

THE EFFECT OF CUSTOMER SATISFACTION AS A MEDIATING VARIABLE ON INSTAGRAM SOCIAL MEDIA CUSTOMER LOYALTY

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ABSTRACT

Social media is like a big online club where people can talk to each other and share things with many different people around the world. One can do many different things on social media such as posting pictures and videos, playing games, and talking to friends and family. Some popular SocialMedia apps are YouTube, Facebook, Snapchat, Instagram, and Twitter. In this research, we will be talking about Instagram. Instagram itself is a specialized app where one can share pictures and videos and talk to friends and family through messages. Some people even use Instagram to sell things or promote their business online. The study aims to test and determine the variables of perceived usefulness, convenience, and security on Instagram customer loyalty in Jakarta which is mediated by customer satisfaction. The study uses non-probability sampling technique method with a purposive sampling sample type. In collecting data for this study, 212 respondents were collected which were adjusted to the characteristics in this study, namely Instagram users who are used as a means to sell and promote. The data results were tested using PLS-SEM with SmartPLS software version 4.0. It can be concluded that the test results of perceived usefulness, convenience, and security have a positive and significant influence on customer loyalty mediating by customer satisfaction.

Keywords: *Perceived usefulness, convenience, security, customer satisfaction, customer loyalty*

1. INTRODUCTION

Social media is like a big club where people can talk to each other and share things with many people around the world (Yum & Yoo, 2023). One can do many different things on social media, such as writing reviews, posting pictures or videos, playing games, and talking with friends and family. It is like having a special place to talk to others and show them what one is thinking or feeling. Some examples of SocialMedia are YouTube, Facebook, Snapchat, Instagram, and Twitter.

This research will focus on the topic of Instagram social media. Instagram is a place where we can share photos and videos with others. In addition, Instagram can also be used as a means to communicate or talk to family and friends by simply using messages on Instagram. Some people even use Instagram to sell goods or promote their business. But sometimes there are problems that need to be fixed (Rahartri, 2019). As for the problems on Instagram, among others, the first problem is with Instagram. The second problem is about people saying that they are having problems logging into the Instagram page. Furthermore, the third problem is on Instagram. There was an issue where someone broke into someone's Instagram account and took over control. Then in the fourth problem, the appearance of Instagram does not match what it was when Instagram first launched which only shows funny photos, but also provides video features that certainly change the initial use of Instagram itself.

In this study there is a gap. Where there is inconsistency in the accepted and rejected hypotheses. The results of security research have no effect on customer satisfaction (Putra & Triwardhani, 2023). The previous statement is also supported that security has no relationship influence on customer loyalty (Putra et al., 2022). However, there are some inconsistencies with previous researchers regarding insignificant influence. Some studies show that when things are safe and secure, people are happier (Marini, 2022). The security variable in relation has a positive and significant influence on customer loyalty (Wahyuningsih & Nirawati, 2022). It is concluded that the inconsistency of the hypothesis refers to an empirical gap.

Based on the explanation related to the background above, loyalty is one of the important objectives in research. This is because loyalty is a determining aspect of increasing sales, so that it can lead to repeat purchases. In this study, researchers will focus on factors that can influence customer loyalty.

Technology Acceptance Model (TAM)

This research refers to the Technology Acceptance Model (TAM) theory, a research model that explains the acceptance of new systems (Davis, 1989). In this theory is used to predict the use of technology and is expected to be useful for vendors to find out the needs of users and information system managers in user organizations that aim to evaluate new technology or design on a system offered by vendors. The technology acceptance model theory is about how people feel about using technology. It looks at things like whether they find it useful, easy to use, and whether they want to use it.

Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT) is a theory that says how happy we are with something we buy or adopt depends on what we expected, how well it worked, and how unsure we were about a purchase belief (Oliver, 1980).

American Customer Satisfaction Index (ACSI)

The American Customer Satisfaction Index (ACSI) theory explains that this theory provides information that is not only used to make purchasing decisions, but may also lead to improvements in the quality of goods and services consumed, as well as overall living standards. In other words, higher when customers are happy, they are more likely to keep coming back. (Fornell et al., 1996).

