Media Social - Instagram Usage And Performance Benefit (Case Study On Housewives Online Seller In Indonesia)

by Universitas Internasional Semen Indonesia

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ABSTRACT

Purpose: The purposes of this study are to determine the effect of compatibility, cost effectiveness, trust, and interactivity on the use and the effect of media social (instagram) on the non-financial performance and financial performance.

Design/methodology/approach: This is a quantitative study approach. Statistical analyses were based on the data collected, through online and offline survey questionnaire from 265 housewife online seller in Indonesia with the accidental sampling technique. Structural Equation Modelling (SEM) was used to test the hypotheses.

Findings: The findings in this research are: (1) compatibility has no impact on the use of Instagram, (2) cost effectiveness has a strong positive impact on the use of Instagram,(3) trust has a npositive impact on the use of Instagram, (4) interactivity has a strong positive impact on the use of Instagram, (5) the use of Instagram has a strong positive impact on non-financial performance, and (6) the use of Instagram has no impact on financial performance

Research limitations/implications: This study is limited in selection of samples. The samples only covered on online seller from housewife in Indonesia which limits generalizability of the findings.

Practical implications: Instagram is expected to always be able to innovate and update features with better quality so that it can still be used by online sellers from housewife. And for online sellers from house wife in Surabaya are expected consider various factors in the selection of online sales media, especially Instagram. This is very important because it will affect only the non-financial performance. The selection of the right sales media will have a positive impact on developing the business world to become bigger.

Paper type: Research paper

Keyword: Online Seller, Performance Benefit, Social Media-Instagram

I. INTRODUCTION

In Indonesia, 129.2 million people use the internet to access social media. The Indonesian Internet Service Providers Association (APJII) has conducted research on

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social media that is most frequently visited by Indonesian people. Based on the picture 1, it can be seen that the first rank of social media use is Facebook by 54 percent (71.6 million people), in the second rank is Instagram by 15 percent (19.9 million people) and the third rank is YouTube by 11 percent (1.5 million people). From these data it can be seen that Facebook and Instagram are the biggest choices of social media users in Indonesia. The fact that Instagram is a new social media, but become the one of most famous among social media users in Indonesia.

Picture 1.
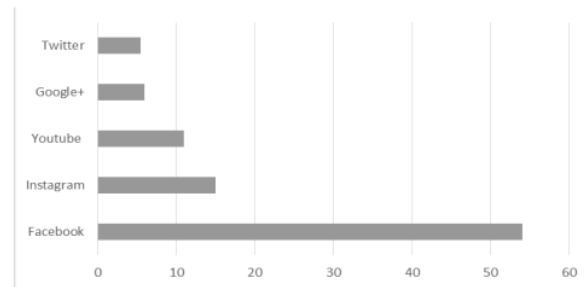
Source: http://www.apjii.com, 2016 (data processed by the author)

Instagram popularity in Indonesia is very well utilized for companies to carry out their marketing and promotional activities. A study conducted by Simply Measured revealed that 54% of companies with world-famous brands now use Instagram. These findings indicate that more and more companies are actively using social media as their marketing and promotion platform. Another phenomenon, based on research conducted by Jakpat, turns out that most of Instagram users use Instagram to open an online shopping account. The following is data from research conducted by Jakpat in January 2016 in Indonesia

Table 1. Account data accessed by Instagram users

Activity	Percentage (%)
Open an online shopping account	53
Open an entertainment account	51.6
Traveling photo upload	48.4
Search for and view the latest posts	47
View accounts belonging to friends or relatives	46.3
See celebrity accounts	39.5
See a Culinary Account	38.4
View the program and video account	34.9
Upload food photos	33.8

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Upload photos of beautiful places or cafes	16.6
Upload meme	9.2

Table 1 shows that the biggest activity in instagram user in Indonesia is open an online shopping account. Besides that, the large number of housewives in Indonesia, based on Nielsen Media Research (NMR), had conducted a survey of women between June - September 2003, show that the majority of women in Indonesia are housewives, in detail said that 44.5% are housewives, 20.5% employees, 11.5% managers, 10.9% entrepreneurs, others 10.2% and female students 2.4%. Nearly half of women in Indonesia are housewives. The role of housewives or women today to the realm of being involved is responsible for improving family welfare. Starting from many women who play an active role in supporting the family economy.

The decision to work full-time outside the home might not be the top choice for most women, but because of the ease of technology and the ease of use of Instagram social media, making housewives decide to work part-time, doing productive activities at home by using Instagram as a sales medium. Women who become housewives as well as additional income seekers must have entrepreneurial skills, be creative and continue to use marketing strategies in terms of using Instagram as a sales medium in order to gain added value and generate financial and non-financial performance.

