THE EFFECT OF PROMOTION THROUGH INSTAGRAM ON LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLES AT MAXS BARBERSHOP

Case Study at Maxs Barbershop

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Abstract

Promotion through Instagram, is an important factor in creating customer satisfaction after making a purchase or using the services of a product. This study aims to analyze the effect of promotion through Instagram on consumer satisfaction, promotion through Instagram on Loyalty, consumer satisfaction with Loyalty, and promotion through Instagram on Loyalty through consumer satisfaction at Maxs Barbershop Sengkang, Wajo Regency. This research is quantitative research with a survey method. The sampling technique used accidental sampling. The data collection technique used a questionnaire that had been tested for validity and reliability. The data analysis technique is used to answer the path analysis hypothesis with the help of simple regression and Sobel test. The results showed (1) the effect of promotion through Instagram on consumer satisfaction obtained a path coefficient of 0.665 with a significant level of 0.000 < 0.05 (2) The effect of promotion through Instagram obtained on consumer loyalty obtained a path coefficient of 0.322 with a significant level of 0.000 (3) The effect of consumer satisfaction on consumer loyalty obtained path coefficient with a significant level of 0.000 (4) Promotion through Instagram has a positive and significant effect on Loyalty through customer satisfaction as an intervening variable because the value of the indirect influence (33.45%) is greater than the indirect effect (32.20%) with a significant level of 0.00 based on the Sobel test.The conclusions in this study (1) Promotion through Instagram has a positive and significant effect on consumer satisfaction, (2) Promotion through Instagram has a positive and significant effect on Loyalty, (3) Consumer satisfaction has a positive and significant effect on customer satisfaction. significant to Loyalty, (4) Promotion through Instagram has a positive and significant effect on Loyalty through customer satisfaction as an intervening variable.

Keywords :   Promotion through instagram, Customer satisfaction, Loyalty

INTRODUCTION

Promotion through Instagram, customer satisfaction, Loyalty which consists of customer satisfaction, continuous product and an emotional connection that leads to a deep relationship from customers with companies that provide services or products. Many factors that influence customer loyalty, one of which is the promotion carried out by the manufacturer. Balakrishnan, Dahnil and YI (214:134) stated that promotion is a very important aspect to generate customer loyalty. According to Kotler (2014) promotion is a communication process of a company with current and future interested parties and the community. Saradisa (2015; 16) explains that a good promotion will increase consumers' intention to visit again.

The faster development of marketing strategies certainly causes business people to continue to innovate in competing, this can be seen by the increasing number of new products with various innovations. This competitive business world is being responded to by a number of industries and companies that are already at a global level. Thus, the activities carried out by companies are also influenced by the state of a country, one of which is the rate of population growth. The rapid advancement of information technology has an influence on the development of the barbershop business. Technological advances provide changes to business processes, especially in the promotion process. Maxs Barbershop is a barber service provider that develops the concept of

friendly service, a comfortable place, and an affordable price. Maxs Barbershop was founded in 2017 and already has two branches or outlets in the Wajo Regency area, each serving the lower middle class and upper middle class. Maxs Barbershop serves hair cut, shaving, cream bath, hair styling, and coloring. Promotional research was conducted at one of the Maxs Barbershop outlets in Sengkang, Wajo Regency.

Maxs Barbershop consumers experienced a decline from March 2020 due to the Covid-19 pandemic. The decline in customers was due to the government's decision to carry out PSBB (Large-Scale Restrictions) activities for any business which resulted in decreased customers and declining incomes and even experienced the lowest point, namely no customers. Overcoming this, the activities carried out are business owners using promotions such as Instagram to promote their business so that they are able to compete with similar businesses. 2020 to December 2021. With a decrease in the number of consumers at Maxs Barbershop, it is necessary to take appropriate steps to overcome the decline in consumers due to the Covid-19 pandemic. In the world of hairstyles, the existing trends will continue to grow rapidly and people also prefer to cut hair that is different from the others. This shows that there is a need for promotions that follow the trend of haircut products that are preferred by consumers so that consumer satisfaction can be fulfilled. Because in designing the product design, the main goal that is considered is consumer satisfaction, when consumers are satisfied they can ultimately decide to buy back the products offered. The results of research conducted by Willianti (2019) that the motive for using Instagram social media has a positive and significant effect on consumer satisfaction.

