



Does Social Media Content Affect Purchase Intention in Indonesia's Apparel Industry?

Sekar Wulan Prasetyaningtyas^{1*}, Eka Putera Komajaya¹, Theresia Soesilo¹
¹ *Business Management-Master Program, Binus Business School, Binus University, Jakarta, Indonesia*

Article Info

Article history:

Received: 14 July 2021

Accepted: 30 September 2022

Published: 05 October 2022

Keywords:

Social Media Content;

Customer Engagement;

Purchase Intention; Instagram.

Abstract

Changes in people's behavior are impacting the increase of social media users, especially Instagram. As a visual-based social media, Instagram provides several opportunities for business owners to reach and build relationships with their target consumers through social media content. This study aims to determine the effectiveness of content shown on social media Instagram to customer engagement and purchase intention in the apparel industry in Indonesia's Jabodetabek area. This study uses a Uses and Gratification Theory (UGT) approach to explain people's motivation in using social media. The data collection method in this study uses an online questionnaire distributed to 127 active Instagram users aged 18-34 years who have seen the content of apparel products. The data analysis method in this study uses the PLS-SEM method through Smart PLS 3 software. This study result shows that the remunerative content and relational content of the apparel products affect customer engagement. Moreover, customer engagement also affects the purchase intentions of apparel products. However, the vividness of content, informational content, and entertaining content of apparel products do not affect customer engagement.

Abstrak

Perubahan perilaku hidup masyarakat berdampak pada peningkatan penggunaan media sosial, khususnya Instagram. Sebagai media sosial berbasis visual, Instagram memberikan peluang bagi pemilik usaha untuk menjangkau dan membangun hubungan dengan target konsumen melalui penyajian konten yang menarik. Penelitian ini bertujuan untuk mengetahui seberapa efektif konten yang ditampilkan pada media sosial instagram terhadap customer engagement dan purchase intention pada industri apparel di wilayah Jabodetabek, Indonesia. Penelitian ini menggunakan pendekatan perspektif Uses and Gratification Theory (UGT) untuk menjelaskan motivasi seseorang dalam menggunakan media sosial. Pengumpulan data pada penelitian ini menggunakan kuisioner daring yang disebarkan kepada 127 responden yang merupakan pengguna aktif Instagram berusia 18-34 tahun dan pernah melihat konten produk apparel. Metode analisis data dalam penelitian ini menggunakan metode PLS-SEM dengan software Smart PLS 3. Hasil penelitian menunjukkan bahwa remunerative content dan relational content berpengaruh terhadap customer engagement, serta customer engagement berpengaruh terhadap purchase intention produk apparel. Sedangkan vividness of content, informational content, dan entertaining content tidak berpengaruh terhadap customer engagement.

How to Cite:

Prasetyaningtyas, S. W., Komajaya, E. P., & Soesilo, T. (2022). Does Social Media Content Affect Purchase Intention in Indonesia's Apparel Industry? *Jurnal Pendidikan Ekonomi & Bisnis*, 10(2), 137-149. <https://doi.org/10.21009/JPEB.010.2.4>

* Corresponding Author.

sekar.p@binus.edu. Sekar Wulan Prasetyaningtyas

INTRODUCTION

The impact of the Covid-19 pandemic not only affects the economy, health, and education but also causes a significant disruption to business and marketing patterns. Due to restrictions on people's movement and the 'stay at home policy, there has been a significant increase in spending through digital channels, either through e-commerce, social media, or social commerce. The pandemic condition also impacted a significant decrease in the number of sales in the apparel category. Based on the results of a McKinsey and Company survey, data on apparel product sales decreased by approximately 40% in mid-February and mid-March 2020, where 63% of consumers stated their plans to reduce spending on apparel products than usual (Baum et al., 2020). Steps to overcome the problem by increasing digital presence, business owners can increase consumer engagement by doing digital marketing through social media.

The use of social media as a marketing medium is one of the right platforms to capture the attention of target consumers and spread awareness of a product through promotional content. Instagram social media is considered a platform to find various information on the latest styles and trends (Ellis, 2018). More than 130 million Instagram users engage with Instagram posts and stories related to shopping activities (Gotter, 2021). This fact is because users can directly make purchases without having to close the Instagram application. In addition, through several features of the business account, business owners can easily attract the target audience to be directed to the product's Instagram page/website or e-commerce account. Many business owners in the apparel sector target the marketing of their products to consumers in the 18–34 year age group.

The effectiveness of marketing through social media is influenced by various factors, one of which is content. This research was conducted on several variables of social media content, namely vividness of content, informational content, entertaining content, remunerative content, and relational content, and the relationship between these variables on customer engagement and purchase intention. The vividness of content is considered in the study because an attractive display of content is needed in visual-based marketing media. Informational content was chosen as a variable for further research because relevant and informative social media content is considered essential and can influence consumer responses (Ramzan & Syed, 2018). Entertaining content is considered in this study because consumer participation can be influenced by their interest in fun content (Kujur & Singh, 2017). Remunerative content is used as the following variable consideration because consumers expect to get something as a reward for participating in content (Dolan et al., 2015). In addition, Relational Content is also considered in the study because social interest is one of the users' motivations in accessing social media (Dolan et al., 2015). Meanwhile, customer engagement describes consumers' relationship, physically, cognitively, and emotionally to an organization (Toor et al., 2017), while purchase intention combines consumer interest with the possibility to buy a product. This research was conducted by adopting the Uses and Gratification Theory which is a theory that focuses on social communication, where an individual has an active role in finding and determining a media source to meet their needs (Mehrad & Tajer, 2016).