Based on the given introduction, this study will look for factors that influenced the selection of Instagram usage as a medium of sale by online sellers among housewives in Indonesia. In addition, the author also wants to link the influence of Instagram usage by online sellers to non-financial performance and financial performance.

II. LITERATURE REVIEW

2.1 Theoretical Context

Research on the adoption and usage of technology innovations generally tend to originate from the theory of the DOI (McMaster, 2001; Sarosa, 2012). DOI itself is the process which an innovation spreads within organizations or among people over time that can result in its adoption and use for several purposes (Bass, 1969; Rogers, 1983). The innovation in this regard may take the form of a product, service, an idea, information or a practice perceived as new by people (Rogers, 2004).

2.2 Instagram as a Sales Media

Lately, there are many businesses that are starting to integrate their business with Instagram experience (Tekulve & Kelly, 2013). According to Barnes (2014) Instagram has provided a function known as the "hashtag (#)" for the convenience of showing photos and videos that are relevant to the products of the business. Dennis (2014) also mentions that by clicking on the hashtag allows Instagram users to view pictures and videos relevant to the hashtag, therefore, many companies and other business people who have Instagram accounts to promote their products. Instagram is definitely a valuable tool for marketers who want to get their brand known (Miles, 2014). All small and large businesses can find value in creating and using Instagram. This platform can specifically provide a personal view of the company and can create a sense among followers.

2.3 Factors for Choosing Social Media Usage

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- Compatibility, describes the degree to which an innovation fits with a potential adopter's existing values, previous practices and current needs (Severin and Tankard, 2001; Chong and Chan, 2012).
- Cost effectiveness, is a method to measure the relative efficiency of a program by comparing costs and their impact. In this case social media plays a very important role for the effectiveness of marketing costs carried out by the seller. In a previous study conducted by Ernst and Young (2001) found the importance of costs in the adoption and utilization of technology and found a direct and significant relationship between costs and technology adoption (Alam and Noor, 2009).
- Trust, Maintaining consumer trust is a must, where the trust is a very valuable thing but cannot be assessed in the financial statements. Trust is a social phenomenon, such as the model of trust must be based, how the trust works in a social environment. Good service from interactions between consumers and marketing services will build a trust that will direct transactions in the future (Cox and Walker 1997, Bitner at. Al, 2000).
- Interactivity, this is one of the most talked about new media features and has a special place on the Internet. According to William, Rice, and Rogers (1988) interactivity is an action where in the communication process the participants have control over the role and can exchange roles in their mutual dialogue

2.4 Performance Benefit
- Non Financial Performance, In the non-financial perspective, it focuses on three important indicators in it, namely reducing costs, increasing customer relations and increasing ease of information.
- Financial Performance, this perspective measures the impact of social media use based on financial aspects such as increasing income, reducing marketing costs.

Research Question

This study would look for factors that influenced online seller from housewife for selecting instagram as media of sale. The results of this study are expected to be a reference for online seller in Indonesia from housewife to determine effective media for their shop. So research question that appear in this study is: what factors that influenced the selection of Media Social usage as a medium of sale by online sellers among housewives in Indonesia?

III. METHODOLOGY

3.1 Research Design and Measures

A quantitative research approach with the use of a structured questionnaire. This was to enable the calculations of actual statistical measures for the theorized hypotheses on empirical data (Hair et al., 2010). The questionnaire for the survey consisted of two sections. The first section had questionnaire focused on the demographic information such as (The location of respondent, the product offered, and number of years in business).

The second section had questions on the constructs of interest to this research (cost effectiveness, interactivity, compatibility, instagram usage and financial, non-financial benefits). The statements measuring these constructs were measured on a five-point Likert scale anchored with, "1 is not at all" to "5 to a large extent" with "3 for neutral." Regarding measures, the items for cost effectiveness and trust were adapted from the work of Ainin et al. (2015). The items for interactivity, compability, and social media

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usage were adapted from journal (Odoom, Dorson dan Acheampong (2017), while items for performance benefits were adapted from Ainin et al. (2015).

The validity and reliability was used confirmatory factor analysis (CFA) and cronbach's alpha. In order to evaluate the various hypotheses stated earlier in this study, the study employed a structural equation modeling (SEM) approach. The data will be tested at 5 percent level of significance.

