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The Influence of Social Media Marketing Activities on Consumer Satisfaction on Instagram *Dear Me Beauty*

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ABSTRACT

During the COVID-19 pandemic, marketing activities using Instagram social media have experienced fairly rapid development and have become a trend. This study aimed to analyze the influence of social media marketing activities on consumer satisfaction on *Dear Me Beauty* Instagram. Create quantitative research using a statistical method. The study was conducted by delivering online surveys to consumers throughout Indonesia who had purchased *Dear Me Beauty* goods. The data was collected using a convenience sample of 306 individuals. The questionnaire has been validated for validity and reliability, and AMOS has been utilized for data analysis. The study results obtained four hypotheses of significant effects and one hypothesis of no significant effect. Social media marketing activities towards consumer satisfaction on *Dear Me Beauty* Instagram are influenced by marketing activities towards social identification (p = 0.000), marketing activities towards the perception of value (p = 0.025), social identification of the perception of value (p = 0.000), and perception of value towards satisfaction (p = 0.013). But social identification of satisfaction (p = 0.097) had no significant effect. Hence, the manager of *Dear Me Beauty* needs to pay attention to things that could affect how happy customers are by doing more marketing on Instagram.

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1. Introduction

Marketing activities using Instagram social media have experienced relatively rapid development and have become a trend, especially during the COVID-19 pandemic [1]. Instagram was chosen as a promotional platform due to its large user base and the fact that it displays more photographs and includes product and service-related information [2], [3]. The public uses social media to share personal experiences, find information for educational activities, promote a good or service, and so on, so each type of social media will benefit each group in communicating [4]–[6]. The latest report Ministry of Communication and Information of the Republic of Indonesia [7], obtained by social media, reached 4.20 million (53.6%) of the world's population. Furthermore, the use of social media in Indonesia reached 93.8% (Youtube) for educational and commercial purposes; 87.7% (Whatsapp) for communication purposes; 86.6% (Instagram) to promote images of products, goods, and services; and 85.5% (Facebook) for educational, product, and commercial purposes.

Reviewing the high use of Instagram social media in Indonesia, it is certainly a new opportunity to carry out marketing activities. This is because Instagram has many more complete features than other social media sites [8]–[10]. Instagram media provides privacy that supports its users' uploading of photos or videos to the main Instagram page. In addition, Instagram is equipped with instastory features, live streaming, reels, story highlights, and others, which have implications for the high choice of products, goods, or services providers in adjusting to the needs of communication media to market a product [11], [12]. According to Hanaysha research [5] if a brand has substantial marketing activities through social media, the brand can become one of the competitive operators in its field.

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Previous research revealed the importance of social media such as Instagram for marketing activities aimed at streamlining promotional time, labor, and effective two-way communication [1], [13]. The hope is that the existence of social media will be able to accelerate the recommendation of a product, increasing consumer interest and consumer satisfaction [14], [15]. Khosasih et al. [16] found that social media marketing activities had a considerable and favorable effect on consumer satisfaction. Calculating satisfaction involves comparing anticipated satisfaction to satisfaction from previous experiences. Expectation Satisfaction Confirmation Theory (ECT) is described as the customer's service expectations and the service's ability to match those expectations [17]. Furthermore, research Rana [18] consumer happiness is influenced by multiple factors, including product image, the service level of product and service providers, user reviews, and consumer ratings of a service or product. The *Dear Me Beauty* brand is a brand that has been widely used by people in Indonesia, especially for beauty and skin care. The products offered by *Dear Me Beauty* have been marketed in e-commerce, reaching 46.8%, and are recommended products by the public with the eighth order in Indonesia.[19]–[21].

