



The Relationship Between Instagram's Social Media Marketing Activities and Customer Loyalty In The Mediation of Value Equity and Relationship Equity In Kopinkra Batik Girli Products Kliwonan, Masaran District Sragen Regency

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Abstract: The objectives of this study wre: 1) To test and measure the influence of Instagram Social Media Marketing Activities (SMMA) on Customer equity drivers (CEDs). (2) To test and measure the influence of Customer equity drivers (CEDs) on consumer loyalty (3) To test and measure the influence of Instagram SMMA through CEDs as a mediating variable. This study was conducted on batik customers at the Batik People's Craft Industry Cooperative (Kopinkra Batik Girli) Kliwonan, located in Masaran District, Sragen Regency. The population in this study were all customers who had purchased and knew about Kopinkra Batik Girli Kliwonan Sragen products through Instagram. A sample of 115 respondents was taken by purposive sampling. The results of the study found that there was an influence of Instagram SMMA on CEDs consisting of relationship equity and value equity. Instagram SMMA had an effect on customer royalty. There was an indirect influence of the relationship between Instagram SMMA and customer royalty through mediation, namely relationship equity. There was no indirect influence of the relationship between Instagram SMMA and customer royalty through mediation, namely value equity.

Keywords: SMMA, Relationship Equity, Value Equity, Consumer Loyalty, Path Analysis.

Introduction

The development of digital technology has brought significant changes in business marketing strategies. Social media is one of the effective marketing tools in increasing the interaction between brands and their consumers. One of the most widely used social media platforms for marketing is Instagram, which offers various features such as Instagram Stories, Reels, Live, as well as e-commerce features that allow for closer interaction between brands and customers. According to data from Sendari (2019), Instagram is also an interesting platform because of its inventive features. At this time, attractive companies on social media platforms such as Instagram are emerging, constantly growing, and competing with each other for market share. According to Yadav

& Rahman (2018), social media marketing activities (SMMA) are based on the S–O–R theory that certain environmental characteristics or stimuli elicit cognitive emotions, which produce a variety of behavioral reactions, including customer loyalty.

The number of social media users in Indonesia continues to increase every year. The We Are Social report states that the number of active social media users in Indonesia will increase in 2023 compared to 2022. One of the most widely used social media by Indonesians is WhatsApp. The percentage of WhatsApp users in Indonesia increased from 88.7% the previous year to 92.1% of the total population. Instagram users in Indonesia account for 86.5% of the total population, up from 84.8% the previous year, and Facebook users account for 83.8% of the total population, up from 81.3% the previous year. Tiktok users in Indonesia account for 70.8% of the total population, up from 63.1% the previous year.

Due to the large number of social media users in Indonesia, businesses can use social media as a promotional tool to increase customers' buying interest in certain brands.

In creative industries, such as batik, marketing through social media is very important to reach a wider market and increase customer loyalty. The Kliwonan Riverside Batik Folk Handicraft Industry Cooperative (Kopinkra Batik Girli), located in Masaran District, Sragen Regency, is one of the batik production centers that continues to innovate in its marketing strategy, including through Instagram. The use of Instagram in marketing strategies aims to attract consumers' attention, increase interaction, and ultimately build customer loyalty to the batik products offered.

However, despite the growing popularity of social media marketing, there are still challenges in measuring its effectiveness against consumer loyalty. Consumer loyalty is a key factor in business sustainability, as loyal customers tend to make repeat purchases and recommend products to others. Therefore, it is important to understand the extent to which Social Media Marketing Activities (SMMAs) carried out through Instagram affect customer loyalty.

This study aims to analyze the influence of marketing activities through Instagram on consumer loyalty on Kopinkra Batik Girli Kliwonan Sragen products. With this research, it is hoped that it can provide insight for batik business actors in optimizing digital marketing strategies to increase customer loyalty and strengthen the competitiveness of batik products in an increasingly competitive market.

Research Methods

A. Scope of Research

The object of this research is batik customers at the Kliwonan Riverside Batik Folk Handicraft Industry Cooperative (Kopinkra Batik Girli), which is located in Masaran District, Sragen Regency.