Picture 2. Conceptual Design
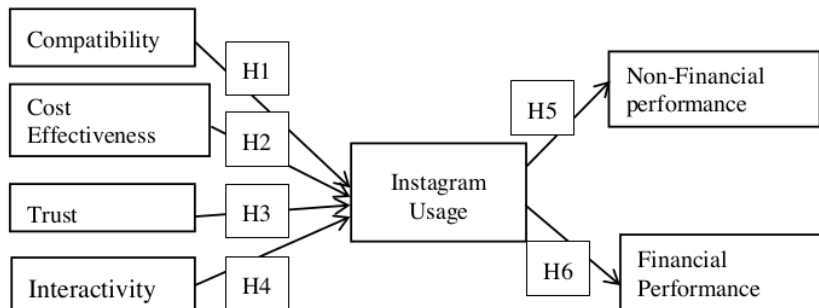
3.2 Population and Sample

Data were obtained from online shop selected from big city in Indonesia. We purposively selected online shop who run by housewife and had active instagram. Accidental sampling has been used to obtain the views of online seller from housewife in Indonesia, because population size is unknown. Hence, the researcher made use of 265 fully filled and valid questionnaires, which was adequate for the intended analysis

3.3 Hypotheses

In conformity with the above stated research questions and objectives, the following null hypotheses have been formulated:

H_1 : Compatibility (X_1) has an effect on media social usage(Y)
H_2 : Cost effectiveness (X_2) has an effect on media social usage (Y)
H_3 : Trust (X_3) has a positive effect on media social usage (Y)
H_4 : Interactivity (X_4) has an effect on media social usage (Y)
H_5 : Media social usage (Y) has an effect on nonfinancial performance (Y_1)
H_6 : Media social usage (Y) has an effect on financial performance (Y_2)

IV.   RESULTS AND DISCUSSION

4.1 Profile of Respondent

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The results from the distribution of online shop characteristics reveal that the sampled were fairly represented. There were 41% offering beauty or healthy product, 30% on fashion product, and the others offering food and beverages or accessories product. 100% families/households described the ownerships of the firms. Half of the sampled (49% percent) have been in business one to five years, and 41% less than a year.

Table 2. Profile of Respondent

CHARACTERISTIC	MEASURES	SAMPLE COMPOSITION	
		N	**%**
DEMOGRAPHY	Jakarta	24	9.05
	Surabaya	77	29.05
	Denpasar	51	19,24
	Sidoarjo	29	10.94
	Gresik	52	19,62
	Bogor	14	5.28
	Medan	18	6.79
NUMBER OF YEARS IN BUSINESS	< 1 Year	110	41.5
	1-5 Year	132	49.8
	>5 Year	23	8.67
PRODUCT OFFERED	Beauty or healthy product	106	41
	Fashion	79	30
	Food and beverages	54	20.37
	Accessories	26	9.8

N = 265

4.1 Assessment of Hypothesis

The parameter estimates presented in Table 3 represent the final results, which best explain the findings of the study in line with the hypotheses proposed early on. The model fit indices for the structural model provided evidence of a good model fit.

Table 3. Measurement Model

CONSTRUCT AND ITEM	ITEM CODE	SFL	SFL^2	CR
Compatibility (X1)				
Instagram is compatible with our existing it infrastructure	X1.1	0.814	0.663	0.859
Our choice of Instagram is consistent with the Enterprise's beliefs and values	X1.2	0.866	0.750	

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Instagram is compatible with our business Strategies	X1.3	0.774	0.599	
Cost Effectiveness (X2)				
Instagram is more cost effective to us than Traditional media	X2.1	0.645	0.416	
We use Instagram to cut down cost on Marketing communications	X2.2	0.945	0.893	0.863
Instagram platform saves costs relating to effort in marketing, branding and customer Service	X2.3	0.859	0.738	
Trust (X3)				
Instagram had a proper policies to protect the information posted	X3.1	0.611	0.373	
Instagram is a strong and safe platform to transact and share information	X3.2	0.904	0.817	0.874
Adequate legal and technological policies to overcome problems in use	X3.3	0.816	0.666	
Reliable information	X3.4	0.836	0.699	
We use instagram based on our knowledge	X3.5	0.616	0.379	
Interactivity (X4)				
Instagram platform offers interactive Communication with customers	X4.1	0.904	0.426	
Instagram had an ability to engage customers via interactive feature (picture,music,video)	X4.2	0.816	0.658	0.809
Instagram had clear response feature to customers via mentions and replies with controlled message contents	X4.3	0.836	0.677	
Media Social Usage (Y)				
To attract new customers	Y1	0.800	0.640	
To nurture relationships with clients and customers	Y2	0.843	0.711	
To communicate firm's brand online	Y3	0.875	0.766	0.951
Receiving feedback	Y4	0.936	0.876	
Creating awareness of our brand	Y5	0.931	0.867	
Answering queries from customers and respond to requests	Y6	0.858	0.736	
Non-financial Performance (Y1)				
Instagram platform saves costs relating to time in marketing or customer service	Y1.1	0.695	0.483	
Increase customer relationship	Y1.2	0.884	0.781	0.859
Increase ease of the access to customer's information	Y1.3	0.867	0.752	
Financial Performance (Y2)				
Increase in sales transactions	Y2.1	0.765	0.585	0,791
Increase in sales volume	Y2.2	0.869	0.755	

