Analysis content media, brand image, brand trust toward consumer loyalty in new media Instagram

Maulina Larasati Putri¹, Vera Wijayanti Sutjipto², K. Y.S Putri³

¹Department of Communication, Universitas Negeri Jakarta, Jakarta, Indonesia
²Department of Communication, Universitas Negeri Jakarta, Jakarta, Indonesia
³Department of Communication, Universitas Negeri Jakarta, Jakarta, Indonesia

The corresponding author’s: kinkinsubarsa@unj.ac.id ¹

Abstract. New media that are decisive in people's lives. The content of new media is approved in people's lives. This study wants to find out the influence of new media, brand image on consumer confidence in online products. The content of new media is the content of media messages in new media in various products. Brand image is a brand on the product or image that the product and image has. Consumer loyalty is a research previously conducted by previous research by Robinson, Xian Xing and Fredick. This study uses the positivistic paradigm. Respondents of this study were Medan, Cimahi, Sidoarjo and Makassar, Instagram's new media users. Descriptive of each variable of this research is positive content media in the contents of this research. Brand images on Instagram are not very important to current trends. Brand trust in this descriptive study is positive for each indicator of this research. Consumer loyalty is the respondent of this study a positive average on each indicator of this study. The results of the study were the strong influence of media, brand image, brand trust on consumer loyalty on Instagram. The results of this descriptive study lead to positive results on each indicator. Related to the predictive regression was a positive impact on Instagram respondents' consumer loyalty.

Keywords: brand image, brand trust, content media, and consumer loyalty

1. Introduction

Instagram, the new media that currently the most widely followed by users. The contents of Instagram are not only in text form, but the dominant content is photos and videos. The benefits of using Instagram include, (1) not paying, to use Instagram, you don't need to pay, just simply download or you can also open the site exclusively. Unlike when using a website to become an online shop media, of course you have to rent a domain first with a variety of ports. Therefore, for a beginner online shop business, it is better to choose social media in the class of Instagram than on a website, (2) it is widely used, as described above, since the release in 2013, users of Instagram in Indonesia have grown rapidly until now. This is certainly a profitable public relations for online shop businessmen to start marketing their products through Instagram, (3) it is easy to use, the convenience offered by Instagram makes it a fast media that attracts the public to use it. Posting photos or videos, following, commenting on, giving likes, to searching according to the hashtag can be done very practically, (4) Easy for
Promotions, using using Instagram, you can do various kinds of promotion methods very practically. For example, using the hashtag, using the services of an editor, or also the method of paying promote / shout for shout programs, (5) the main media in the form of photos, become superior social media in terms of posting through photos, forming this media conveying good image quality, which of course is very suitable for the promotion of online shop media which generally relies heavily on product photos, (6) connections using other social media, the advantages of Instagram that provides connections with several social media, create its own convenience for online shop businessmen. So you can save when you don't need to post multiple times on other social media.

While Instagram's deficiency are (1) it must be updated regularly, almost like Twitter, Instagram has a timeline that also runs very fast. This results in its users, especially online shop owners, having to post photos or videos as often as possible so that products can be observed by the consumer. (2) spamming, convenience provided by Instagram in terms of interacting, forming social media is very prone to spamming. Generally a lot of spamming is seen in the comments section. But you can work around this by applying private on your account so that not just anyone can comment on your posts, transactions that are less simple. (3) spamming, Instagram is not designed as a buying and selling media, so it makes sense when the transaction process is not practical when there are consumers who will buy goods. Therefore, for online shop owners do not forget to include a relationship in the profile and caption section of each post. (4) intense competition, this time, online shops on Instagram have increasingly mushroomed. This results in increasingly fierce competition because consumers will be able to practically find a homogeneous online shop using your own. Sang therefore, friendly service and good price and quality of goods means the main key. (http://detik.in/uncategorized/kelebihan-dan-kekurangan-instagram). The Effects of Instagram currently has a significant impact on society.

