

# The Effect of Social Media Marketing Activities on Continuance Intention: A Study of The Brand Fashion Industry

Roni Setiawan\* & Sekar Wulan Prasetyaningtyas

*Business Management, Binus Business School Master Program, Binus University, Jakarta, Indonesia*

---

## Abstract

Recently, both in Indonesia and globally, social media has become increasingly important, especially in the use of the Instagram platform. One of the interesting industries to discuss is the fashion brand industry. The development of fashion is so fast, and along with the increasing use of the Instagram platform in the community, Instagram is a means of selling and promoting fashion products that are marketed to the public. The research that the authors conducted started with the high use of Instagram, the fast development of fashion brands around the world, and their own attractiveness to society. From this phenomenon, the authors have determined the purpose of this study, among others, to find out how Instagram social media marketing activities influence customer satisfaction, perceived value, and repeat purchase intentions. Meanwhile, this study proposes the effect of perceived value on customer satisfaction and repeat purchase intention. The final paper considers the impact of customer satisfaction on repeat purchase intentions. This study uses an online survey of 135 Instagram users who have made purchases online for fashion products to examine the effect of SMMA on perceived value and customer satisfaction. The results of the analysis use partial least squares with smart PLS. Consistent with previous research, only three statements in the hypothesis were accepted, SMMA had a positive effect on CS and PV, then CS had a significant effect on CI, and indirectly, the SMMA variable had a positive and significant impact on CI.

*Keywords:* Social Media Marketing Activity, Perceived Value, Customer Satisfaction, Continuance Intention

---

Received: 1 August 2023

Revised: 21 September 2023

Accepted: 13 October 2023

## 1. Introduction

According to data (Riyanto, 2022) social media use in Indonesia will have increased year after year by 2022, from 62 million (2014) to 191 million (2022). Instagram is the second most popular social media below WhatsApp. The community's expanded usage of social media, including as a personal need, market-owned products, and as a new bridge in communication to obtain information, etc. (S. C. Chen & Lin, 2015). Marketing discussion is not new (2022) in the current era of social media because of its highly valuable function to consumers (Choedon & Lee, 2020) and looking for ways to make repeat purchases (S. C. Chen & Lin, 2015) identify the Social Media Marketing Activities (SMMA). Furthermore, because of its significance, Social Media Marketing Activities (SMMA) have emerged as a prominent issue in research content search for academics and businesspeople. One of the areas usually mentioned in the research content is the fashion sector. The fashion industry is one of the most fascinating to analyze because it has historically played a key role as a design driver to create a business model that successfully interacts with the environment locally or globally (Noris et al., 2021). One Instagram fashion trend, such as OOTD (Outfit of the Day), Tutorial style, and so on, with viral themes on Instagram, is Korean fashion trends or Korean style. The beginning of the trend is due to the number of photos and videos of clothes themed in Korean style, causing people or artists to choose outfits. This demonstrates how quickly fashion trends could even change with a single photo or video upload, which can stimulate the interest of many people and cause them to follow the trend. Consumers buy clothes because of the comfort, price, visuals, and trends that are popular on social media (Noris et al., 2021).

---

\*Corresponding author.

E-mail address: [roni.setiawan@binus.ac.id](mailto:roni.setiawan@binus.ac.id)

Because of its promotional content, its nature that is bound to consumers in the medial social network, creating concern for products or services created (Mukherjee, 2020), tied directly to potential consumers and selling more products or services, social media marketing is a popular issue among entrepreneurs and academics (Choedon & Lee, 2020). Furthermore, with social media marketing, consumers can find the best information for the desired products/services, interact with and share their shopping experience, and marketers can receive reviews and feedback faster, potentially increasing the number of consumers (Ahmad, 2017). Another advantage of SMMA is the ability to address service issues quickly and effectively, improve business competition (NURFARIDA et al., 2021) and increase customer loyalty to sellers/service providers (S. C. Chen & Lin, 2015).

One of the roles of social media is that it is an effective method to enhance consumer purchase intentions and can also generate recurrent purchase intentions (Purba & Wong, 2022). Instagram and other social media platforms are widely used, making this online platform a very effective marketing technique (Nadzira et al., 2020) and also influences the number of transactions online (Suharto et al., 2022). Social media is a frequent communication tool that entrepreneurs employ in their marketing efforts today. As the largest country in Southeast Asia, Indonesia has 56% of its total population is active in social media, amounting to 150JT (Sanny et al., 2020) with Instagram is the second favorite social media in Indonesia after WhatsApp (Riyanto, 2022), indicating that Instagram is worth further research. The effect of such activities on Continuance intents (CI), Participate intention (PI), and Buy Intention was examined in SMMA research (C. L. Chen et al., 2020). Further variables such as social identity, perceived value, and customer satisfaction were used as mediating variables in some of these studies. While the focus of SMMA (Mukherjee, 2020) is to divide the activity into two parts, namely personal and company with specific target consumers. Furthermore, (Choedon & Lee, 2020) discusses the impact of SMMA on purchasing intention as a goal of marketing communication by improving customer relationship. Contrary to other studies, research (Kim & Ko, 2012) sought to determine the impact of SMMA on purchase intention by identifying the characteristics of SMMA activities. The research conducted (Heryana, 2020) aims to look at factors that impact Continuance intentions (CI), with E-WOM being one of them. The study of (Wijaya et al., 2018) then examined further factors like E-Customer Satisfaction and perceived website quality in influencing CI.

