is often used by Indonesians as a place of sale and purchase and other needs is Instagram. This conclusion can be seen from the statistical data carried out by We Are Social where Instagram occupied 4th place after WhatsApp, Facebook, and Youtube.

In the past 2 years, Elzatta income has continued to

decline, due to Elzatta source of income, which mostly comes from new customers who only make one purchase. Elzatta biggest income is in an annual event, Muslim Fashion Festival (MUFFEST). In this event Elzatta got a lot of new customers, but seldom did the customer make a repeat purchase by Elzatta. In overcoming this problem, Elzatta marketing team focused on maintaining relationships with old customers while adding new customers through Instagram social media.

Audio in the content marketing applied by Elzatta is not in accordance with the Elzatta concept itself, so sometimes it makes the content marketing Instagram less attractive. According to information obtained by researchers, the lack of confidence in the image of the company's brand is the reason for the lack of sharing the motivation of employees in spreading

Elzattainformation to their personal accounts. Instagram feeds uploaded by Elzatta still look monotonous compared to Instagram of other similar companies. There are still a few Instagram automatic ads services used by Elzatta, even though this service can help Elzatta in increasing brand awareness and followers.

There is still a lack of customer knowledge about Elzattaproducts, the lack of feeling felt when viewing ElzattaInstagram feeds, and the intensity of interacting between followers with the company, not too much, making Elzattalevel of customer engagement not too high.

Based on research conducted by Johan and Diah (2018), there is a significant effect of content marketing on customer engagement at Pakuwon City. This is also the same as that examined by Bunpis (2014) where it is said that the increase in Purchase Intentions that occur in Thailand's Online Herbal Product products is influenced by the Content Marketing provided.

In this regard, the researchers were interested in examining the "Effects of Instagram Marketing Content on Customer Engagement (Case Study in Elzatta Bandung in 2019)" as the title in this study.

B. Formulation of the Problem

Based on the background and the existing phenomena, the formulation of the problems to be discussed are:

1. How is Instagram content marketing applied by Elzatta?
2. How is Elzattacustomer engagement?
3. What is the influence of Instagram content marketing on Elzatta customer engagement?

II. RELATED WORK

A. Content Marketing

"...Content marketing is a strategy involving creating and publishing content on Web sites and in

social media. All online content can be considered content marketing and it ranges from Web sites, social network pages, and blog posts to videos, white papers, and eBooks." (Frost., et al, 2016).

Karr d. (2016) identified five dimensions that must be evaluated for each part of the content produced :

1. Reader Cognition : Your audience is diverse in how they digest content. Diversity in your content—including visual, audible, and kinesthetic interaction is needed to reach all readers.
2. Sharing Motivation : Sharing is critical in a social world to extend your reach to a wider, relevant audience. There are specific reasons why readers share content. Readers share content to increase their value to others, create an identity online, involve themselves in their community, extend their network, and bring awareness to causes.
3. Persuasion : Robert Cialdini's research has identified six principles of persuasion—liking, reciprocity, consensus, scarcity, consistency, and authority. How are you persuading your readers to move from one moment to the next in their customer journey?
4. Decision Making : Every individual is impacted differently from a variety of supporting criteria when making a decision. Trust, facts, emotion and efficiency all play a role, with combinations therein. Having balanced content with respect to supporting criteria is a best practice on every piece of content produced.
5. Factors : As we write content, we often don't think about other factors influencing a person outside the content we're discussing. Every decision we make isn't just evaluated personally but also impacted by our friends, family, and company.

B. Instagram

Online and social media marketing according to Kotler and Keller (2016) are online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services.

Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friend's lives through pictures as they happen. We imagine a world more connected through photos (Anchell, 2015).

C. Customer Engagement

"Engagement occurs when internet users connect or collaborate with brands, companies, or each other. This involves connecting with a user emotionally and intellectually. Online engagement is analogous to offline experience marketing, such as the famous Build-A-Bear retailers or Disney theme parks. Online marketers engage users by enticing them to participate in their content or media," (Frost., et al, 2016).

According to Brodie, et al., In a journal owned by Limandono and Dharmayanti (2018) there are three dimensions of customer engagement:

1. Cognitive Dimension: This dimension relates to the consequences that arise in a person who is informative about knowledge and expectations.
2. Emotional Dimension: This dimension refers to a person's feelings and attitudes that are related to his mood
3. Behavioral Dimension: This dimension concerns someone's presence and how someone interacts.

