

THE EFFECT OF INSTAGRAM CONTENT TOWARDS INTENTION TO VISIT UC_IBMRC WITH ONLINE ENGAGEMENT AS MEDIATING VARIABLE

Junko Alessandro Effendy¹⁾ Kedrick Keitaro²⁾

International Business Management, Ciputra University, Surabaya, Indonesia^{1,2}

E-mail: Junko.alessandro@ciputra.ac.id, kkeitaro@student.ciputra.ac.id

Abstract: Social media is an online media that is now very developed in the world of communication and business. Instagram is one of the social media that is widely used by people to get information or run a business. In this study, researchers wanted to see the effect of Instagram content on interest in visiting with online engagement as a mediating variable. This research was conducted quantitatively with structural equation modeling where the researcher had an initial research model. After testing the validity and reliability, the researcher has a final research model. The respondents in this study were 96 UC_IBMRC Instagram followers. The results of this study indicate that Instagram content has an effect on visiting interest. Instagram content affects online engagement. Online engagement has an effect on interest in visiting and at the same time becomes a variable that partially mediates the relationship between Instagram content and interest in visiting.

Keywords: *Instagram Content, Visiting Interests, Online Engagement*

1. Introduction

The development of technology today is growing very rapid. In the current era of globalization, it is marked by the presence of various technologies, one of them is communication technology and information technology. In the era of globalization, information is colored by the development of the internet and various social media. According to (Panjaitan & Prasetya, 2017) Social media is an online media that has an intense relationship with web-based technology to turn one-way communication into an interactive dialogue. Social Media is currently widely used by people to get access to information and self-existence. Advances in this technology have an impact on human behavior where in the past, in seeking information, one had to go through print media such as radio, newspapers, television, etc. Now humans have used online media technology in finding information. Every human activity around the world can be reached by social media such as Twitter, Instagram, Facebook, Line, etc.

One of the most popular social media nowadays is Instagram. According to (Miranda, 2017), Instagram is an application that can share photos, apply a digital filter and share them with various social networking services. Instagram itself turns out to be in demand by many people and from various circles such as artists, ordinary people, public figures, officials, even the President. Besides being able to show their existence on Instagram, there are also several people who share content, knowledge, images, and motivations. According to (Miranda,

2017) Instagram also has several features, namely followers, upload photos, captions, hashtags, likes, comments, save, share.

Instagram @UC_IBMRC is the official Instagram for the international business management department of Ciputra University, Surabaya. Instagram has a goal to be able to provide interesting information to followers. Interesting content is packaged into informative content that can be directly consumed by followers. In addition, Instagram @UC_IBMRC also often interacts with its followers through Instagram stories (story). All information related to the IBM-RC major can be obtained from Instagram @UC_IBMRC. Researchers have made several efforts as admins so that followers have an increase in online engagement and interest in visiting Instagram @UC_IBMRC. Therefore, the researcher wanted to see whether the current Instagram content has an influence on online engagement and interest in visiting Instagram.

Instagram Content

According to (Destriyani, Fatonah, Sutrisno 2019 in Tuka 2020) Instagram users currently prefer to create content that attracts public attention rather than content that is not interesting at all. The interesting content can be from the image selection factor, lighting, image background, and adding photo resolution to make it look more attractive. In addition, according to (Chris Hauer 2010 in the journal from Arief and Millianyani 2015) in social media there must be 4Cs in it. One of the social media is Instagram, 4C is needed in creating Instagram content, including Context (how is content that can convey the message or story we want to convey), Communication (how can we convey our message by making the reader comfortable and conveyed), Collaboration (collaborating with an account or company to make it even better), and Connection (how to maintain an ongoing relationship with Instagram followers). The following 4Cs make for better and better Instagram content. And according to (Ningsih 2021) The dimensions of the content on the Instagram account are the basis of the benchmark in the assessment of Instagram content. Therefore, content creators need Instagram account content dimensions to be able to measure Instagram account content. In addition, there are 3 ways to maximize Instagram content in the first way, namely original posting, which means that the upload is the result of the camera's own shots. Second, consistent which means that posting is done regularly, every day, every hour is the same, and the design is the same. Third, the specialization of an Instagram account that must be owned is to raise a special theme, and not a theme that is too general so that it can attract the attention of readers.

