The Influence of Instagram Account Storytelling Posts on Brand Engagement: Social Influence Theory Approach

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Abstract. This paper aims to determine the effect of storytelling posts on the Instagram account @jelajahmenusolo on brand engagement mediated by perceived influence and perceived information value on purchase intention. In this study, samples were taken from followers of the Instagram account @jelajahmenusolo. The sample used in this study was 154 respondents. This study utilized quantitative data, specifically primary data obtained through questionnaires. Non-probability Sampling was used as the sampling technique. In this study, data was collected by distributing questionnaires online via Google Forms.

Keywords: Storytelling post · Perceived Influence · Perceived Information Value · Brand Engagement and Purchase

1 Introduction

The use of social media is very useful at this time and can be used as a promotional medium. Promotion is a method of communication that aims to expand information, invite, and influence customers. It can also increase market demand for businesses and attract people to buy and maintain consumer interest in the products or services offered [1]. Social media can be used by all people and can provide important information in all fields. With the existence of social media, the community can be helped and can take advantage of it [2]. Various kinds of social media applications have sprung up to provide opportunities for business. Opportunities for social media do not stop only in product business. Tourism companies are also starting to use social media as a way to attract the attention of the audience to visit tourist destinations. The use of social media can have a positive effect on the image of an object or tourist destination [3].

Social media has become an important part of marketing for businesses and one of the best ways to reach consumers. Social media such as blogs, Facebook, Twitter, Instagram have many advantages for business and are faster than print media, TV advertisements, brochures and leaflets [4]. *Storytelling post* is also one of the most widely recognized marketing strategies in all fields including marketing [5]. Storytelling in marketing is a form of storytelling in which companies tell their manufacturing activities and product

philosophies [4]. Storytelling is a more interesting promotion with a creative narrative. Therefore, the use of storytelling on Instagram in this study is intended to influence consumer attitudes in terms of purchasing decisions with the aim of building emotional relationships with users [6].

The findings of this study have good implications for marketing theory and practice, with more practical implications for marketing managers who use video in social media marketing. Kuo-Lun Hsiao, Hsi-Peng Lu, and Wan-Chin Lan (2013) [5] claimed that the association between the variable storytelling post and the purchase intention variable is substantial. This study demonstrates that using the right narrative frameworks, storytelling blogs can elicit greater empathy. The order of events or point of view are related to the structure of the narrative [7]. From the differences in the results of research conducted by Kesha K, Richard L & Dominic M. Baima (2017) [3] and Kuo-Lun Hsiao, Hsi-Peng Lu & Wan-Chin Lan (2013) [5], researchers are interested in researching marketing through storytelling posts on Instagram account @jelajahmenusolo with the aim of helping people introduce their products to consumers.

The aims of this research are to determine the effect of storytelling posts on brand engagement mediated by perceived influence and perceived information value on purchase intention. In addition, This study was conducted to answer the inconsistencies of previous studies.

2   Theoretical Basis

This study uses the theory of social influence according to which the actions, behavior and opinions of an influencer or an administrator of an Instagram account will be followed or adopted by their followers through an upload published on this Instagram account. Individuals tend to pay attention to and imitate influencer behavior because it is related to determining themselves to feel satisfied and confident. Identification is more than just being attracted to influencers, but an emotional process related to affection [8]. The strong emotional connection formed with someone influences and builds close, intimate, and satisfying relationships that can produce empathetic reactions in terms of expectations, feelings, influence and even in imitating their personality and behavior [9].

Storytelling and narrative techniques have grown in importance as persuasive techniques for a broad audience [10]. The ability of stories to elicit emotions is one of the ways storytelling has the power to impact people [11]. Social media storytelling can provide new economic opportunities for the neighborhood and give businesses a way to connect with their customers.

Social media is currently widely used by business people to interact with consumers. Brand engagement is also influenced by brand communication, namely brand interaction through advertising media, direct mail, catalogs and social media [12]. Ambience-based value and service excellence are associated with an impact on brand engagement and brand participation which translates into customer fulfillment and intention to visit.

The research framework in this study is as follows (Fig. 1):

The effect of storytelling post on perceived influence.