This study aims to determine the effect of social media content on Instagram on customer engagement and purchase intention in the apparel industry in the Jabodetabek area. Content-based social media marketing is crucial for companies and the increasing use of social media platforms (Ramzan & Syed, 2018). Previous research illustrates a positive relationship between the type of content and customer intention (Dolan et al., 2015; Kujur & Singh, 2020; Ramzan & Syed, 2018). There is also a positive influence between customer engagement and purchase intention. (Toor et al., 2017; Yadav & Rahman, 2017). However, there has been no research on how content can affect customer engagement and how customer engagement affects purchase intention. Related to the content, most researchers use social media content variables as stand-alone variables against stand-alone independent variables (Dolan et al., 2015; Kujur & Singh, 2017; Toor et al., 2017; Yadav & Rahman, 2017). No research uses a combination of seven variables, as stated in this study

In addition, most research related to social media content, customer engagement, and the purchase was made in the banking industry (Cheng et al., 2021; Laksamana, 2018); luxury fashion

brands (Morra et al., 2018; Chung et al., 2019), or airline industries (Alnsour et al., 2018; Moslehpour et al., 2020). This research focused on the apparel industry.

Variables used in this research were social media content, consisting of the vividness of content, informational content, entertaining content, remunerative content, and relational content, which served as dependent variables. Customer engagement served as mediating variable, while purchase intention served as the independent variable. Research by Kujur and Singh (2017) explains that vividness directly and significantly affects consumer online participation and engagement. Research by Kujur and Singh (2017) also states that information as a dimension of content characteristics directly influences online participation and consumer engagement. Research by Dolan et al. (2015) states that entertaining content has the most influence on online user engagement, such as the number of likes, comments, and shares, and affects the duration of online interactions. Dolan et al. (2015) researched that remunerative content (promotional information, discounts, or exclusive offers) positively influences active engagement behavior. Toor et al. (2017) stated that customer engagement positively influences customer purchase intention through their research. Based on previous research reviews, the hypotheses proposed in this study are as follows:

- H1: Vividness of Content has a positive effect on Customer Engagement*
- H2: Informational Content has a positive effect on Customer Engagement*
- H3: Entertaining Content has a positive effect on Customer Engagement*
- H4: Remunerative Content has a positive effect on Customer Engagement*
- H5: Relational Content has a positive effect on Customer Engagement*
- H6: Customer Engagement has a positive effect on Purchase Intention*