There have been many discussions about social media marketing and few mention the effect of SMMA on continuance intention, one of which is research (S. C. Chen & Lin, 2019). The authors focused on the effect of SMMA on CI in fashion products that are trending today (2021-2022) via social media Instagram by searching at consumer satisfaction factors and perceived value as mediating factors in this study. The authors categorize SMMA into several categories, including trendiness, word-of-mouth, informativeness, and interactivity. The study tries to answer the question "How does SMMA affect consumer satisfaction and continuance intention?". Next, "How is the Perceived value affecting long-term interest with satisfaction as a mediation in making trendy fashion products on Instagram social media platforms?". Furthermore, "What factors that are the expansion of social media marketing activities can affect the intent of repeated product purchasing?"

To complement previous research, the study focused on SMMA that can affect customer satisfaction and Continuance Intention on Instagram social media platforms. Furthermore, this study intends to investigate the variables driving the rise of SMMA. Analysing the effect on consumer satisfaction and continuance intention. Besides providing insight and advice to fashion industry entrepreneurs on what factors support customer satisfaction and Continuance Intention products.

## **2. Literature Review**

### *2.1. Social Media Marketing Activity (SMMA)*

In the context of marketing, social media is regarded as a platform for the establishment of networks and a channel for the dispersion of data that has dynamic and interconnected. Further, social media marketing is described as the process of marketing through social media to influence buying behaviour (S. C. Chen & Lin, 2019). According to (Seo & Park, 2018), (Yadav & Rahman, 2017) (Choedon & Lee, 2020), (S. C. Chen & Lin, 2019), SMMA has several dimensions such are trendiness, WOM, informativeness, and interaction. Social media can also transform consumers into marketers and advertisers (Ismail, 2017). Users can become marketers and advertisers by creating content for promotional activities and communicating to influence purchases and sales (Choedon & Lee, 2020). SMMA refers to the activities that social media users engage in during such marketing activities. According to MC Luhan's Theory

(1995), media has a greater influence than media content in changing personal behaviour and cultural behaviour more broadly. According to the theory followed by (Pan & Crotts, 2012), businesses can be faster with media because they can test new marketing strategies and concepts derived from instant feedback from customers or prospective customers. Engel, Kollat and Blackwell, stated on social media that when people become consumers, they look for goods, give, and share their experiences (Alavi et al., 2016).

## 2.2. *Customer Satisfaction*

Customer satisfaction is defined as a positive customer perception in comparison to their expectations during a product purchase or service use (Sherly & Keni, 2022). Customer satisfaction is influenced by the quality of the service provided to the customer (Zibarzani et al., 2022) because the customer will be satisfied if the quality of the service provided exceeds his expectations (Song et al., 2022). Customer satisfaction is directly related to the survival of many businesses, including online business satisfaction when making purchases on e-commerce platforms like Instagram and Facebook. Customer reviews, whether positive or negative, can be used by business owners to learn about their customers' desires because the reviews and comments provided by the customer reflect their satisfaction or dissatisfaction with the customer (Zibarzani et al., 2022). According to (Del Castillo and Benitez, 2013), consumer satisfaction can be measured by comfort, accessibility, connectivity, and information (Wang et al., 2020)

## 2.3. *Perceived Value*

In Marketing, conducting consumer purchasing activities using social media to gather information becomes important to consider the value obtained between the gains obtained and the costs incurred, known as the Perceived Value (PV), to enrich competitive advantage (S. C. Chen & Lin, 2015). According to equity theory, consumers evaluate the relationship between what they provide (cost) and what they receive (profit). According previous research, consumers evaluate the usefulness of a product based on their perception of what he receives and what he gives in return. Consumers evaluate the quality and price of products or services after they have purchased them (Guerra-Tamez & Franco-García, 2022). In addition to that, consumers perceived value in services, emotional relationships, and ease. (Chi, 2018). However, the perception of quality and the perceived price is stated to be the two important determinants of the PV to compare utility and product prices to conclude PV (Konuk, 2019).

## 2.4. *Continuance Intention*

Continuance intention can be defined as the user's intention to repurchase previously purchased products (E. Ayu et al., 2016). In other words, consumers make purchases based on the assessment and reviews of previous purchasers (Subawa, 2020). Furthermore, according to research (Jen et al., 2011), factors that influence repeated use intentions include service quality and satisfaction (Jen et al., 2011). According to the study (Yilmaz & Ari, 2017), factors influencing continuance intention include service quality, image, satisfaction, and complaint. According to TPB theory, the intention is a direct determinant of individual behavior (Aziz et al., 2015). A person's intentions constitute the determination of personal and social functions to perform attitudes or behaviour (Aziz et al., 2015). Expectation Confirmation Theory (ECT) is widely used in marketing research to explain consumer satisfaction, behavior and consumer intention to make continuance intentions (Yan, 2021), containing validation of expectations, expected utilities, happiness, and sustainable goals are the four core structures of this theory based on consumer satisfaction (Stella et al., 2021).