D. Framework

The following presents a chart of the framework as seen from Figure 2.1:

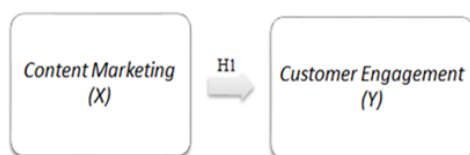


Fig 2.1 Conceptual Framework

From the above framework, we can conclude the hypothesis of this study, namely:

H1: There is an influence of Instagram content marketing on Elzattacustomer engagement

III. RESEARCH METHODOLOGY

This research is a kind of quantitative research to determine the influence of Instagram content marketing implemented by Elzatta on Bandung customer engagement. Where content marketing is an independent variable (X) and customer engagement as the dependent variable (Y).

In this study, researchers used a non-probability sampling technique which is a sampling technique that does not provide equal opportunities for each member of the population to be chosen as a member of the sample.

The non-probability sampling technique that we use is purposive sampling. It is said to be purposive sampling because the taking of sample members from the population is done intentionally and is subjective. Subjective choice of samples is based on various special considerations that are carefully understood by researchers.

In this study, researchers used two data sources namely primary and secondary data. (1) Primary data obtained from distributing questionnaires directly to respondents; (2) Secondary data comes from mass media, previous research publications, and reference books.

The population number is not known with certainty so researchers used the Bernoulli formula to determine the number of respondents taken. From the calculation with this formula, the researcher has done it by taking a confidence level of 95% and $\alpha = 0.05$ and the results of the number of respondents are ≥ 96.04 . so the researchers used 110 questionnaires on the grounds that when all questionnaires were distributed, the questionnaires would return again with a number of not less than 96 copies of the questionnaire. Respondents who chose

were respondents who lived in Bandung and were ElzattaInstagram followers.

To answer the results of the hypothesis, the author uses simple linear regression analysis using SPSS 25 software.

IV. RESULTS AND DATA ANALYSIS

A. Characteristics of Respondent

The characteristics of the respondents examined in this study were the respondent's gender, the age of the respondent, the occupation of the respondent, the respondent's last education level, the income per month of the respondent, the number of respondents 'purchase frequency and the respondents' domicile. The following presents the characteristics of respondents from this study:

Table 41
Characteristic of Respondent

Jenis Kelamin :	22 Orang	Penghasilan Per Bulan :	12 Orang
Pria	88 Orang	Rp. 500.000 - Rp. 1.000.000	9 Orang
Wanita		Rp. 1.000.000 - Rp. 2.000.000	73 Orang
Usia :		Rp. 2.000.000 - Rp. 4.000.000	16 Orang
17 Tahun - 23 Tahun	27 Orang	> Rp. 4.000.000	
23 Tahun - 28 Tahun	18 Orang	Frekuensi Pembelian :	21 Orang
28 Tahun - 34 Tahun	30 Orang	1 Kali	41 Orang
> 34 Tahun	35 Orang	2 Kali	36 Orang
Pendidikan Terakhir :		3 Kali	22 Orang
SD/SMK/Sederajat	23 Orang	> 4 Kali	
D3	12 Orang	Domisili :	62 Orang
S1	72 Orang	Bandung Kota	5 Orang
S2	3 Orang	Bandung Utara	20 Orang
Pekerjaan :		Bandung Selatan	9 Orang
Mahasiswa/i	16 Orang	Bandung Timur	14 Orang
PNS	18 Orang	Bandung Barat	
Karyawan Swasta	40 Orang		
Wiraswasta	21 Orang		

Sumber: Hasil Olahan Peneliti, 2019

B.Descriptive Analysis

The average number of content marketing variables is 72.49%. The three statements that have the highest percentage are information provided by Elzatta not making it up, the display of ElzattaInstagram content is easy to understand, Elzatta Consistent in updating Instagram content in a row has a percentage value of 87.50%, 75.50%, and 75.50%. With the average number of percentages, the content marketing variable falls into the good category.