Consumers today want experiences that may stimulate and enhance their senses rather than just focusing on things. Additionally, sensory encounters produce value for
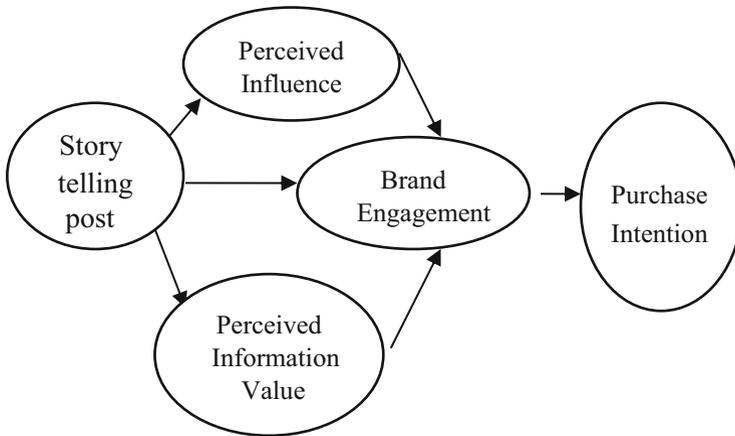
Fig. 1. Research Framework

consumption. As a result, storytelling posts have recently emerged as a significant marketing trend. Storytelling is an effective means of internal and external communication in the field of work to attract consumers [13]. With the application of marketing in the form of storytelling posts, it can influence consumers to change behavior and make it a reference for making decisions about buying a product.

Therefore the first hypothesis is:

H1: Storytelling post has a positive and significant effect on perceived influence.

The Effect of Storytelling Post on Brand Engagement

Newer digital and mobile devices are coming to market to increase opportunities for consumers to communicate with companies and fellow brand enthusiasts on a larger scale [14]. None of this could happen without an initial connection between fans and brands through brand engagement. The process of developing an emotional and rational attachment to a brand is referred to as brand engagement (Nail, 2006). Attractive ads are less likely to be skipped by customers and attract increased engagement as motivation for storytelling.

Therefore, the second hypothesis is:

H2: Storytelling Post has a positive and significant effect on brand engagement.

Effect of Storytelling post on Brand Engagement mediated by Perceived Influence.

One might anticipate that an influencer's or an Instagram account's influence will increase the worth of followers for the suggested brand. Brand involvement can be predicted by perceived influence, which is the propensity to acquire information from an individual [13]. Their self-concept, or how they view themselves, is characterized as a component of brand engagement [15]. One would expect that users with influencer tendencies would provide information about recommended brands and develop brand engagement.

Therefore, the third hypothesis is:

H3a: Perceived Influence has a positive effect on brand engagement.
H3b: Storytelling post is related to brand engagement mediated by perceived influence.

Effect of Storytelling Post on Perceived information value.

The information shared encourages people to figure out how to efficiently filter and process relevant information in order to make the best decisions possible. The idea of perceived value serves as the foundation for the concept of information volume used in the digital environment. This idea was developed as a framework for comprehending customer behavior [1].

Therefore, the fourth hypothesis is:

H4: Storytelling post has a positive effect on perceived information value.

The Effect of Storytelling Post on Brand Engagement mediated by Perceived Information Value.

Social media marketing can provide brand information tailored to customer needs (Rohm et al., 2013). Marketers on social media platforms provide information about consumer products and brands that consumers can search for to meet their needs, including prices, product attributes and features. Social media can influence the construction of experiences and affection in consumers' minds that encourage activity (Merrilees, 2016), making consumers more willing to consider brands as the first choice in their decision-making process.

Therefore, the fifth hypothesis is:

H5a: Perceived Information value has a positive effect on brand engagement.
H5b: Storytelling post is related to brand engagement mediated by perceived information value.

Effect of Brand Engagement on Purchase Intention.

According to previous research, perceived value is a reliable alternative variable for quantifying consumer pleasure as a sign of consumer loyalty (Mencarelli and Lombart, 2017). In the online context, repurchase intention rises as consumer value rises. In reality, businesses choose digital influencers in the hopes that the influencers would be able to provide their target customers with enough value to encourage them to look for, purchase, and utilize the suggested brand [11].

Therefore, the sixth hypothesis is:

H6: Brand engagement has a positive effect on purchase intention.

3 Research Methodology

Quantitative research methodology is employed in this research. People who use social media, primarily Instagram users, were the study's population. Sugiyono (2012) [16] claims that population is a broad field made up of items or individuals with specific traits or qualities that researchers investigate and discover in order to form conclusions. One sampling strategy was used in this investigation. Non-probability sampling does not give all components or members of the population equal chances or possibilities to be chosen as a sampling.