## 2.5. *Hypothesis Development*

### 2.5.1. *Social Media Marketing Activities (SMMA), Customer Satisfaction (CS), and Continuance Intention (CI)*

According to a previous study, Social Media Marketing Activities (SMMA) affect consumer satisfaction, but SMMA has a greater effect when PV is used as mediation (Yang et al., 2020). Moreover, Then, there is a positive and significant relationship between SMMA and perceived value (PV), meaning that perceived value significantly mediates the relationship between SMMA and consumer satisfaction, implying that SMMA has a substantial influence with PV quality as variable mediation (Demircioglu et al., 2021). Despite this, the other research reveals differences, SMMA has a negligible effect on customer satisfaction. This demonstrates inconsistencies in prior research on the relationship between the SMMA variable and consumer satisfaction (S. C. Chen & Lin, 2019). Moreover, customer satisfaction positively impacts continuance intention. Indicates that customer satisfaction affects users tending to reuse services or repurchase products, which has a direct effect on continuance intention positively. (Hooshyar, D., Malva, L., Yang, Y., Pedaste, M., dan Wang, 2020). Consistent with finding of (Garg & Sharma, 2020), (Y. F. Kuo et al., 2009), and (Ashfaq et al., 2019) which indicate that customer satisfaction has a

positive and statistically significant relationship with continuance intention. Later, factors influencing continuance intentions are service quality, image, satisfaction, and complaints (Jen et al., 2011; Yilmaz & Ari, 2017).

The relationship between social marketing activities and continuance intention is positive, meaning that any increase in social media marketing activities will increase as well on continuance intention (G. Ayu & Adnyani, 2022; Subawa, 2020). Based on the discussion above, the study proposed the following hypotheses (H1-H3):

**Hypotesis 1:** SMMA and CS are positively and significantly related.

**Hypotesis 2:** CS and CI are positively and significantly related.

**Hypotesis 3:** SMMA and CI are Positively and significantly related

2.5.2. *SMMA, Perceived Value (PV) and Customer Satisfaction (CS)*

Previous research has demonstrated that Social Media Marketing Activities has a positive and statistically significant effect on PV (S. C. Chen & Lin, 2019; Yang et al., 2020) suggesting that SMMA plays a fundamental role in increasing the perceived value of a product.

According to previous research, the perceived value of the products given has a positive effect on customer satisfaction (Y. Kuo et al., 2009). In addition, another study empirically proved that perceived value has a positive effect on customer satisfaction. This demonstrates that customer satisfaction is proportional to the perceived value by the consumer. Moreover, research (Konuk, 2019) indicates that the consumer's perception of value has a positive and substantial effect on customer satisfaction. The investigation proposed the following hypotheses for H4 and H5 on the basis of the preceding discussion:

**Hypothesis 4:** SMMA and PV are positively and significantly related.

**Hypothesis 5:** PV and CS are positively and significantly related.

2.5.3. *Perceived Value (PV) and Continuance Intention (CI)*

According to previous research, Perceived Value has a significant influence on Continuance Intention (Kuo et al., 2009). Furthermore, according to research (Chen & Lin, 2019), perceived value has a significant effect when mediated by the variable Customer satisfaction. However, this research differs from the study of (Masri et al., 2019), who indicated that Perceived Value has a positive influence but is insignificant on Continuance Intention. This implies that is clear the research on this variable is inconsistent, and further research is required. Based on the previous discussion, this study proposed the following hypothesis:

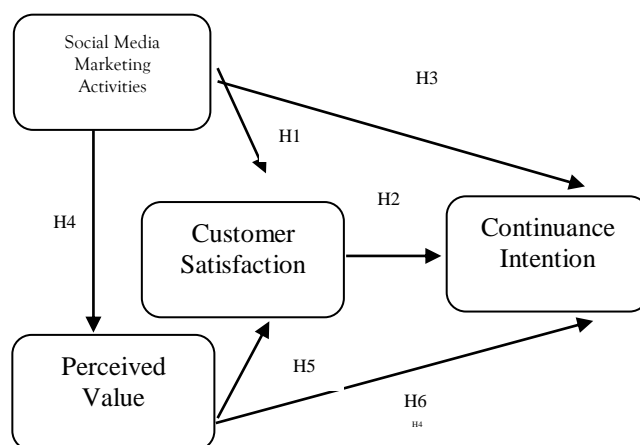


Figure 1. Theoretical Framework

3. Research Method and Materials

This study developed a research questionnaire based on the hypotheses proposed above. In 2022, there will be 191 million social media users in Indonesia, with Instagram being the second most popular social media platform after

WhatsApp, with 99.15 million users (Riyanto, 2022). The age of Instagram users in Indonesia varies greatly, with the youngest being 18-24 years old, followed by 25-34 years, 13-17 years old, and 35-44 years old in that order. This demonstrates that the average Instagram user in Indonesia is the most dominant, aged 18 and up (Annur, 2021). Obtaining these factors into account, we determine that those over the age of 18 constitute our primary sample.