B. Research Variables

The variables used in this study consist of a dependent variable (Y), namely customer loyalty. The independent variable (X) is SMMA Instagram. The mediation variable X3/M :

is relationship equity and value equity.

C. Data Sources

The data sources collected by the researcher consist of primary data and secondary data.

1. Primary data
2. Secondary data

D. Population and Sample

In this study, the population is all customers who have bought and know about Kopinkra Batik Girli Kliwonan Sragen products through Instagram. The sample used in this study is all consumers who already know the Instagram account of Kopinkra Batik Girli and also who have followed the Instagram account. The number of samples needed in this study is 23 indicators multiplied by 5, namely 115 samples (Hair et al., 2014).

E. Data Collection Techniques

1. Questionnaire.
2. Documentation and library studies.

F. Type of Data The data used in this study consists of primary data and secondary data.

Result and Discussion

Data Analysis Methods

1. Measurement Model Testing (Outer Model)

A. Validity Test

- 1) Convergent Validity
- 2) Discriminant Validity

B. Reliability Test

2. Structural Model Testing (Inner Model)

3. Model Goodness Testing (Model Fit)

4. Discussion

5. SEM Analysis with Mediation Effect

Based on the results of testing using SmartPLS 3.0 software, the following results were obtained:

Table 1. Outer Loadings Indicator Test Table

	Interaction (Interaksi)	Entertainment (Hiburan)	Word of Mouth (pemasaran dari mulut ke mulut)	Trendiness (Trendi)	Personalization (Personalisasi)	Value Equity (Ekuitas nilai)	Relationship Equity (Ekuitas hubungan)	Customer Loyalty (Loyalitas konsumen)
I1	0.819							
I2	0.774							
I3	0.805							
H1		0.860						
H2		0.879						
H3		0.867						
PDMKM1			0.914					
PDMKM2			0.930					
PDMKM3			0.856					
T1				0.884				
T2				0.877				
T3				0.898				
P1					0.865			
P2					0.858			
P3					0.897			
EN1						0.833		
EN2						0.909		
EN3						0.866		
EH1							0.928	
EH2							0.938	
KK1								0.935
KK2								0.942

Sumber: Data olahan smartPLS

Based on the table above, it can be seen that the results of several indicators meet the requirements for a significance value of 5% and the indicators have a loading factor value above 0.7. Thus, the construct is said to be valid and has met the validity requirements because the loading factor is above 0.7. Below is presented the path diagram and loading factor values:

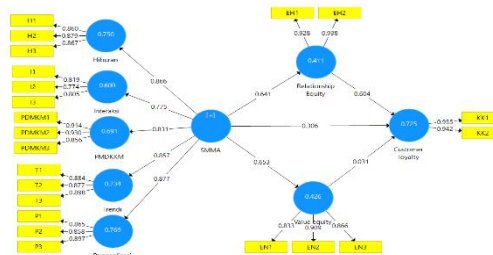


Figure 1. Path diagram and loading factor values

Results of Construct Validity Analysis

The next stage is to assess convergen validity through AVE (Average Variance Extracted) values as follows:

Table 2. Average Variance Extracted (AVE)

Variabel	AVE
Interaction (Interaksi)	0.882
Entertainmen (Hiburan)	0.639
Word of Mouth (pemasaran dari mulut ke mulut)	0.755
Trendines (Trendi)	0.811
Personalization (Personalisasi)	0.786
Value Equity (Ekuitas nilai)	0.763
Relationship Equity (Ekuitas hubungan)	0.757
Customer Loyalty (Loyalitas konsumen)	0.871

Sumber: Data diolah smart PLS

The validity of discrimination can be seen in the AVE value and the root value of AVE (Average Variance Extracted), namely the AVE value which shows a good measure of validity is (≥ 0.5), while if the AVE value (≤ 0.5) is said to be invalid. Based on the table above, the AVE (average variance extracted) value of each construct in the model, it is concluded that the AVE (average variance extracted) value is above 0.5. These results show that the data contained in this study has met the requirements of convergent validity.