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Increase the number of customer	Y2.3	0.591	0.349

a. CFA Exogenous Construction

The CFA test results in table 3 on exogenous constructs consisting of compatibility variables, cost effectiveness, trust, and interactivity all have standardized regression weight (factor loading) values greater than 0.50, thus meeting convergent validity. The results of goodness of fit have shown all the criteria for goodness of fit to produce an appropriate value, so that the formation of an exogenous construct consisting of compatibility, cost effectiveness, trust, and interactivity is fit or appropriate.
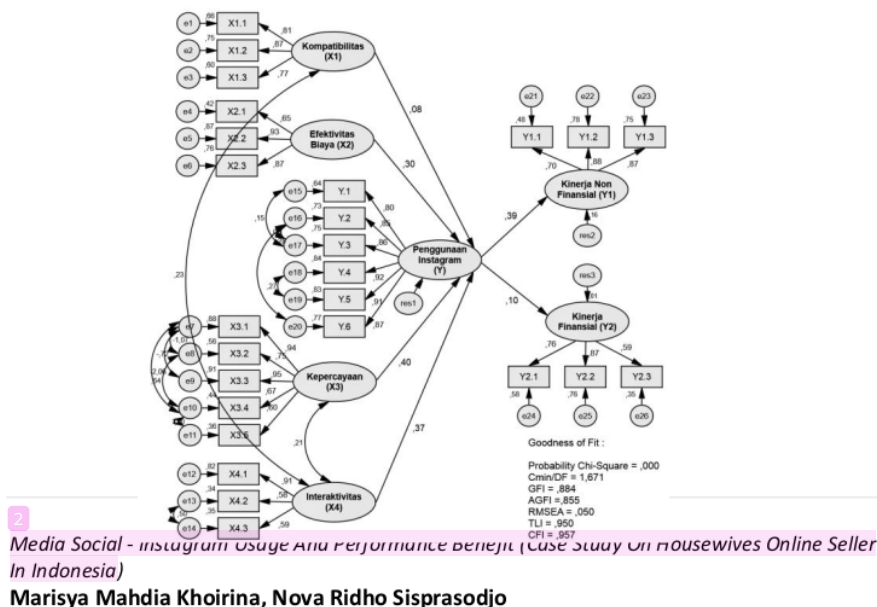
b. CFA Endogen Construction

The CFA test results in Appendix 1 on the endogenous construct consisting of instagram usage, non-financial performance, and financial performance variables all also have standardized regression weight (factor loading) values greater than 0.50, so that it has converged validity. The results of goodness of fit have shown all the criteria for goodness of fit to produce an appropriate value, so that the formation of an endogenous construct consisting of instagram usage, non-financial performance, and financial performance are also fit or appropriate

The results of the construct reliability testing show that all constructs reliability values greater than 0.70 and extracted variance values greater than 0.50. Thus, the construct built in the research model can be said to be reliable.

4.2 SEM Modelling

The picture above shows that the estimation results of the modified SEM model as a whole have provided a good level of suitability of the model.

Picture 3. The Structural Model

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Criteria	Model Test Result	Critical Value	Result
Probabilities	0,000	$\geq 0,05$	not fit
RMSEA	0,050	$\leq 0,08$	Fit
GFI	0,884	$\geq 0,90$	Marginal
AGFI	0,855	$\geq 0,90$	Marginal
Cmin/DF	1,671	$\leq 2,00$	Fit
TLI	0,950	$\geq 0,95$	Fit
CFI	0,950	$\geq 0,95$	Fit

Results from Picture 3 (Model 1) reveal that interactivity and cost effectiveness had positive and strong significant effects on social media usage while compatibility showed a negative effect on social media usage.

