

INFLUENCE OF INSTAGRAM SOCIAL MEDIA ON CUSTOMER LOYALTY AT LAIDBACK BLUES RECORD STORE

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Abstrak

This study aims to determine the effect of Instagram social media on customer loyalty at Laidback Blues Record Store. This type of research is descriptive quantitative with simple regression analysis method. The population in this study were followers of the Instagram account @laidbackbluesrecordstore during 2021, which opened 150 people, while the sample consisted of 60 using the slovin formula. The sampling technique used in this study is non-probability sampling. Questionnaire data collection techniques using google form. The results showed that Instagram social media had a significant effect on customer loyalty at Laidback Blues Record Store. This is because the Laidback Blues Record Store social media is always active in observing so that interaction with consumers is maintained and consumers actively comment on, make complaints, about products, provide suggestions, or activities that are being carried out. Laidback Blues Record Store is advised to improve the presentation of the latest information regarding product promotions that can be carried out actively on a regular basis with a variety of promo displays.

INTRODUCTION

Communication is a basic and vital need in human life, as social beings, humans in everyday life need relationships with other humans (Bucata & Rizescu, 2017). This relationship occurs because humans need each other to be able to meet their needs, because humans cannot be separated from other humans and cannot do it alone (Hardini & Sitohang, 2019). The human tendency to relate gives birth to communication with other humans, communication occurs because they need each other through an interaction, communication in the business world is one of the important factors for achieving the goals of an organization (Rabiah,

2012). However, people often overlook the importance of communication, a good communication relationship between the organization and its internal and external parties is one of the important keys in the success of a business (Genc, 2017).

Along with the times, communication activities have become very rapid and fast so that many fields of communication are found, one of the factors that make communication activities more effective, efficient, and fast is the presence of communication technology (Prabavathi & Nagasubramani, 2018). Technology is the development of tools and applications that include machines and materials that can make it easier for humans to complete their work (Richards, 2015). Communication is a process of delivering messages, information or the exchange of meaning between one person to another, a group of people or the surrounding environment (Sharma, 2017). Communication is basically divided into two, namely verbal and non-verbal to make it easier for someone to understand the meaning or message conveyed (Rahmah & Kholiq, 2018). Communication technology is the development of tools or applications that are used to make it easier for humans to convey messages or information to other people, groups of people or the surrounding environment (Perron et al, 2010).

One of the tangible evidences of the development of communication technology is the presence of social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users, and form virtual social bonds (Yohanna, 2020). Some of the general characteristics of social media according are networks, information, archives, interaction, social simulation and content by users (Ardi & Putri, 2020).

Along with the times and technological advances, the presence of various kinds of social media platforms cannot be denied, this is because social media has an important role in meeting the information needs of each individual, especially in the all-digital industrial era 4.0 as it is today (Praprotnik, 2016). Currently, there are various kinds of social media, each of which has its own function and role in our lives, such as Facebook, Twitter, Instagram, WhatsApp, etc. Communication that occurs in social media is also flowing and two-way, which allows direct feedback between the sender and recipient of the message (Alalwan et al, 2017).

One type of social media that is currently in demand by the Indonesian people is Instagram (Habibie et al, 2021). The JakPat survey concluded that Instagram is now more popular than Twitter in Indonesia, with 22 million active users. According to a JakPat survey, Instagram users in Indonesia use this service to search for online shop product information, memes, and upload vacation and travel photos. Active Instagram Users in Indonesia Reach 22 Million (DailySocial, 2016).

Currently, there are many companies and producers who use various facilities and conveniences from social media such as Instagram as a means to help promote the company's products to the public. With product promotion activities through social media, this really helps customers to stay informed about the products being sold, which will shape the quality of service in the minds of customers (Aji et al, 2020).

Customer loyalty is an important pillar for a company. Customer loyalty is a company's greatest potential. Customer loyalty seems to be very much needed by the company in order to survive the high competition in today's business world (Waal & Heijden, 2016). One of the social media that is currently very actively used as a social media marketing communications is Instagram. This social media is an application that can be used to share photos that allow users take photos, apply digital filters and share them across the social networking service. The popularity of social media Instagram provides an opportunity for marketers to use this application as a means of their marketing communication to interact and build relationships with consumers, so as to create customer loyalty (Augustine et al, 2021).