A structured questionnaire was used in the study to collect data for empirical analysis. Data were gathered from 100 teenage samples to adults over the age of 18 who use fashion products obtained through social media and Instagram purchases. One of our goals is to determine whether social media marketing has an impact on Continuance Intention in the customer population aged 18 and up (Annur, 2021). Pre-test participation was achieved by distributing questionnaires to 30 respondents who were students to adulthood from Indonesia, all of whom were based at DKI Jakarta.

**Table 1.** Respondent Profile

<b>Variables</b>	<b>Items</b>
Gender	Male
	Female
Age	18-25
	26-30
	31-35
	36-45
	>45
Education	Senior High School
	Diploma
	Undergraduate
	Graduate
Job	Doctoral
	Student
	Employee
Monthly Income	Entrepreneur
	< 2.000.000 IDR
	2.500.000-3.000.000 IDR
	3.500.000-5.000.000 IDR
	>5.000.000 IDR

The researchers asked four filter questions about some of the respondents' requirements to fill out the questionnaire early in the questionnaire. Respondents must be over the age of 18, live in Jabodetabek, and have made online purchases for fashion products on an Instagram platform. If the respondent answered the questionnaire with "yes," the questionnaire can be continued; if the respondent answered with "no," the completed questionnaire is not forwarded for this study (Fajriansyah et al., n.d.) If a respondent says no, it is assumed that they will not answer questionnaires or provide data for the study (Ulfah Hidayati, 2017). Regarding that, the respondent's initial question addresses questions about the respondent's profile, followed by questions about the research construct. This questionnaire employs four variables: SMMA with four dimensions and twelve indicators (Garg & Sharma, 2020; Yang et al., 2020) perceived value with three indicators (Jen et al., 2011), customer satisfaction with four indicators (Wijaya et al., 2018), and continuance intention with four indicators (Wijaya et al., 2018).

The purpose of the study was to find out SMMA, the perceived value, and continuance intention (CI) using the mediation of customer satisfaction (CS). Therefore, we design research with quantitative research (Mazzucchelli et al., 2018). Variables in theoretical models are measured using a five-point Likert scale ranging from point 1 are "Very Disagree" up to point 5 "Very Agree" as used in the journal (Choedon & Lee, 2020). The respondent's profile question uses a nominal scale, which contains closed questions answered with multiple options provided, and the respondent responds according to the conditions present in the respondent. While the filter question only contains yes and no options.

Concerning the deployment of the data questionnaire, the results are collected, calculated, and analyzed using the PLS-SEM structural equation model analysis technique and SMART PLS statistical software. The analysis of the outer model and the inner model comprise the SEM PLS model. Outer models are used in validity analysis and reliability, including outer loading as part of grain validity, then the alpha Cronbach construct reliability value, coefficient Rho, and Composite Reliability. The average variance extracted can be used to determine to construct

validity (AVE). Inner models generated by this partial least squares' analysis include R Square, Adjusted R Square, F Square, Direct Effects, Indirect Effects, and Total Effects. However, the number of inner models that can be generated is limited by the coefficient value (Hidayat, 2021).

#### 4. Results and Discussion

Data were collected from 136 respondents, and the profiles of those respondents are shown in Table 2.

**Table 2.** Respondent Profile

Variables	Items	Percentage
Gender	Male	47.6
	Female	52.4
Age	18-25	73.8
	26-30	9.5
	31-35	7.1
	36-45	7.1
	>45	2.4
Education	Senior High School	42.9
	Diploma	4.8
	Undergraduate	40.5
	Graduate	11.9
Job	Doctoral	-
	Student	54.8
	Employee	26.2
Monthly Income	Entrepreneur	19
	< 2.000.000 IDR	35.7
	2.500.000-3.000.000 IDR	11.9
	3.500.000-5.000.000 IDR	4.8
	>5.000.000 IDR	47.6

The analysis and estimation were done in two steps using partial least squares (PLS). The first phase evaluated and confirmed the path coefficients and explanatory power of the structural model, while the second phase evaluated and confirmed the constructs' validity and dependability, as well as the causal relationship between the constructs (Chen & Lin, 2019). PLS can handle model constructs and measurement items at the same time, making ideal for investigating the causal relationships between construct variables. Furthermore, PLS is appropriate for managing variable association in random data distribution.

The relevant tests for each item in the outer model were reliability, internal consistency, convergent validity, and discriminant validity. The corresponding loading of the questions was used to test the reliability of the items. Individual reliability was represented by factor loading, which represented the extent to which some questions could measure the construct. The threshold value was 0.6 (S. C. Chen & Lin, 2019). A construct was removed after the third question in the SMMA constructs and one question in the Continuance Intention, and all measurement items met the standards.

Table 3 shows the overall reliability of each construct. Each construct's composite reliability (CR) value was greater than 0.7, indicating that the constructs were internally consistent.