Table 4. Goodness of Fit Value and Cut Off Value Modification Model
Source: Author, 2018

Table 4. Structural model assessment result

Hip.	Structural Relationship		Coef.	C.R.	P-value
H_1	Compatibility (X_1)	$\rightarrow$ Instagram usage (Y)	0,080	1,447	0,148
H_2	Cost Effectiveness (X_2)	$\rightarrow$ Instagram usage (Y)	0,301	5,314	0,000
H_3	Trust (X_3)	$\rightarrow$ Instagram usage (Y)	0,404	6,422	0,000
H_4	Interactivity (X_4)	$\rightarrow$ Instagram usage (Y)	0,371	4,741	0,000
H_5	Instagram usage (Y)	$\rightarrow$ Non-Financial benefit (Y_1)	0,395	6,044	0,000
H_6	Instagram usage (Y)	$\rightarrow$ Financial benefit (Y_2)	0,099	1,456	0,145

Compatibility (X1)
In table 4 shows that the relationship between compatibility with the use of Instagram has a C.R of 0.1447. While the t value of 1.645 shows the relationship between compatibility with the use of Instagram is not influential because the value of $1.447 < 1,645$.
Thus, Hypothesis 1 is rejected This means that the compatibility variable has a negative effect on Instagram usage but is not significant because the p value is $0.148 > 0.05$

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Cost Effectiveness (X2)

In table 4 shows that the relationship between cost effectiveness with the use of Instagram has a C.R of 5.314. While the t value of 1.645 shows the relationship between cost effectiveness with the use of Instagram is had an effect because the value of 5,314 > 1,645.

Thus, Hypothesis 2 is accepted. This means that the cost effectiveness variable has a positive and significant effect on the use of Instagram.

Trust (X3)

The relationship between trust with the use of Instagram has a C.R of 6.422. While the t value of 1.645 shows the relationship between trust with the use of Instagram had an effect because the value of 6.422 > 1,645.

Thus, Hypothesis 3 is accepted. This means that the trust variable has a positive and significant effect on the use of Instagram.

Interactivity (X4)

The relationship between interactivity with the use of Instagram has a C.R of 4.741. While the t value of 1.645 shows the relationship between interactivity with the use of Instagram had an effect because the value of 4.741 > 1,645.

Thus, Hypothesis 4 is accepted. This means that the interactivity variable has a positive and significant effect on the use of Instagram.

Media social usage (Y) on nonfinancial performance (Y1)

In table 4 shows that the relationship of Instagram usage with non-financial performance has a CR of 6.044 and a t value of 1.645. It shows the relationship between media social usage with the non-financial performance had an effect because the value of 4.741 > 1,645.

Media social usage (Y) on financial performance (Y2)

In table 4 shows that the relationship of Instagram usage with financial performance has a CR of 1.456 and a t value of 1.645. It shows the relationship between media social usage with the non-financial performance as a negative effect. Thus, Hypothesis 6 is rejected.

In this study, the degree to which social media instagram fit firms' needs and practices (compatibility) become a non-negligible consideration toward their usage by the businesses carried out by these housewives were mostly 1-5 years old. So this side business, gradually enlarged and requires a platform that is easier for housewives to manage purchases and sales while saving time. Instagram is considered less adapted to their business needs and practices. With the emergence of e-commerce applications that make it easier for them to manage stores, causing Instagram is no longer compatible with online businesses of housewives. Moreover, this research in line with previous studies (Michaelidou et al., 2011; Wamba and Carter, 2014; McCann and Barlow, 2015) found social media usage to have a strong positive and significant impact on non-financial performance benefits but not on financial benefits.

As a result, instagram offer adequate recipes to the trust, interactivity, and cost effectiveness dimension as a part of non-financial benefit. Furthermore, the point that

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product-offering by household business are burdened with manufacturing costs and are likely to embrace cost-cutting means of communications could lend explanations to the second scenario.

V. CONCLUSION

This study finds that Cost effectiveness (X_2), Trust (X3) and interactivity (X_4) has a positive effect on the social media-Instagram usage (Y). Instagram usage has a positive effect on non-financial (Y1) but had no effect on financial (Y2) performance. So it can be concluded that instagram is expected to be able to handle the problem of cost effectiveness on communication from interactivity dimension and also trust. In addition, Instagram is expected to always be able to innovate and update features with better quality so that it can still be used by Instagram users with no worries, especially an online sellers from housewife in Indonesia. And for online sellers from house wife in Indonesia are expected to consider various factors in the selection of online sales media, especially Instagram. This is very important because instgram had no effect on financial performance or income but only to the non-financial performance. The selection of the right sales media will have a positive impact on developing the business world to become bigger

ACKNOWLEDGMENTS

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FINAL GRADE

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GENERAL COMMENTS

Instructor