In research by Maryanto & Kaihatu (2021) explains that perceived usefulness has a positive and significant effect on customer satisfaction. Furthermore, Wiwoho (2018) research shows that perceived usefulness has a positive and then significant influence on customer satisfaction. These results show that when users find something useful, it can make things better. Research by Wijaya & Nawawi (2023) this means that when customers see good things about a product or service, they are happy and like it even more.

Research by Tresiya et al. (2018) shows that when things are easy and simple for a person when shopping, they will feel happier.. In the research of Khairunnisa et al. (2021) when things are easy and convenient for customers, they are happier and more satisfied.. In the research of Diantari et al. (2021) they found that making things easy for customers makes them happy.

According to research by Marini (2022) explains related to security that security has a positive and significant effect on customer satisfaction. Furthermore, according to research by Masiaga et al. (2022) shows that security has a positive and also significant effect on customer

satisfaction. Research by Chusnah & Indriana (2020) states that security has a positive and provide significant results effect on customer satisfaction.

In a study by Faizah & Sanaji (2022), they found that when customers think something is helpful, it makes them want to keep coming back.. Furthermore, research by Veonnita & Rojuaniah (2022) found that when customers think something is good, it makes them want to come back again and again.. Furthermore, in research by Saputra (2022) states that perceived usefulness has a positive and significant effect on customer loyalty.

Research Rahmani (2022) explains that convenience has a positive and significant effect on customer loyalty. Furthermore, research by Sanjaya & Sawitri (2017) found that when things are easy and convenient for customers, they are more likely to come back for more. In research Yum & Yoo (2023) which explains that convenience has a significant and positive effect on customer loyalty.

Research by Aziz (2019) found that when things are safe and secure, customers are more likely to come back for more. In the research Wahyuningsih & Nirawati (2022) explains that security has a significant and positive influence on customer loyalty. Furthermore, research by Sindiah & Rustam (2023) states security has a positive and also significant influence on customer loyalty.

In research Kolonio & Soepeno (2019) this means that when customers are satisfied with a product or service, they are more likely to come back and buy from the same company. Research by Tannus et al. (2022) supports previous research that customer satisfaction has a significant and positive effect on customer loyalty. Furthermore, research by Yusup & Mulyandi (2023) explains when customers are satisfied with a store or company, they are more likely to come back and buy goods from there again.

In the research of Wilson et al. (2021) this means that when customers find something useful and helpful, they are likely to be delighted and keep coming back for more. According to research by Rahmatika & Soesanto (2022) explains that perceived usefulness has a positive and significant effect on customer loyalty through customer satisfaction. In the research by Suryatenggara & Dahlan (2022) supports that perceived usefulness has a positive and significant influence on customer loyalty through customer satisfaction.

In the research of Muala et al. (2022) shows that convenience has a positive and besides that it provides significant results effect on customer loyalty through customer satisfaction. Furthermore, according to research Setyawan (2023) explains that convenience has a positive and also significant effect on customer loyalty through customer satisfaction. Furthermore, the research of Yum & Yoo (2023) explains that the link between convenience has a significant and besides that it provides positive results effect on customer loyalty through customer satisfaction.

According to research by Nugraha & Sugianto (2023), security has a result positive and significant effect on customer loyalty through customer satisfaction. Research by Dewi (2021) explains that security has a positive and provide significant results on customer loyalty through customer satisfaction. In research by Yum & Yoo (2023) explains that security has a positive and also significant effect on customer loyalty through customer satisfaction. Security development means ensuring that everything is safe and secure. When things are very safe, it makes consumers feel good and happy.

Based on the above statement, the results of the hypothesis in the study are as follows:

H₁: Perceived usefulness has a positive influence and has significant results on customer satisfaction of Instagram users in Jakarta.

H₂: Convenience has a positive and also significant influence on customer satisfaction of Instagram users in Jakarta.

H₃: Security has a positive and also significant influence on customer satisfaction of Instagram users in Jakarta.

H₄: Perceived usefulness has a provide result positive and significant influence on customer loyalty. on customer loyalty of Instagram users in Jakarta.

