

Millennial's Customer Impact of Actual Purchase to Loyalty Intention through Customer Satisfaction and Customer Engagement on Instagram

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Abstract: - The aim of this research is to determine the influence of actual purchases on loyalty intentions through customer satisfaction and customer engagement on the social media Instagram for the fashion industry. The unit of analysis for this research is the millennial customer base in Indonesia. The purpose of this research is to find out whether customers are loyal to fashion brands (products) or influencers or both. The type and source of data in this research is primary data. The data is collected by distributing questionnaires to 510 Millennial respondents aged 20 to 40 years. Descriptive surveys can be conducted to provide an overview of the elements studied, and explanatory surveys can be conducted to determine the relationship between one variable and another. The target audience of this study is millennial fashion product consumers in Indonesia who made online purchases via social media (Instagram). The sampling technique in this research is convenience sampling, then this research uses SmartPLS 3.2 for the software. The findings actual purchases are very important in customer satisfaction and customer engagement, meaning that once customers make actual purchases, they feel connected and satisfied. For customers in the fashion industry to become loyal customers, they must first achieve customer satisfaction and engagement. As a result, fashion entrepreneurs will have a new approach to social media Instagram.

Key-Words: - Loyalty Intention, Customer Satisfaction, Customer Engagement, Actual Purchase

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1 Introduction

Millennial behavior in the fashion industry using creative social media platforms. Because social media is the main method of communication for millennials (Helal et al, 2018). There is a difference in online purchasing attitudes between millennials (generation Y) and non-millennials (generations X and Z), that is, millennials (generation Y) are impulsive buyers and make decisions very quickly. While non-millennials (generations X and Z) are very conscientious in shopping online and making decisions in online shopping (Burnasheva et al, 2018). Many younger generations are starting to leave television and prefer digital media.

Fashion is a combination of styles with designs and patterns that are liked and widely used by people as a culture of dress and grows according to the times (Soelityowati, 2020). In this research, fast fashion is used because it is used for a short period of time, production is fast and prices are affordable. Fast

fashion is a modern term used by the fashion industry to refer to designs that move from fashion shows to stores in a short period of time to capture the latest trends in the market (Wei & Zhou, 2013).

Customer engagement can be measured through measures such as page views, click-through rates, and the number of "likes" and "comments" on social media platforms (Cvijikj & Michahelles, 2013). So that the attitude towards advertising through social media creates a buying process and becomes a repeat purchase to the point of intention to recommend, this term is called loyalty (Chiou et al, 2009).

Instagram is one of the most popular social media platforms in Indonesia, owing to its emphasis on visual content rather than words. Instagram was originally a social networking platform where users could publish personal images and communicate with one another via the like and comment functions. According to DataIndonesia, there are 10.73 million Instagram users in Indonesia till February 2023, based on data from Napoleon Cat. This is a 4.9%

increase over the previous year. Women account for 53% of Instagram users, while males account for 47%. Furthermore, it was 37.8% for the age group 18-24 years. The 25-34 age group had 29.7%, the 35-44 age group had 12.6%, and the 45-54 age group had 4.9% (DataIndonesia, 2023). This shows that on average young people and millennials with the female gender are far more active in using Instagram. Many younger generations are giving up television in favor of digital media because of today's highly developed technology and easy internet access to everything.

The advantages of using an advertising social media Instagram are free, a wider range of potential customers, secure buying and selling transactions through a common account, many relationships between online sellers, and the ability to sell different products on one account. The value of social media advertising on Instagram look more believable than traditional media (Schiffman & Kanuk, 2010). Influencer marketing is a content-based campaign that has defined the digital age to date. Instagram marketing for fashion brands is used not only to engage with audiences on social media, but can also build relationships with prospects and their customers to shape actual purchase (Oliver, 2014).

2 Literature Review and Hypotheses Development

2.1 Grand Theory Buyer Behavior

Much of a buyer's purchasing behavior consists more or less of repeat purchases, and buyers establish purchasing cycles for different products to determine how often they will make purchases. In this case, it is necessary to identify the factors of the decision-making process, observe the changes that occur in them over time due to the repetitive nature of the buyer, and show how the combination of decision factors affects the process of searching and integrating information from buyers. the buyer's business and social environment (Howard & Sheth, 1968).

2.2 Applied Theory Loyalty Intention

Loyalty intention is a specific form of behavioral intention, compared to behavioral intention which has a broader scope, loyalty intention has another meaning, namely measuring consumer loyalty intentions. The existence of loyalty intentions in studying the customer loyalty attitude approach (Suhartanto et al., 2018). This research uses loyalty intention to measure whether customers intend to be loyal to the fashion label (product) or the celebrity or

whether they intend to be loyal to both. When using the loyalty intention variable, there is a possibility that customers will make recommendations and spread a sense of satisfaction and attachment which then becomes involved in influencing their family, friends or relatives so that they intend to become loyal.