According to Kotler and Keller (2011), very satisfied consumers will usually remain loyal for a longer time, revisit when the company introduces new products and renews old products, talks about good things about the company and its products to others and is not very sensitive to price. This is supported by previous researchers Aris Irnandha (20169) who stated that satisfaction has a positive and significant influence on customer loyalty. The emergence of a feeling of consumer satisfaction is caused by a promotion through Instagram which is quite interesting for consumers at Maxs Barbershop. This statement is supported by research by Azzura (2021) partially selling promotions have a significant effect on Grab Bike Customer Satisfaction during the Covid-19 pandemic. The large number of existing social media users, it can be a way for companies to market their products and build consumer loyalty in a company that has a close relationship with customer satisfaction. This supports research conducted by Ramadhani (2020) which finds that social media has a positive and significant effect on interest in returning to visit through visitor satisfaction. Meanwhile, the results of research conducted by Anggraeni (2019) found that promotion had a negative effect on consumer satisfaction and promotion had a negative effect on customer loyalty. There are inconsistent findings or research gaps between previous studies and this phenomenon, a research will be conducted with the title of the effect of Instagram promotion on loyalty with consumer satisfaction as an intervening variable at Maxs Barbershop.

LITERATURE REVIEW

A. Promotion

Promotion is a form of company communication to the market. Sales promotion is an activity intended to help get consumers who are willing to buy the product or service of a company (Daulay & Manaf, 2017). Promotion as marketing communication (promotion) which includes advertising, personal selling, sales promotion, direct marketing, and public relations (Daulay & Saputra, 2018). Promotion is one of the variables in the marketing mix that needs to be considered by companies in marketing goods or services. Promotion plays an important role in connecting the distance between producers and consumers (Arianty et al., 2016). This promotional activity cannot be done arbitrarily because it can affect the survival of the company in the long term. Promotion is an effort made by marketers to communicate with potential customers. Promotion is one of the communication tools in marketing activities that plays a role

in informing, persuading and reminding the benefits of a product so as to encourage consumers to buy the product (Astuti & Abdullah, 2017). Based on some of the definitions above, it can be concluded that sales promotion is the use of short-term intensive tools used to stimulate consumer or merchant purchases of goods or services quickly or in large quantities and consumers are expected to feel satisfied and repurchase.

C. Loyalty

According to Tjiptono (2012), customer loyalty is often associated with repeat purchase behavior. The two are related, but in fact they are different. In the context of a brand, for example, loyalty reflects a psychological commitment to a particular brand, whereas repurchase behavior simply involves buying the same particular brand over and over again. Hasan (2008), suggests customer loyalty, namely people who buy, especially those who buy regularly and repeatedly.

Loyalty is defined as a deep commitment to repurchase or repeat the preferred pattern of a product or service in the future, which leads to repeated purchases of the same brand or the same set of brands, despite the involvement of situational factors and marketing efforts that have the potential to cause switching behavior. brand. Consumer loyalty is a situation where consumers are positive about the product/service and are accompanied by a consistent pattern of repeat buyers (Fandy Tjiptono 2000). Customer loyalty has an important role in a company, retaining them means improving financial performance and maintaining company viability, this is the main reason for a company to attract and retain customers. Customer loyalty based on the instrument developed by Griffin (2003), includes repeat purchases, buying between product or service lines, referring others, and demonstrating immunity to the pull of competitors. This concept includes the possibility of renewing the service contract in the future, how likely the customer is to give a positive comment, or the possibility of the customer giving his opinion. A customer may be loyal to a brand because of the high barriers to switching brands caused by technical, economic or psychological factors.