H₅: Convenience has a positive and also significant influence on customer loyalty of Instagram users in Jakarta.

H₆: Security has a positive and significant influence on customer loyalty of Instagram users in Jakarta.

H₇: Customer satisfaction has a positive and also significant influence on customer loyalty of Instagram users in Jakarta.

H₈: Perceived usefulness has a positive influence and has significant results on customer loyalty mediated by customer satisfaction of Instagram users in Jakarta.

H₉: Convenience has a positive and also significant influence on customer loyalty mediated by customer satisfaction of Instagram users in Jakarta.

H₁₀: Security has a provide result positive and also significant influence on customer loyalty mediated by customer satisfaction of Instagram users in Jakarta.

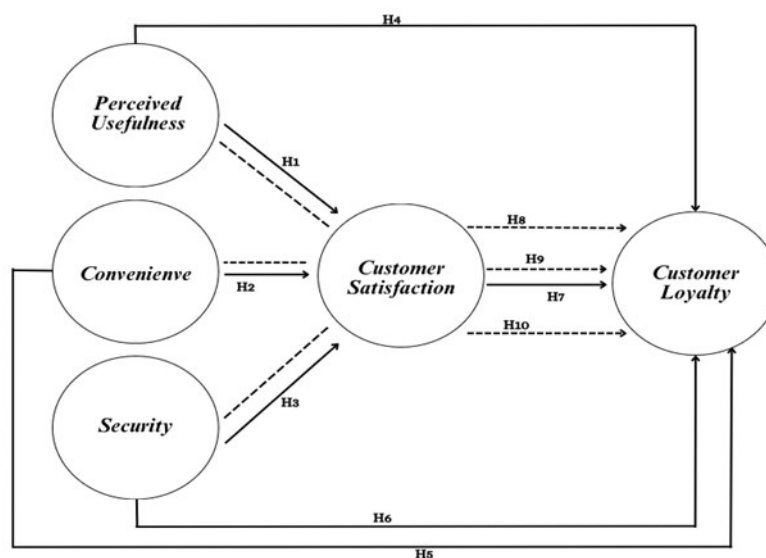


Figure 1. Research Model

2. RESEARCH METHOD

Researchers in this study used a type of research called descriptive research. This is to understand how things like perceived usefulness, convenience, and security affect customer loyalty to a company. This research aims to find out whether customer satisfaction plays a role in this. In other words, this research wants to see if changes in these factors will have an impact on customer loyalty (Sekaran & Bougie, 2020). This research tries to find out how much information can be provided by the people of Jakarta and analyzed quantitatively. This research will use numbers and data to determine the appropriate criteria in the study by distributing questionnaires. Therefore, this research uses cross-sectional studies, which collect information from people at one time, such as one day, one week, or one month (Sekaran & Bougie, 2020).

Population is a group of people who are one of the objectives in this research subject. Population aims to determine a person, group, or event that is the target of researchers in research (Sekaran & Bougie, 2020). Therefore, the population in this study is focused on Instagram application users who live in Jakarta. The sample is an important thing in research which is part of the population information adjusted to the criteria (Sekaran & Bougie, 2020). This study uses a non-probability sampling method while sampling using purposive sampling. The characteristics of the research sample focus on people who use Instagram as a means to sell and promote, as well as users aged 20 years and over (Yum & Yoo, 2023). The ideal sample size used in research is between 30 and 500 respondents (Sekaran & Bougie, 2020). In this study, 212 respondents were collected who participated in filling out the questionnaire and met the research criteria. In addition, the measurements in this study used a Likert scale with 1-5 point headings. The following are the indicators in this study:

Table 1. Research Indicators

Variable	Indicator	Source
Perceived Usefulness	1. Work performance	(Yum & Yoo, 2023); (Hakim et al., 2023)
	2. Social interaction	
	3. Gets my work done	
	4. Entrepreneurship	
	5. Improve work quality	
Convenience	1. Easy to do	(Yum & Yoo, 2023); (Iswara, 2016)
	2. Easy to access	
	3. Easy search	
	4. Ease of information	
	5. Ease of buying	
Security	1. Trusted	(Yum & Yoo, 2023); (Fatikasari, 2018)
	2. Safe	
	3. Information is maintained	
	4. Fake accounts	
	5. Secure information	
Customer Satisfaction	1. Easy to use	(Yum & Yoo, 2023); (Nasution, 2019)
	2. Good expectation	
	3. Useful	
	4. Fun	
Customer Loyalty	1. Highly recommended	(Yum & Yoo, 2023); (Serepina, 2020)
	2. Continue to use	
	3. Best choice	
	4. Positive things	
	5. Beneficial	