Online Engagement

According to (McGurk, 2014 above AP Santoso 2017) in simple terms, Online Engagement will occur if there is an interaction between two or more people towards one brand on social media. In addition, according to (Avinash Kaushik 2019 in Islahwati and Wibowo 2020) that online engagement is divided into 3 categories, including:

- Conversation: a conversation activity between users
- Amplification: an activity in the spread or expansion of the message
- Applause: a short response activity that can be done by means of like, love, emoji, and until a click

Cara Mengukur *Online Engagement*

	Facebook	Instagram	Twitter
Conversation	Comments	Comments	Reply
Amplification	Share	Share	Retweet
Applause	Like	Like	Like

Interest to Visit

According to (Adinda and Pangestuti 2019) consumers in deciding to visit must have several considerations first. In the process of choosing, there is one aspect where prospective consumers can determine what the purpose of the choice in the minds of consumers is. This strong and motivating urge to choose an action is called interest. In addition, according to (Munawwaro, 2018) interest is defined as a source of motivation that encourages someone to do what they want to do if they are free to choose. When a person sees an advantage for them then they are interested and bring satisfaction. When satisfaction is reduced, interest also decreases. And according to (Edithania, 2018 in Trirahayu and Putri 2019) that visiting interest is assumed to be the same as consumer buying interest. So buying interest is defined as an individual's tendency to take action before the purchase decision occurs.

2. RESEARCH METHODS

Type of Research, Population and Sample

The research method used in this study is a quantitative method. Quantitative research is research that is based on a systematic, planned, structured and uses numbers (Sugiyono, 2012). Bungin (2015) says that quantitative research has a focus on recording as much data as possible from a wide population through statistical formulas. According to Sarwono and Martadiredja (2017), quantitative research can use either probability sampling or non-probability sampling. This research uses non-probability purposive sampling method.

Abdillah and Jogiyanto (2015) state that the population is the entire object of research or referred to as the universe. While Bungin (2015) mentions the population as a group of objects that will be targeted in research and also the entirety of the research that will be used as a source of research data. The population of this study is 2315 followers from Instagram UC_IBMRC. According to Bungin (2015) the sample is a representative of the population that can be represented as a subject in the study. The researcher uses the slovin formula to determine the number of samples

$$n = \frac{N}{N * e^2 + 1}$$

$$n = \frac{2315}{2315 * 0.12^2 + 1} = 95.66$$

$$n = 96$$

Based on the existing slovin formula, the researcher must find a minimum of 96 respondents with an error level of 10%.

Statistical Test

According to Ghozali & Latan (2015), there are several tests that must be carried out in structural equation modeling, including:

Convergent validity is the outer loading or loading factor test for each indicator with a minimum value of 0.70. In this loading factor test, a new model will usually be obtained because the indicators below 0.70 are considered invalid as statement items that become a measuring tool for a variable.

AVE convergent validity for each variable with a minimum value of 0.50

The discriminant cross loading validity for each compatible variable must have the highest value compared to other variables and have a value above 0.70.

Cronbach alpha reliability for each variable with a minimum value of 0.70. Composite reliability for each variable with a minimum value of 0.70.