However, in delivering information related to the product, the usefulness and specifications still experience problems, namely not being conveyed clearly and thoroughly. In addition, consumers who have purchased and used products from *Dear Me Beauty* are not all satisfied with the information related to products and content contained on their Instagram accounts. In the initial identification, clients continue to inquire about the product's application, function, use duration, and display suitability. By examining these concerns, this study examines the impact of *Dear Me Beauty* Instagram's social media marketing operations on consumer satisfaction. The results of this study are anticipated to provide thorough information regarding the aspects that can boost consumer satisfaction with *Dear Me Beauty* items marketed through Instagram.

2. Methods

Utilized is a quantitative research strategy with a statistical methodology [22]. The study was conducted by collecting primary data through a Google form questionnaire issued online to individuals who had purchased products from the *Dear Me Beauty* company and followed their Instagram accounts. The questionnaire was sent via Instagram, WhatsApp, Twitter, Line, and Telegram, among other social media channels. The questionnaire in this study passed the validity and reliability tests with fifty respondents, provided the r count is larger than the r table and the Cronbach's Alpha is more significant than 0.7. This survey includes 306 respondents that were acquired using convenience sampling.

In this study, there are five hypotheses proposed, including Hypothesis 1: Social media marketing activities have a significant positive impact on social identification; Hypothesis 2: Social media marketing activities have a significant positive impact on value perception; Hypothesis 3: Social identification has a significant positive impact on the perception of value; Hypothesis 4: Social identification has a significant positive impact on satisfaction; and Hypothesis 5: Value perceptions have a significant positive impact on satisfaction. Furthermore, the analysis in this study went through two stages, namely descriptive analysis to analyze respondents' profiles and self-characteristics. Furthermore, statistical analysis using the AMOS application uses a Structural Equation Modeling (SEM) approach.

The first stage of statistical analysis with AMOS is to test the normality of data with the standard critical ratio skewness criteria of ±2.58 at a significant level of 0.01. Furthermore, outlier identification was carried out to review the unique characteristics of the research sample at the degree of freedom (df) value with an indicator $\alpha = 0.001$, then continued with the analysis of confirmed factors by reviewing the loading factor value of ≥0.5 or ideally >7. If it has fulfilled the SEM data analysis, it includes: a) the development of a model based on theory; b) drawing up diagrams of paths and structural equations; c) drawing up diagrams of paths and structural equations; d) matrix input and model estimation; e) assessing the identification of structural models; f) assessing the criteria for Goodness of Fit; g) interpretation and modification of research models; h) hypothesis testing, namely if $p<0.05$ then the hypothesis is accepted and if the value of $p>0.05$ then the hypothesis is rejected [22].

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3. Results and Analysis

3.1 Examining the relationship between variables

Free variable influence testing measures the size of total, direct, and indirect influence between variables. Table 1 shows that this study's most considerable direct influence is the direct influence of P.N. (value perception) on K (satisfaction), which is 1,943. The indirect influence in this study is only one direction of influence, namely I.S. (social identification) on K (satisfaction), with a value of 1.417. Also, P.N.'s influence on K, which was 1,943, had the most effect.

Table 1
The results of testing the influence between variables

Direct Influence				
	APMS	I.S	P.N	K
I.S.	,733	,000	,000	,000
PN	,272	,729	,000	,000
K	,000	-1,250	1,943	,000
Indirect Influence				
	APMS	I.S	P.N	K
I.S.	,000	,000	,000	,000
P.N.	,534	,000	,000	,000
K	,651	1,417	,000	,000
Total Influence				
	APMS	I.S	P.N	K
I.S.	,733	,000	,000	,000
P.N.	,806	,729	,000	,000
K	,651	,167	1,943	,000

3.2 Testing of hypotheses

The regression weight shown in Table 2 is the outcome of testing and analysis of the Structural Equation Model (SEM) for the complete model.

