

BAB V PENUTUP

Pada bab ini, terdapat kesimpulan yang akan dijabarkan oleh penulis berdasarkan hasil penelitian. Selanjutnya, penulis akan menjelaskan tentang implikasi manajerial dan kelemahan dari penelitian yang telah dilakukan. Pada bagian terakhir, terdapat saran untuk penelitian yang akan datang.

5.1. Kesimpulan

Berdasarkan hasil analisis dan juga pembahasan penelitian yang telah dijabarkan pada bab IV, kesimpulan yang dapat diambil oleh penulis adalah sebagai berikut:

1. Kegunaan berpengaruh positif dan signifikan terhadap kepuasan pengguna.
2. Hiburan berpengaruh positif dan signifikan terhadap kepuasan pengguna.
3. Sosialisasi berpengaruh positif dan signifikan terhadap kepuasan pengguna.
4. Kepuasan pengguna berpengaruh positif dan signifikan terhadap niat untuk tetap terikat.
5. Kepuasan pengguna berpengaruh positif dan signifikan terhadap niat untuk berinteraksi.
6. Niat untuk tetap terikat berpengaruh positif dan signifikan terhadap sikap pada merek yang diendorse.
7. Niat untuk berinteraksi berpengaruh positif dan signifikan terhadap sikap pada merek yang diendorse.
8. Sikap pada merek yang diendorse berpengaruh positif dan signifikan terhadap niat beli.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, implikasi manajerial yang dapat diberikan oleh penulis adalah sebagai berikut:

1. Penelitian yang telah dilakukan menunjukkan bahwa kegunaan, hiburan, dan sosialisasi berpengaruh terhadap kepuasan pengguna. Seorang *influencer* harus bisa berguna, menghibur dan juga bisa membentuk komunitas yang baik agar pengikut dapat bersosialisasi dan memperluas jaringan sosial. Pengetahuan yang mendalam di bidang kecantikan, serta memahami minat atau kebutuhan pengikut merupakan hal-hal penting yang harus dimiliki oleh seorang *beauty influencer*. Setiap konten dan produk yang dipromosikan harus akurat, sehingga informasi yang diterima dapat berguna bagi setiap orang yang mengikuti *beauty influencer* tersebut. Seorang *beauty influencer* juga harus bisa menghibur agar pengikut dapat merasa senang ketika mengunjungi media sosial dari *influencer* tersebut.
2. Niat untuk tetap terikat dan niat untuk berinteraksi berpengaruh terhadap sikap pada merek yang diendorse. Penting bagi merek Skintific untuk memperhatikan karakteristik dan juga audiens yang dimiliki oleh seorang *influencer*. Ini dilakukan agar *influencer* tersebut bisa melakukan endorsemen pada produk Skintific dengan baik dan tepat sasaran. Audiens yang sudah memiliki hubungan baik dengan *influencer* yang disukai, akan selalu mengunjungi dan mencari konten terbaru yang diunggah oleh *influencer* tersebut. Seorang *influencer* harus membuat konten yang bagus, agar setiap konten yang diunggah akan menarik perhatian para pengikut, yang akan membuat pengikut tetap berinteraksi dan tetap terikat, sehingga dapat menjadi pengunjung tetap akun Instagram *influencer* tersebut. Pada akhirnya, kepercayaan terhadap *influencer* tersebut akan terbentuk dan mengarah pada sikap positif pada merek yang diendorse.
3. Sikap pada merek yang diendorse berpengaruh terhadap niat beli. *Beauty influencer* yang menggunakan produk Skintific dan mendapatkan pengalaman yang baik saat menggunakan produk tersebut, akan berdampak pada endorsemen yang dilakukan melalui media sosial. Hal ini akan mengarah pada

sikap positif pada merek Skintific yang diendorse oleh *beauty influencer* tersebut. Audiens akan selalu mendengarkan informasi, pendapat dan juga saran yang diberikan oleh seorang *beauty influencer* yang disukai. Hal ini menyebabkan pengikut *beauty influencer* tersebut memercayai merek Skintific yang diendorse dan menganggap bahwa produk tersebut bagus. Selain itu, pengikut juga memiliki niat untuk membeli, mencoba dan bahkan merekomendasikan produk tersebut kepada orang lain. Oleh karena itu, perusahaan perlu fokus pada pemilihan *endorser* yang tepat dan terpercaya di bidangnya, agar dapat menarik lebih banyak konsumen. Hal ini akan memunculkan sikap positif terhadap merek, yang akan meningkatkan niat beli.

5.3. Kelemahan Penelitian

Berdasarkan hasil penelitian, terdapat beberapa kelemahan penelitian yang dapat dijadikan sebagai bahan pertimbangan untuk penelitian selanjutnya. Berikut merupakan beberapa kelemahan di dalam penelitian ini:

1. Indikator pertama dalam variabel sosialisasi (S1) memiliki nilai *loading factor* sebesar 0,521 dan nilai yang didapatkan termasuk dalam kategori cukup.
2. Penelitian ini hanya menggunakan tiga faktor dalam memengaruhi kepuasan pengguna yaitu kegunaan, hiburan, dan sosialisasi. Ini digunakan untuk menguji pengaruh dari tiga faktor tersebut terhadap kepuasan pengguna.
3. Penelitian ini hanya terfokus pada produk Skintific, sehingga mengabaikan produk-produk lain yang diendorse oleh Tasya Farasya.

5.4. Saran untuk Penelitian Selanjutnya

Berdasarkan penelitian yang telah dilakukan, berikut merupakan saran yang dapat diberikan oleh peneliti untuk penelitian selanjutnya:

1. Indikator kuesioner perlu diperbaiki dan dilakukan *face validity* dengan lebih baik untuk menghindari adanya nilai *loading factor* yang rendah.
2. Penelitian selanjutnya diharapkan dapat menggunakan lebih dari tiga faktor selain kegunaan, hiburan, dan juga sosialisasi. Masih banyak faktor lain yang

bisa digunakan sebagai variabel dalam penelitian ini untuk menguji pengaruh terhadap variabel kepuasan pengguna saat mengikuti suatu akun di Instagram.

3. Penelitian selanjutnya diharapkan dapat meneliti mengenai produk-produk yang diendorse oleh Tasya Farasya secara umum, sehingga tidak hanya terfokus pada suatu merek.



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LAMPIRAN

Lampiran 1

Kuesioner

Filter	
Apakah anda mengikuti akun Instagram Tasya Farasya?	Ya
	Tidak
Apakah anda mengetahui produk Skintific?	Ya
	Tidak
Apakah anda pernah membeli produk Skintific?	Ya
	Tidak

Profil Responden	
Jenis Kelamin	Laki-laki
	Perempuan
Budget untuk belanja produk <i>skincare</i> dalam satu bulan	< Rp500.000
	Rp500.000 – Rp1.000.000
	> Rp1.000.000

Petunjuk Pengisian

Isilah kuesioner ini sesuai dengan alternatif jawaban yang telah tersedia.

Keterangan:

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

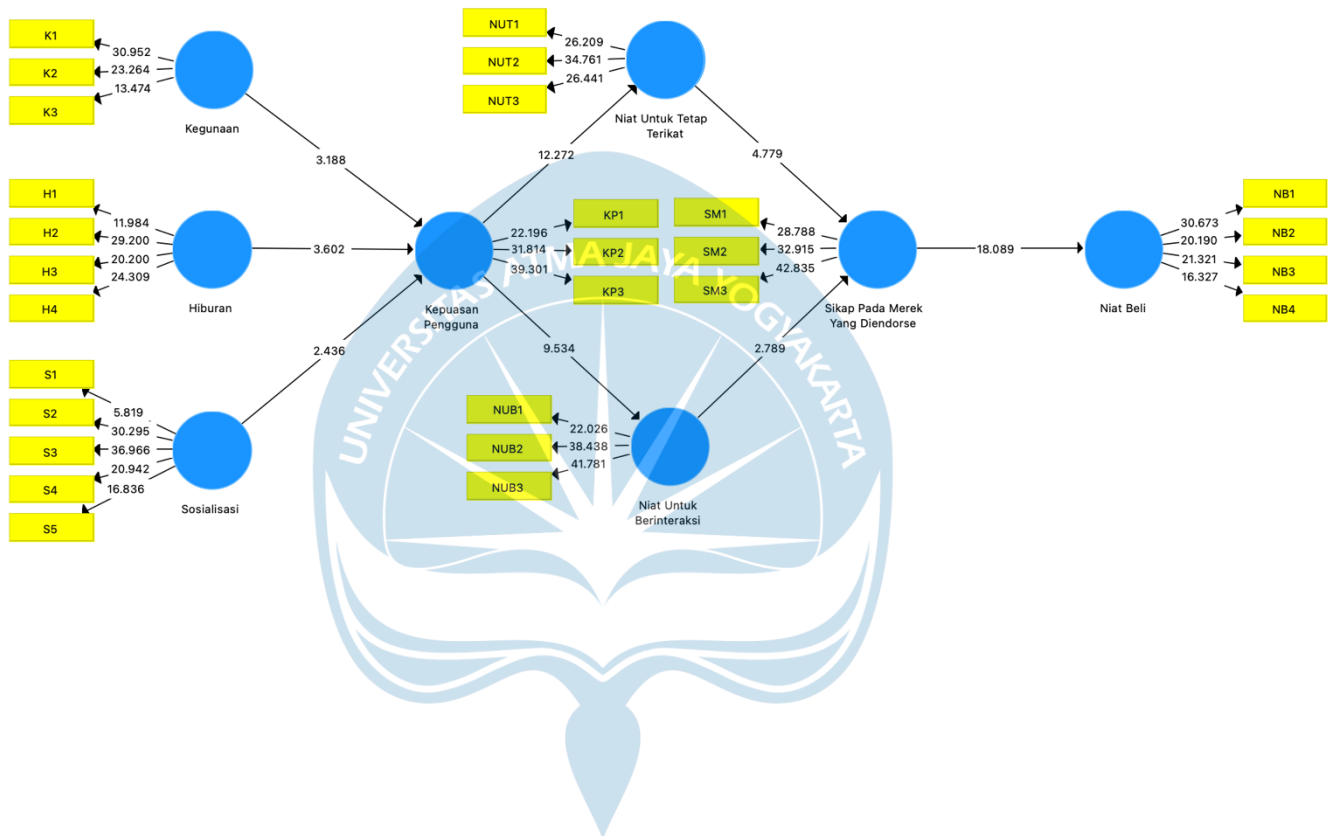
Kegunaan	STS	TS	N	S	SS
Mengikuti akun Instagram Tasya Farasya meningkatkan pengetahuan saya tentang produk/layanan yang ditawarkan dan manfaatnya.					
Mengikuti akun Instagram Tasya Farasya membantu saya menemukan informasi tentang produk/layanan.					
Mengikuti akun Instagram Tasya Farasya memberi saya tips dan informasi tentang produk/layanan yang bagus.					

Hiburan	STS	TS	N	S	SS
Melihat akun Instagram Tasya Farasya memungkinkan saya untuk menikmati waktu santai.					
Melihat akun Instagram Tasya Farasya menyenangkan dan menggembirakan.					
Melihat akun Instagram Tasya Farasya membuat saya terhibur dan memengaruhi pikiran saya.					
Saya sangat senang ketika mengunjungi akun Instagram Tasya Farasya.					
Sosialisasi	STS	TS	N	S	SS
Saya mengikuti akun Instagram Tasya Farasya untuk memperoleh pendapat atau saran orang lain tentang hal yang berkaitan dengan dunia kecantikan.					
Saya mengikuti akun Instagram Tasya Farasya untuk bertemu dengan orang yang tertarik dengan dunia kecantikan.					
Saya mengikuti akun Instagram Tasya Farasya untuk membuat saya merasa menjadi bagian dari komunitas kecantikan yang lebih besar.					
Saya mengikuti akun Instagram Tasya Farasya untuk berbicara dengan orang-orang tentang masalah yang berkaitan dengan kecantikan.					
Mengikuti akun Instagram Tasya Farasya memungkinkan saya mempererat ikatan dengan orang yang saya kenal.					
Kepuasan Pengguna	STS	TS	N	S	SS
Secara keseluruhan, saya senang mengikuti akun Instagram Tasya Farasya.					
Saya mendapatkan banyak manfaat dari mengunjungi akun Instagram Tasya Farasya.					
Saya yakin telah membuat keputusan yang tepat saat mengikuti akun Instagram Tasya Farasya.					
Niat Untuk Tetap Terikat	STS	TS	N	S	SS
Saya mengunjungi akun Instagram Tasya Farasya sesuai dengan minat saya.					
Saya mengikuti akun Instagram Tasya Farasya sesuai dengan minat saya.					
Saya mungkin akan mencari konten terbaru yang diunggah oleh Tasya Farasya lewat akun Instagramnya.					

Niat Untuk Berinteraksi	STS	TS	N	S	SS
Saya berencana untuk berinteraksi dengan <i>followers</i> akun Instagram Tasya Farasya.					
Saya berniat untuk menjadi pengunjung tetap akun Instagram Tasya Farasya yang saya minati.					
Saya berusaha untuk mengikuti dan berinteraksi di akun Instagram Tasya Farasya.					
Sikap Pada Merek Yang Diendorse	STS	TS	N	S	SS
Saya memercayai merek Skintific yang diendorse oleh Tasya Farasya melalui akun Instagramnya.					
Menurut saya merek Skintific yang diendorse oleh Tasya Farasya melalui akun instagramnya itu bagus.					
Saya berniat untuk membeli merek Skintific yang diendorse oleh Tasya Farasya melalui akun Instagramnya.					
Niat Beli	STS	TS	N	S	SS
Saya mungkin akan membeli produk Skintific yang diendorse oleh Tasya Farasya.					
Saya akan membeli produk Skintific yang diendorse oleh Tasya Farasya saat dibutuhkan.					
Saya pasti akan mencoba produk Skintific yang diendorse oleh Tasya Farasya lewat akun Instagramnya.					
Saya akan merekomendasikan kepada teman, produk Skintific yang diendorse oleh Tasya Farasya lewat akun Instagramnya.					

Lampiran 2 Hasil Olah Data

Model Struktural



Loading Factor

	Hiburan	Kegunaan	Kepuasan Pengguna	Niat Beli	Niat Untuk Berinteraksi	Niat Untuk Tetap Terikat	Sikap Pada Merek Yang Diendorse	Sosialisasi
H1	0.709							
H2	0.833							
H3	0.792							
H4	0.774							
K1		0.856						
K2		0.814						
K3		0.715						
KP1			0.796					
KP2			0.840					
KP3			0.840					
NB1				0.835				
NB2				0.752				
NB3				0.757				
NB4				0.791				
NUB1					0.822			
NUB2					0.858			
NUB3					0.885			
NUT1						0.835		
NUT2						0.884		
NUT3						0.813		
S1								0.521
S2								0.837
S3								0.876
S4								0.779
S5								0.739
SM1							0.847	
SM2							0.835	
SM3							0.842	

Cronbach's Alpha, Composite Reliability dan Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Hiburan	0.783	0.793	0.860	0.606
Kegunaan	0.715	0.739	0.839	0.636
Kepuasan Pengguna	0.766	0.766	0.865	0.681
Niat Beli	0.791	0.794	0.865	0.616
Niat Untuk Berinteraksi	0.819	0.838	0.891	0.732
Niat Untuk Tetap Terikat	0.799	0.799	0.882	0.714
Sikap Pada Merek Yang Diendorse	0.795	0.801	0.879	0.708
Sosialisasi	0.809	0.831	0.870	0.578

Fornell-Larcker

Fornell-Larcker Criterion		Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)		Heterotrait-Monotrait Ratio (HTMT)		Copy to Clipboard:	
	Hiburan	Kegunaan	Kepuasan Pengguna	Niat Beli	Niat Untuk Berinteraksi	Niat Untuk Tetap Terikat	Sikap Pada Merek Yang Diendorse	Sosialisasi
Hiburan	0.778							
Kegunaan	0.441	0.797						
Kepuasan Pengguna	0.539	0.474	0.825					
Niat Beli	0.496	0.499	0.519	0.785				
Niat Untuk Berinteraksi	0.633	0.363	0.552	0.486	0.855			
Niat Untuk Tetap Terikat	0.491	0.514	0.608	0.572	0.597	0.845		
Sikap Pada Merek Yang Diendorse	0.528	0.530	0.602	0.691	0.465	0.501	0.841	
Sosialisasi	0.562	0.425	0.491	0.548	0.619	0.495	0.421	0.761