2.3 Customer Satisfaction

Customer satisfaction reflects the perceived benefits of customers on the payment platform, which further promotes repurchase to customers (Zhang et al, 2019).

2.4 Customer Engagement

Customer engagement starts from the initial process of the customer making an offer via social media until the end of the customer becoming a sustainable buyer (Leckie et al, 2016).

2.5 Actual Purchase

Actual purchases are basically purchases of goods for consumers' personal consumption and the final stage process in decision making is different from purchase intentions (Khurram et al, 2018).

2.6 The Relationship between Actual Purchase and Customer Satisfaction

Customers who make actual purchases have gone through a purchasing process which is influenced by the social environment in purchasing decisions and ultimately leads to the product purchased (Schiffman et al, 2010). Positive and negative product reviews are very influential in actual purchases (Zhen Li & Shimizu, 2018). Which will then bring the level of customer satisfaction in determining the brand and subsequent purchasing decisions (Khurram et al, 2018). This shows that positive buyer reviews are related to their actual purchasing behavior in subsequent purchases (Bashir et al, 2019; Cuong & Long, 2020).

Hypothesis 1 (H1): Actual Purchases have a positive effect on Customer Satisfaction.

2.7 The Relationship between Actual Purchase and Customer Engagement

The initial actual purchasing process starts from searching for information, making consumer decisions, turning on the product and the final process is building loyalty (Court et al., 2009; Powell et al., 2011). Product purchases and references are closely related to customers because through this contribution there is feedback from customers and actual purchases can benefit the seller (Brien &

Toms, 2010; Kumar & Pansari, 2016; Thakur, 2018). The existence of purchasing adaptation and connecting a person with the community can be measured by customer satisfaction (Vivek et al, 2014). So customer behavior shows that after making a purchase, community relationships are created, this has a positive impact on customers (Prentice & Loureiro, 2018; Verleye et al, 2014). Hypothesis 2 (H2): Actual Purchases have a positive effect on Customer Engagement.

2.8 The Relationship between Actual Purchase and Loyalty Intention

A consumer commitment to making purchases consistently will create loyalty (Oliver, 1999). Actual purchasing behavior is the basis for loyalty associated with consumer purchases (Mowen & Minor, 2001). The existence of actual purchases is a very important influence on business success (Alekan et al, 2012). As well as the influence of positive reviews on actual purchases which lead to repeated and consistent purchases and become customer loyalty (Cheong & Mafas, 2020). Therefore, the interaction of consumer purchasing behavior that leads to future purchases can have a positive impact on loyalty (Chatterjee et al, 2018). Hypothesis 3 (H3): Actual purchase has a positive effect on Loyalty Intention.

2.9 The Relationship between Customer Satisfaction and Loyalty Intention

Customer satisfaction is the main driver of customer loyalty (Woratschek et al, 2019). With customer loyalty, there will be satisfaction and familiarity in the interaction relationship between customers and business actors because of repeated satisfaction and word of mouth recommendations after customer loyalty intentions occur (Cheng et al, 2018; Dimiyati et al, 2016). Therefore, consumer satisfaction has a very positive influence on loyalty. Hypothesis 4 (H4): Customer Satisfaction has a positive effect on Loyalty Intention.

2.10 The Relationship between Customer Satisfaction and Loyalty Intention

Based on the relationship between customers and brands with different strategies involving customers, it can be concluded whether the customer is making a purchase for the first time or has made a purchase repeatedly, which ultimately leads to loyalty (Bowden, 2009). In this case, the initial customer process starts from making an offer on social media to the final process of the customer becoming a repeat buyer. So that in the end this process can increase

customers and customers become loyal. (Brodie et al., 2013; Habibi et al., 2014; Leckie et al., 2016; Patterson et al., 2006). Therefore, it can be concluded that there are five components related to customers such as initial consideration, active evaluation, purchase, ongoing exposure, and loyalty (Court et al, 2009). Hypothesis 5 (H5): Customer Engagement has a positive effect on Loyalty Intention.

3 Methodology

The current study presents a longitudinal strategy that incorporates both qualitative and quantitative approaches with the goal of validating the research findings. The first approach used was primarily focused on the use of qualitative data analysis techniques to get thorough and profound understandings of the relevant study problem at hand. Following the first method, the second step required the systematic study of quantitative data, in which statistical data was acquired for questioning and review.