Conceptual Model

The conceptual framework is a model that explains how a theory relates to the known important factors in a particular problem. The conceptual framework is the main foundation on which the research project is aimed, where the conceptual framework links theoretically between independent and dependent variables. The research variables used in this study were consumer loyalty as the dependent variable, Instagram social media as the independent variable and consumer satisfaction as the intervening variable. This study tries to analyze how much influence promotion through Instagram has on consumers' return to visit intentions with consumer satisfaction as an intervening variable at Maxs Barbershop. Based on the statement above, the background of the problem and previous research, the following conceptual framework is described.

Figure 1. Conceptual framework drawing
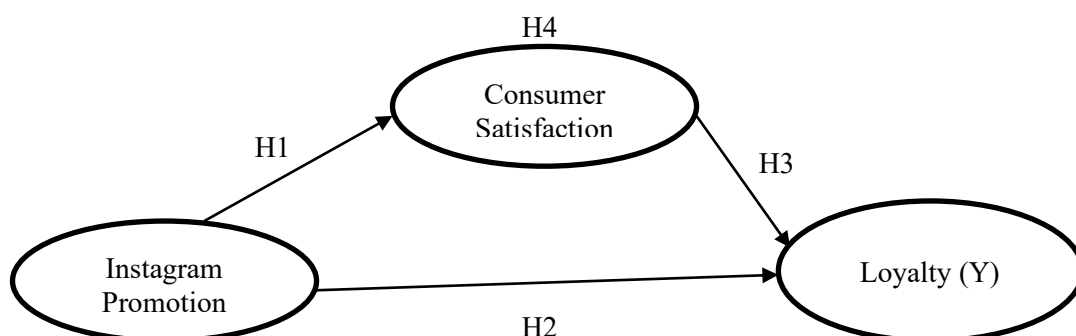
RESEARCH METHOD

Location and Research Design

This research was conducted at Maxs Barbershop which is located in Sengkang City, Wajo Regency. The time required to conduct this research is approximately 1 month with the calculation of the time starting from the permit to conduct research on the object of research.

Population or Samples

According to Sugiyono (2016), the population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics that are applied by researchers to be studied and then drawn conclusions. The population in this study were Maxs Barbershop consumers with an average of 840 people in 1 month. While the sample according to Sugiyono (2016) is part of the number of characteristics possessed by the population.

Data Collection Method

To obtain the data needed in order to carry out an analysis of the provisional answer or hypothesis of the problems raised, the data collection methods that the researchers used were:
1. Literature Study

Literature study is studying literature books and other readings that can help in solving problems encountered in research.
2. Dokumentation

This method is obtained by obtaining data using a number of available data, in the form of notes and documents and archives that are related to this research.
3. Questionnaire

Questionnaires were conducted by distributing questionnaires to the respondents in this study. The questions presented in this questionnaire are open-ended questions, namely a question model in which the answer is provided, so that respondents only choose from alternative answers that match their opinion or choice.

Data Analysis Method

Data analysis According to Sugiyono (2018) is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation by organizing data into categories, breaking down into units, synthesizing, compiling in patterns, choosing which ones to use. important and what will be studied, and make conclusions so that they are easily understood by themselves and others. Descriptive analysis is a statistic used to analyze data by describing or describing the data that has been collected as it is without the intention of making generally accepted conclusions or generalizations.

RESEARCH RESULT
Validity Test

Validity test is used to determine the level of validity of the questionnaire instrument used in data collection. This Validity test was conducted to determine whether the items presented in the questionnaire were able to reveal with certainty what would be studied. Validity testing was carried out based on item analysis, which was to correlate the score of each item with the variable score by

taking a sample of 30 respondents. The correlation value in the form of the statement obtained or the calculated r value is compared with the r table value. If the value of r count is greater than r table, then the questionnaire is declared valid. On the other hand, if the calculated r value is smaller than the r table, the questionnaire is declared invalid. The following table shows the results of the validity test of the three variables used in this study, namely promotion through Instagram, consumer satisfaction.