R Square

Matrix		R Square	R Square Adjusted
		R Square	R Square Adjusted
Kepuasan Pengguna		0.389	0.379
Niat Beli		0.477	0.475
Niat Untuk Berinteraksi		0.305	0.301
Niat Untuk Tetap Terikat		0.370	0.367
Sikap Pada Merek Yang Diendorse		0.294	0.286

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples		
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
Hiburan -> Kepuasan Pengguna	0.312	0.316	0.087	3.602	0.000
Kegunaan -> Kepuasan Pengguna	0.246	0.250	0.077	3.188	0.002
Kepuasan Pengguna -> Niat Untuk Berinteraksi	0.552	0.557	0.058	9.534	0.000
Kepuasan Pengguna -> Niat Untuk Tetap Terikat	0.608	0.614	0.050	12.272	0.000
Niat Untuk Berinteraksi -> Sikap Pada Merek Yang Diendorse	0.258	0.253	0.092	2.789	0.005
Niat Untuk Tetap Terikat -> Sikap Pada Merek Yang Diendorse	0.347	0.354	0.073	4.779	0.000
Sikap Pada Merek Yang Diendorse -> Niat Beli	0.691	0.698	0.038	18.089	0.000
Sosialisasi -> Kepuasan Pengguna	0.212	0.211	0.087	2.436	0.015

Lampiran 3
Data Responden dan Jawaban Responden

Timestamp	Jenis Kelamin	Anggaran untuk belanja produk <i>skincare</i> dalam satu bulan	Apakah Anda mengikuti akun Instagram Tasya Farasya?	Apakah Anda mengetahui produk Skintific?	Apakah Anda pernah membeli produk Skintific?
3/25/2023 19.57.54	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/25/2023 19.58.03	Perempuan	< Rp500.000	Ya	Ya	Ya
3/25/2023 20.07.38	Perempuan	< Rp500.000	Ya	Ya	Ya
3/25/2023 20.10.26	Perempuan	< Rp500.000	Ya	Ya	Ya
3/25/2023 20.13.28	Perempuan	< Rp500.000	Ya	Ya	Ya
3/25/2023 20.14.25	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/25/2023 20.21.48	Perempuan	< Rp500.000	Ya	Ya	Ya
3/25/2023 20.22.02	Perempuan	< Rp500.000	Ya	Ya	Ya
3/25/2023 20.30.55	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/25/2023 20.47.18	Perempuan	> Rp1.000.000	Ya	Ya	Ya
3/25/2023 20.49.55	Perempuan	< Rp500.000	Ya	Ya	Ya
3/25/2023 20.54.57	Laki-laki	< Rp500.000	Ya	Ya	Ya
3/25/2023 23.17.02	Laki-laki	< Rp500.000	Ya	Ya	Ya
3/26/2023 8.16.13	Perempuan	> Rp1.000.000	Ya	Ya	Ya
3/26/2023 20.50.46	Perempuan	< Rp500.000	Ya	Ya	Ya
3/26/2023 20.54.30	Laki-laki	< Rp500.000	Ya	Ya	Ya
3/27/2023 0.40.41	Laki-laki	< Rp500.000	Ya	Ya	Ya
3/27/2023 4.23.51	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 4.44.02	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 7.40.25	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 13.23.58	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/27/2023 14.18.32	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 14.18.36	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/27/2023 14.30.48	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya

3/27/2023 14.35.23	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/27/2023 14.44.50	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 15.01.52	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 15.03.04	Perempuan	> Rp1.000.000	Ya	Ya	Ya
3/27/2023 15.07.24	Perempuan	> Rp1.000.000	Ya	Ya	Ya
3/27/2023 15.20.06	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 16.14.11	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 16.14.19	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 16.28.44	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/27/2023 20.18.52	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 20.22.57	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 20.26.53	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 20.36.50	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 20.43.50	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 21.24.33	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 21.42.31	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 21.47.28	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/27/2023 21.48.17	Perempuan	< Rp500.000	Ya	Ya	Ya
3/27/2023 22.40.18	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 3.30.00	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 13.22.47	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 14.12.40	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 14.30.38	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 15.00.55	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 15.04.24	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 15.09.03	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 15.12.46	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 16.47.38	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 17.14.05	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 17.15.17	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 17.29.04	Laki-laki	< Rp500.000	Ya	Ya	Ya
3/28/2023 17.31.11	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 17.43.33	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 17.50.52	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 17.53.42	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 17.58.10	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya

3/28/2023 18.01.04	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 18.04.08	Laki-laki	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 18.15.35	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 19.10.45	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 19.57.37	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 21.43.03	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 21.49.55	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 22.04.28	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 22.06.32	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 22.22.22	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 22.23.11	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 22.25.44	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 22.37.45	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 22.41.11	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 22.49.55	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 23.04.19	Perempuan	< Rp500.000	Ya	Ya	Ya
3/28/2023 23.37.30	Laki-laki	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/28/2023 23.39.53	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 4.40.34	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/29/2023 6.49.22	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 7.23.16	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 8.15.24	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/29/2023 13.59.47	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 13.59.57	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 18.07.28	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 18.29.51	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 18.40.26	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 20.08.30	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 20.08.32	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 20.09.52	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 20.12.23	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 20.14.18	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/29/2023 20.32.38	Perempuan	< Rp500.000	Ya	Ya	Ya
3/29/2023 20.35.19	Laki-laki	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/29/2023 22.28.47	Laki-laki	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/29/2023 22.47.02	Perempuan	< Rp500.000	Ya	Ya	Ya

3/29/2023 22.48.20	Perempuan	> Rp1.000.000	Ya	Ya	Ya
3/30/2023 0.16.49	Perempuan	< Rp500.000	Ya	Ya	Ya
3/30/2023 0.38.22	Perempuan	> Rp1.000.000	Ya	Ya	Ya
3/30/2023 3.05.48	Perempuan	< Rp500.000	Ya	Ya	Ya
3/30/2023 8.37.13	Perempuan	< Rp500.000	Ya	Ya	Ya
3/30/2023 14.03.21	Laki-laki	< Rp500.000	Ya	Ya	Ya
3/30/2023 14.49.01	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/30/2023 15.21.27	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/30/2023 18.14.19	Perempuan	< Rp500.000	Ya	Ya	Ya
3/30/2023 18.57.03	Perempuan	< Rp500.000	Ya	Ya	Ya
3/30/2023 22.04.43	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 13.22.53	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/31/2023 13.36.19	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 14.09.31	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/31/2023 14.17.35	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 14.23.55	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 14.30.08	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 14.32.18	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 14.38.31	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 14.47.03	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 15.21.58	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 16.29.57	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/31/2023 16.40.11	Perempuan	< Rp500.000	Ya	Ya	Ya
3/31/2023 17.12.59	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/31/2023 18.37.21	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
3/31/2023 22.36.57	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/1/2023 13.33.49	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/1/2023 20.37.56	Perempuan	> Rp1.000.000	Ya	Ya	Ya
4/1/2023 20.38.45	Perempuan	< Rp500.000	Ya	Ya	Ya
4/1/2023 20.56.08	Perempuan	< Rp500.000	Ya	Ya	Ya
4/1/2023 20.57.53	Perempuan	< Rp500.000	Ya	Ya	Ya
4/1/2023 21.02.13	Perempuan	< Rp500.000	Ya	Ya	Ya
4/1/2023 21.13.42	Perempuan	< Rp500.000	Ya	Ya	Ya
4/1/2023 21.36.32	Perempuan	> Rp1.000.000	Ya	Ya	Ya
4/1/2023 21.44.44	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/2/2023 0.05.17	Laki-laki	< Rp500.000	Ya	Ya	Ya