Instagram has a positive and negative impact on society. The positive impact of Instagram includes, (1) an event to showcase the creations that everyone has. For example, we can upload photos or videos about the results of the results we made. Videos about making creations from used goods, etc., (2) make people to make closer friendships. This can be indicated by giving "likes" or comments on photos or videos that someone wants. This shows that we give attention or sympathy to others. Of course positive comments. (3) facilitate information dissemination. When we will hold a certain event we can use Instagram to share information. As is done by cadets of the Road Transportation Safety Polytechnic who upload information about the contests that will be held on campus so that outsiders can find out and participate in enlivening the activities held. (4) as a business media. We know that there are many online shops that we meet on Instagram. Instagram becomes a separate business field for economic actors to develop their businesses. Only by looking and ordering via smartphone can we get the items we want. Ranging from clothes, pants, shoes, accessories, and much more. (http://sekarrmargarani.blogspot.com/2017/04/peran-media-komunikasi-dalam-masyarakat.html)

The positive impact has already been mentioned above. The negative impact of Instagram are (1) lack of interaction with other people. Because of the fun of playing Instagram, people forget to interact with their surroundings. They are just busy with their cellphones. (2) improve consumptive behaviour (4) the rise of pornography. With the ease of creating an account, some irresponsible people use this to create an account that is not supposed to. Teenagers and children can open the account. This is of course inappropriate for the development of children. (4) make people lazy. With the ease of ordering goods through an online account, eating will make people become lazy and only work in their "bed". (5) wasteful quota. Instagram is an application that absorbs lots of quotas. Because almost every hour there are photos and videos that are updated. (http://sekarrmargarani.blogspot.com/2017/04/peran-media-komunikasi-dalam-masyarakat.html).
Tokopedia brands currently in Indonesia are well known to the public. The current trend of society in its lifestyle is very practical. Online shopping is a common thing in society. This phenomenon makes people easier with whatever they can through online sites. Open an online shopping site now. The researcher chose Tokopedia for several reasons. The following is the current online shopping site, 1. Bukalapak, this one online shopping place is indeed very popular among shopping lovers in Indonesia. This is not free from the ease of the application to use because indeed the interface of the application is quite simple or simple.

In addition, this online shopping application has important menus such as transactions, easy to find. Information about the seller at Bukalapak is quite complete, this site can also top up via this Bukalapak application. The Bukalapak application also has drawbacks. For example, users are a little troubled if they want to buy an item. The buyer cannot directly choose the size on the purchase menu. Instead it must be commented first so that you know whether the clothes for example with that size are still available or not. In addition, information about the unavailability of goods is still unclear. So, users must be extra careful before buying. (2) Lazada, this application is the choice of many Indonesians to shop online. Because it's very easy to use especially by novice users. There are instructions that are quite clear and detailed on the application's Home page shortly after the application is installed. Because of that too, you could say the appearance of the Lazada application interface is indeed quite friendly. In addition, the Lazada application also provides fairly clear information regarding items not available. So, users will find it easier to find out whether the item is still available or not.

Unfortunately, for shopping via this Lazada application you must log in first. In addition, important menus in the Lazada application are also hidden as a consequence of the easy appearance. (3) Tokopedia, Indonesians also love shopping online at Tokopedia. The proof, Tokopedia has been named the best national children's work application in 2016 by Google Play. Because, this Tokopedia application can be used to top up credit, tokens and pay BPJS contributions. In addition, the Tokopedia application interface is very simple and catchy. important menus such as transaction menus and purchase category menus are easily accessible because they are neatly arranged. In fact, important product information is quite clear and very easy to access. However, if shopping via the Tokopedia application, you must login first. Make it safe and comfortable when shopping, but for those who don't really like the long-winded registration process, this obligation can make the sensation of shopping online not fun.(https://www.idntimes.com/tech/trend/indra/mulai-bukalapak-hingga-elevenia-manakah-aplikasi-yang-lebih-asyik-dipakai-buat-belanja-online/full).

The problem of this research is how the contents of the media, brand image, brand trust towards consumer loyalty on Instagram's new media. This study wants to see the depth of the process of researching media content, brand image, brand trust on consumer loyalty in new media on Instagram. The results of this study can explain the effect of media content, brand image, brand trust on consumer loyalty on Instagram's new media.