Test R² or the coefficient of determination to see the magnitude of the influence of the dependent variable

The t-statistic test is used to test the hypothesis with a minimum value of 1.96

Mediation Effect Test

According to Ghozali and Latan (2015), the mediation effect test is used to see the relationship from the independent variable to the dependent variable through an intermediary variable. There are three possibilities in the mediating effect test, namely:

1. Partial mediation effect, is when the hypothesis test from variable X to Y is accepted and the hypothesis test from M to Y is also accepted
2. Full mediation effect, is when the hypothesis test from variable X to Y is rejected and the hypothesis test from M to Y is accepted
3. There is no mediating effect, that is, when the hypothesis test from variable X to Y is accepted and the hypothesis test from M to Y is rejected

3. RESULT AND DISCUSSION

3.1. Result

In this study, researchers used three variables, namely Instagram content (X), online engagement (M) and visiting interest (Y). For the Instagram content variable, the researcher uses six indicators. For the online engagement variable, the researcher uses six indicators. For the variable of interest in visiting, the researchers used three indicators. Based on the data analysis that has been done, the following is the mean and standard deviation for each indicator.

Table 1. Mean and Standard Deviation

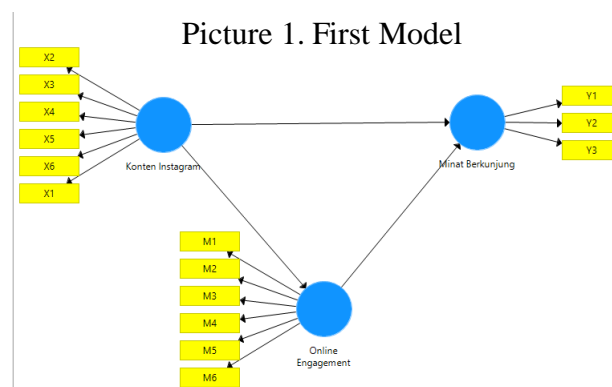
	Mean	Std		Mean	Std		Mean	Std
X1	4,462	0,622	M1	3,773	0,906	Y1	4,059	0,816
X2	4,697	0,513	M2	3,529	1,056	Y2	3,765	1,047
X3	4,345	0,730	M3	4,731	0,756	Y3	4,134	0,956
X4	4,445	0,709	M4	4,176	1,022			
X5	4,319	0,769	M5	2,639	1,226			
X6	4,462	0,686	M6	2,891	1,301			

Source: Processed Data (2021)

Based on the results of data analysis, it can be seen that for the Instagram content variable, the highest mean is in the X2 indicator, for the online engagement variable, the highest mean is in the M3 indicator and for the visiting interest variable, the highest indicator is Y1. For the standard deviation of the Instagram content variable, the X2 indicator has the most homogeneous answer. For the standard deviation of the online engagement variable, the M3 indicator has the most homogeneous answer. For the variable of interest in visiting, the Y1 indicator has the most homogeneous answer.

Model Evaluation

In this study, the first step the researcher did was to evaluate the change in the model. According to Ghazali and Latan (2015), the evaluation of model changes is used to see whether the research model, along with the indicators used as measuring tools for each variable, is appropriate or not. Figure 1 is the initial model of this research



Source: Processed Data (2021)

Researchers used the model according to Figure 1 for this study. There are six indicators for the Instagram content variable, six indicators for the online engagement variable, and three indicators for the visiting interest variable. For the first stage, the researcher tested the validity of the loading factor to see the value of each indicator.

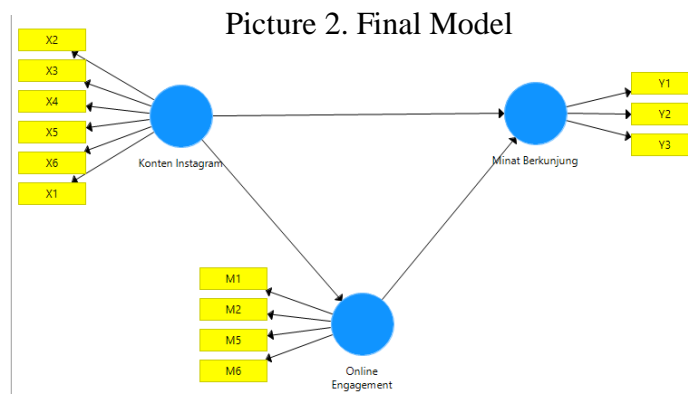
Table 2. Loading Factor

	Loading factor		Loading factor		Loading factor
X1	0,815	M1	0,759	Y1	0,892
X2	0,701	M2	0,741	Y2	0,714
X3	0,793	M3	0,234	Y3	0,861
X4	0,718	M4	0,526		
X5	0,770	M5	0,818		
X6	0,729	M6	0,829		