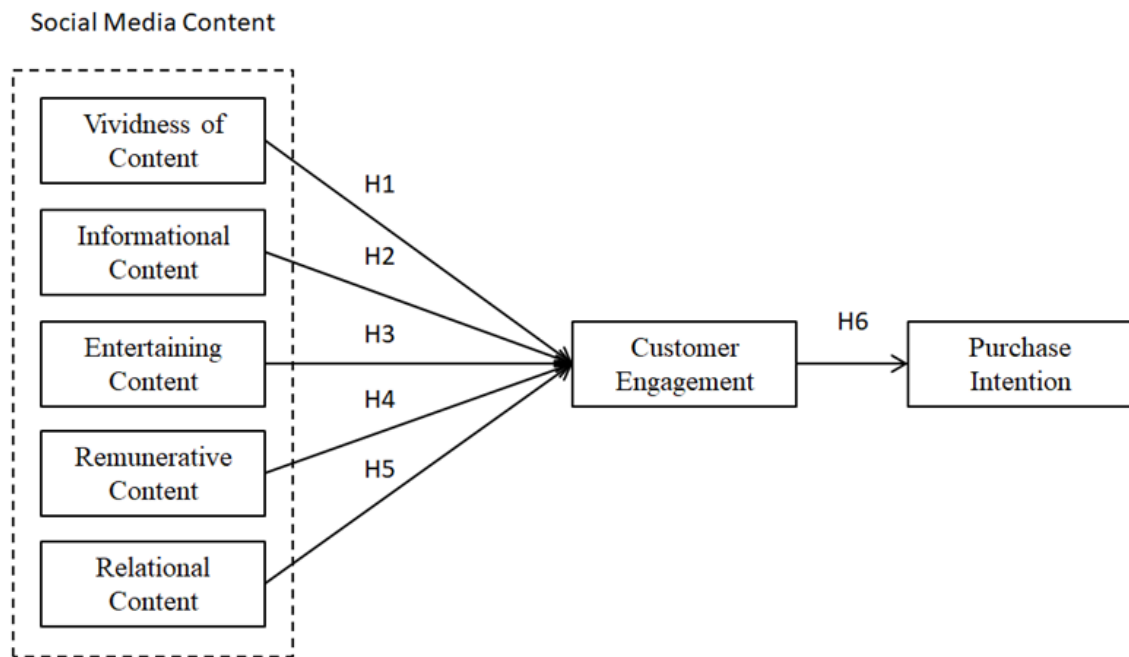


Figure 1. Research Framework

METHOD

This research is a type of quantitative research, where the research uses numerical data information. The study conducted is non-contrived, which is carried out directly to determine the cause and effect relationship in which the subject is studied. The research subjects are people in Indonesia with Jabodetabek area boundaries who use Instagram social media and have also seen apparel product advertisements on Instagram social media. This study uses cross-sectional or one-shot where the sample is determined on a group of determined people and by using a sample

(Sekaran & Bougie, 2016).

An independent variable is a variable that affects the dependent variable, either positive or adverse events. The independent variables in this study are the vividness of content, informational content, entertaining content, remunerative content, and relational content. A dependent variable is a variable that is the focus of researchers, where the researcher aims to understand and describe the dependent variable or to explain its variability, or predict it (Sekaran & Bougie, 2016). The dependent variable in this study is purchase intention. The intervening variable is one of the variables that appears between the independent variables to influence the dependent variable. In other words, the presence of mediating variables in research helps researchers to model a process (Sekaran & Bougie, 2016). An intervening variable in this research is customer engagement. However, the mediating effect in this study will not be investigated.

Table 1. Variable Measurements

Variable	Dimension	Indicator	Code	References
Vividness	-	Instagram content about apparel products presented through images is more interesting than written / text	VID1	(Kujur & Singh, 2017)
		Instagram content about apparel products presented through videos is more interesting than pictures	VID2	
	-	Displaying Instagram content regarding quality apparel products can attract users' attention	VID3	(Kujur & Singh, 2017)
		The more quality Instagram content displayed regarding apparel products, the more user interest increases.	VID4	
Informational Content	-	Instagram content is an essential source of information in conveying information about apparel products	INF1	(Dolan et al., 2015; Kujur & Singh, 2020)
		Instagram content has various information about apparel products	INF2	
	-	Instagram content helps users find information about apparel products	INF3	(Kujur & Singh, 2020)
		Instagram content helps users to keep up with the latest developments regarding apparel products available on the market	INF4	
	-	Instagram content can provide clear apparel product information	INF5	(Kujur & Singh, 2020)
		Instagram content can provide relevant information about apparel products	INF6	
Entertaining Content	-	Instagram content about apparel products is entertainment for users	ENT1	(Yadav & Rahman, 2017)
		Users feel happy when they see apparel content on Instagram	ENT2	
	-	Content about apparel products on Instagram looks interesting	ENT3	(Yadav & Rahman, 2017)
		Viewing apparel product content on Instagram is an exciting thing	ENT4	
Remunerative Content	-	Instagram content about apparel products in exchange for prizes (i.e., giveaways, sweepstakes) attracts users' attention	REM1	(Kujur & Singh, 2020)
		Instagram content about apparel products in exchange for prizes (i.e., giveaways, sweepstakes) motivates users to pay attention to the content	REM2	

Variable	Dimension	Indicator	Code	References
Relational Content	-	Instagram content about apparel products with special price offers (i.e., discounts, vouchers, discounts) attracts users' attention	REM3	(Kujur & Singh, 2020)
	-	Instagram content about apparel products with special price offers (i.e., discounts, vouchers, rebates) motivates users to pay attention to the content	REM4	
	-	Instagram content is the right medium to interact with apparel products	REL1	(Yadav & Rahman, 2017)
	-	Instagram content regarding apparel products can motivate users to interact through Instagram content	REL2	
Consumer Engagement	-	Instagram content is the suitable medium to express opinions about apparel products	REL3	(Dolan et al., 2015; Kujur & Singh, 2020)
	-	Instagram content is the suitable medium to build good relationships	REL4	
	Consuming	Users often see Instagram content about apparel products	CE1	
		Users often read comments on the apparel product Instagram page	CE2	
		Users often read product reviews on the apparel product Instagram page	CE3	
		Users often visit the Instagram page from the Instagram content of the apparel products they see	CE4	
	Contributing	Users actively participate in giving likes to Instagram content regarding apparel products	CE5	(Kujur & Singh, 2020; Toor et al., 2017)
		Users actively participate in commenting on Instagram content regarding apparel products	CE6	
		Users actively participate in sharing Instagram content regarding apparel products to relatives	CE7	
		Users follow the Instagram page of apparel products that interest them to get information	CE8	
Creating	Users provide reviews of apparel products based on their experiences	CE9	(Dolan et al., 2015)	
	Users recommend apparel products based on their experience	CE10		
Purchase Intention	-	Users intend to find out more about apparel products after seeing the product on Instagram	PI1	(Toor et al., 2017)
	-	Users can buy apparel products after liking the product on Instagram	PI2	
	-	Users can buy apparel products advertised on Instagram	PI3	
	-	Users have the desire to buy apparel products because of Instagram posts from relatives	PI4	
	-	Users have the desire to buy apparel products after being recommended by relatives through Instagram	PI5	