Table 1. Validity Test Variables

Variable	Indicator	r_{hitung}	r_{tabel} (n=30)	Description
Instagram Promotion (X)	X1.1	0,703	0,361	Valid
	X1.2	0,847	0,361	Valid
	X1.3	0,755	0,361	Valid
	X1.4	0,488	0,361	Valid
Consumer Satisfaction (Z)	Z1.1	0,729	0,361	Valid
	Z1.2	0,694	0,361	Valid
	Z1.3	0,700	0,361	Valid
	Z1.4	0,800	0,361	Valid
	Z1.5	0,790	0,361	Valid
Loyalty (Y)	Y1.1	0,530	0,361	Valid
	Y1.2	0,811	0,361	Valid
	Y1.3	0,713	0,361	Valid
	Y1.4	0,689	0,361	Valid
	Y1.5	0,782	0,361	Valid
	Y1.6	0,690	0,361	Valid

Source: primary data processing result, 2022

Table 1 shows the results of the validity of all statement items to measure each research variable declared valid. This can be seen from each $r_{hitung} > r_{tabel}$.

Reliability Test

Reliability test is an instrument which, when used several times to measure the same object, will produce the same or consistent data (Sugiyono, 2013: 187). If the Cronbach Coefficient Alpha value is greater than 0.60, the answers from the respondents to the questionnaire as a measuring tool are considered reliable. Table 2 shows the results of the reliability test for the three research variables used in this study.

Table 2. Reliability Test Results

No	Research Variabke	Alfa Cronbach's	Information
1	Instagram Promotion(X)	0,778	Valid
2	Consumer Satisfaction (Z)	0,788	Valid
3	Loyalty (Y)	0,773	Valid

Source: primary data processing result, 2022

Table 2 shows the value of Cronbach's alpha on the promotion variable through Instagram of 0.778, satisfaction (Z) of 0.788, and Loyalty (Y) of 0.773. Thus, it can be concluded that the statement in this questionnaire is reliable because it has a Cronbach's alpha value greater than 0.60. This shows that each statement item used will be able to obtain consistent data, which means that if the statement is submitted again, an answer that is relatively the same as the previous answer.

Normality Test

The normality assumption test aims to test whether in the regression model, the confounding or residual variables have a normal distribution or not. The normal distribution will form a straight diagonal line, and plotting the residual data will be compared with the diagonal line. If the distribution of residual data is normal, then the line that describes the actual data will follow the diagonal line.
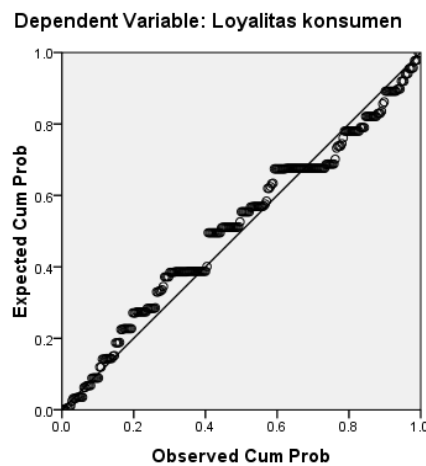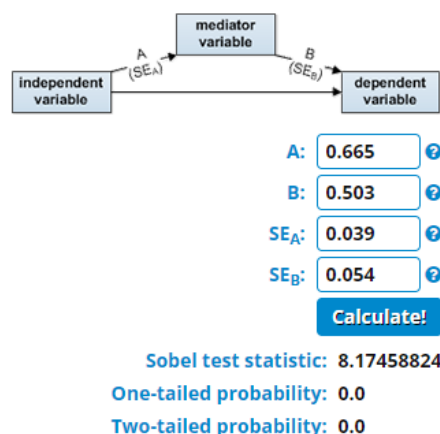
Figure 2. Normality Test Chart

Figure 2 shows that the plot shows that the dots spread around the diagonal line, and the distribution follows the direction of the diagonal line. This shows that the regression model is feasible to use because of the assumption of normality.