3. RESULTS AND DISCUSSIONS

Results of Convergent Validity

In the analysis with the outer model, there is a value measurement that can be used, namely convergent validity. convergent validity is a value measurement for measuring concepts that have a high correlation value (Sekaran & Bougie, 2020). The results of the convergent validity value can be declared valid if the value of each indicator is >0.5 which is observed from the AVE value, while the loading factor is >0.7 (Hair et al., 2022). The results of the AVE value on each indicator have a value above 0.05 which states that the value is valid and has met the requirements of convergent validity.

Table 2. The Results of Loading Factor Value Analysis

	Perceived Usefulness	Convenience	Security	Customer Satisfaction	Customer Loyalty
Perceived Usefulness 1	0.726				
Perceived Usefulness 2	0.758				
Perceived Usefulness 4	0.788				
Perceived Usefulness 5	0.748				
Convenience 1		0.727			
Convenience 2		0.734			
Convenience 3		0.718			
Convenience 4		0.701			
Convenience 5		0.757			
Security 1			0.738		
Security 2			0.727		
Security 4			0.761		
Security 5			0.775		
Customer Satis 1				0.791	
Customer Satis 2				0.718	
Customer Satis 3				0.738	
Customer Satis 4				0.737	
Customer Loyalty 1					0.720
Customer Loyalty 2					0.714
Customer Loyalty 3					0.719
Customer Loyalty 4					0.718
Customer Loyalty 5					0.714

Based on the numbers in the table, we can see that each indicator has a different loading factor value with the number > 0.70 which can be said that the loading factor value is valid and has met the requirements for measuring the loading factor value. However, in this study on several indicators because the results of these values did not meet the requirements of the loading factor, the deleted indicators were (PU 3) perceived usefulness and (SC 3) security.

Results of Discriminant Validity

Measuring the value of discriminant validity has the aim of seeing the results of different constructs (Sekaran & Bougie, 2020). The results of the discriminant validity value can be seen from the HTMT value in each correlation, Fornell-Larcker which is based on the value of the construct by comparing other constructs, and on the cross loading value which compares constructs on indicators with other constructs (Hair et al., 2022).

Table 3. HTMT Value Analysis Results

	Convenience	Customer Loyalty	Customer Satisfaction	Perceived Usefulness	Security
Convenience					
Customer Loyalty	0.708				
Customer Satis	0.765	0.895			
Perceived Usefulness	0.661	0.775	0.719		
Security	0.646	0.735	0.695	0.733	

Table 4. Fornell-Larcker Value Analysis Results

	Convenience	Customer Loyalty	Customer Satisfaction	Perceived Usefulness	Security
Convenience	0.728				
Customer Loyalty	0.548	0.717			
Customer Satis	0.582	0.679	0.747		
Perceived Usefulness	0.507	0.589	0.538	0.755	
Security	0.490	0.558	0.517	0.545	0.751

Results of The Reliability Analysis

Reliability is a measurement that measures the extent to which measurements are free from errors or errors. It aims to ensure that the measurement is consistent over time and across different instruments. In a sense, reliability measures the consistency of a concept (Sekaran & Bougie, 2020). We can check how reliable something is by looking at numbers called Cronbach alpha and composite reliability. The value can be declared reliable if it has a number of 0.60 to 0.90. If the value is above 0.95, the results of the value cannot be declared reliable because the value shows the same statement and repetition in numbers.