The first phase in this inquiry was to conduct qualitative research, present key elements of study design early in the paper which required the use of multiple data gathering approaches. This study use the multivariate statistical analysis approach. Smart PLS (Partial Least Square) software was employed for this study. The structure of the model is derived from each study variable using this procedure. Each variable is examined in order to determine the model structure of each latent variable. The hypothesis may be tested to conclude the study outcomes. Partial Least Squares (PLS) is an analytical approach that does not rely on measurement scale, data distribution, or sample size assumptions. Because it does not make many assumptions, PLS is a strong analytical approach. Furthermore, PLS can quantify variable connections in terms of formative relationships, whereas SEM cannot. PLS may also be used to anticipate and confirm ideas, as well as to explain if there is a link between latent variables (Ghozali & Kusumadewi, 2023). As a result, Smart PLS is used in this study since it is thought to be the best approach for analyzing the connection between variables in the sample data. This study next employed Cronbach's alpha to examine the reliability or consistency of a measure from the questionnaire and the sample (if all research variables were more than 0.70, an indicator of reliability was accepted). The validity test findings reveal that the indicators employed are legitimate if the stress factor is more than 0.70 and the p-value is less than 0.05. Because the composite reliability score matches the needed parameters and the

Cronbach alpha value is more than 0.6, the reliability test results will subsequently reveal that all current designs are reliable.

4 Research Result

Table 1 Demography

Gender	Count of Last Time Shopping
Woman	265
Man	245
Total	510

Based on demographic results, it can be seen in Table 1 that the number of purchases made last time between women and men is not much different. This is the basic for this research. This study begins with the distribution of questionnaires to millennial clients who purchase via Instagram's social networks.

Based on the secondary data, questionnaires are distributed by electronic mail (e-mail), direct messages on Instagram, Chat WhatsApp, Line, Telegram, LinkedIn, and telephone confirmation. The catalog of questions was tested for validity and reliability prior to distribution. Validity is strongly connected to whether the question measures what it is supposed to measure. According to research validity, measurement features relate to the extent to which the test measures what the researcher wishes to assess.

The suggested study approach included the active participation of millennial customers in Indonesia who make fashion actual purchases on the social media site Instagram. This method aims to provide thorough insights into the research problem. The accuracy and precision of the meter are shown by the dependability value.

The respondents in this survey are millennials who have shopped on the Instagram social media platform. Respondents who made purchases using the Instagram social media platform are the primary focus. When product reviews contain both good and negative characteristics, it has a significant impact on the actual purchase (Zhen Li & Shimizu, 2018). Developing community ties improves customer retention following a purchase (Verleye et al, 2014; Prentice and Loureiro, 2018). In addition to the influence of favorable reviews and interactions with real purchases, which lead to frequent and regular purchases, which convert into loyalty (Chatterjee et al, 2018; Cheong & Mafas, 2020).

Table 1 Result of Cronbach's Alpha

Construct	CA > 0.6	Rho_A	CR >0.6	AVE >0.5
AP	0.829	0.852	0.881	0.601
CE	0.940	0.940	0.951	0.736
CS	0.881	0.885	0.913	0.678
LI	0.966	0.966	0.969	0.632

Source : Research Resources, 2023

Note : Significant > 0.5

Notes : AP – Actual Purchase. CE – Customer Engagement, CS – Customer Satisfaction, LI – Loyalty Intention.

The results in Table 1 on the value of Cronbach's alpha are greater than 0.60 at each indicator value. The rho_A value for each indicator is greater than 0.80, the composite reliability value for each indicator is greater than 0.60, and the average variance extracted (AVE) value for each indicator is greater than 0.50. It can be concluded that the construct has a reliable value or passes the reliability test. High reliability indicates that each indicator has high consistency to the extent of its latent construction.

Table 2 Result Research Relationship

Relationship	Coefficient	T-Stat	P-Value	Result
AP → CS	0.795	35.286	***	Accepted
AP → CE	0.729	33.543	***	Accepted
AP → LI	0.136	2.693	.010	Accepted
CS → LI	0.334	7.357	***	Accepted
CE → LI	0.530	15.382	***	Accepted

Source : Research Resources, 2023

Note : Significant ***P<0.001 and T-Statistics >1.96

Based on the results of Table 2 For P-Value <.001 and alpha = 5%, the T Statistics value for all constructs is >1.96. It can be concluded that all research models are accepted and the data support the model. From the test results Actual Purchase has an effect on Customer Satisfaction with a T-statistic value of 35,286 and is significant because of the statistical T value. >1.96. The results of this study indicate that Actual Purchase has a significant effect on Customer Satisfaction. Thus the hypothesis (H1) can be accepted. When product reviews have positive or negative things, it will greatly affect the actual

purchase (Zhen Li & Shimizu, 2018). This can bring customer satisfaction in determining the brand or product to purchase (Khurram et al, 2018).