Source: Processed Data (2021)

Based on Table 2, it can be seen that the M3 and M4 indicators have values below 0.70 so that these two indicators are not appropriate to be measuring tools for online engagement

variables. After the researcher eliminated M3 and M4, a new model was formed for this research.



Source: Processed Data (2021)

Based on Figure 2, there is a slight change where the online engagement variable which was originally six indicators became four indicators. The variable for Instagram content is fixed with six indicators and the variable for visiting interest is fixed with three indicators.

Validity and Reliability Test

After evaluating the model changes using the loading factor, according to Abdillah and Jogiyanto(2015), the next step is to test the validity of the AVE, cross loading and test the reliability of Cronbach alpha and composite reliability.

Table 3. AVE, Cronbach Alpha and Composite Reliability test

	AVE	Cronbach Alpha	Composite Reliability
Instagram Content (X)	0,549	0,838	0,879
Online Engagement (M)	0,682	0,770	0,864
Interested Visit (Y)	0,672	0,837	0,891

Source: Processed Data (2021) Table 4. Cross loading validity test

	Konten Instagram	Online Engagement	Minat Berkunjung
X1	0,815	0,457	0,297
X2	0,701	0,141	0,139
X3	0,793	0,256	0,182
X4	0,718	0,286	0,267
X5	0,770	0,238	0,373
X6	0,729	0,358	0,240
M1	0,362	0,759	0,395
M2	0,360	0,741	0,413
M5	0,230	0,818	0,457
M6	0,201	0,829	0,475

Y1	0,492	0,525	0,892
Y2	0,162	0,384	0,714
Y3	0,304	0,375	0,861

Source: Processed Data (2021)

Based on Table 3, it can be seen that all tests passed the minimum recommended value, where the AVE was at least 0.50. For the reliability test of Cronbach alpha and composite reliability, the recommended minimum value is 0.70. Based on table 4, for the cross loading validity test, the test carried out also meets the minimum requirements, namely the indicator on the corresponding variable has a value above 0.70 and is the largest compared to indicators on other variables.

Coefficient of Determination Test and Hypothesis Testing

According to Ghozali and Latan (2015), the coefficient of determination test is used to see how much influence the variables used in the study have.

Table 5. Coefficient of Determination Value

	Coefficient of Determination Value (R ²)
<i>Online engagement</i>	0,116
Interested Visit	0,328

Source: Processed Data (2021)

Based on Table 5, it can be seen that the coefficient of determination for the online engagement variable is 0.116. This means that the Instagram content variable has an effect of 11.6% on online engagement and the rest is influenced by other variables. While the variable of interest in visiting has a coefficient of determination of 0.328. This means that the variables of Instagram content and online engagement have an effect of 32.8% and the rest is influenced by other variables.