Table 2
Testing of variable relationships and hypothesis substantiation

			Estimate	S.E.	C.R.	P	Label
Identification Social	←	Marketing Activities Social Media	0,873	0,108	8,096	0,000	Positive Significant
Perception Value	←	Marketing Activities Social Media	0,212	0,095	2,234	0,025	Positive Significant
Perception Value	←	Identification Social	0,476	0,081	5,874	0,000	Positive Significant
Satisfaction	←	Identification Social	-,998	0,601	-1,661	0,097	Negative Insignificant
Satisfaction	←	Perception Value	2,377	0,962	2,473	0,013	Positive Significant

The results of hypothesis 1 testing related to the influence of social media marketing activities on social identification obtained an estimated value of 0.873 with a t value of 8.096 and a probability of 0.000 (p<0.05). Thus, the social media marketing activity variable has a significant favorable influence on the social identification variable. This is because, when carrying out optimal social media marketing activities, they will encourage the exchange of information, undoubtedly improving social relations between consumers with the exact needs or social identity [23]. This is by previous research conducted by Chen and Lin [17], which showed that social media marketing activities positively influence social identification.

Furthermore, Hanaysha [5] explained that communication carried out online provides a space between individuals to share and exchange information with each other and is not limited to time and distance, which is the role of social media in identifying its users. Marketing activities using social media have implications for the high image of the organization and service provider regarding consumer satisfaction in terms of the

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quality of information services, proximity to users, and user response to a company [24], [25]. Alalwan et al. [26], [27] explain that social media used as a place for promoting a product helps increase customer interest in a product and conduct effective communication with targeted customers. Hollebeek [28] reveals that consumers have personal and social identities that collectively contribute to their sense of belonging. Good relations between consumers and consumers or consumers with strong companies tend to be viewed by the high level of conformity of values and marketing activities by the company, which ultimately helps develop consumer self-definition, self-continuity, and self-improvement based on the brand used [29]. This can be seen in the marketing activities on *Dear Me Beauty* Instagram, which present interesting and informative content to make it easier to find target customers who match their social identity and use the same product [21].

The second hypothesis test relates to the influence of social media marketing activities on the perception of value. We obtain an estimated value of 0.212 with a t value of 2.234 and a probability of 0.025 (p<0.05). Thus, the social media marketing activity variable has a significant favorable influence on the value perception variable. This is because the social media environment will encourage user interaction and participation, which then, when browsing the website, users are influenced by website multimedia, content interaction, and content information [17]. When consumers browse the product provider's social media sites, then interact with content or respond to information on social media, it will encourage consumer interaction and participation because the social media environment will affect the perception of value [30]. This is by previous research conducted by Chen and Lin [17] social media marketing activities positively influence the perception of value.

According to earlier research conducted by Kim and Ko [31] regarding luxury fashion firms, there are five components of Social Media Marketing Activities (SMMA), including entertainment, interaction, trendiness, personalization, and word-of-mouth. Value perception is a metric of the total effectiveness of services evaluated by an individual based on the considerations made to utilize the product and the advantages gained. Consumers generally receive added value from the products or services provided [30], [32]. The value is known as the consumption value. Consumption is a form of personal value that individuals obtain by completing various social interactions, exchanges, or expenses [17]. In addition, the perception of the value of psychological evaluation results means that it is not only present in the product and ownership of the selected product or service but also comes from the consumer himself [33], [34]. Konuk [35] explains that the perception of value refers to the overall assessment of the product's usefulness by consumers based on their perception of what they receive or give. Perception of value is a core concept in traditional and digital marketing and is a condition for a campaign to be considered successful [36]. Consumers make choices based on many dimensions of value, which can vary according to their personal needs [37]. Hence, how sellers of *Dear Me Beauty* products market their products on social media affects how consumers see the value of their products.