Seeing the existence of Laidback Blues Record Store, which is currently a company engaged in the music industry by selling vinyl records. In this digital era, we can listen to music through various digital platforms by downloading the music we want to listen to. Laidback Blues Record Store which has the most customers in utilizing Instagram social media to determine customer loyalty.

RESEARCH METHOD

The type of research in this research is descriptive quantitative with simple regression analysis method. The population in this study is the sample followers

(followers) of the Instagram account @laidbackbluesrecordstore, both male and female during 2021, which is back 150 people, while the number is 60 using the slovin formula:

$$n = \frac{150}{1+150(0,01)^2} = 60 \text{ responden}$$

The sampling technique used in this study is non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. By using quota sampling where the sampling is only based on the consideration of the researcher, the criteria have been determined in advance. The criteria needed to be able to fill out the questionnaire are followers who have already purchased vinyl records at the Laidback Blues Record Store. In this study, the questionnaire used for data collection will be distributed online by using a google form and distributed through the Direct Message feature on Instagram by first including the respondent's criteria for filling out the questionnaire.

RESULT AND DISCUSSION

Table 1. Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Male	49	82%
Female	11	18%
Total	60	100%

Source: Processed data (2022)

The table above shows that the number of male respondents is more than the number of female respondents. The number of male respondents was 49 people with a proportion of 82% while the number of female respondents was 11 people with a proportion of 18%. The number of male respondents who are more than female respondents is a coincidental factor because at the time of distributing the questionnaire, the respondents who participated were more male customers. However, gender differences can stem from different opinions or points of view in a given customer loyalty.

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percentage
<20 Years	14	23%
21-30 Years	38	63%
>30 Years	8	14%
Total	60	100%

Source: Processed data (2022)

The table above shows that respondents aged 21-30 years are dominant in customer loyalty, namely 38 people or 63%, then aged <20 years as many as 14 people or 23%, then at the age of >30 years as many as 8 people or 14%.

Table 3. Instagram Social Media Validity Test

Item Pertanyaan	r-count	r-table
Instagramsocialmedia1	0.843	0,2542
Instagramsocialmedia2	0.671	0,2542
Instagramsocialmedia3	0.697	0,2542
Instagramsocialmedia4	0.605	0,2542
Instagramsocialmedia5	0.867	0,2542
Instagramsocialmedia6	0.697	0,2542
Instagramsocialmedia7	0.843	0,2542
Instagramsocialmedia8	0.671	0,2542
Instagramsocialmedia9	0.697	0,2542
Instagramsocialmedia10	0.605	0,2542

Source: Processed data (2022)

From the results above, it is obtained that the statement for the Instagram social media variable used to measure the variable is valid because the r-count value is greater than the t-table (0.2542).

Table 4. Customer Loyalty Validity Test

Item Pertanyaan	r-count	r-table
Customerloyalty1	0.910	0.2542
Customerloyalty2	0.810	0.2542
Customerloyalty3	0.562	0.2542
Customerloyalty4	0.483	0.2542
Customerloyalty5	0.924	0.2542
Customerloyalty6	0.910	0.2542
Customerloyalty7	0.810	0.2542
Customerloyalty8	0.562	0.2542
Customerloyalty9	0.910	0.2542
Customerloyalty10	0.810	0.2542

Source: Processed data (2022)

From the results above, it is found that the statement for the customer loyalty variable used to measure the variable is valid because the r-count value is greater than the t-table (0.2542).

Table 5. Reliability Test

Variable	Cronbach's Alpha	Alpha value
Instagram Social Media	0.926	0.600
Customer Loyalty	0.941	0.600

Source: Processed data (2022)

From the results above, it is obtained that the variable value of Cronbach's alpha social media Instagram and customer loyalty is greater than the alpha value (0.06) which means that the statement construct of all variables is reliable.

Table 6. Normality Test

		Unstandardized Residual
N		60
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.27966698
Most Extreme Differences	Absolute	.242
	Positive	.242
	Negative	-.192
Kolmogorov-Smirnov Z		1.873
Asymp. Sig. (2-tailed)		.322

Source: Processed data (2022)

From the results above, the Asymp value is obtained. Sig. (2-tailed) is 0.322 greater than 0.05, so the data shows the residual data is normally distributed.