The combination of the evaluation of the outer loading and the AVE (average variance extracted) test shows that the data in this study are valid for convergence and are eligible for further expansion. The validity of discrimination can be seen in the AVE value and the root value of AVE (Average Variance Extracted), namely the AVE value which indicates a good measure of validity is (≥ 0.5), while if the AVE value is (≤ 0.5) then it is said to be invalid. Based on the table above, the AVE (average variance extracted) value of each construct in the model, it is concluded that the AVE (average variance extracted) value is above 0.5. These results show that the data contained in this study has met the requirements of convergent validity.

The combination of the evaluation of the outer loading and the AVE (average variance extracted) test shows that the data. In this study, it is valid and convergent and

qualified to proceed to the next stage.

Discriminant Validity

To ensure whether the research model has good discriminant validity, there are two stages that must be carried out, namely the cross loading results and the fornell larcker criteria results.

1) The results of the cross loading test using smartPLS in this study are as follows.

Table 3. Cross Loading Result Data

	Customer Loyalty (Loyalitas konsumen)	Entertainment (Hiburan)	Interaction (Interaksi)	Word of Mouth (Pemasaran dari mulut ke mulut)	Personalization (Personalisasi)	Relationship to Equity (Ekuitas hubungan)	Trendiness (Trendi)	Value Equity (Ekuitas nilai)
EH1	0.717	0.473	0.398	0.581	0.582	0.928	0.417	0.422
EH2	0.799	0.476	0.370	0.612	0.634	0.938	0.412	0.439
EN1	0.468	0.444	0.402	0.508	0.585	0.411	0.498	0.833
EN2	0.459	0.519	0.456	0.484	0.534	0.427	0.497	0.909
EN3	0.395	0.449	0.429	0.391	0.466	0.362	0.450	0.866
H1	0.596	0.860	0.434	0.597	0.566	0.538	0.544	0.440
H2	0.439	0.879	0.612	0.501	0.611	0.363	0.650	0.485
H3	0.491	0.867	0.575	0.546	0.613	0.430	0.628	0.488
I1	0.342	0.442	0.819	0.388	0.467	0.278	0.491	0.325
I2	0.372	0.401	0.774	0.344	0.456	0.370	0.429	0.386
I3	0.407	0.627	0.805	0.450	0.535	0.339	0.596	0.462
KK1	0.935	0.528	0.464	0.625	0.647	0.737	0.502	0.444
KK2	0.942	0.566	0.419	0.639	0.669	0.790	0.504	0.510
P1	0.523	0.587	0.597	0.539	0.865	0.513	0.583	0.631
P2	0.687	0.600	0.470	0.688	0.858	0.603	0.554	0.456
P3	0.626	0.614	0.536	0.614	0.897	0.595	0.581	0.517
PDMKH1	0.644	0.633	0.510	0.914	0.667	0.553	0.606	0.459
PDMKM2	0.635	0.563	0.433	0.930	0.639	0.594	0.574	0.554
PDMKM3	0.534	0.496	0.395	0.856	0.589	0.587	0.458	0.426
T1	0.462	0.664	0.631	0.554	0.637	0.382	0.884	0.458
T2	0.475	0.576	0.515	0.555	0.539	0.401	0.877	0.541
EH1	0.717	0.473	0.398	0.581	0.582	0.928	0.417	0.422

The results of the cross loading must show that the indicators of each construct have a higher value than the indicators of other constructs.

2) Fornell Larcker Criterion Results

Table 4. Fornell Larcker Criterion Results Data

	customer loyalty	hiburan	interaksi	PMDKKM	personalisasi	relationship equity	trendi	value equity
customer loyalty	0.939*							
hiburan	0.583	0.869*						
interaksi	0.470	0.624	0.800*					
PMDKKM	0.674	0.629	0.498	0.901*				
personalisasi	0.701	0.687	0.611	0.703	0.874*			
relationship equity	0.814	0.509	0.411	0.640	0.653	0.933*		
trendi	0.536	0.700	0.640	0.610	0.656	0.444	0.886*	
value equity	0.509	0.543	0.493	0.534	0.611	0.462	0.556	0.870*

When observed in the table above, customer loyalty has a higher value of 0.939 than other variables in the same column. As is the case with entertainment, it has a value of 0.869 which is higher than other variables in the same column as entertainment. The table above can give the conclusion that the data model tested in this study has met the requirements and criteria that show that the construct in the model has discriminant validity.