Tabel 6 . Hypothesis testing

	T-statistic	P-value	Information
Instagram Content (X) -> Interested Visit (Y)	2,641	0,009	Accepted
Instagram Content (X) -> <i>Online Engagement</i> (M)	4,307	0,000	Accepted
<i>Online Engagement</i> (M) -> Interested Visit (Y)	5,824	0,000	Accepted

Source: Processed Data (2021)

Based on Table 6, it can be seen that Instagram content has an effect on visiting interest. Instagram content affects online engagement. Online engagement has an effect on interest in visiting as well as a variable that partially mediates the relationship between Instagram content and interest in visiting

3.2. Discussion

The Influence of Instagram Content on Visiting Interest

The first hypothesis contained in this study is that Instagram content has an effect on

accepted visits. The t-statistic value is 2.641 and the p-value is 0.009. This is in accordance with research written by Sagala and Rachmawati (2016) which states that Instagram content is the key to someone's interest in being able to visit someone's Instagram profile page. Rahayu and Baridwan (2020) also mention that Instagram content that is made attractive both in terms of photos, feeds design and also attractive invitations can greatly affect the affection for visiting someone's Instagram profile page. So far, UC_IBMRC's Instagram has always prioritized design so that followers are interested in visiting the profile. In addition, researchers and colleagues always change the design of feeds regularly so that followers don't get bored. Researchers and colleagues also use good and interesting captions and adjust the language of young people so that the majority of followers aged 17-25 years are more interested. This is in accordance with research conducted by Rosdiana (2019) which states that captions on Instagram play an important role in interest in visiting profile pages. Researchers and colleagues also try to always look for the latest materials in order to adapt to trends.

Influence of Instagram Content on Online Engagement

The second hypothesis in this study is that Instagram content has an effect on online engagement. The t-statistic value is 4.307 and the p-value is 0.000. Based on the loading factor test, it turns out that the likes and follow indicators are not the right measuring tools to measure online engagement. This is in accordance with research conducted by Rachmah and Mayangsari (2020) which stated in one of their findings that likes and follows are not appropriate for online engagement because there is no direct interaction between the two parties. In addition, Rachmah and Mayangsari (2020) also mention that even though Instagram account users do not like or follow activities, because even though they do not carry out these two activities, Instagram users can still have intense interactions with other users. Instagram UC_IBMRC quite often provides content that can increase online engagement from followers. The types of content used by researchers and colleagues are post-education, sharing of outstanding students, lecturers or alumni and light content that can be shared with friends for discussion or jokes in their spare time. Researchers also recap daily Instagram insights so that they know in detail the online engagement made by followers on the content presented. In addition, from this Instagram insight, researchers can see which types of content are liked and disliked by followers.

The Effect of Online Engagement on Visiting Interest

The third hypothesis contained in this study is that online engagement has an effect on interest in visiting and is accepted. The t-statistic value is 5.824 and the p-value is 0.000. In addition, online engagement is a variable that partially mediates the relationship between Instagram content and interest in visiting. This is in line with research conducted by Al Khasawneh et al (2021) which states that online engagement has a positive effect on visiting interest. In a study conducted by Khasawneh et al (2021) it was also stated that the higher Instagram users interact such as giving likes, comments, shares, saves, the higher the level of compatibility of the Instagram users with the content shared and the interest in visiting will also be higher. Researchers conduct periodic evaluations using Instagram analytics in each uploaded post to see what types of posts are liked by followers and also what kind of posts are liked by followers. Through Instagram analytics, researchers and colleagues also see the development

of the number of likes, comments, shares, comments, saves for each post every day. This is in accordance with research conducted by MacDowall and De Souza (2018) which states that in Instagram posts it is important to maintain interest and periodic evaluation through tools that have been provided in the form of Instagramanalytics.

4. Conclusion

Based on the research that has been done with Instagram UC_IBMRC as the object of research, some conclusions can be drawn as follows

1. Instagram content affects online engagement of Instagram followers UC_IBMRC
2. Instagram content affects the interest in visiting UC_IBMRC Instagram followers
3. Online engagement affects the interest in visiting Instagram followers UC_IBMRC
4. Online engagement partially mediates the relationship between Instagram content and interest in visiting Instagram followers UC_IBMRC

SUGGESTION

1. Researchers need to pay attention to and maintain the type of content, design and also captions when posting to suit the tastes of followers
2. Researchers need to improve the types of posts that are interactive so that followers have better engagement because for now it feels like there is still less interaction
3. Researchers need to improve Instagram analytic evaluation to be more concrete in reading the behavior of UC_IBMRC Instagram followers in order to determine better strategies on a regular basis