This analysis will use primary data where the data will be obtained from a questionnaire distributed to respondents in the Jabodetabek area who have Instagram and have seen apparel ads on Instagram. Questionnaires will be presented in Indonesian. There will be questions about demographics such as age, income, occupation, having Instagram, following apparel brands, and social media usage in a day. This study uses an interval scale in a Likert scale with asymmetrical value, namely a 5-point scale, where there is a neutral choice. The scale in this study describes the extent to which respondents agree or disagree with the given statement, with a criterion value of 1

(strongly disagree) to 5 (strongly agree).

The population in this study were active users of Instagram social media in Jabodetabek. In contrast, the sample in this study were active users of Instagram social media aged 18-34 years, domiciled in the Jabodetabek area, and have seen content about marketing apparel products on Instagram. The study uses non-probability sampling, where the sampling technique is used to analyze phenomena that occur in a large population (Taherdoost, 2016) with purposive sampling, namely sampling by determining specific criteria following the research objectives (Showkat & Parveen, 2017). The number of research samples is determined based on the data analysis method used, namely Partial Least Square-Structural Equation Modeling (PLS-SEM) with a minimum number of research samples of 50 samples.

This study uses the PLS-SEM method. We are following Saptono et al. (2021) in PLS-SEM data analysis, which consists of (1) Outer model estimation, (2) Inner model, and (3) Hypothesis estimation. The AVE value can show good validity based on the PLS-SEM model if the AVE value is > 0.50 . This value illustrates that one latent variable can explain more than half the variance of the indicator (J. F. Hair et al., 2020). Moreover, according to Hair et al. (2020), an indicator can be good if it has a factor loading value > 0.70 .

Hypothesis testing using a structural model is carried out after a measurement model with indicator and variable values that have met the requirements of the applicable validity and reliability tests. The structural model is a step to determine the relationship between variables. Testing the relationship between variables is carried out by calculating the value of R^2 (R-Square) and structural path coefficients (Marliana, 2020). The R^2 value of 0.75 indicates that the structural model has a strong influence, 0.50 indicates a moderate effect, and 0.25 indicates a weak effect (J. F. Hair et al., 2020). As for analyzing the path coefficients, the researcher uses a significance level of 5%, where this research is social research by considering the respondent's confidence level (Azwar, 2016) so that the t-value to be achieved is > 1.96 and can be considered to have a significant influence (J. F. Hair et al., 2020).

RESULTS AND DISCUSSION

In the first stage of data processing, a pilot test was conducted to test the reliability and validity of the research instrument. The pilot test was conducted on 30 respondents who met the criteria of research respondents. Based on the results of the validity and reliability tests in the pilot test, nine questionnaire questions have a loading factor < 0.60 so that they are declared invalid, namely VID1, VID2, INF1, INF2, CE1, CE4, CE7, CE8, and PI1. The research was continued by eliminating invalid questionnaire questions. Based on the reliability test results, all variables have a composite reliability value > 0.60 , so it can be concluded that all research variables are reliable.

This research was conducted by distributing online questionnaires (Google form) in February 2021 with 127 respondents. The results show that active Instagram users who view apparel content are dominated by women with 75 respondents, or 59.10%, with the last education being dominated by S1 or Bachelor's with 95 respondents, or 74.80%. Most of the respondents also have an average monthly income that ranges from Rp. 4,000,001 to Rp. 7,000,000 with a percentage of 60.60%. Meanwhile, the average time to access Instagram in one day is 2-3 hours (37%). One hundred eighteen respondents chose their purpose of using Instagram to seek entertainment.

The vividness of content (VID) variable of all question items has an average mean value of 4, which means that the respondents agree with the questions on the questionnaire. The highest average result was obtained by the VID3 question (the display of quality Instagram content regarding apparel products can attract my attention) with a mean value of 4.465. Quality apparel content is preferred and can make these users interested in the content they see. At the same time, the lowest is VID4 (the more quality Instagram content displayed regarding apparel products, the more my interest increases), with a mean value of 4.417.

In the informational content variable, it can be seen that all question values have an average value above 4, which means that respondents agree with the questionnaire statement. The highest average result was obtained by INF4 questions (Instagram content helps me follow the latest

developments regarding apparel products available on the market) with a mean value of 4,339. This result shows that Instagram content helps users to follow current trends related to apparel products. At the same time, the lowest value is in the INF5 question (Instagram content can provide information on apparel products clearly), with a mean value of 4,087.

In the entertaining content variable, it can be seen that all the questions have an average mean value of 3 and close to 4, so it can be stated that the respondents agree with the research questions. The ENT3 question obtained the highest average value with a mean value of 4,055. These results indicate that respondents agree that the content about apparel products on Instagram looks interesting. In comparison, the lowest score is on the ENT1 question (Instagram content about apparel products is entertainment for me) with ENT 2 (I feel happy when I see apparel content on Instagram) with a mean value of 3,803 for both questions. So it can be concluded that the response of Instagram users is normal when viewing apparel content on Instagram.