2. Literature Review

Similar research was conducted by Mitha Fadilla Noer with the title of the influence of brand image and brand trust on brand loyalty of King Thai Tea in Bandung. (Mitha fadilla Noer, IMAGE, Vol.III, No.2, November 2014) the difference with this research is that people use new media. Researchers use the content of messages contained in Instagram's new media in adding variables and references to previous research.
The next research similar on the influence of brand image, brand trust on the purchase decision of Converse shoes, by Adrian Juno Adiwijaya. (AGORA, Adrian Juno A, Vol.5. Nov 3. 2017). This research is different from Adrian's research. The development of this research is with objects not tangible products. But using a corporate brand. The strength of brand trust in this study is very much considered.

The next type of research is Kinkin's literacy of new media and new cultures in Indonesian society. (National Seminar FISIP UNSOED, fisip.unsoed.ac.id). the difference in this research is that the online shopping culture in this study is the focus of this research. This research, if explored more deeply, can be linked to the new culture of society today with the development of information technology in managing daily life activities.

Content analysis is a method that includes all analyzes of the content of the text, but on the other hand this analysis is also used to describe a specific analytical approach. According to Holsti the method of content analysis is a technique for drawing conclusions by identifying various characteristics of a message objectively, systematically and generalized. (https://www.academia.edu/29313288/Analisis_Isi_Media). According to Aaker and Biel (1993) brand image is the consumer's assessment of the brand in a market. Creation can be created based on personal experience or hearing his reputation from other people or the media.

According to Schiffman and Kanuk (2007) "Brand image is a set of associations about a brand stored in the minds or memories of consumers". There are several factors that influence the brand image of Schiffman and Kanuk (2007) mentioning the forming factors of brand image, namely, (1) Quality or quality, related to the quality of goods offered by manufacturers with certain brands, (2) trusted or reliable , relating to opinions or agreements formed by the community about a product consumed, (3) uses or benefits related to the function of a product that can be used by consumers, (4) price, which in this case relates to high or low the least amount of money spent by consumers to influence a product can also affect long-term image, (5) the image that is owned by the brand itself, namely in the form of views, agreements and information relating to a brand of a particular product (https://www.hestanto.web.id/citra-merek-brand-image-menurut-para-ahli/).

According to Keller (2000) brand image consists of two main factors, namely (1) physical factors, are the physical characteristics of the brand, namely: design, packaging, logo, brand name, function, and product use of the brand, and (2) psychological factors , formed by emotions, beliefs, values and personalities that are considered by consumers to be able to describe the products of the brand. Brand image is very closely related to what people think, feel towards a particular brand. So that the brand image of psychological factors has a greater role than the physical factors of a particular brand (https://www.hestanto.web.id/citra-merek-brand-image-menurut-para-ahli/).

Brand trust as the willingness of individuals to trust the brand's ability to satisfy their needs (Kumar, 2009:69). (https://repository.widyatama.ac.id/xmlui/bitstream/handle/123456789/3692/Bab%202.pdf?sequence=7) Customer loyalty or consumer loyalty according to Amin Widjaja Tunggal (2008: 6) is customer attachment on a brand, shop, manufacturer, service provider, or other entity based on favorable attitudes and good responses, such as repurchases. Based on these definitions, it can be concluded that there are elements of behavior and attitudes in customer loyalty. customer loyalty includes aspects of feeling, does not involve affective aspects in it (Dharmesta, in Diah Dharmayanti, 2006: 37-38). (https://ilmumanajemenpemasaran.wordpress.com/2009/11/10/definisi-loyalitas-pelanggan/).
3. Research Methods

This research uses quantitative research. This study explains the influence and forecasting of the influence of media content, brand image, brand trust on consumer loyalty in Instagram's new media. The respondents of this study are buyers of products available in Kopedia. Those who have bought Tokopedia products during 2018 and have already traded on Tokopedia more than 10 times. The media content validity was KMO .89, significance .000, KMO brand image was .79, significance .000, KMO brand trust .85, significance .000 and consumer loyalty KMO .88, significance .000. Media content variable reliability .81, brand image .79, brand trust .81 and consumer loyalty .88. meaning that all the measuring instruments of this study are good, then it can be continued in multi regression.

References


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