Reference

- Abdillah, W & Jogiyanto. (2015). *Partial Least Square: Alternatif Structural Equation Modelling*. Yogyakarta. Penerbit Andi
- Al Khasawneh, M., Abuhashesh, M., Ahmad, A., Masa'deh, R., & Alshurideh, M. T. (2021). Customers Online Engagement with Social Media Influencers' Content Related to COVID
19. *The Effect of Coronavirus Disease (COVID-19) on Business Intelligence*, 334, 385.
- Arief, G. M., & Millanyani, H. (2015). Pengaruh social media marketing melalui instagram terhadap minat beli konsumen sugar tribe. *eProceedings of Management*, 2(3).
- Bungin. (2015). *Metode Penelitian Kuantitatif*. Jakarta. Kencana
- Ghozali, I., & Latan, H. (2015). Partial Least Squares. *Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS*, 3.
- Islahwati, N., & Wibowo, S. (2020). Pengaruh Digital Influencers Dan Electronic Word Of Mouth Terhadap Online Engagement (studi Kasus Pada Akun Instagram@myrubylicious, 2020). *eProceedings of Applied Science*, 6(2).
- Miranda, S., & Lubis, E. E. (2017). *Pengaruh instagram sebagai media online shopping fashion terhadap perilaku konsumtif mahasiswi Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Riau* (Doctoral dissertation, Riau University).

- Munawwaroh, P. R., & Lubis, E. E. (2018). *Pengaruh Terpaan Media Pada Akun Instagram@ Exploresiak Terhadap Minat Kunjungan Wisata Ke Siak Sri Indrapura* (Doctoral dissertation, Riau University).
- Ningsih, C. (2021). Pengaruh Konten Instagram Hammersonic Fest Terhadap Minat MengunjungiEvent. *Jurnal Cyber PR*, 1(1), 57-73.
- Rachmah, R. R., & Mayangsari, L. (2020). Online Engagement Factors on Instagram Local Fashion Brand Accounts. *KnE Social Sciences*, 446-458.
- Rahayu, A., & Baridwan, Z. (2020). The Influence of Sponsored Post Towards The Urge to Buy Implusively on The Information Technology System of The Social Media of Instagram. *AKRUAL: Jurnal Akuntansi*, 11(2), 95-109.
- Rosdiana, L. A. (2019). Ketidakefektifan Kalimat Pada Caption Instagram Mahasiswa Fakultas Pertanian Universitas Winaya Mukti. *Literasi*, 9(2), 67-78.
- Panjaitan, P., & Prasetya, A. (2017). Pengaruh social media terhadap produktivitas kerja generasi millennial (studi pada karyawan PT. Angkasa Pura I cabang bandara internasional Juanda). *Jurnal Administrasi Bisnis*, 48(1), 173-180.
- Sagala, O. B., & Rachmawati, E. (2016). Instagram content towards customers' purchase intention for start-up culinary company. *Advanced in Economics, Business and Management Research*, 15, 371-376.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung. CV Alfabes
- Santoso, A. P. (2017). *Pengaruh konten post instagram terhadap online engagement: Studi kasus pada lima merek pakaian wanita* (Doctoral dissertation, Institut Teknologi Sepuluh Nopember).
- Trirahayu, A. A., & Putri, B. P. S. (2019). Pengaruh Media Sosial Instagram@ Amazingtasikmalaya Terhadap Minat Berkunjung Followers Ke Objek Wisata Tasikmalaya. *eProceedings of Management*, 6(2).
- Tukau, N. A. W. (2020). Pengaruh Gambar dan Profil Instagram Terasrumahmu terhadap Kesadaran Merek. *Jurnal Ilmu Komunikasi*, 18(1), 1-17.