In this study, both primary and secondary data were used. A form of questionnaire was used to collect primary data from the first source, or from the responses of the respondents. Primary data are facts gathered independently by the researcher about variables relevant to the study's specific goal.

The primary data came from sources like firm publications, government reports, articles, theory books, and magazines, while the secondary data comes from sources like memos, books, and magazines in the form of financial reports.

Google Form distribution of questionnaires was the method of data collection in this study. The Likert scale format was used to create the questionnaire. Sugiyono (2016) [17] defines the Likert scale as a type of research data scale that is always used to gauge the attitudes, views, and perceptions of individuals or groups in relation to social phenomena that are under development as study subjects.

4   Results and Discussion

This study uses independent, dependent, and mediating variables. The independent variable is storytelling post, mediating variables are perceived influence and perceived information value; and the dependent variables are brand engagement and purchase intention. Researchers used an analytical tool, namely SmartPLS version 3.4.

Characteristics of respondents based on gender: women with 86 respondents (55.84%) and men with 68 respondents (44.16%).

Characteristics of respondents based on age: age of 25–30 years with 65 respondents (42.21%), age > 30 years with 51 respondents (33.12%), and age < 25 years with 38 respondents (24.68%).

Based on the characteristics of respondents based on the level of education: undergraduate (S1, S2) with 65 respondents (42.21%), Diploma education with 63 respondents (40.91%), and high school with 26 respondents (16.88%).

Based on the characteristics of the respondents based on the occupation: civil servants with 41 respondents (26.62%), entrepreneur with 38 respondents (24.92%), student with 34 respondents (22.08%), private job with 22 respondents (14.57%), general workers with 15 respondents (10.03%), and housewife with 4 respondents (2.59%).

a. Outer Model Analysis.
1) Validity test

According to the outcomes of data processing utilizing SmartPLS, all cross loading measurement scales between 0.5 and 0.6 are deemed sufficient to satisfy the convergent validity standards. There are no indicator variables with outer loading values less than 0.5 as shown by the data above, hence all indicators are deemed practicable or legitimate for research usage and can be used for further investigation.

According to the findings, each question item's value—including storytelling post, perceived influence, perceived information value, brand engagement, and buy intention—produces a significant amount of cross loading when the variables in the questions used to represent them are compared.

2) Reliability Test

The composite reliability value generated for each storytelling post variable, perceived influence, perceived information value, brand engagement and purchase intention > 0.6 where the Composite Reliability value of the storytelling post variable > 0.6 which is 0.928, perceived influence > 0.6, namely of 0.893, perceived information value > 0.6 which is 0.942, brand engagement > 0.6 is 0.940 and purchase intention > 0.6 is 0.948. Judging from the Composite Reliability value for each variable whose magnitude is > 0.6, the five variables are reliable.

Based on the results of Cronbach's Alpha storytelling post variable > 0.7 which is 0.904, perceived influence > 0.7 is 0.850, perceived information value > 0.7 is 0.923, brand engagement < 0.7 is 0.919, purchase intention > 0,7 which is equal to 0,931. Because each study variable has met the criteria for Cronbach's Alpha value as a result of these results, it can be said that all variables have a high level of dependability.

3) Multicollinearity Test

Based on the results from Collinearity Statistics (VIF) to see the multicollinearity test with the results of the inner value of the storytelling post variable on perceived influence of 1,000, storytelling post on brand engagement of 1,746, storytelling post of perceived information value of 1,000, perceived information value of brand engagement of 2,281, brand engagement on purchase intention is 1,000. From each variable VIF < 5, it does not violate the multicollinearity assumption test in smart PLS < 5, so it can be said that there is no correlation between variables.

b. Structural Model Analysis (Inner Model)

Model Feasibility Analysis (Goodness of Fit)

1) Value of R Square (R2)

Based on the results of the study, it is known that the influence of the storytelling post variable on the perceived influence is 0.318 or 31.8%, the magnitude of the influence of the storytelling post on the perceived information value is 0.403 or 40.3%, while the storytelling post on brand engagement is 0.522 or 52.2. % and the magnitude of the effect of storytelling post on purchase intention is 0.714 or 71.4%.