Based on the test results Actual Purchase has an effect on Customer Engagement with a T-statistic value of 33,543 and is significant because of the statistical T value. >1.96 . The results of this study indicate that Actual Purchase has a significant effect on Customer Engagement. Thus the hypothesis (H2) can be accepted. The creation of community relationships has a positive impact on customer engagement after making an actual purchase (Bleier et al, 2018 ; Prentice & Loureiro, 2018).

The results of the Actual Purchase test have an effect on Loyalty Intention with a T-Statistic value of 2,693 and it is significant because the T-statistic value is > 1.96 . The results of this study indicate that Actual Purchase has a significant effect on Loyalty Intention. Thus the hypothesis (H3) is accepted. The effect of positive reviews and the interaction with actual purchases causes repeated and consistent purchases to become loyalty (Chatterjee, 2018 ; Cheong & Mafas, 2020).

From the results of the Customer Satisfaction test, it has an influence on Loyalty Intention with a T-Statistic value of 7,357 and is significant because the T-statistic value is > 1.96 . The results of this study indicate that Customer Satisfaction has a significant effect on Loyalty Intention. Thus the hypothesis (H4) can be accepted. Within customer loyalty there is an initial process, namely satisfaction and familiarity in the interaction relationship between customers and business actors (Dimiyati & Subagio, 2016; Cheng et al, 2018).

Based on the test results, Customer Engagement has an effect on Loyalty Intention with a T-Statistic value of 15,382 and is significant because the T-statistic value is > 1.96 . The results of this study indicate that Customer Engagement has a significant effect on Loyalty Intention. Thus the hypothesis (H5) can be accepted. The initial process of customer engagement starts from making offers to social media to the final process of the customer becoming a repeat buyer. In the end, it can increase customers and customers become loyal (Brodie et al, 2013; Habibi et al, 2014; Leckie et al, 2016).

This study discusses the effect of actual purchases on loyalty intention through customer satisfaction and customer engagement on Instagram social media studies in the fashion industry. The conclusions obtained from the results of this study are as follows: After making an actual purchase and going through the customer satisfaction or customer engagement path, the two channels are very strong. So that in order for these customers to become loyal in the

loyalty intention indicator, they are loyal to fashion labels or celebrities (influencers), they must really go through the path of satisfaction and attachment until finally they are processed to recommend or loyal intentions.

5 Conclusion

The conclusion of this study is that millennial shoppers dominate Instagram when shopping on social media. Through social media advertising, millennial customers trust highly credible sources to promote a product or brand. If the testimonial receives a positive response from the customer, an actual purchase may result for the customer, in which the purchase decision can be made and the subsequent purchase can be declared as a loyal customer. The impact of the last phase in the significance of acquiring a product or service for the client is the actual purchase, which is an individual's readiness and desire. Actual purchase is also a factor in the decision to purchase the product. Customers will observe and manipulate the safety of their products as part of product security so that they can influence consumers' purchasing decisions. In order to build a good reputation of the product, creating a promotional attitude that positively influences the evaluation of the product affects the increase in sales of the product (Kim, 2010). A promotional attitude towards social media has an effective impact on information and communication around the advertised product and can also strengthen customer trust (Chung & Cho, 2017). This research can contribute and have implications for fashion industry business actors to help market their products by choosing influencer with high credibility and attitudes towards advertising on social media. Because most potential millennial buyers will see the products from a recommendation or from someone who is more trusted and preferred and is the expert in marketing the products. To get potential customers and millennial customers more interested in seeing and buying products

when promoted by influencers or celebrities. Promotions using endorsements may affect actual purchases

5.1 Implications

This research can provide contributions and implications for fashion industry business actors to assist market their products by choosing celebrities with high credibility. This is often because most prospective millennial buyers see products from an endorsement or person one that is more trusted and more preferred and expert to plug products. So prospective customers and millennial customers are more curious about seeing and buying products when promoted by influencers or celebrities. With promotions that use endorsements can affect actual purchases. This research is predicted to develop especially for business actors and also celebrities or influencers to advance business within the fashion industry.

5.2 Limitations and Recommendations

This study, like any research, has certain limitations. First, the data collection for this study was conducted primarily from Instagram account users in Indonesia. Therefore, future research plans to collect data in major cities around the world. Second, this study provides additional insights into the impact of attitudes towards social media advertising, source credibility, and product endorser suitability through actual purchase on Instagram: a study of the fashion industry in Indonesia. To further support this study, future research could not only be limited to Instagram, but also to other social media and markets. In addition, it would be interesting for future studies to explore the possibility of an influence of attitudes towards social media advertising, source credibility, and product endorser suitability across different small towns in Indonesia.

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Conflict of Interest

The authors have no conflicts of interest to declare that are relevant to the content of this article.

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