The average number of customer engagement variables is 73.95%. With the average number of percentages, the customer engagement variable falls

into the good category. The three statements that have the highest percentage are the information provided, I hope that information about Elzatta is complete on IG, I am happy to see ElzattaInstagram content, I am pleased to see ElzattaInstagram promotions in a row having a percentage value of 85.50%, 75.50% and 74.10% .

C. Statistical Test Result

1)t Test

The following is the result of the t test or partial test of the results of the data processed by the researcher with IBM SPSS 25 as seen in Figure 4.2 as follows:

Based on the results of the calculation above, the numbers obtained from t_{count} content marketing (X) $15,288 > t_{table} 1.66$. Then, H_0 is rejected and H_1 is accepted. This means that there is a significant influence between content marketing and customer engagement (Y).

2)Coefficient of Determination Test

The following is the test results of the coefficient of determination from the results of data processed by researchers with IBM SPSS 25 as seen in Figure 4.3 as follows:

Table 43
Coeficien Determination Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.684	.681	2.502

Sumber: Hasil Olahan Data Peneliti, 2019

Based on table 4.3, we use coefficient of determination in finding the contribution of Content Marketing (X) variables to Customer Engagement (Y). And it can be seen that the correlation coefficient (R) and determination coefficient using IBM SPSS 25 software shows that the influence of Instagram content marketing on Elzattacustomer engagement is 68.4% where the remaining 31.6% is explained or influenced by other factors not examined by the author such as place factor , promotions, prices and others.

V. CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the results of research that has been conducted on "The Effect of Content Marketing Instagram on Customer Engagement (Case Study at Elzatta Bandung in 2019)" of 110 respondents, provided answers to the problems formulated in this study, namely as follows:

1. Based on the results of the calculation of respondents' responses to the content marketing variables applied by Elzatta, the calculation of respondents' responses to the Content Marketing variable that has been applied on ElzattaInstagram is 72.49% and on the continuum line it can be seen that the score is in good category. This shows that Elzatta has implemented a good marketing strategy.
2. Based on the results of the calculation of responses to the customer management variables, the calculation results obtained are 73.95% and on the continuum line it can be seen that the score is included in the good category. This shows that Elzatta has implemented a good marketing strategy.
3. In measuring the influence of Instagram Content Marketing on ElzattaCustomer Engagement, researchers used SPSS 25. The coefficient of determination was used to find the contribution of Content Marketing (X) variables to Customer Engagement (Y). And it can be seen the coefficient of determination coefficient shows that the Influence of Instagram Marketing Content on Customer Engagement is 68.4% where the remaining 31.6% is explained or influenced by other factors not examined by the author such as place, promotion, price and others.

B. Suggestions

Based on conclusions related to the research on "The Influence of Instagram Content Marketing on ElzattaCustomer Engagement", the authors propose the following suggestions:

- 1) For the company purpose :

It is recommended that the company pay attention to and improve the factors stated by the respondent to be unfavorable, and the input suggested by the researcher:

- 1) Companies can hold more events directly related to ElzattaInstagram followers, such as giving discounts to the most active followers or other campaigns. Companies can also make events related to Elzattafellow followers who require them to get acquainted, such as group quizzes made on Instagram. Elzatta can add automatic ads that appear on Instagram to make more people aware of Elzatta.
- 2) Companies can add missing information about products on Instagram such as product price information, product descriptions, etc. so that consumers can get complete information. Because based on the answers from the survey that has been done, the percentage of consumers wanting complete information on Instagram is the highest for the customer engagement variable.
- 3) How to add Instagram Followers can by requiring each employee and inviting a minimum of 10 people to follow his Official Account. It is compared to buying followers which results in a significant difference between the number of followers and likes of photos. It could also be a private account so that prospective customers must follow it first if they want to see the content posted by Elzatta.

- 2)For the academic purpose :

This research only examines the influence of Instagram content marketing on Elzattacustomer engagement in Bandung, so for the next researcher it is recommended:

- 1) For the next researcher, it is recommended to continue this research entitled "The Influence of Instagram Content Marketing on ElzattaCustomer Engagement", but by adding variables related to other promotions (for example, Facebook, sales promotion, CRM, and other variables that support this research))

2) Further researchers to more often read journals that support research and can be used as a reference and more careful in choosing a journal to be used as a reference.

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