In the variable remunerative content (REM), it can be seen that all questions have an average value of 3 and close to 4, so it can be stated that the respondents agree with the research questions. The highest average value of the remunerative content variable is REM3 (Instagram content about apparel products with special price offers (i.e., discounts, vouchers, flash sales, discounted prices) caught my attention) with a mean value of 4,087. This result shows that Instagram users have an interest in the content that provides special price offers. In contrast, the lowest average value is REM2 (Instagram content about apparel products with prizes (i.e., giveaways, sweepstakes) motivates me to pay attention to the content) with a mean value of 3,394.

In the relational content (REL) variable, it can be seen that the average mean value of all questions is 3, close to 4, so it can be said that respondents agree with the research question. The highest value is REL4, with a value of 3,969. This result shows that Instagram is a medium to build a good relationship with the seller. The lowest score is on the REL2 question (Instagram content about apparel products can motivate me to interact), with a value of 3,543. In the customer engagement (CE) variable, it can be seen that all questions have an average mean value of 2, which means that respondents disagree with the questionnaire questions. The highest average value of the customer engagement variable is CE2, with a mean value of 3,220. This result shows that Instagram users who view apparel content tend to see the comment section on that content. While the lowest average value is CE6 with a mean value of 2,276, it can be concluded that not all Instagram users actively participate in providing comments on apparel product content.

In the purchase intention (PI) variable, it can be seen that all questions have an average mean value of 3, which means that there are respondents who agree and disagree with the questionnaire questions. The highest average value of the purchase intention variable is PI3, with a mean of 3,614. This result shows that Instagram users who view Instagram content can buy these apparel products. At the same time, the lowest average value is PI5 (I desire to buy apparel products after being recommended by relatives through Instagram), with a mean value of 3,252.

Table 2. Validity and Reliability Test Results

Variable	Item	Factor Loading > 0.60	Cronbach's Alpha > 0.60	CR > 0.60	AVE > 0.50
Vividness of Content (VID)	VID3	0.810	0.617	0.837	0.721
	VID4	0.886			
Informational Content (INF)	INF3	0.670	0.816	0.867	0.623
	INF4	0.673			
	INF5	0.897			
	INF6	0.888			
Entertaining Content (ENT)	ENT1	0.817	0.850	0.897	0.687
	ENT2	0.902			
	ENT3	0.684			
	ENT4	0.895			
Remunerative Content (REM)	REM1	0.916	0.855	0.889	0.671
	REM2	0.945			
	REM3	0.685			
	REM4	0.697			
Relational Content (REL)	REL1	0.750	0.803	0.867	0.623
	REL2	0.868			
	REL3	0.861			
	REL4	0.658			
Customer Engagement (CE)	CE2	0.747	0.861	0.901	0.645
	CE5	0.805			
	CE6	0.868			
	CE9	0.863			
	CE10	0.724			
Purchase Intention (PI)	PI2	0.819	0.792	0.861	0.609
	PI3	0.819			
	PI4	0.788			
	PI5	0.687			

The validity test results in Table 2 indicate that all research indicators are valid for use in research. The factor loading value varies from the lowest value (0.658) to the highest (0.945), where all indicators have a factor loading value > 0.60. The research indicator also meets the standard AVE value and can be used in research because it has an AVE value > 0.50. The reliability test results also show that all indicators have Composite Reliability values > 0.60 and Cronbach's Alpha values > 0.60, so the research indicators are reliable. Based on the validity and reliability tests results, all indicators used in the study can be accepted to test the research model.

Table 3. Discriminant Validity Test Results

	CE	ENT	INF	PI	REL	REM	VID
CE	0.803						
ENT	0.329	0.829					
INF	0.111	0.447	0.790				
PI	0.538	0.328	0.287	0.780			
REL	0.400	0.389	0.493	0.413	0.789		
REM	0.431	0.475	0.238	0.385	0.479	0.819	
VID	0.177	0.384	0.353	0.235	0.249	0.288	0.849

Table 3 shows that the research model already has good discriminant validity. The correlation value of each variable is greater than the correlation value between variables with other variables.

The R Square value of this study shows that the customer engagement variable is determined by social media content (vividness of content, informational content, entertaining content, remunerative content, and relational content) by 26.4%, and other variables outside this research variable determine the remaining 73.6%. While the purchase intention variable is determined by customer engagement by 29%, and the remaining 71% is determined by other variables outside of this research variable. The research model can have a weak influence (J. Hair et al., 2011).