3) Composite Reliability Test

A construct can be said to have high realism if it has a value of 0.70. The table of composite reliability values is as follows.

Table 5. Chronbach Alpha and Composite results data

	Cronbach's Alpha	Composite Reliability
Customer Loyalty	0.866	0.937
Interaimen	0.838	0.902
Interaksi	0.720	0.842
PMDKKM	0.883	0.928
Personalisasi	0.845	0.906
Relationship equity	0.852	0.931
SMMA	0.936	0.944
Trendi	0.864	0.917
Value equity	0.839	0.903

Based on table 5, it can be concluded that all reliable constructs, both composite reliability and Cronbach's alpha have values above 0.70. This indicates that all variables in this research model have internal consistency reliability. Based on several previous tables, it can be concluded that this study has good convergent validity, good dicrimanant validity, and good internal consistency realibility.

4) Structural Model Testing (Inner Model)

The determination coefficient, or R² value, indicates the diversity of endogenous constructs that can be explained by exogenous constructs simultaneously. The influence of certain exogenous latent variables on endogenous latent variables, if any, can be explained by the value of R². With R² values of 0.75, 0.50, and 0.25, the model is considered strong, moderate, and weak. The following table shows the results of R Square:

Table 6. R-Square Value

Variabel	R ²	Adjusted R ²
Relationship equity	0,411	0.408
Value equity	0,426	0,423
Customer Loyalty	0,725	0.721

Table 6. The above shows the adjusted R-Square value for the consumer loyalty variable variable obtained a value of 0.721. These results show that 72.10% of consumer loyalty variables can be influenced by relationship equity and value equity, while 37.90% are influenced by other variables outside the studied. Meanwhile, Relationship equity was obtained with a value of 0.408. This result shows that 40.80% of the Relationship equity variable can be affected by the RMMA variable. The value equity was obtained with a value of 0.423. This result shows that 42.30% of the value equity variable can be influenced by the RMMA variable While the remaining 57.70% was influenced by other variables outside the research.

5) Hypothesis Testing

The indicator used in hypothesis testing is the value contained in the output path coefficients using smartPLS with the bootstrapping method on the research data. The following is a table of estimated outputs for structural model testing.

Table 7. Hypothesis Testing Result Data

Path	Original Sample (O)	T-Statistic	P-Value	Hipotesis
SMMA → EH	0.641	13.722	0.000	Diterima
SMMA → EN	0.653	16.034	0.000	Diterima
SMMA → LK	0.306	5.808	0.000	Diterima
EH → LK	0.604	12.739	0.000	Diterima
EN → LK	0.031	0.604	0.546	Ditolak
SMMA → EH → LK	0.387	9.516	0.000	Diterima
SMMA → EN → LK	0.020	0.601	0.548	Ditolak

Sumber: data diolah smart PLS

Based on the table above, the following hypotheses can be concluded:

- Testing the H1 Hypothesis (SMMA has a positive effect on relationship equity). Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or t-value is 13.722. Since the p-value < 0.05, H1 is rejected. So SMMA has a direct positive effect on relationship equity).
- H2 Hypothesis Testing (SMMA has a positive effect on value equity). Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or t-value is 16.034. Since the p-value < 0.05, H2 was rejected. So SMMA has a direct positive effect on value equity).
- Testing the H3 Hypothesis (SMMA has a positive effect on consumer loyalty). Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or t-value is 5.808. Since the p-value < 0.05, H2 was rejected. So SMMA has a direct positive effect on consumer loyalty).
- Testing the H4 Hypothesis (relationship equity has a positive effect on consumer loyalty). Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or t-value is 12.729. Because the p-value < 0.05, H1 is rejected. So relationship equity has a direct positive effect on consumer loyalty).
- Testing the H5 Hypothesis (value equity has a positive effect on consumer loyalty). Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or t-value is 0.546. Because the p-value > 0.05, then H1 is accepted. This means that value equity has no direct effect on consumer loyalty).
- H6 Hypothesis Testing (There is a significant influence of SMMA on customer loyalty through relationship equity). Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or t-value is 9.516. Since the p-value < 0.05, H6 is accepted. So SMMA has a significant effect on customer loyalty through relationship equity. Relationship equity. SMMA Instagram has an influence on costume royalty through relationship equity. Partial mediation is seen from the data on the value of SMMA's direct relationship with customer loyalty, which is a p-value of 0.000 significant, while the value of the indirect relationship has a p-value of 0.000 significant.
- H7 Hypothesis Testing (There is a significant influence of SMMA on customer loyalty through vlue equity). Based on the table above, it can be seen that the p-value is 0.548 and the t-statistic or t-value is 0.601. Since the p-value > 0.05, H7 is rejected. So SMMA has no significant effect on to customer loyalty through value equity).