The third hypothesis test relates to the effect of social identification on the perception of values. We obtain an estimated 0.476 with a t value of 5.874 and a probability of 0.000 (p<0.05). Hence, the social identification variable significantly positively influences the value perception variable. This indicates that when consumers can express their identity through interactions between consumers with other consumers or consumers with brands, this will create a perception of their value for that consumer. This is by previous research conducted by Chen and Lin (2019), which showed that social identification positively influences the perception of value. Research conducted by Grappi and Montanari [38] explains the theory of social identity by showing individuals classify themselves into different social categories to facilitate self-definition within their social environment. In general, social identity is the perception of value within various human groups and forms the individual's identity. The identification of consumers with others becomes very strong in the context of the brand community [39] and in the context without formal membership [30], [40]. In addition, social identification may include customers, employees of the organization, and others [30]. Hence, the way *Dear Me Beauty* products help consumers identify with their social groups affects how consumers see the value of the products.

In the fourth hypothesis relating to the effect of social identification on satisfaction, an estimated value of-0.998 was obtained with a t value of 1.661 and a probability value of 0.097 (p>0.05). Thus, the social identification variable had a negative and insignificant influence on the satisfaction variable. This is caused when consumers already have the same identity and purpose as other consumers, which does not necessarily make consumers feel satisfied with a brand [41]. So that there is no creation of satisfaction, this is to previous

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research conducted by Wilkins et al. [42], which shows that social identification does not have a significant or negative influence on satisfaction. Furthermore, consumers who have the same identity as other consumers will experience a feeling of acceptance and have similar goals. If consumers feel at home in a brand or community, it will encourage consumer satisfaction [43]. Research by Al-Haddad [44] states that social identification is positively related to consumer satisfaction because a brand's identity represents a certain prestige and peculiarity that can then meet consumer satisfaction in self-improvement. Thus, social identification related to *Dear Me Beauty* products has no significant effect or does not provide satisfaction directly after consumers have used or purchased the product. This might occur owing to the customer's environment or psychology and the feeling of comparison with other things they also use [45], [46]. As a result, there is no satisfaction commensurate with what was anticipated at the time of purchase.

In the fifth hypothesis related to the influence of value perception on satisfaction, an estimated value of 2.377 with a t value of 2.473 and a probability value of 0.013 (p<0.05) was obtained, indicating that the value perception variable had a significant favorable influence on the satisfaction variable. This is found when consumers receive the value they first perceived by the expected value of a brand. This will increase their contentment and enjoyment with the services and goods they receive. This is consistent with prior research conducted by Chen and Lin [17], showing that value perception positively impacts satisfaction. In addition, Lee et al. [3] explain that value perception is an essential structure of marketing activities and one of the most successful competitive strategies in addition to being the primary determinant of customer satisfaction and loyalty. Grappi and Montanari [38] say that consumer satisfaction is a positive reaction from a positive evaluation of shopping or consumption experiences. Furthermore, consumer satisfaction results from a comparison between expected and perceived performance. The level of customer satisfaction is based on a comparison between their expectations about what may occur throughout the service experience and their perceptions of what is occurring [38]. Consumers will share their happiness with other potential customers when they are content. In a study by Lee et al. [3] it was argued that the measure of value received was a precursor to overall customer satisfaction. This measure correlates well with customer behavior, such as word of mouth and intention to purchase. In the research of Hapsari and Dean [47], the perception of value positively and significantly influences satisfaction. In addition, research conducted by Al-Haddad [44] states the same thing, that the perception of values has a positive and significant influence on satisfaction. Thus, the perception of high value in *Dear Me Beauty* products significantly increases consumer satisfaction with the product.

4. Conclusion

Four hypotheses had a significant effect, and one had no significant effect. Social media marketing activities towards consumer satisfaction on *Dear Me Beauty* Instagram are influenced by marketing activities, social identification, value perception, and consumer satisfaction. *Dear Me Beauty* managers need to pay attention to factors affecting consumer satisfaction by increasing marketing activities on Instagram and reviewing factors that can reduce consumer satisfaction. In the future, there needs to be more research on the things that make social identification have no effect on satisfaction, as well as a review of the level of marketing done based on how intensely and how it is done

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