**Table 3.** Construct Reliability and Validity

Construct	Cronbach Alpha	Rho A	Composite Reliability	Average Variance Extracted (AVE)
CI	0.856	0.874	0.914	0.780
CS	0.913	0.924	0.938	0.791
PV	0.867	0.899	0.920	0.794
SMMA	0.950	0.956	0.957	0.714

Convergent validity was evaluated for each construct using AVE indicators, in addition to assessing factor loading and composite reliability for each question. This construct has good convergent validity if this index is greater than 0.5. (S. C. Chen & Lin, 2019). The AVEs (Average Variance Extracted) for potential construct variables in this study

ranged between 0.714 and 0.794, indicating good convergent validity, according to Table 2. Discriminant validity measures the degree of discrimination between tested variables and various construct criteria.

Discriminant validity measures the degree of discrimination between tested variables and various construct criteria. Cross-loadings, the Fornell-Larcker Criterion, and Heterotrait-Monotrait (HTMT) (S. C. Chen & Lin, 2019). values are used in the SmartPLS application's discriminant validity test. The value of cross-loading is used in this paper. The cross-loading value of each construct is calculated to ensure that its correlation with the measurement items is greater than that of the other constructs. Cross-loading should be greater than 0.7 (S. C. Chen & Lin, 2019). Examining the cross-loading value is another method for determining discriminant validity. If the loading value of each item on the construct is greater than the cross-loading value.

**Table 4.** Discriminant Validity Cross Loading

Indicator	CI	CS	PV	SMMA
CI1	0.921	0.849	0.587	0.623
CI2	0.938	0.834	0.557	0.555
CI3	0.782	0.667	0.510	0.631
CS1	0.837	0.915	0.781	0.800
CS2	0.839	0.913	0.719	0.771
CS3	0.752	0.863	0.563	0.511
CS4	0.733	0.866	0.527	0.531
PV1	0.636	0.698	0.941	0.814
PV2	0.397	0.616	0.771	0.519
PV3	0.607	0.665	0.949	0.767
SMMA1	0.433	0.469	0.574	0.781
SMMA10	0.662	0.711	0.779	0.899
SMMA11	0.435	0.480	0.637	0.857
SMMA12	0.505	0.595	0.836	0.865
SMMA4	0.571	0.650	0.617	0.819
SMMA5	0.482	0.582	0.565	0.843
SMMA6	0.522	0.597	0.650	0.854
SMMA8	0.737	0.784	0.625	0.850
SMMA9	0.699	0.729	0.738	0.834

The inner model PLS analysis was used to test the hypotheses in this study. The path coefficients and R-squares were calculated using the inner model. The intensity and direction of variable relationships are represented by path estimated to demonstrate the cause-and-effect relationship between observed and latent variables. By referring to the percentage of the dependent variable that can be explained, the R-square value represents the model's predictive ability. In addition, bootstrapping was used in this study to estimate the significance of each path coefficient. Using resampling data, the values were estimated, and the estimated values were more accurate than commonly used values. As a result, this method was used to investigate the significant relationships between variables in this study.

Running the program with Bootstrapping gains the hypothesis testing results. The hypothesis is accepted if the t-statistic value is greater than 1.64. Moreover, the significance level for marginal acceptance was set at p-values less than 0.10 and less than 0.05 for acceptance. The t-statistic or p-value is used to prove whether a hypothesis is accepted or rejected. The path coefficient values in Table 5.

**Table 5.** Hypothesis Test

Hypothesis	Path Estimated	T - Values	P- Value	Test Result
H1: SMMA -> CS	0.439	2.383	0.018	Accepted
H2: CS -> CI	0.918	7.568	0.000	Accepted
H3: SMMA -> CI	0.091	0.573	0.567	Rejected
H4: SMMA -> PV	0.799	13.878	0.000	Accepted
H5: PV -> CS	0.389	1.874	0.062	Accepted
H6: PV -> CI	-0.126	0.838	0.402	Rejected

H1: SMMA is positively and significantly supported by CS, implying that the H1 hypothesis is accepted (SMMA → CS; p-value=0.018 < 0.05), as shown in Table 4. H2: CS has a positive and significant effect on CI, supporting hypothesis H2 (CS → CI; p-value=0.000 < 0.05). SMMA, on the other hand, has a positive but not statistically significant effect on CI, indicating that H3 is rejected (SMMA → CI; p-value=0.567 > 0.05). Then H4: SMMA has a significant and positive influence on PV, indicating that H4 is supported (SMMA → PV; p-value=0.000 < 0.05). H5 is marginal accepted because PV has a positive and statistically significant effect on CS (PV → CS; p-value=0.062 < 0.10). H6 is rejected because PV has a negative and insignificant effect on CI (PV → CI; p-value=0.402 > 0.05).

This study's findings confirm that social media marketing activities (SMMA) have a significant impact on customer satisfaction (H1 Accepted). This is consistent with and supported by prior research (Demircioglu et al., 2021; Yang et al., 2020). However, there are differences between previous studies conducted by (Yang et al., 2020) and (Demircioglu et al., 2021), namely that SMMA has a relationship to customer satisfaction if it has a mediating variable as a link between SMMA and customer satisfaction in both studies. The use of SMMA through the dimensions of Trendiness, Word of Mouth, Informativeness, and Interactivity plays an important role in increasing customer satisfaction for entrepreneurs who use Instagram (Yang et al., 2020), particularly in the fashion industry.