Table 4. Hypothesis Test Results

Hypothesis	Path	Path Coefficients	Standard Deviation	T-Statistics	P Values	Result
H1	VID -> CE	0.033	0.084	0.392	0.348	Rejected
H2	INF -> CE	-0.180	0.115	1.569	0.059	Rejected
H3	ENT -> CE	0.165	0.109	1.513	0.065	Rejected
H4	REM -> CE	0.242	0.102	2.373	0.009	Accepted
H5	REL -> CE	0.300	0.103	2.910	0.002	Accepted
H6	CE -> PI	0.538	0.052	10.410	0.000	Accepted

This study uses a 95% confidence level with a significance level of the p-value of 0.05. Based on this value, the T-statistic value must be > 1.96 and p-value < 0.05 to accept the hypothesis. If the T-statistic value is < 1.96 and p-value > 0.05 , the hypothesis is rejected. The results of this research model can be seen in Figure 2.

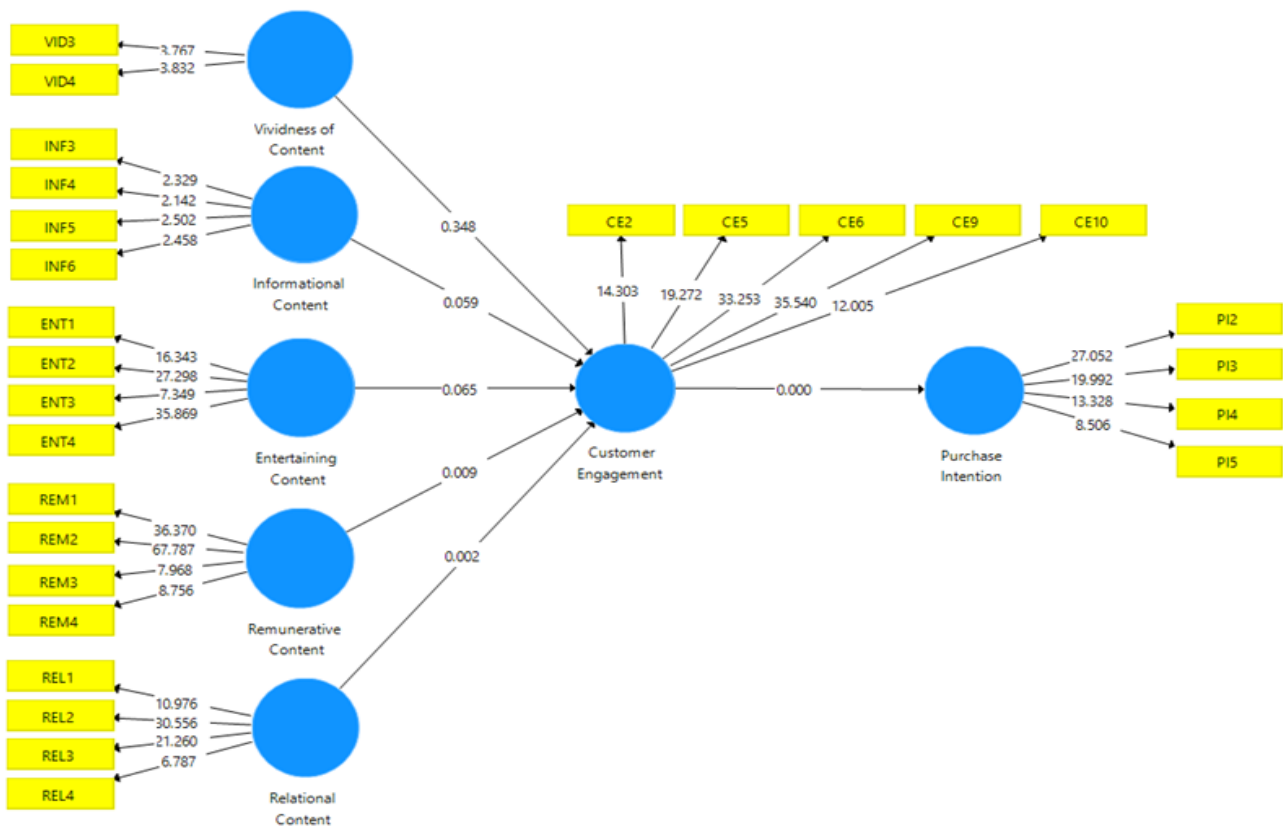


Figure 2. Measurement Model

The result of hypothesis 1 is rejected. So it can be concluded that the level of media richness / how attractive an apparel content is displayed does not affect the desire of social media users to participate in the content. This hypothesis test results do not follow the research conducted by Kujur and Singh (2017) on Facebook media for the electronics industry. However, this research was conducted on different industries and social media compared to previous studies. So that the possible condition to explain the results of the hypothesis is that the interest of social media users towards apparel products displayed on the content can have an impact on user engagement. A high level of vividness is not enough to influence social media users to engage in apparel product content. In addition, users are increasingly aware that the content displayed is an advertisement, so user interest decreases when viewing the ad content even though the content displayed is of high quality (Odabasi, 2019). In his research, Dolan et.al. (2015) states that content that displays high product involvement makes consumers pay less attention to content messages than low product involvement.