4/2/2023 4.43.57	Perempuan	> Rp1.000.000	Ya	Ya	Ya
4/2/2023 14.35.25	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 17.17.12	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 17.17.18	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 17.18.25	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/2/2023 17.34.02	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 20.40.47	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/2/2023 21.00.14	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 21.00.48	Laki-laki	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/2/2023 21.05.43	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 21.07.30	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 21.18.23	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 21.34.23	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 22.00.04	Perempuan	< Rp500.000	Ya	Ya	Ya
4/2/2023 22.40.44	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/3/2023 2.17.55	Perempuan	< Rp500.000	Ya	Ya	Ya
4/3/2023 9.43.53	Perempuan	> Rp1.000.000	Ya	Ya	Ya
4/3/2023 13.46.36	Perempuan	< Rp500.000	Ya	Ya	Ya
4/4/2023 19.31.52	Perempuan	< Rp500.000	Ya	Ya	Ya
4/4/2023 19.41.12	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/4/2023 19.52.42	Perempuan	< Rp500.000	Ya	Ya	Ya
4/4/2023 19.54.22	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/4/2023 20.08.01	Perempuan	< Rp500.000	Ya	Ya	Ya
4/4/2023 20.24.34	Perempuan	< Rp500.000	Ya	Ya	Ya
4/5/2023 2.37.44	Perempuan	< Rp500.000	Ya	Ya	Ya
4/5/2023 5.33.35	Perempuan	< Rp500.000	Ya	Ya	Ya
4/5/2023 9.24.58	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/5/2023 10.06.11	Perempuan	< Rp500.000	Ya	Ya	Ya
4/5/2023 10.18.09	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/5/2023 11.49.41	Perempuan	< Rp500.000	Ya	Ya	Ya
4/5/2023 13.00.46	Perempuan	< Rp500.000	Ya	Ya	Ya
4/5/2023 13.32.45	Perempuan	< Rp500.000	Ya	Ya	Ya
4/5/2023 22.03.41	Perempuan	< Rp500.000	Ya	Ya	Ya
4/6/2023 1.58.22	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/6/2023 15.44.11	Perempuan	< Rp500.000	Ya	Ya	Ya
4/6/2023 17.02.36	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya

4/6/2023 17.17.48	Perempuan	< Rp500.000	Ya	Ya	Ya
4/6/2023 17.24.09	Perempuan	< Rp500.000	Ya	Ya	Ya
4/6/2023 23.31.22	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/7/2023 3.47.13	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/7/2023 19.02.51	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/7/2023 22.27.17	Perempuan	< Rp500.000	Ya	Ya	Ya
4/8/2023 1.49.22	Perempuan	< Rp500.000	Ya	Ya	Ya
4/24/2023 10.05.47	Perempuan	< Rp500.000	Ya	Ya	Ya
4/24/2023 10.42.46	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 9.38.45	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 9.49.12	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 9.50.07	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 10.49.04	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 13.58.23	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 14.10.26	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/28/2023 14.17.45	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 14.51.03	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 15.19.39	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/28/2023 18.43.19	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/28/2023 19.09.59	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/28/2023 19.11.05	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 19.11.37	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 20.24.52	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/28/2023 21.23.06	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 22.13.04	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 22.22.08	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 22.23.46	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 22.46.31	Perempuan	< Rp500.000	Ya	Ya	Ya
4/28/2023 23.36.17	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya
4/29/2023 0.14.47	Perempuan	< Rp500.000	Ya	Ya	Ya
4/29/2023 12.30.37	Perempuan	> Rp1.000.000	Ya	Ya	Ya
4/29/2023 14.32.04	Perempuan	< Rp500.000	Ya	Ya	Ya
4/29/2023 15.37.54	Perempuan	< Rp500.000	Ya	Ya	Ya
4/29/2023 17.06.18	Perempuan	Rp500.000 – Rp1.000.000	Ya	Ya	Ya

Jawaban Responden

M1	M2	M3	H1	H2	H3	H4	S1	S2	S3	S4	S5	KP1	KP2	KP3	NUT1	NUT2	NUT3	NUB1	NUB2	NUB3	SM1	SM2	SM3	NB1	NB2	NB3	NB4	
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Antecedents and consequents of user satisfaction on Instagram

User
satisfaction on
Instagram

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Abstract

Purpose – The purpose of this research is to identify the antecedents and consequences of satisfaction when using Instagram. We also aim to verify if the intention to follow an account and interact with it positively influences the endorsed brand attitude, resulting in purchase intention on Instagram.

Design/methodology/approach – We undertook primary data collection through a quantitative, descriptive and cross-sectional approach, applying a nonprobabilistic sampling method by convenience and accessibility. We conducted data collection by means of an online questionnaire, which gained 447 respondents. The data analysis technique was SEM-PLS.

Findings – The results indicated that utility, entertainment and socialization tend to predict user satisfaction when using Instagram, and this satisfaction tends to generate a following and interacting behavior with other users. The results also suggest that by establishing this continuous relationship with other users, there is a greater possibility of users endorsing the brands presented to them, which may lead to greater purchase intention.

Research limitations/implications – We bring relevant information to companies for the development of virtual engagement, allowing them to better develop a strategy for reaching new Instagram followers by analyzing their behavior.

Originality/value – The study expands the field of uses and gratifications (U&G) theory in the use of Instagram, using antecedents of satisfaction. In relation to consequences, this study includes in the model a commercial base in terms of endorsed brand attitude and purchase intention.

Keywords Uses and gratification theory, Instagram user satisfaction, Social networks, Instagram

Paper type Research paper

1. Introduction

Instagram reached 1.158 bn users in July 2020 (Statista, 2020b), and its exponential growth has allowed business owners to use it as a source for displaying their products to the public (Zilber *et al.*, 2019). One way to expose a product through Instagram is by user-generated content (UGC) on the brand by the users themselves. This is when the user “likes” or interacts with social posts (Sung *et al.*, 2010; Casaló *et al.*, 2017b; Qin, 2020), generating electronic word-of-mouth (eWOM) (Mumuni *et al.*, 2019).

UGC is expected to result in more favorable brand responses from users because people often find information provided by other individuals more reliable than information generated by companies (Netto *et al.*, 2016; Zilber *et al.*, 2019). In light of the

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U&G (Oliveira *et al.*, 2016, Phua *et al.*, 2017; Kim and Kim, 2019; Pelletier *et al.*, 2020; Qin, 2020), user satisfaction in the use of social networks (Casaló *et al.*, 2011; Dolan *et al.*, 2016) emerges as a central point for understanding social media behaviors (Casaló *et al.*, 2017a).

However, in an enlarged model, these studies did not relate antecedents of satisfaction and its consequences, such as the user's endorsed brand attitude and future purchase intention on Instagram. Some were devoted to user antecedents and gratifications (Whiting and Williams, 2013; Casaló *et al.*, 2017a), or to endorsement of the brand and its relationship with sales (Hung, 2014; Djafarova and Rushworth, 2017) or even luxury brands (Brandão *et al.*, 2019). Others, in turn, related interactions on websites (Ko *et al.*, 2005), Facebook (Qin, 2020) and social media in general (Corrada *et al.*, 2020) to purchase intention, but this same relationship regarding Instagram has not been identified in the literature, which we now present as a novelty.

According to Corrada *et al.* (2020), there are no studies in the literature on how satisfaction acts on social media in relation to purchase and repurchase intentions, a gap that our study has also sought to fill. Furthermore, Instagram, being more recent, has been less studied than other social networks (Oliveira *et al.*, 2016; Teo *et al.*, 2019; Silva, 2020; Qin, 2020), allowing our study to add novelty to the literature and in terms of practical implications.

We realized the need to study a theoretical model that analyzed what brings satisfaction to the user when using Instagram (Casaló *et al.*, 2017a) and then investigated what the consequences would be, such as the user's intention to follow accounts and interact with other users (Sung *et al.*, 2010; Casaló *et al.*, 2017b). Likewise, we sought to assess whether this interaction with other accounts influenced their endorsed brand attitude (Hung, 2014) and whether this attitude could impact on future intentions to purchase products/services on Instagram (Corrada *et al.*, 2020). The objective is to identify antecedents and consequences of satisfaction when using Instagram. We also aim to verify if intentions to follow and interact positively influence the endorsed brand attitude, resulting in purchase intention.

As a theoretical justification, this study proposes to complete the studies conducted by Casaló *et al.* (2017a), Teo *et al.* (2019), Corrada *et al.* (2020) and Qin (2020) about user behavior on Instagram and the generation of eWOM, providing a model that connects users' antecedents of satisfaction and their purchase intention. Our study analyzes users' active and interactive behaviors when using Instagram, assigning these behaviors an economic function, not related to celebrities or luxury brands, which has not been seen in the literature. The results aim to broaden the still incipient empirical basis in order to assist marketers in exploring the use of Instagram accounts to obtain more followers, relating the brand products to factors that matter to consumers, such as perceived utility, entertainment and socialization. This is expected to provide companies with tools to create customer engagement strategies through posts that drive user satisfaction and interaction (Pelletier *et al.*, 2020).