Furthermore, this study confirms that customer satisfaction has a significant impact on continuance intention (H2 accepted). This is consistent with previous research (Ashfaq et al., 2019; Garg & Sharma, 2020; Jen et al., 2011; Wang et al., 2020) which show that customer satisfaction has a positive and significant relationship with Continuance Intention. This suggests that customer satisfaction, as represented by a sense of comfort when shopping on Instagram and a sense of comfort when interacting on Instagram, affects Continuance Intention (Wang et al., 2020).

Moreover, this study reveals that social media marketing activities (SMMA) are positive and have no significant impact on Continuance Intention, therefore hypothesis 3 was rejected. This study contradicts Previous research by (E. Ayu et al., 2016; Subawa, 2020) claimed SMMA had a positive and significant effect on continuance intention. This study, however, confirmed the previous research of (E. Ayu et al., 2016), which found that one dimension of SMMA has a positive but insignificant effect. SMMA has small effect on Continuance Intention, according to the writer's research, on the Instagram platform.

Meanwhile, this study confirms that social media marketing activities (SMMA) have a positive and significant influence on perceived value (PV), implying that hypothesis 4 is accepted. Previous research (S. C. Chen & Lin, 2019; Olaivar & Loayon, 2022; Permatasari et al., 2021) (Yang et al., 2020) have all found that SMMA has a significant effect on PV. That implies that social media plays an important role in keeping up with fashion by searching on social media Instagram before shopping to gain perceived value (Yang et al., 2020).

Next, this study confirms that perceived value (PV) has a significant influence on customer satisfaction (CS). As a consequence, Hypothesis 5 is accepted. This study confirms previous research by (Chinomona et al., 2014; Konuk, 2019; Y. Kuo et al., 2009). This implies that increasing consumers' satisfaction can be accomplished by providing them with higher values (Y. Kuo et al., 2009). Consumers will satisfaction with fashion products if they receive high value for both products and services via the Instagram platform.

Lastly, this study confirms that Perceived Value has a positive but insignificant influence on Continuance Intention. As a result, hypothesis 6 is rejected. This contradicts previous research by (Y. F. Kuo et al., 2009), that claimed perceived value has a significant effect on Continuance Intention. That implies that the value received in the Instagram platform for fashion products has no significant impact on continuance intention.

## 5. Conclusion

This study was based on Chen and Lin's (2019) social media marketing activities and empirically examined the effect of using social media intention on perceived value, consumer satisfaction, and continuance intention, as well as the effect of each variable on the Instagram Platform. The results of this study indicate that SMMA has a favorable and considerable impact on customer satisfaction and perceived value. This implies that the dimensions of SMMA play an important role in increasing customer satisfaction for customers searching for fashion products on the Instagram platform. Furthermore, SMMA has a significant and positive effect on perceived value. This implies that increasing SMMA will have an effect on perceived value. However, in this study, SMMA has a positive but insignificant effect on Continuance Intention. Based on this study on the Instagram platform, SMMA has a minimal impact on Continuance Intention. As a result, the platform's use of SMMA, which is interactive, up-to-date, word-of-mouth, and informative, has not maximized the results for Continuance Intention. This could be due to other influencing factors that are moderating or mediating the situation, further research is required. Customer satisfaction and perceived value

are two other findings in this study. According to the findings of this study, customer satisfaction has a positive and significant influence on continuation intention, as well as the effect of perceived value on customer satisfaction. This suggests that customer satisfaction is important in encouraging consumers to buy fashion products on the Instagram platform again. Then there's perceived value, which is represented by the quality of the product, it's worth the price, and the quality of service has an impact on customer satisfaction, however, has no impact on continuance intention.