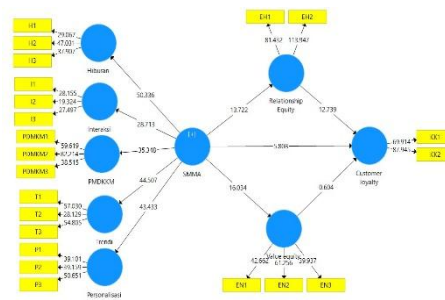
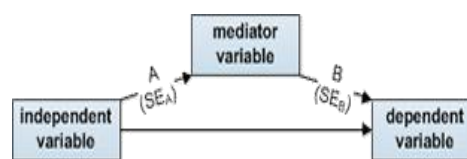


Figure 2. Structural Model of Hypothesis Testing

Mediation Test/ Sobel Test



A. SMMA Instagram to costume royalty through relationship equity.

The results of the sobel test are as follows:

Sobel test statistic: 9.35300258

One-tailed probability: 0.000

Two-tailed probability : 0.000

The P-Value or significance value obtained is 0.000 (<0.05) and the T Statistics value is $9.353 > 1.96$, so it is concluded that indirectly the SMMA variable of Instagram affects the customer loyalty variable through Relationship equity.

B. SMMA instagram to costume royalty through value equity.

Sobel test statistic: 0.60740094

One-tailed probability: 0.27179243

Two-tailed probability : 0.54358486

The P-Value or significance value obtained is 0.272 (>0.05) and the T Statistics value is $0.607 < 1.96$, so it is concluded that indirectly the SMMA variable of Instagram has no effect on the customer loyalty variable through value equity.

After data analysis and various tests carried out with the smartPLS method, the next step will be to discuss the results of research data processing. This will provide a better picture of the relationship or influence between variables, both direct and indirect relationships mediated by intervening variables in this study as follows:

1. SMMA Instagram's relationship with relationship equity
The results of the study obtained in the influence of SMMA Instagram on relationship equity show the influence of SMMA Instagram on relationship equity. This explains that by increasing customer interaction, trust, loyalty, and emotional attachment to the brand, SMMA on Instagram increases the value of brand relationships. An effective Instagram marketing strategy can build longer customer relationships, which in turn will increase overall brand value.

2. Relationship between SMMA instagram and value equity The results obtained in the influence of SMMA instagram on value equity show that there is an influence of SMMA instagram on value equity. This explains that by improving the perception of product quality, creating a price perception that is in accordance with the value given, and increasing the ease of the purchase process, SMMA on Instagram has an impact on equity value. The better the marketing strategy on Instagram, the higher the value customers perceive of the brand.
3. The relationship between SMMA instagram and customer loyalty The results obtained in the influence of SMMA instagram on customer loyalty show that there is an influence of SMMA instagram on customer loyalty. This explains that a successful Instagram SMMA strategy can increase customer loyalty by improving customer relationships, trust, and satisfaction as well as their engagement with the brand.
4. Relationship between relationship equity and customer loyalty The results obtained in the influence of relationship equity on customer loyalty show that there is an influence of relationship equity on customer loyalty. This explains that the value of a long-term relationship between a customer and a brand built through trust, engagement, and emotional bonding is known as a loyalty relationship. Customer loyalty is significantly affected by loyalty relationships because it increases customer trust and satisfaction, builds emotional bonds, encourages customers to buy again, and improves campaigns for brands.
5. The relationship between value equity and customer loyalty The results obtained in the influence of value equity on customer loyalty show that there is no effect of value equity on customer loyalty. This may be because value equity alone is not enough to create Customer Loyalty. Other factors such as Relationshi Equity and Brand Equity are often more instrumental in building long-term customer loyalty
6. MMA Instagram's relationship with customer loyalty through Equity relationship The results of the study obtained in the influence of SMMA Instagram on customer loyalty through relationship equity show that there is an influence of SMMA Instagram on customer loyalty. This study provides an overview that social media marketing (SMMA) actions on Instagram can increase customer loyalty indirectly through relationship wealth. This means that social media marketing actions on Instagram can increase customer loyalty through increased emotional connection and customer trust in the brand. Eventually, customer loyalty will increase as a result.Result and Discussion
7. SMMA Instagram's relationship with customer loyalty through value Equity The results of the study obtained in the influence of SMMA Instagram on customer loyalty through value equity show that there is no influence of SMMA Instagram on customer loyalty. This means that while marketing on Instagram can affect a customer's perception of a brand's value (in terms of quality, price, and convenience), it's not enough to make customers loyal.