2. Theoretical framework

2.1 Instagram

Instagram is a social media platform created in 2010 for posting photos and videos, with the added functions of liking content and allowing interactions between users (Casaló *et al.*, 2020). Instagram has made new features available over the years, such as allowing advertisements by users and companies, "stories", and IGTV, aiming to increase users experience and keep them connected. This contributed to Instagram having an even higher engagement rate than Facebook and Twitter, receiving more interactions per post (Casaló *et al.*, 2017b) and emerging as the most influential social network (Casaló *et al.*, 2020).

Actually, social networks, including Instagram, not only can be used as a tool in developing marketing activities, such as advertising and online shopping (Hossain *et al.*, 2020) but also to generate information to public policies, as with the recent pandemic of COVID19 (Sundarasan *et al.*, 2020), revealing a high potential to be explored. With all these potentialities, Instagram

presents itself as a relevant field of study, the U&G theory emerging in the literature as a recurrent way to explain its success (Phua *et al.*, 2017; Kim and Kim, 2019).

2.2 Uses and gratifications theory

The U&G theory emerged as a counterpoint to the perception of consumers' passive reception of information (Ruggiero, 2000; Dolan *et al.*, 2016). The main premises of U&G are that consumers (or audience members) make a conscious and motivated choice from the content offered by the media (Whiting and Williams, 2013). They actively interpret and integrate received messages, including advertisements and commercials, reaching levels of gratification of their needs and desires (Kim and Kim, 2019). U&G has obtained a recent boost through social networks (Whiting and Williams, 2013; Pelletier *et al.*, 2020), assuming the user as an active communicator rather than merely a passive recipient of media content.

Raacke and Bonds-Raacke (2008) studied U&G theory relating it to Facebook and MySpace, identifying various uses and gratifications derived from the social networks and relating these to participants' social and communication needs. Whiting and Williams (2013), in turn, identified ten further uses and gratifications derived from social media, which shows the breadth of the theme. When it comes to social media, U&G, therefore, remain in evidence (Kim and Kim, 2019; Pelletier *et al.*, 2020; Qin, 2020).

2.3 Instagram user satisfaction

Depending on the individual social media and user profile, the usage and gratifications obtained may vary, but it is possible to point out some more common characteristics of the gratifications perceived by users (Dolan *et al.*, 2016; Pelletier *et al.*, 2020). They usually center on the utility (Nambisan and Baron, 2007; Casaló *et al.*, 2017a; Corrada *et al.*, 2020), entertainment or merely passing time (Park *et al.*, 2009; Phua *et al.*, 2017) and socialization or communication between participants (Raacke and Bonds-Raacke, 2008; Silva, 2020). The remunerative content pointed out by Dolan *et al.* (2016) was not considered in this study because it is not associated with Instagram, a platform where the user does not usually look for a financial reward or job.

It seems clear that gratifications describe different factors that then explain the dimensions of user satisfaction, which, in turn, affect the consumer's intentions (Casaló *et al.*, 2011, 2017a). Even though there are several social networks besides Instagram, all of them have a similarity which may result in their success: user satisfaction (Casaló *et al.*, 2011), which is defined as the level of gratification that an online social environment provokes in users after they have satisfied their needs (Corrada *et al.*, 2020).

2.4 Antecedents to Instagram user satisfaction

Social media are being sought by users due to the advantages they bring to users' lives, such as having access to communication tools and finding assistance in fulfilling their informational, emotional and social needs (Quan-Haase and Young, 2010). In the case of Instagram, visiting accounts can, in an entertaining way, bring complete and relevant information for users, with useful information and knowledge about products or services users seek, this being the definition given to the construct perceived usefulness by Casaló *et al.* (2017a).

Studies relate U&G and social networks (Raacke and Bonds-Raacke, 2008; Whiting and Williams, 2013), and, more specifically, Instagram (Casaló *et al.*, 2018), to the need to supply one's information needs. There is evidence that perceived utility is a factor for users to enjoy and gain satisfaction from using virtual environments since it reveals advantages in accessing or participating in this media. Thus, the first hypothesis of this study is:

H1. Utility positively influences user satisfaction with Instagram accounts.

Park *et al.* (2009) identified entertainment as a factor in overall user satisfaction on Facebook, a fact corroborated by Oliveira *et al.* (2016), who defined entertainment as a certain level of pleasure, fun or relaxation obtained when using a certain social medium. Instagram is a social media that many people use as a hobby (Alhabash and Ma, 2017), looking for content that pleases them without necessarily bringing any intellectual or social benefit.

Within the U&G theory, entertainment is seen as one of the most recurring rewards that a user receives when using social media (Whiting and Williams, 2013; Kim and Kim, 2019). Within the Instagram environment, the visual appeal of publications is strong, offering attractive content (Pelletier *et al.*, 2020) which enhances entertainment as a bonus to be sought by the user, which leads to the following hypothesis:

H2. Entertainment positively influences user satisfaction with Instagram accounts.

Among the elements that lead to use of the most diverse social media, socialization is found in several studies (Park *et al.*, 2009; Quan-Haase and Young, 2010). Park *et al.* (2009) define socialization as the individual's interest in meeting and talking with other people, as well as gaining peer support and a greater sense of community. U&G include the social interaction promoted by social networks as a bonus for the user (Raacke and Bonds-Raacke, 2008; Kim and Kim, 2019). In a comparative study between several social networks, such as Facebook, Twitter, Snapchat and Instagram, the latter had the highest score in terms of sociability (Phua *et al.*, 2017).

In this context, the generation of social capital and the use of socialization to gain peer support (Sung *et al.*, 2010), to communicate with others and to interact with distant friends or family (Kim and Kim, 2019) are important in social media. Therefore, the third hypothesis of this study is:

H3. Socialization positively influences user satisfaction with Instagram accounts.

2.5 Effects of satisfaction on intention to follow and interact with other users

Satisfaction has become a central element in the analysis of consumer behavior (Casaló *et al.*, 2011, 2017b). In a study by Bhattacharjee (2001), satisfaction was identified as the strongest reason for continued use of information systems (such as social media), making it possible to generate a continuous user relationship with the virtual community. Similar findings were obtained in studies by Casaló *et al.* (2011, 2017b), who pointed to satisfaction with past consumer experiences in the use of social networks as a predictor of behavioral intention.

From the U&G theory, a user's satisfaction with his or her use of Instagram can induce behaviors in the user, such as causing him or her to follow accounts and interact with other users. According to Casaló *et al.* (2017a), this is because the satisfaction obtained by the user when visiting a certain social network account exceeds his/her expectations. Consequently, within the continuity of use model (Bhattacharjee, 2001), the satisfied user continues to use the platform, which, in the case of Instagram, means following and interacting with other user accounts. Thus, the following hypotheses are proposed:

H4a. The higher the user satisfaction, the more interest in following Instagram accounts.

H4b. The higher the user satisfaction, the more interest in interacting with other Instagram accounts.

2.6 Effects of the intention to follow and interact on endorsed brand attitude

The first user intention studied in this work is the intention to follow, which is related to viewing posts from another account (Casaló *et al.*, 2017a). According to De Veirman *et al.* (2017), the sheer number of followers of an account can make it more likeable, partly because

the originator is considered more popular, showing that even following intention has the ability to produce UGC and influence others.

The intention to interact emerges as the second user intention studied in our study, being related to the number of comments and shares that the user has with peers or in relation to brands (Qin, 2020). These interactions are very present on Instagram and act like essential factors for promoting online products because consumers do not have physical access to them (Teo *et al.*, 2019). Within U&G, Corrada *et al.* (2020) suggest that this interactive act produced by the user, through “likes”, shares, or comments can generate gratification in the use of the social network as it positions it as a generator of content information in real time, leveraging users’ motivation to produce even more content and perhaps influence other people.

Analyzing the impact of online consumer opinions and the user’s subsequent purchase intention, Mumuni *et al.* (2019) found a positive result, highlighting the decisive role of eWOM in consumer decision-making, giving rise to the following hypotheses:

- H5. Following Instagram accounts positively influences the endorsed brand attitude on Instagram.
- H6. Interacting with other Instagram accounts positively influences the endorsed brand attitude on Instagram.