## References

- Ahmad, L. I. (2017). Konsep Penilaian Kinerja Guru Dan Faktor Yang Mempengaruhinya. *Idaarah: Jurnal Manajemen Pendidikan*, 1(1), 133–142. <https://doi.org/10.24252/idaarah.v1i1.4133>
- Alavi, S. A., Rezaei, S., Valaei, N., & Wan Ismail, W. K. (2016). Examining shopping mall consumer decision-making styles, satisfaction and purchase intention. *International Review of Retail, Distribution and Consumer Research*, 26(3), 272–303. <https://doi.org/https://doi.org/10.1080/09593969.2015.1096808>
- Annur. (2021). *Ada 91 Juta Pengguna Instagram di Indonesia, Mayoritas Usia Berapa?* Databoks.
- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 9(2). <https://doi.org/https://doi.org/10.1177/2158244019846212>
- Ayu, E., Zakiyah, S., Ponirin, Z., Manajemen, J., & Ekonomi, F. (2016). *Pengaruh Promosi Melalui Media Sosial Terhadap Repurchase Intention Melalui Electronic Word Of Mouth*. 2(3), 241–250.
- Ayu, G., & Adnyani, D. (2022). Journal of Business Management and Analysis of The Effect of Locus of Control And Individual Characteristics on Performance With Work Ethics As A Moderating Variables ( Study on LPD in Badung District ). *Journal of Business Management and Economic*, 5(6), 183–195. <https://doi.org/10.29226/TR1001.2022.285>
- Aziz, N. A. B. A., Aziz, N. N. B. A., Aris, Y. B. W., & Aziz, N. A. B. A. (2015). Factors Influencing the Paddy Farmers' Intention to Participate in Agriculture Takaful. *Procedia Economics and Finance*, 31, 237–242. [https://doi.org/https://doi.org/10.1016/s2212-5671\(15\)01225-3](https://doi.org/https://doi.org/10.1016/s2212-5671(15)01225-3)
- Chen, C. L., Weng, P. Y., & Lin, Y. C. (2020). Global Financial Crisis, Institutional Ownership, and the Earnings Informativeness of Income Smoothing. *Journal of Accounting, Auditing and Finance*, 35(1), 53–78. <https://doi.org/10.1177/0148558X17696759>
- Chen, S. C., & Lin, C. P. (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological Forecasting and Social Change*, 96, 40–50. <https://doi.org/https://doi.org/10.1016/j.techfore.2014.11.011>
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. <https://doi.org/https://doi.org/10.1016/j.techfore.2018.11.025>
- Chi, T. (2018). Mobile Commerce Website Success: Antecedents of Consumer Satisfaction and Purchase Intention. *Journal of Internet Commerce*, 17(3), 189–215. <https://doi.org/https://doi.org/10.1080/15332861.2018>
- Chinomona, R., Masinge, G., & Sandada, M. (2014). The influence of E-service quality on customer perceived value, customer satisfaction and loyalty in South Africa. *Mediterranean Journal of Social Sciences*, 5(9), 331–341. <https://doi.org/https://doi.org/10.5901/mjss.2014.v5n9p331>
- Choedon, T., & Lee, Y.-C. (2020). *Knowledge Management Research*. <https://doi.org/https://doi.org/10.15813/kmr.2020.21.3.008>
- Demircioglu, A. O., Bhatti, F., & Ababneh, B. (2021). Improving student satisfaction through social media marketing activities: The mediating role of perceived quality. *International Journal of Data and Network Science*, 5(2), 143–150. <https://doi.org/https://doi.org/10.5267/j.ijdns.2021.1.002>
- Fajriansyah, R., Herlina, M., & Ilmu Komunikasi, F. (n.d.). *Pengaruh Tayangan Ilook Net Tv Terhadap Tingkat Pengetahuan Busana Dan Make Up (Survey Terhadap Siswa-Siswi Ekstrakurikuler SMA Negeri 1 Maja Creative Production)*.

- Garg, S., & Sharma, S. (2020). User Satisfaction and Continuance Intention for Using E-Training: A Structural Equation Model. *Vision*, 24(4), 441–451. <https://doi.org/https://doi.org/10.1177/0972262920926827>
- Guerra-Tamez, C. R., & Franco-García, M. L. (2022). Influence of Flow Experience, Perceived Value and CSR in Craft Beer Consumer Loyalty: A Comparison between Mexico and The Netherlands. *Sustainability (Switzerland)*, 14(3). <https://doi.org/https://doi.org/10.3390/su14138202>
- Heryana, D. K. (2020). Effect of electronic word of mouth on repurchase intention mediated by brand attitude. *International Research Journal of Management, IT and Social Sciences*. <https://doi.org/10.21744/irjmis.v7n2.854>
- Hidayat, A. (2021). *Tutorial Partial Least Square dalam PLS SEM*. Statistikian.
- Hooshyar, D., Malva, L., Yang, Y., Pedaste, M., dan Wang, M. (2020). An adaptive educational computer game: Effects on students' knowledge and learning attitude in computational thinking. *Computers in Human Behavior*, 114, 1–13.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144. <https://doi.org/https://doi.org/10.1108/APJML-10-2015-0154>
- Jen, W., Tu, R., & Lu, T. (2011). Managing passenger behavioral intention: An integrated framework for service quality, satisfaction, perceived value, and switching barriers. *Transportation*, 38(2), 321–342. <https://doi.org/https://doi.org/10.1007/s11116-010-9306-9>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25(4), 887–896. <https://doi.org/https://doi.org/10.1016/j.chb.2009.03.003>
- Kuo, Y., Wu, C., & Deng, W. (2009). Computers in Human Behavior The relationships among service quality , perceived value , customer satisfaction , and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25(4), 887–896. <https://doi.org/10.1016/j.chb.2009.03.003>
- Mazzucchelli, A., Chierici, R., Ceruti, F., Chiacchierini, C., Godey, B., & D.Pederzoli. (2018). Affecting brand loyalty intention: The effects of UGC and shopping searches via Facebook. *Journal of Global Fashion Marketing*, 9(3), 270–286. <https://doi.org/oi:10.1080/20932685.2018.1461022>
- Mukherjee, K. (2020). Social media marketing and customers' passion for brands. *Marketing Intelligence and Planning*, 38(4), 509–522. <https://doi.org/https://doi.org/10.1108/MIP-10-2018-0440>
- Nadzira, N., Setiawan, S., & Wiyarni, W. (2020). Revealing Online Media Marketing Communication Strategies on Instagram and Whatsapp during COVID-19 Pandemic (Case Study at MSME in Malang, East Java, Indonesia). *International Journal of Business Marketing and Management*, 5.
- Noris, A., Nobile, T. H., Kalbaska, N., & Cantoni, L. (2021). Digital Fashion: A systematic literature review. A perspective on marketing and communication. *Journal of Global Fashion Marketing*, 12(1), 32–46. <https://doi.org/https://doi.org/10.1080/20932685.2020.1835522>
- NURFARIDA, N., I., Sarwoko, E., & Arief, M. (2021). The Impact of Social Media Adoption on Customer Orientation and SME Performance: An Empirical Study in Indonesia. *Journal of Asian Finance*, 8(6), 357–365. <https://doi.org/https://doi.org/10.13106/jafeb.2021.vol8.no6.0357>
- Olaivar, R., & Loayon, L. (2022). School Heads' Human Resource Management Practices, Teachers' School Engagement, and Teaching Performance. *International Journal of Research -GRANTHAALAYAH*, 10(9), 27–41. <https://doi.org/10.29121/granthaalayah.v10.i9.2022.4758>
- Permatasari, D., Amirudin, & Sittika, A. J. (2021). Persepsi Mahasiswa terhadap Pembelajaran Daring Mata Kuliah Pendidikan Agama Islam di Masa Pandemi Covid-19. *EDUKATIF: Jurnal Ilmu Pendidikan*, 7(2), 150–161.
- Purba, B., & Wong, W. K. (2022). Moslehpour, M., Ismail, T., What makes go-jek go in indonesia? The influences of