Conclusion

- 1) There is a positive and significant influence of SMMA Instagram on relationship equity. This explains that the relationship equity of batik customers in the riverside Batik folk craft industry cooperative (Kopinkra Batik Girli) Kliwonan there is an SMMA Instagram factor.
- 2) There is a positive and significant influence of SMMA Instagram on value equity. This explains that the value equity of batik customers in the riverside Batik folk craft industry cooperative (Kopinkra Batik Girli) Kliwonan there is an SMMA Instagram factor.
- 3) There is a positive and significant influence of SMMA Instagram on customer loyalty. This means that there is an SMMA factor in customer loyalty.
- 4) There is a positive and significant influence of relationship equity on customer loyalty. This means that relationship equity is a factor in customer loyalty.
- 5) There is a positive and significant influence of value equity on customer loyalty. This means that value equity is a factor in customer loyalty.
- 6) There is a positive and significant influence of SMMA Instagram on customer loyalty through relationship equity. The relationship equity of batik customers in the Kliwonan Batik Folk Handicraft Industry Cooperative (Kopinkra Batik Girli) is able to have a positive and significant influence on SMMA's relationship with customer loyalty. Relationship equity is able to provide a partial mediation effect on the indirect relationship between SMMA Instagram and customer loyalty.
- 7) There is no influence of SMMA Instagram on customer loyalty through value equity.

Implications

The Kopinkra Batik Girli Cooperative needs to continue to optimize SMMA on Instagram because it has been proven to strengthen customer equity relationships. Content that builds emotional closeness, such as storytelling about the process of making batik and active interaction with customers, must be further developed. There needs to be strategies such as: Optimize Interaction on Instagram; Build a Loyalty Program: Strengthen Storytelling & Branding and Improve Digital Services. By implementing this strategy, Kopinkra Batik Girli can further utilize Instagram not only as a marketing platform, but also as a tool to build long-term relationships with customers and increase their loyalty

Suggestions

With the positive and significant influence of Social Media Marketing Activities (SMMA) on Instagram on Relationship Equity, the Kopinkra Batik Girli cooperative can further maximize its digital marketing strategy.

1. With the positive and significant influence of Social Media Marketing Activities (SMMA) on Instagram on Value Equity, the Kopinkra Batik Girli cooperative can optimize digital marketing strategies with steps such as; Highlight the product's

advantages visually and narratively.

2. To increase customer loyalty through SMMA Instagram, Kopinkra Batik Girli can increase Customer Interaction for example: Quickly reply to comments/DMs and use the Instagram Live & Poll feature to build engagement.
3. To increase customer loyalty through relationship equity, Kopinkra Batik Girli can Provide Responsive & Friendly Services for example; Respond quickly to customer inquiries and complaints to increase trust
4. To increase customer loyalty through value equity, Kopinkra Batik Girli can highlight Product Quality → Share educational content about batik materials, manufacturing techniques, and uniqueness to increase value perception.
5. To increase customer loyalty through SMMA Instagram and relationship equity, Kopinkra Batik Girli can hold an Engagement-Based Loyalty Program → Give rewards, exclusive discounts, or giveaways for customers who actively interact on Instagram.

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