2.7 Effect of endorsed brand attitude on purchase intention

According to Djafarova and Rushworth (2017), messages that derive from the consumer – or, in this case, the Instagram user – tend to be considered more credible and reliable than those originating from companies because users’ feedback on the product quality is expected to be more sincere and without bias (Casaló *et al.*, 2011). This form of product display is more subtle because it presents the person followed as someone close to the follower, enhancing the trust relationship with the brand. In fact, when browsing social networks, on users’ or brands’ accounts, consumers can get immediate information about the product through “likes”, comments and number of shares (Qin, 2020) made by other users, which may influence their purchase intention.

Many times, the Instagram account holders do not present themselves as a direct seller of a product or service, but the popularity and influence of their posts, and the interactions between them and other users, may be strong enough to suggest to the follower that the product or service they use is good and desirable (Casaló *et al.*, 2020; Qin, 2020). Therefore, the last hypothesis is:

- H7. Users’ endorsed brand attitude on Instagram accounts positively influences purchase intention.

2.8 Proposed model

As mentioned, Instagram was the chosen social network for our study due to its popularity, potential and lack of presence in the literature (Casaló *et al.*, 2018, 2020; Kim and Kim, 2019; Statista, 2020b). The choice of U&G as a supporting theory was suggested by Ruggiero (2000) and by most recent studies on social networks (Whiting and Williams, 2013; Corrada *et al.*, 2020; Pelletier *et al.*, 2020) because it seeks to explain the motives and rewards that the user obtains when using social media.

The model proposed was inspired by the theory by Casaló *et al.* (2017a) on antecedents and consequences in Instagram user satisfaction. We kept the entertainment construct as Casaló *et al.* (2017a), with the adapted utility construct of Nambisan and Baron (2007) and then added socialization (Park *et al.*, 2009), given the importance of the phenomenon in the

social media context (Quan-Haase and Young, 2010). The existence of other factors prior to satisfaction is suggested by Casaló *et al.* (2017a), adding newness to the model. The satisfaction construct was the same as the original model by Casaló *et al.* (2017a). As for consequences, we used the model as Casaló *et al.* (2017a) in relation to the intention to follow, being adapted from Sung *et al.*'s (2010) intention to interact. We included the endorsed brand attitude (Hung, 2014) and purchase intention (Teo *et al.*, 2019), adding a commercial connection to the use of social media. Figure 1 represents the complete model.

The logic of the model is that perceptions of utility, entertainment, and socialization generate user satisfaction on Instagram. Such satisfaction leads to intentions to follow and interact, and these two are reflected directly in the endorsed brand attitude and indirectly in the purchase intention. As a novelty, the proposed model adds to the satisfaction of Instagram users their attitude towards endorsed brands and ultimately a commercial connection, purchase intention, something unprecedented in the literature.

3. Methods

To achieve the purposes of this study, we undertook primary data collection through a quantitative, descriptive and cross-sectional approach. The study population consisted of any individual who claimed to use Instagram, applying the nonprobabilistic sampling method by convenience and accessibility (Hair *et al.*, 2019). Data were collected through a structured questionnaire accessible via link on social networks and sent via e-mail.

3.1 Measures

At the beginning of the questionnaire, a paragraph was introduced with clarification on what Instagram is. To exclude not characterized respondents in the target population profile, the following question was inserted at the start: "Do you usually use Instagram in your daily life?" We excluded negative responses from the final sample.

The next part of the questionnaire, which contemplated on the observed variables, was developed as follows: the first three statements measured the utility of the social network, adapting the scale by Nambisan and Baron (2007). The next four statements measured the entertainment variable (Casaló *et al.*, 2017a). Socialization was measured through five

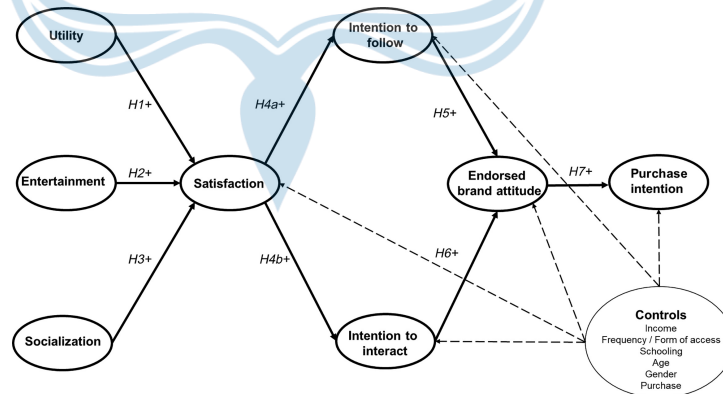


Figure 1.
Proposed model

statements adapted from [Park et al. \(2009\)](#). Satisfaction and intention to follow were measured by three statements each, adapted from [Casaló et al. \(2017a\)](#). The next three statements measured the intention to interact ([Sung et al., 2010](#)). Following this were three statements about endorsed brand attitude, adapted from [Hung \(2014\)](#) and four to measure purchase intention ([Teo et al., 2019](#)). All were followed by a Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree).

The socio-demographic characterization was composed of questions about gender, age, education and family income, while three questions were also asked about frequency of access, form of access and if the user has already bought something because of Instagram: these were used as control variables. In total, the questionnaire contained 36 questions; it was made available to 20 respondents through an online platform as a pretest, with the intention of correcting failings and validating respondents' understanding of the issues. With the necessary changes made, we applied the questionnaire.

3.2 Sample

The survey was carried out in June 2019. There were 447 respondents, with the following demographic and socioeconomic characteristics: 74 percent were women, 75 percent were between 20 and 40 years of age, and 84 percent had higher or postgraduate education. As the highest rate, 39 percent claimed an income of over nine minimum wages. Around 90 percent claimed to use Instagram daily, and practically everyone accessed it on their smartphone (99.47%). However, 72% said they had never bought anything as a result of Instagram's influence.

The large number of female respondents was also seen in [Oliveira et al. \(2016\)](#) and [Djafarova and Rushworth \(2017\)](#) and is consistent with the worldwide distribution of Instagram users by gender ([Statista, 2020a](#)), that points to a female majority in the use of Instagram. The age of the sample is also within the expected age range of 20–40 years ([Casaló et al., 2017b](#)) and shows a young audience on Instagram. [Blank and Lutz \(2017\)](#) reveal that education and income are predictors of socioeconomic status and are often associated with increased Internet and social media use, including Instagram. These findings indicate that the sample obtained here is similar to previous studies, which allows comparison.

3.3 Data analysis

The data analysis technique used was the structural equation modeling (SEM) with data estimation by the partial least squares (PLS). To evaluate the measurement model, we verified the convergent and discriminant validity. The hypothesis test was performed, along with the quality of the model adjustment (R^2) and its predictive validity (Q^2). Finally, we verified the collinearity through the variance inflation factor (VIF).

4. Results

4.1 Validation of the measurement model

Validation of the measurement model was performed by way of confirmatory factor analysis for the purpose of checking convergent and discriminant validity. The convergent validity check began with evaluation of the factor loading of the indicator items of the constructs, whose value is indicated as ideal when greater than 0.708 ([Hair et al., 2019](#)). In the present case, all items of the constructs met this requirement, with the factor loadings shown in [Table 1](#).