The result of hypothesis 2 testing is rejected. It can be concluded that content that provides information about apparel products does not affect the desire of social media users to participate in the content. The results of this study are not in line with the research of Kujur and Singh (2017), where informative content delivered visually can increase interaction and affect engagement. Low engagement on the informational content of apparel products can occur because Instagram users during the Covid-19 pandemic are looking for information related to the current state of the pandemic related to health and the latest information (Arens, 2020). Thus, social media content creators should try to provide information related to the latest condition in Indonesia and how it can be connected to the apparel content. The ability to correlate content is essential in this digital era (Chu et al., 2019).

The result of hypothesis 3 testing is rejected. It can be concluded that content that provides entertainment about apparel products does not affect the desire of social media users to participate in the content. The results of this hypothesis test are not in line with the research of Kujur and Singh (2017). Entertaining content is the type that has the most influence on customer engagement because fun content can create attention, spread content, and build relationships. During the

Covid-19 pandemic, most social media users only see entertainment content as a distraction or inspiration during the period of social distancing (Arens, 2020). In addition, Teixeira (2014) states that entertaining content can increase attention to view content for longer, but the content is not persuasive. The ability to create entertainment content that was somehow persuading now becomes vital in digital marketing.

The result of hypothesis testing four is accepted. These findings align with Dolan et al. (2015) research where remunerative content positively influences active engagement behavior, such as creating and disseminating content. The effect of remuneration on engagement is related to the psychology of humans who try to get everything free because they don't have to think about risks and losses (Pertiwi, 2019). Dolan et al. (2015) stated that remunerative content positively influences active engagement behavior, creating and disseminating content. With this result, brands and social media content creators must create strategies related to remunerative content such as Instagram giveaways and prized-quizzes.

The result of hypothesis testing five is accepted. It can be concluded that relational content can make Instagram users participate in the content. Dolan et al. (2015) stated that relational content contains questions, quizzes/games, or content that uses the terms 'comment if_', 'share if_', and 'like if_'. When viewing relational content, the Instagram user can relate the content to the experiences he has had to motivate them to interact. Based on the results of research by Mazza and Palermo (2018), marketers need to be present on social media and dynamic, able to create interest, interesting post content, and stimulate customer engagement.

The result of hypothesis testing six is accepted. This result aligns with Toor et al. (2017) research, which states that customer engagement influences purchase intention positively. One of the essential engagement tools is customer review, which has a very high impact on purchase intention. Kevin et al. (2020) stated that customer reviews significantly affect purchase intention. In this case, if the review is positive, it will increase purchase intention, and similarly, if the review is negative, it will reduce purchase intention. The following data is also supported by data from Murphy (2020), which states that positive reviews will increase purchase intention by 94%, and negative reviews will decrease willingness to buy by 92%. Having customers review your apparel products positively will increase the purchase intention of other customers.

CONCLUSIONS AND SUGGESTION

Based on the research findings, remunerative content affects customer engagement for apparel content on Instagram, where Instagram users will be more active and motivated to engage in content by expecting to be rewarded for the actions they take. Likewise, relational content affects customer engagement. Users feel motivated when they see content that arouses their desire to communicate, either because they feel related to the presented content or express their opinions. These results are related to other research hypotheses where customer engagement affects purchase intention. Users will feel connected to marketers/content creators with increased interaction, thus increasing interest in purchasing apparel products.

Further research can be done by expanding the study of social media content by considering other factors, such as the format of the content, the intensity, and the specific time when the content is disseminated. Future research can also be carried out on different age groups and regions to get more specific results. Research can be done on other social media platforms such as Facebook, Twitter, YouTube, etc. Further research can also be conducted on groups of marketers/brand owners as research respondents to expand information on the effectiveness of social media content on Instagram. In addition, further research can also measure customer engagement as a mediating variable. Another improvement related to the number of samples. More samples with a greater area of research will increase the result accuracy of this topic. Mix-method research to get qualitative data through in-depth interviews will also improve the research.