2) Q Square Value

The results of this analysis show that the value of Q square is 0.944, indicating that the independent variable's level of model diversity in explaining the dependent variable is 0.944 or 94.4%, with the remaining 5.6% influenced by other factors. As a result of these findings, this research model can be declared to have a high goodness of fit.

Hypothesis test

1) Path Coefficient Test

Based on the results of the study, that the overall model in this variable has a positive Path Coefficient value. It can be seen because the greater the value of the Path Coefficient, the stronger the influence or relationship between the independent variable and the dependent variable.

2) Live Effect Test

Statistically, Ho is rejected or Ha is accepted depending on whether the value obtained in the storytelling post variable on perceived influence with a t statistic of

9.616 can be explained by the t-statistical value 9.616 > t table 1.984 or p value 0.000 0.05. This indicates that the storytelling post variable has significant effect on perceived influence.

According to the statistics, Ho is rejected while Ha is accepted, indicating that the storytelling post variable has a significant impact on brand engagement. The t statistic for the storytelling post variable on brand engagement is 2.072, and the p value of 0.039 can be explained by the t-statistical value of 2.072 > t table of 1.984 or p value of 0.039 0.05.

When the t statistic of 7.800 is used to calculate the value of the perceived influence variable on brand engagement and the p value of 0.000 can be explained by the t-statistical value of 7.800 > t table 1.984 or the p value of 0.000 0.05, then statistically Ho is rejected or Ha is accepted, indicating that the perceived influence variable has a significant impact on brand engagement.

As evidenced by the partial value obtained in the storytelling post variable on the perceived information value with a t statistic of 10.068, where p value 0.000 can be explained by the value of t statistic 10.068 > t table 1.984 or p value 0.000 0.05, the storytelling variable post has a significant impact on the perceived information value. As a result, Ho is statistically rejected while Ha is statistically accepted.

The perceived information value variable has a significant impact on brand engagement, according to the value obtained with a t statistic of 2.278, where p value 0.023 can be explained by the t-statistical value of 2.278 > t table 1.984 or p value 0.023 0.05, statistically Ho is rejected or Ha is accepted.

The value obtained on the brand engagement variable on purchase intention with a t statistic of 32.153 where p value 0.000 can be explained partially by the t-statistical value 32.153 > t table 1.984 or p value 0.000 0.05, indicating that the brand engagement variable has a significant effect on purchase intention.

3) Indirect Effect Test

The findings indicated that perceived influence can significantly and positively mediate between storytelling post and brand engagement, with a t-statistical value of 6.063, p-value of 0.000, and a coefficient of 0.374. The findings were based on a study that examined the impact of storytelling posts on brand engagement through perceived influence.

According to the findings, the storytelling post on brand engagement mediated by perceived information value had a statistical t value of 2.110, a p value of 0.035, and a coefficient of 0.124. The t-statistic value was 2.110 > t table 1.984 or p-value 0.035 0.05, and the coefficient indicated a positive direction of 0.124. It implies that brand engagement and storytelling post can be positively and significantly mediated by perceived information value.

So in this study all the hypotheses resulted in a positive and significant effect so that all hypotheses were accepted.

5   Conclusion

Based on the results of the research described in the previous chapter, the authors can conclude as follows:

a. The storytelling post variable has a positive and significant effect on the perceived influence.
b. The storytelling post variable has a positive and significant effect on brand engagement.
c. The perceived influence variable has a positive and significant effect on brand engagement.
d. The storytelling post variable has a positive and significant effect on the perceived information value.
e. The perceived information value variable has a significant effect on brand engagement.
f. The brand engagement variable has a positive and significant effect on purchase intention.
g. The mediation results show that perceived influence can mediate positively and significantly between storytelling posts and brand engagement.
h. The mediation results show that perceived information value can mediate positively and significantly between storytelling post and brand engagement.

6   Limitations of the Research

This study has limitations, including the extent to which direct selling advertising focuses on selling rather than storytelling. It is hoped that future researchers will broaden the criteria used by consumers to determine direct selling and storytelling style.

7   Suggestion

To provide better and more complex research in the future, this research provides several suggestions for both the company and future research:

1. The Instagram account @jelajahmenusolo displays food products and places to eat in the Soloraya area and besides that, it also continues to innovate so that in the future it can promote food using social media.
2. For Future Research
   For future researchers, it is better to add independent variables like storytelling post and mediating variables (perceived influence and perceived information value) in influencing the dependent variable (brand engagement and purchase intention).

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