The convergent validity was confirmed through the analysis of the average variance extracted (AVE). We also performed analyzes of Cronbach's alpha, composite reliability (CR) and Spearman's correlation. The results of the analyzes were, respectively, for the construct

MIP
39,5

694

Table 1.
Items and factor
loadings

Items	Factor loadings
<i>Utility</i>	
Following Instagram user accounts improves my knowledge of the products/services offered and their uses	0.90
Following Instagram user accounts helps me find informations about the products/services	0.88
Following Instagram user accounts gives me valuable product/service tips and news	0.88
<i>Entertainment</i>	
Visiting Instagram user accounts allows me to spend some relaxing time	0.85
Visiting Instagram user accounts is fun and enjoyable	0.92
Visiting Instagram user accounts keeps me entertained and stimulates my mind	0.89
I'm very happy when visiting Instagram user accounts	0.91
<i>Socialization</i>	
I follow Instagram accounts for other people's opinions or suggestions on common subjects	0.76
I follow Instagram accounts to meet like-minded people	0.75
Following Instagram accounts makes me feel part of a larger community	0.80
I participate in Instagram accounts to talk to people about account-related issues	0.73
Participating in Instagram accounts allows me to tighten ties of interest with people I know	0.76
<i>Satisfaction</i>	
Overall, I'm happy with the Instagram accounts I follow	0.82
I get a lot of benefits from visiting Instagram accounts	0.82
I believe I made the right decision when following Instagram accounts	0.88
<i>Intention to follow</i>	
I usually visit Instagram accounts according to my interests	0.83
I usually follow Instagram accounts according to my interests	0.88
I'll probably look for new content posted to Instagram accounts of my interest	0.86
<i>Intention to interact</i>	
I plan to interact with other Instagram account users I follow	0.81
I intend to be a regular visitor to the Instagram accounts of my interest	0.83
I strive to follow and interact on the Instagram accounts I follow	0.87
<i>Endorsed brand attitude</i>	
I trust the brands endorsed by the Instagram accounts I follow	0.92
I think the brands endorsed by the Instagram accounts I follow are good	0.91
I intend to buy the brands endorsed by the Instagram accounts I follow	0.88
<i>Purchase intention</i>	
I'm very likely to buy products or services endorsed by the Instagram accounts I follow	0.89
I'll buy products or services endorsed by the Instagram accounts I follow when I need	0.85
I will definitely try products or services endorsed by the Instagram accounts I follow	0.88
I would recommend to a friend products or services endorsed by the Instagram accounts I follow	0.88

utility 0.78, 0.86, 0.92, 0.86; entertainment 0.79, 0.91, 0.94, 0.93; socialization 0.53, 0.78, 0.85, 0.78; satisfaction 0.70, 0.79, 0.88, 0.79; intention to follow 0.73, 0.82, 0.89, 0.83; intention to interact 0.70, 0.79, 0.88, 0.79; endorsed brand attitude 0.82, 0.89, 0.93, 0.89; purchase intention 0.77, 0.90, 0.93, 0.90. In all cases, there was compliance with the parameters suggested by Hair *et al.* (2019).

For discriminant validity, with regard to the first criterion, by Fornell and Larcker (1981), we observed that the square root of the AVE of each construct was greater than the correlation with other constructs of the model. For the second criterion, we used HTMT,

assuming values below 0.85 as valid (or 0.90 for conceptually very similar constructs, see Hair *et al.*, 2019). Both results were satisfactory and are shown in Table 2, where: the values in bold and below correspond to the results of the discriminant validity tests by the criterion suggested by Fornell and Larcker (1981); the values above the main diagonal (in bold) correspond to the results found when the test was performed based on the HTMT ratio. Having checked all the results, the measurement model was validated.

4.2 Structural model evaluation

Once the constructs were validated, we structurally evaluated by way of SEM-PLS. We first connected the control variables to endogenous constructs. Results showed significant relationships between gender and user purchase intention and between age and intention to interact. Income influenced intention to interact and intention to follow, and frequency of access influenced satisfaction, intention to interact and endorsed brand attitude. Finally, purchases influenced by Instagram significantly impacted all endogenous variables.

Then, the hypothesis test was performed without the control variables, with all hypotheses being significant at 1%. We then inserted the control variables that were significant in the first step, with the results being presented in Table 3. Regarding the hypotheses, we can present the following results:

- (1) H1: Coef. 0.43, $f^2 = 0.28$, $q^2 = 0.14$, p -value < 0.01; supported.
- (2) H2: Coef. 0.28, $f^2 = 0.12$, $q^2 = 0.06$, p -value < 0.01; supported.
- (3) H3: Coef. 0.19, $f^2 = 0.06$, $q^2 = 0.02$, p -value < 0.01; supported.
- (4) H4a: Coef. 0.54, $f^2 = 0.42$, $q^2 = 0.28$, p -value < 0.01; supported.
- (5) H4b: Coef. 0.54, $f^2 = 0.40$, $q^2 = 0.26$, p -value < 0.01; supported.
- (6) H5: Coef. 0.09, $f^2 = 0.01$, $q^2 = 0.02$, p -value < 0.05; supported.
- (7) H6: Coef. 0.51, $f^2 = 0.39$, $q^2 = 0.28$, p -value < 0.01; supported.
- (8) H7: Coef. 0.74, $f^2 = 0.57$, $q^2 = 0.89$, p -value < 0.01; supported.

When testing the hypotheses with the controls, we observed that all were supported. Regarding the relationship between the control variables and the constructs, we found that age can interfere with the intention to interact, and gender can interfere with the purchase intention. Income can influence the intentions to follow and interact, and purchases influenced by Instagram can influence endorsed brand attitude, intention to follow and

Discriminant validity	1	2	3	4	5	6	7	8
1. Endorsed brand attitude	0.90	0.45	0.90	0.70	0.38	0.65	0.60	0.65
2. Entertainment	0.41	0.89	0.42	0.53	0.45	0.68	0.56	0.52
3. Purchase intention	0.81	0.39	0.88	0.65	0.44	0.63	0.61	0.69
4. Intention to interact	0.59	0.46	0.56	0.84	0.41	0.70	0.85	0.55
5. Intention to follow	0.33	0.40	0.39	0.34	0.86	0.69	0.34	0.59
6. Satisfaction	0.54	0.58	0.53	0.56	0.56	0.84	0.65	0.70
7. Socialization	0.50	0.49	0.52	0.67	0.27	0.51	0.73	0.52
8. Utility	0.57	0.47	0.61	0.45	0.50	0.65	0.43	0.89

Note(s): Results of test of Fornell and Larcker (1981) are main diagonal and below; Results of test of HTMT are above the main diagonal

Table 2. Discriminant validity

Hypothesis	Relations	Results without controls		Results with controls	
		Coef. Γ	p -value	Coef. Γ	p -value
H1	Utility → satisfaction	0.43	0.01	0.43	0.01
H2	Entertainment → satisfaction	0.29	0.01	0.28	0.01
H3	Socialization → satisfaction	0.19	0.01	0.19	0.01
H4a	Satisfaction → purchase intention	0.57	0.01	0.54	0.01
H4b	Satisfaction → intention to interact	0.56	0.01	0.54	0.01
H5	Intention to follow → endorsed brand attitude	0.14	0.01	0.09	0.03
H6	Intention to interact → endorsed brand attitude	0.55	0.01	0.51	0.01
H7	Endorsed brand attitude → purchase intention	0.81	0.01	0.74	0.01
<i>Control variables</i>					
	Purchase → endorsed brand attitude			0.22	0.01
	Purchase → purchase intention			0.19	0.01
	Purchase → intention to interact			0.07	0.07
	Purchase → intention to follow			0.11	0.01
	Purchase → satisfaction			0.00	0.92
	Frequency of use → endorsed brand attitude			-0.05	0.12
	Frequency of use → intention to interact			-0.06	0.13
	Frequency of use → satisfaction			-0.06	0.09
	Age → Intention to interact			0.13	0.01
	Income → intention to interact			-0.14	0.01
	Income → intention to follow			0.09	0.02
	Gender → purchase intention			-0.05	0.04

Table 3.
Results without and
with control variables

purchase intentions. In all steps, we performed a bootstrapping procedure with 5,000 interactions to test the significance of the relationships.

For model quality adjustment purposes, as suggested by Hair *et al.* (2019), we checked the determination coefficient R^2 and the predictive relevance Q^2 . In the present case, the values for R^2 (satisfaction 0.55; intention to interact 0.34; intention to follow 0.34; endorsed brand attitude 0.42; purchase intention 0.70) were satisfactory, suggesting moderate explanatory power of the model. For Q^2 , which evaluates the accuracy of the model, the results were also satisfactory, being 0.36, 0.22, 0.20, 0.28, and 0.48. We checked collinearity through the VIF, and the values were between 1.3 and 3.7., showing no critical problems (Hair *et al.*, 2019).

5. Discussion

The research revealed significant relationships between the proposed constructs, finding evidence of which aspects of using the social network bring user satisfaction and how it can turn into purchase intention, through the endorsed brand attitude, which is something new in the literature. Through an expanded model with behavioral and commercial aspects, we demonstrate how U&G can serve as a theoretical basis for bringing user gratification from Instagram to a future purchase intention, which can be useful to succeed in the social media environment and advertising.