REFERENCES

- Alnsour, M., Ghannam, M., & Alzeidat, Y. (2018). Social Media Effect on Purchase Intention: Jordanian Airline Industry. *Journal of Internet Banking and Commerce*, 23(2), 1–1.
- Arens, E. (2020, April 27). *How COVID-19 Has Changed Social Media Engagement*. Sprout Social. <https://sproutsocial.com/insights/covid19-social-media-changes/>
- Azwar, S. (2016). Signifikan atau Sangat Signifikan. *Buletin Psikologi*, 13(1), 38–44. <https://doi.org/10.22146/bpsi.13410>
- Baum, C., Brown, P., Gerstell, E., & Peng, A. (2020, March 26). *Perspectives for North America's fashion industry in a time of crisis*. McKinsey. <https://www.mckinsey.com/industries/retail/our-insights/perspectives-for-north-americas-fashion-industry-in-a-time-of-crisis>
- Cheng, G., Cherian, J., Sial, M. S., Mentel, G., Wan, P., Álvarez-Otero, S., & Saleem, U. (2021). The Relationship between CSR Communication on Social Media, Purchase Intention, and E-WOM in the Banking Sector of an Emerging Economy. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1025–1041. <https://doi.org/10.3390/jtaer16040058>
- Chu, S.-C., Kamal, S., & Kim, Y. (2019). Re-examining consumers' responses toward social media advertising and purchase intention toward luxury products from 2013 to 2018: A retrospective commentary. *Journal of Global Fashion Marketing*, 10(1), 81–92. <https://doi.org/10.1080/20932685.2018.1550008>
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2015). Social Media Engagement Behaviour: A Uses and Gratifications Perspective. *Journal of Strategic Marketing*, 24(3). <https://doi.org/10.1080/0965254X.2015.1095222>
- Ellis, M. (2018, February 27). *Instagram vs. Facebook: What's the better marketing avenue?* 99designs. <https://99designs.com/blog/business/instagram-vs-facebook-marketing/>
- Gotter, A. (2021, April 21). The 29 Instagram Statistics You Need to Know in 2021. *AdEspresso*. <https://adespresso.com/blog/instagram-statistics/>
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J., Ringle, C., & Sarstedt, M. (2011). PLS-sem: Indeed, a silver bullet. *The Journal of Marketing Theory and Practice*, 19, 139–151. <https://doi.org/10.2753/MTP1069-6679190202>
- Kevin, A., Wahab, Z., & Shihab, M. S. (2020). The Impact of Online Consumer Reviews Dimension on Online Purchase Intentions In Tokopedia. *International Journal of Scientific and Research Publications (IJSRP)*, 10(1), p9761. <https://doi.org/10.29322/IJSRP.10.01.2020.p9761>
- Kujur, F., & Singh, S. (2017). Engaging customers through online participation in social networking sites. *Asia Pacific Management Review*, 22(1), 16–24. <https://doi.org/10.1016/j.apmr.2016.10.006>
- Kujur, F., & Singh, S. (2020). Visual Communication and Consumer-Brand Relationship on Social Networking Sites—Uses & Gratifications Theory Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(1), 30–47. <https://doi.org/10.4067/S0718-18762020000100104>
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 8(1), 13–18.
- Marliana, R. R. (2020). Partial Least Square-Structural Equation Modeling Pada Hubungan Antara Tingkat Kepuasan Mahasiswa Dan Kualitas Google Classroom Berdasarkan Metode Webqual 4.0. *Jurnal Matematika, Statistika Dan Komputasi*, 16(2), 174–186. <https://doi.org/10.20956/jmsk.v16i2.7851>

- Mazza, B., & Palermo, A. (2018). Social media content for business and user engagement on Facebook. *Essachess: Journal for Communication Studies*, 11, 49–73.
- Mehrad, J., & Tajer, P. (2016). Uses and Gratification Theory in Connection with Knowledge and Information Science: A Proposed Conceptual Model. *International Journal of Information Science and Management*, 14(2), 1–14.
- Morra, M. C., Gelosa, V., Ceruti, F., & Mazzucchelli, A. (2018). Original or counterfeit luxury fashion brands? The effect of social media on purchase intention. *Journal of Global Fashion Marketing*, 9(1), 24–39. <https://doi.org/10.1080/20932685.2017.1399079>
- Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B.-R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561–583. <https://doi.org/10.1108/APJML-07-2019-0442>
- Murphy, R. (2020, December 9). *Local Consumer Review Survey: How Customer Reviews Affect Behavior*. BrightLocal. <https://www.brightlocal.com/research/local-consumer-review-survey/>
- Odabasi, K. (2019, August 2). The decline in Instagram Reach and Engagement (2020). *KORAY ODABASI*. <http://korayodabasi.com/decline-in-instagram-reach-and-engagement/>
- Pertiwi, W. K. (2019, December 23). *Sebanyak Inikah Jumlah Pengguna Instagram di Indonesia?* KOMPAS.Com. <https://tekno.kompas.com/read/2019/12/23/14020057/sebanyak-inikah-jumlah-pengguna-instagram-di-indonesia>
- Ramzan, U., & Syed, A. R. (2018). Role of Content-Based Social Media Marketing in Building Customer Loyalty and Motivating Consumers to forwarding content. *Journal of Internet Banking and Commerce*, 23(3), 1–20.
- Saptono, A., Wibowo, A., Widyastuti, U., Narmaditya, B. S., & Yanto, H. (2021). Entrepreneurial self-efficacy among elementary students: The role of entrepreneurship education. *Heliyon*, 7(9), e07995. <https://doi.org/10.1016/j.heliyon.2021.e07995>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. John Wiley & Sons.
- Showkat, N., & Parveen, H. (2017). *Non-Probability and Probability Sampling* (pp. 1–9). e-PG Pathshala.
- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management*, 5(2), 18–27. <https://doi.org/10.2139/ssrn.3205035>
- Teixeira, T. S. (2014). *The Rising Cost of Consumer Attention: Why You Should Care, and What You Can Do about It*. HBS Working Paper. <https://www.hbs.edu/faculty/Pages/item.aspx?num=46132>
- Toor, A., Husnain, M., & Hussain, T. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, 10(1), 167–199.
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307. <https://doi.org/10.1016/j.tele.2017.06.001>