Table 5. Reliability Measurement Results

Variable	Composite Reliability	Cronbach's Alpha
Perceived Usefulness	0.841	0.749
Convenience	0.849	0.778
Security	0.838	0.742
Customer Satisfaction	0.834	0.735
Customer Loyalty	0.841	0.764

Based on the results of the table above, it can be concluded that the measurement of reliability testing on cronbach's alpha and composite reliability figures are greater than 0.60 (>0.60) which states that the reliability measurement value has met the requirements and the figure is declared reliable.

Data Analysis Assumption Test Results

The multicollinearity test aims measure the variance inflation factor (VIF) value. If the VIF value shows 5 or more, then the multicollinearity test has a problem with each formative measured construct indicator. The ideal VIF value should be close to 3 or lower (Hair et al., 2022). Based on the results there is no multicollinearity because the value results show numbers below 5 (<5).

Coefficient of Determination (R-square/R²)

The coefficient of determination test aims to test the effect on the combination of exogenous variables with endogenous variables. The R-square value is seen from a value of 0 to 1 which means that the higher the result of the value displayed, the greater the influence of this value on the explanation of the affected variable (Hair et al., 2022).

Table 6. Coefficient Determinant (R-square/R²)

Variable	R-square	Description
Customer Satisfaction	0.447	Low
Customer Loyalty	0.563	Medium

Based on the results of the table value above, it can be concluded that the R-square value of the customer satisfaction variable has a value of 0.447 or if it is percented to 44.7%. That is, how

happy customers are is influenced by how useful they think something is in perceived usefulness, convenience, and security has a remaining value of 55.3%, which means that the remaining value is not explained in this study, but is explained in other variables.

Meanwhile, the customer loyalty variable has a value of 0.563 with a percentage of 56.3% explained in this study and with a residual value of 43.7% which is explained by variables outside of this study. So it can be concluded that the determinant value of the R-square value coefficient on customer satisfaction has a low category with 0.447, while customer loyalty has a medium category with a value of 0.563.

Effect Size (f-square/f²)

Testing the effect size analysis value aims to determine the difference in the R-square value. It can be seen if the exogenous variables are missing in the research model and whether this affects a substantial decrease in the R-square value of the endogenous variables (Hair et al., 2022).

Table 7. Effect Size (f-square/f²)

Variable	Customer Satisfaction	Customer Loyalty
Perceived Usefulness	0.067	0.064
Convenience	0.155	0.019
Security	0.051	0.042
Customer Satisfaction	-	0.207

Based on the results of the table values above, it is concluded in the effect size test that the perceived usefulness and security variables have a weak predictor effect, but there is a moderate predictor in the convenience variable on the customer satisfaction variable with a value on each exogenous variable of 0.067, 0.155, and 0.051.

Meanwhile, the variables of perceived usefulness, convenience, and security have a weak predictor effect on the customer loyalty variable with values of 0.064, 0.019, and 0.042. However, the customer satisfaction variable has a moderate predictor of customer loyalty with a value of 0.207.

Hypothesis Test Results

Table 8. Result of Hypothesis

Hypothesis	Path Coefficients	P-value
Perceived Usefulness → Customer Satisfaction.	0.243	0.013
Convenience → Customer Satisfaction.	0.356	0.000
Security → Customer Satisfaction.	0.210	0.004
Perceived Usefulness → Customer Loyalty.	0.218	0.005
Convenience → Customer Loyalty.	0.117	0.044
Security → Customer Loyalty.	0.173	0.007
Customer Satisfaction → Customer Loyalty.	0.404	0.000
Perceived Usefulness → Customer Satisfaction → Customer Loyalty.	0.098	0.035
Convenience → Customer Satisfaction → Customer Loyalty.	0.144	0.000
Security → Customer Satisfaction → Customer Loyalty.	0.085	0.005

The results of the hypothesis value above explain that:

H1: Perceived usefulness has a path coefficient value of 0.242 and a p-value of 0.013. If perceived usefulness can have a positive impact on users, it will affect customer satisfaction and can build experience with the Instagram application.