Table 7. Multicolonearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Media Sosial Instagram	0.910	1.000

Source: Processed data (2022)

From the results above, the VIF value is below 10 and the tolerance is above

0.10, so the regression model does not experience multicollinearity problems.

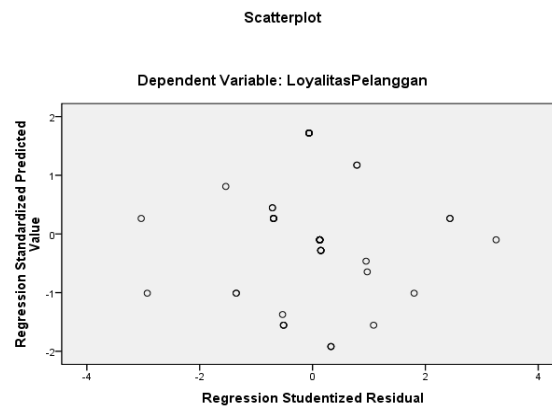


Figure 1. Heteroscedasticity Test
 Source: Processed data (2022)

Based on the picture above, it can be seen that the regression model does not contain symptoms of heteroscedasticity. This can be seen from the points that spread randomly above and below the number 0 on the Y axis and do not form a certain pattern, so it can be concluded that this regression model does not have symptoms of heteroscedasticity.

Table 8. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975 ^a	.951	.950	1.29065

Source: Processed data (2022)

The coefficient of determination that serves to explain the extent of the ability of the independent variable (instagram social media) to the dependent variable (customer loyalty) can be seen in table it can be seen that the adjusted R² is 0.951, meaning that 0.951 or 95.1% of the variation in customer loyalty can be explained by the variation of the Instagram social media independent variable while the remaining 14.9% (100% - 95.1 % = 14.9%) explained by reasons other than the model.

Table 9. Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.127	1.251		-.901	.371
Media Sosial Instagram	1.024	.031	.975	33.503	.000

Source: Processed data (2022)

The test results for the Instagram social media variable obtained a t-count value of 33.503 which means it is greater than t-table 2.017 and a significance level of 0.000 is less than 0.05. So it can be said that the Instagram social media variable has a significant effect on the customer loyalty variable.

In this study, the Instagram social media variable had a significant effect on the customer loyalty variable. These results are in line with research conducted by Khosasih & Halim (2021) which states that publicity affects customer loyalty. Research conducted by Utami & Saputri (2020) is also in line with this study which resulted in research that there is a significant influence between Marketing Public Relations on customer loyalty.

The Instagram social media variable had a significant effect on the customer loyalty variable at Laidback Blues Record Store, this means that consumers are loyal to the Laidback Blues Record Store if on social media the Laidback Blues Record Store is always active so that interactions with consumers are maintained. At least in one day Laidback Blues Record Store always updates once. Active social media maintains interaction while maintaining a consistent frequency of content. On Laidback Blues Record Store social media, consumers actively comment on services, make complaints, questions about products, provide suggestions, or support activities organized by the Laidback Blues Record Store. From these facts it is evident that by maintaining the frequency of updating content on social media, the company will achieve success. This needs to be supported by updating during prime time, namely in the morning before working hours, lunch breaks and at night before the night break to further improve relationships with consumers. Customer loyalty Laidback Blues Record Store is seen by the loyal attitude of its customers who make regular purchases of services every month, even making purchases 2-3 times in a matter of 1 month and some

of the Laidback Blues Record Store customers recommend to their work friends or family, which means they really believe in Laidback Blues Record Store.

CONCLUSIONS AND SUGGESTIONS

In this study, the Instagram social media variable has a significant effect on the customer loyalty variable because the Laidback Blues Record Store social media is always active so that interaction with consumers is maintained and consumers actively comment on services, make complaints, questions about products, provide suggestions, or support activities held. Laidback Blues Record Store. This loyalty can be seen by purchasing routine services every month, even making purchases 2-3 times in a matter of 1 month.

Laidback Blues Record Store is advised to improve the presentation of the latest information regarding product promotions that can be carried out actively on a regular basis with a variety of promo displays. Increasing the meaning of every message conveyed on Instagram by displaying an attractive impression in every message delivered and increasing popular content by providing opportunities for Instagram followers to participate in interacting with the content presented on Instagram.

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