Sobel Test Results

Figure 3. Sobel Test Result Online

The effect of promotion through Instagram on Loyalty through social media, an online Sobel test calculator is used which can be presented in the following table:

The results of the online sobel test, namely the influence of promotion through Instagram on loyalty through consumer satisfaction, obtained the sobel test value of 8.174 and the value of value 0.000 <0.05. This shows that promotion through good social media will have an impact on increasing consumer satisfaction and have implications for Loyalty at Maxs Barbershop, which means that consumer satisfaction as an intervening variable can increase Loyalty at Maxs Barbershop.

DISCUSSION

Based on the theoretical basis and conceptual framework, the tentative hypotheses/conjectures in this study are:

The results showed that promotion through Instagram had an effect on consumer satisfaction at Maxs Barbershop which was seen based on a significant value <0.05. A company can do various ways to achieve company goals, one of which is promotion through Instagram. According to Situmorang (2016) Instagram is one of the products of the digital world that puts forward the process of interaction between individuals with one another, creating an attraction between social media and the individual. The results of research conducted by Ramadhani (2020) found that promotion through Instagram had a positive and significant effect on visitor satisfaction. Likewise research conducted by Rokhim that promotion has a significant direct effect on consumer satisfaction at Coolio Barbershop Lowokwaru, Malang City. The results showed that promotion through Instagram had a direct effect on Loyalty to Maxs Barbershop which was seen based on a significant value <0.05. This means that the hypothesis which states that promotion through Instagram has an effect on Loyalty to Maxs Barbershop is accepted. These results explain that the existence of consumer satisfaction provided in the form of service quality, price, fair service, and the ease of choosing a hairstyle will encourage consumers to make repeat visits at other times and recommend to family, friends to use the services of Maxs Barbershop.

This result is in line with the opinion of Kotler and Keller (2011) that very satisfied consumers will usually stay loyal for a longer time, buy again when the company introduces new products and renews old products, talks about good things about the company and its products to people. and less sensitive to price. On the other hand, if consumers are disappointed, it can have a negative impact on the company, namely reducing the number of consumers because consumers are no longer interested in using the services or products offered by a company. The results showed that promotion through Instagram had a positive and significant effect on consumer loyalty at Maxs Barbershop through the variable of customer satisfaction. So the fourth hypothesis which states that there is an effect of promotion through Instagram on Loyalty through consumer satisfaction at Maxs Barbershop Sengkang, Wajo Regency is proven or acceptable. The magnitude of the direct effect of promotion through Instagram on Loyalty is 20% and after consumer satisfaction the effect increases to 26.37%. In line with this research, in addition to using promotions through Instagram, the best Maxs Barbershop must also provide satisfaction to consumers, because it is proven that the increasing consumer satisfaction will lead to higher consumer loyalty at Maxs Barbershop. These results are in line with research conducted by Ramadhani (2020) which found that Instagram has a positive and significant effect on consumer loyalty through visitor satisfaction.

CONCLUSION

Based on the results of research and data analysis that has been described in the DISCUSSION CHAPTER, the following conclusions can be drawn: (1) Promotion through Instagram has a positive and significant effect on consumer satisfaction at Maxs Barbershop. The highest indicator score is displaying interesting content through Instagram and the lowest indicator score, namely promotion through Instagram, can reduce costs. (2) Promotion through Instagram

has a positive and significant effect on loyalty to Maxs Barbershop. The highest indicator score is that I will visit again using the services and recommend Maxs Barbershop to friends. While the lowest indicator score is that I feel awkward when submitting a complaint/problem to Maxs Barbershop. (3) Consumer satisfaction has a positive and significant effect on loyalty to Maxs Barbershop. The highest indicator score is that consumers are satisfied with the quality of service and it is easy to choose the hairstyle provided by Maxs Barbershop employees. While the lowest indicator score is the complex consumer. (4) Promotion through Instagram has a positive and significant effect on loyalty through consumer satisfaction as an intervening variable at Maxs Barbershop. This indicates that the effect of promotion through Instagram on loyalty is increasing with the encouragement and satisfaction of consumers.

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