The first three hypotheses aimed to test three of the main bonuses identified in relation to user satisfaction with Instagram: utility (Nambisan and Baron, 2007; Casaló *et al.*, 2017a), entertainment (Park *et al.*, 2009; Phua *et al.*, 2017) and socialization (Kim and Kim, 2019; Silva, 2020). The first hypothesis (H1) sought evidence that utility positively influences user satisfaction when using Instagram (Nambisan and Baron, 2007). This result is consistent with the findings by Whiting and Williams (2013), who identified information seeking, communicatory utility and convenience utility among the motivations for using

social networks, all related to the use of Instagram. [Corrada et al. \(2020\)](#) and [Qin \(2020\)](#) also found evidence that the search for information on social networks is one of the user's bonuses, showing support for the results.

The second hypothesis (H2) projected an influence of the entertainment factor in relation to Instagram user satisfaction ([Park et al., 2009](#); [Casaló et al., 2017a](#)). The result was as expected, considering that Instagram is a social platform with strong visual appeal, designed for sharing photos and personal videos ([Whiting and Williams, 2013](#); [Pelletier et al., 2020](#)). Compared to Facebook and Twitter, Instagram was the platform that had the highest rates of use for entertainment ([Pelletier et al., 2020](#)), which is in line with the findings of this study, helping to understand entertainment as an important source of user satisfaction on Instagram. The findings show social media advertising companies that invest in good and attractive publications can efficiently attract user attention and increase engagement.

Hypothesis H3 sought evidence that socialization influences Instagram user satisfaction ([Park et al., 2009](#)). The results show that, when using the platform, users seek to create social connections, feeling more satisfied about being part of a community ([Raacke and Bonds-Raacke, 2008](#); [Quan-Haase and Young, 2010](#)). In fact, it seems like social relationships and peer communication are not just a recurring bonus in the literature regarding social media ([Raacke and Bonds-Raacke, 2008](#); [Silva, 2020](#)) but rather indicate a very human need for interaction.

Support for the first three hypotheses shows that it is possible to increase Instagram user satisfaction through publications that bring users useful information, a sense of community or simple enjoyment. We highlight that our study brings as a novelty to the literature the connection of these antecedents with user satisfaction on Instagram, serving as a basis for a continuity of use model as a predictor for consequential behaviors.

Hypothesis H4a and H4b sought to verify the positive influence of Instagram user satisfaction on interest in following ([Casaló et al., 2017a](#)) and interacting with other Instagram accounts ([Sung et al., 2010](#); [Casaló et al., 2017a](#)). In the case of Instagram, satisfaction leads to immediately subsequent behavior, which is revealed through "likes", interactions and the number of accounts followed by users ([Casaló et al., 2017a](#)). In fact, satisfaction is highlighted by [Bhattacharjee \(2001\)](#) as the strongest reason for continuing to use an information system, and the result here endorses this assertion since 90% of respondents visit Instagram almost daily. Although [Casaló et al. \(2017a\)](#) have evidenced the relationship between satisfaction and the intention to follow, they did so in relation only to a branding account. In this study, we demonstrate that this relationship can occur with any type of account and will produce in the user that same intention to follow or interact to other users' accounts, regardless of the presence of a celebrity or digital influencer.

Hypothesis H5, despite a relatively weak effect, found an association between following Instagram accounts and users' endorsed brand attitude, through viewing and tracking publications on the platform ([Casaló et al., 2017a](#)). Furthermore, the results showed that interaction with other Instagram users (H6) tend to have a positive effect on endorsed brand attitude ([Hung, 2014](#)). That is, when the user views the content of this other user's account and "likes", reads or comments and shares the posts, this is likely to develop a stronger attitude toward the brand presented by that account.

Marketers and e-commerce professionals constantly watch these movements, measuring the number of followers and interactions and aim to constantly increase those numbers in order to increase brand exposure. Users seem to feel more engaged in using Instagram when interacting with other users and producing eWOM, which is highlighted by [Corrada et al. \(2020\)](#) as a bonus obtained by the user during the use of social media. Considering that for [De Veirman et al. \(2017\)](#) the number of followers can make an influencer account more enjoyable for other users, our results present novelty in the literature by signaling that, either by following or by interaction, any user has the possibility to produce content, opine, interact and thus influence other users, even without awareness of their action.

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Following [Qin \(2020\)](#), it was also observed in our study that the user's attitude toward the brand has the ability to influence the purchase intention (H7). However, our study goes further and brings novelty to the literature, relating it to Instagram and regular user accounts (i.e. not celebrities, branding accounts or digital influencers). The result is relevant for social media branding as it shows how strong the influence of the interactions of regular user accounts with other users can be, encouraging companies to build favorable relationships with consumers, leading to purchase intentions. The results also support recent application of U&G theory to social networks ([Corrada et al., 2020](#); [Pelletier et al., 2020](#)).

6. Conclusions and implications

Using U&G as a theoretical basis, the results of this research indicate that utility, entertainment and socialization tend to be direct antecedents of user satisfaction when using the platform. Once users are satisfied with the content they view on the social network, they will probably be motivated to follow and interact with other Instagram accounts, which may impact the intention to purchase any product presented or endorsed by the accounts followed by the user.

6.1 Theoretical and practical implications

This study expanded the model by [Casaló et al. \(2017a\)](#), adding socialization as an antecedent of satisfaction, along with utility and entertainment. By connecting all three studied gratifications to user satisfaction with Instagram, we have brought novelty to the literature, using satisfaction as a predictor for two consequential behaviors, the intentions to follow and to interact. Regarding consequences, our proposed model includes a commercial standpoint that has been exploited by companies on Instagram, like endorsed brand attitude and purchase intention.

The novelties presented here are fourfold. Firstly, we connect user satisfaction and purchase intention in relation to ordinary user accounts on Instagram, which has not been previously identified in the literature. Secondly, the positive results in all the tested hypotheses, without targeting the type of account or the content of publications, show the power of retention and user engagement on Instagram, endorsing the U&G theory.

Thirdly, the results indicate that, either by following or by interacting with other accounts, any user has the possibility of producing content (UGC), giving opinions, interacting, sharing and influencing other users, regardless of whether or not they are a celebrity. Finally, our study brings novelty to the literature as it provides an expanded model that is not linked to branding accounts or digital influencers but rather to ordinary user accounts, which demonstrates a wider range of the effects produced by the user on the use of Instagram.

As a practical contribution, this research brings relevant information to companies in the development of virtual engagement, allowing them to formulate strategies focused on reaching new followers of their Instagram accounts by analyzing the gratifications and antecedents of user satisfaction on Instagram. Considering that one of the findings of this study was to demonstrate the relevance of the ordinary user account and its power to influence other users through interactions that arise within the account, it is important for companies to understand the advertising phenomenon that is Instagram. Rather than spending high figures on celebrities and digital influencers, it may be more efficient to invest in ordinary users of Instagram who have a good number of followers, high content generation and a high engagement rate, which will keep the page busy and the product exposed to a good number of people.

6.2 Limitations and future research

The study has limitations. As stated by [Casaló et al. \(2017a\)](#) and seen in [Whiting and Williams \(2013\)](#) and [Qin \(2020\)](#), there are several other user antecedents that may influence satisfaction,

not just those exposed here. The research did not evaluate the content of Instagram posts, the quality of the images or videos exposed or the impact of number of followers, which may be related to user content generation and eWOM. As seen previously (Pelletier *et al.*, 2020), Instagram has a strong visual appeal, and studying accounts that have a focus in this area can be a promising field of study in connection with purchase intention. Moreover, the nonprobabilistic characteristic of the sample does not allow generalizations but brings evidence of user behavior from the use of the social network, which can be confirmed or expanded in studies to come.

For future research, we suggest that adding specific user groups could bring interesting outcomes since it could reveal different objectives using Instagram, or even Facebook, WeChat or any. Specifically, based on the current scenario of COVID-19, a study containing students groups and their usage behavior may have significant contribution, due to the fact that students are more stressed and psychologically depressed (Sundarasan *et al.*, 2020). Also, we suggest bringing this model to bear on other social media which offer a different user profile and may therefore have other significant relationships. In general, what we see is a consumer behavior field to be explored as it is impacted by the advent of new technologies.

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