- social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/https://doi.org/10.3390/jtaer17010005>
- Riyanto, A. D. (2022). *Data (Tren) Pengguna Internet dan Media sosial Tahun 2022 di Dunia*.
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Sherly, S., & Keni, K. (2022). *S-Commerce Cues as a Predictor of Repurchase*. Intention: Customer Satisfaction as Mediating Variable.
- Song, Y., Liu, K., Guo, L., Yang, Z., & Jin, M. (2022). Does hotel customer satisfaction change during the COVID-19? A perspective from online reviews. *Journal of Hospitality and Tourism Management*, 51, 132–138. <https://doi.org/https://doi.org/10.1016/j.jhtm.2022.02.027>
- Subawa. (2020). The effect of experiential marketing, social media marketing, and brand trust on repurchase intention in Ovo applications. *International Research Journal of Management, IT and Social Sciences*. <https://doi.org/https://doi.org/10.21744/irjmis.v7n3.881>
- Suharto, Junaedi, W. R., Muhdar, H. M., Firmansyah, A., & Sarana. (2022). Consumer loyalty of Indonesia e-commerce SMEs: The role of social media marketing and customer satisfaction. *International Journal of Data and Network Science*, 6(2), 383–390. <https://doi.org/https://doi.org/10.5267/j.ijdns.2021.12.016>
- Ulfah Hidayati, A. (2017). Melatih Keterampilan Berpikir Tingkat Tinggi Dalam Pembelajaran Matematika Pada Siswa Sekolah Dasar. *Jurnal Pendidikan Dan Pembelajaran Dasar*.
- Wang, Y., Zhang, Z., Zhu, M., & Wang, H. (2020). The Impact of Service Quality and Customer Satisfaction on Reuse Intention in Urban Rail Transit in Tianjin, China. *SAGE Open*, 10(1). <https://doi.org/https://doi.org/10.1177/2158244019898803>
- Wijaya, R., Farida, N., & Andriyansah. (2018). Determinants of repurchase intentions at online stores in Indonesia. *International Journal of E-Business Research*, 14(3), 95–111. <https://doi.org/https://doi.org/10.4018/IJEER.2018070106>
- 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/https://doi.org/10.1016/j.tele.2017.06.001>
- Yang, Y., Khan, Z., & Zhang, Y. (2020). The influence of social media marketing on apparel brands' customers' satisfaction: The mediation of perceived value. *Asian Academy of Management Journal*, 25(2), 167–188. <https://doi.org/https://doi.org/10.21315/aamj2020.25.2.7>
- Yilmaz, V., & Ari, E. (2017). The effects of service quality, image, and customer satisfaction on customer complaints and loyalty in high-speed rail service in Turkey: a proposal of the structural equation model. *Transportmetrica A: Transport Science*, 13(1), 67–90. <https://doi.org/https://doi.org/10.1080/23249935.2016.1209255>
- Zibarzani, M., Abumalloh, R. A., Nilashi, M., Samad, S., Alghamdi, O. A., Nayer, F. K., Ismail, M. Y., Mohd, S., & Mohammed Akib, N. A. (2022). Customer satisfaction with Restaurants Service Quality during COVID-19 outbreak: A two-stage methodology. *Technology in Society*, 70. <https://doi.org/https://doi.org/10.1016/j.techsoc.2022.101977>