- H2: Convenience provides numerical results with a path coefficient value of 0.356 and a p-value of 0.000. Good convenience quality can build customer satisfaction growth. In other words, users will return and be loyal to use the Instagram application.
- H3: Security shows a path coefficient score of 0.210 and a p-value of 0.004. Security with a high level and maintained can make users feel safe. The existence of this security will affect the level of customer satisfaction of the Instagram application.
- H4: Perceived usefulness shows validity in the customer loyalty variable with a path coefficient value of 0.218 and a p-value of 0.005. Usability that is useful for users will provide a sense of satisfaction for these users. The existence of usability in accordance with user desires can affect user loyalty on Instagram.
- H5: Convenience provides a loyalty value with a path coefficient of 0.117 and a p-value of 0.044. Convenience with the best quality and service will indirectly create a sense of pleasure for users. In other words, good convenience will trigger the emergence of Instagram application customer loyalty.
- H6: Security provides a path coefficient score of 0.173 and a p-value of 0.007. Security is very important for users, especially on social media. Security with good operations can convince users that the system is running well and provides security. Therefore, security with a good system will affect the growth of customer loyalty on Instagram.
- H7: Customer satisfaction with positive and significant results gives a path coefficient value of 0.404 and a p-value of 0.000. Satisfaction can arise with a good system and quality service. If users feel satisfaction with a product or service, customer loyalty will increase and build user experience with the Instagram application.
- H8: Perceived usefulness is mediated by customer satisfaction by displaying the coefficient value in research with a path number of 0.098 and a p-value of 0.036. The usefulness perceived by users can provide positive things and good benefits, so that it will automatically build satisfaction and loyalty in users to the Instagram application.
- H9: Convenience mediated by customer satisfaction provides significant and positive results with a path coefficient value in the study of 0.144 and a p-value of 0.000. Good convenience can trigger the return of users to return to using a product or service. This is because this convenience can provide a sense of satisfaction and comfort to users. With the convenience that is in accordance with the wishes of the user, customer loyalty will indirectly form by itself to the Instagram application.
- H10: Security provides results through customer satisfaction with a research result value on the path coefficient of 0.085 and a p-value of 0.005. The existence of appropriate security standards can make users feel protected and awake. If the user's satisfaction with this security has been formed, it will affect the growth of customer loyalty to the Instagram application itself.

4. CONCLUSIONS AND SUGGESTIONS

From the explanation related to this research, it will be concluded as described below:

- 1) Perceived usefulness has a provide result positive and significant influence on customer satisfaction of Instagram users in Jakarta.
- 2) Convenience has a positive and then also significant influence on customer satisfaction of Instagram users in Jakarta.
- 3) Security has a positive and then also significant influence on customer satisfaction of Instagram users in Jakarta.
- 4) Perceived usefulness has a provide result positive and then significant influence on customer loyalty. on customer loyalty of Instagram users in Jakarta.

- 5) Convenience has a positive and then significant influence on customer loyalty of Instagram users in Jakarta.
- 6) Security has a result positive and significant influence on customer loyalty of Instagram users in Jakarta.
- 7) Customer satisfaction has a positive and then also significant influence on customer loyalty of Instagram users in Jakarta.
- 8) Perceived usefulness has a positive and significant influence on customer loyalty mediated by customer satisfaction of Instagram users in Jakarta.
- 9) Convenience has a positive and also significant influence on customer loyalty mediated by customer satisfaction of Instagram users in Jakarta.
- 10) Security has a result positive and significant influence on customer loyalty mediated by customer satisfaction of Instagram users in Jakarta.

For future researchers, researchers suggest adding exogenous variables so that this research can be better and more useful in the future. In addition, future researchers can increase the number of respondents, so as to provide better results. Furthermore, due to limitations, the scope of this research is only limited to Instagram users in Jakarta. It is hoped that the scope can cover more widely, especially outside Jakarta or large cities in Indonesia.

Suggestions for companies are expected to increase utilization on Instagram. It is intended that increasing the quality of perceived usefulness of Instagram can have a positive impact, so that work and activities will be more useful and more effective. Furthermore, convenience also affects performance in a company, which means that convenience brings satisfaction to the users themselves. Security also plays an important role in social media, a high level of security will make users feel safe and protected from irresponsible parties. If this opinion can be successfully implemented, it is hoped that the company can increase the influence on customer satisfaction and loyalty.

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