



# The Influence of Instagram Content Marketing by Marsalia Embroidery on Customer Engagement (A Case Study of Followers of the Marsalia Embroidery Instagram Account)

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**Abstract.** This study aims to investigate: (1) the Instagram content marketing strategies implemented by Marsalia Embroidery, (2) the level of customer engagement among the followers of Marsalia Embroidery's Instagram account, and (3) the influence of Instagram content marketing on customer engagement. This research employs a descriptive-causal with quantitative approach. The primary instrument used is a questionnaire. The population in this study consists of the followers of Marsalia Embroidery's Instagram. The sampling technique used is non-probability sampling, specifically purposive sampling. The sample consists of 100 respondents. The data analysis method applied is simple linear regression. The results indicate that: (1) the content marketing strategy employed by Marsalia Embroidery falls into the "good" category; (2) customer engagement among its Instagram followers is also categorized as "good"; and (3) content marketing has a positive influence on customer engagement. It is recommended that Marsalia Embroidery maintain its current content marketing efforts and customer engagement strategy. However, to further optimize engagement, the company should enhance its content marketing approach by scheduling content uploads, increasing the amount of educational and entertaining content—not just promotional posts—to encourage audience interaction, and posting exclusive content that highlights the uniqueness of the products and the brand's distinctive identity, which may not be available from other brands.

**Keywords:** Content Marketing, Customer Engagement, Fashion, Instagram

## 1 Introduction

Welcoming the Fourth Industrial Revolution, the internet has had a significant impact on people's lifestyles, one of which is the emergence of social media as a communication tool. A survey conducted by the Indonesian Internet Service Providers Association (APJII, 2017) found that social media is among the most frequently accessed internet services, with usage reaching 87.13%. Social media is considered more interactive and engaging for communication, interaction, and networking, making it highly favored by the public. Marketing activities through social media also offer various conveniences for companies in promoting their products, as social media essentially serves as a medium for users to promote themselves (Huey & Yazdanifard, 2014). The intense competition in social media marketing requires businesses to continuously innovate to gain feedback and better attract consumer loyalty and purchase intention. One communica-

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tion strategy that can be enhanced through social media is optimizing a company's content marketing. Content marketing is a strategy focused on creating and distributing consistent and aligned content that captivates and retains a clearly defined audience, thereby encouraging consumer behavior that benefits the company (Pulizzi & Barrett, 2009). According to a study conducted by IAB in 2013, 90% of consumers are likely to purchase products from brands they follow and actively engage with on social media (Rahim, 2019). It can thus be concluded that the key to effective digital communication is feedback—responses from the audience to the messages or content delivered. Comments and all forms of reciprocal behavior generated through social media content are added value in building brand engagement. Customer engagement is considered essential as it reflects trust, satisfaction, commitment, and loyalty. The higher the level of customer engagement, the greater the likelihood for a brand to gain broader recognition.

Instagram is a smartphone application that enables users to share photos and videos, which can be accompanied by captions or descriptions that represent the uploaded media. Currently, Instagram has more than one billion active monthly users worldwide, with 90% of accounts following businesses or commercial entities on the platform (Instagram, 2020). Instagram is one of the most widely used social media platforms by major companies globally, including those in Indonesia. According to data analyzed by Napoleon Cat, the number of Instagram users in Indonesia reached 61,610,000 in November 2019, which is equivalent to a quarter of the country's population (Kompas, 2019). Most fashion-related brands use Instagram as their online catalog. This is because fashion is considered one of the most significant global industries due to its evolutionary nature, ever-changing preferences, and emerging trends. (Kim et al., 2014).

One of the many small and medium-sized enterprises (SMEs) that has ventured into the online fashion business is Marsalia Embroidery. Marsalia Embroidery is an SME based in Malang City that operates in the fashion industry. Currently, the company promotes its products through social media, particularly Instagram. Although the number of followers on Marsalia Embroidery's Instagram account is relatively substantial—3,576 followers—the level of interaction per post remains low, and online purchases are still relatively limited. To address this issue, the marketing team at Marsalia Embroidery has focused on maintaining strong relationships with existing customers and attracting new ones through Instagram. Therefore, it is necessary to evaluate the implementation of content marketing and the level of customer engagement on Marsalia's platform.

Content marketing is defined as a marketing strategy that involves creating content designed to persuasively share information with a target audience. This strategy centers on producing and distributing meaningful and aligned content to attract and retain the audience (consumers), ultimately prompting them to take actions that benefit the company (Lieb, 2012). According to Karr (2016), the dimensions that should be evaluated by a company when producing content include: (1) Reader Cognition, (2) Sharing Motivation, (3) Persuasion, (4) Decision Making, (5) Other Contributing Factors. The Marketing Science Institute defines customer engagement as consumer participation with a brand outside of direct purchase activities, which can be driven by personal motivations such as word-of-mouth, recommendations, peer-to-peer interactions, blogging, writing reviews, and similar activities (The Marketing Science Institute,

2012). The dimensions underlying customer engagement are divided into four, according to So et al. (2016): (1) Enthusiasm, (2) Attention, (3) Absorption, (4) Interaction

Accordingly, the purpose of this study is to identify the Instagram content marketing strategies employed by Marsalia Embroidery, assess the engagement of its Instagram followers, and analyze the influence of content marketing on customer engagement with Marsalia Embroidery's Instagram account.

## 2 Method

This study employs a quantitative approach using a descriptive-causal method. Descriptive research is aimed at explaining and describing each research variable. According to Sugiyono (2010), causal studies are those that describe the influence of independent variables on dependent variables, illustrating cause-and-effect relationships.

Primary data in this study were obtained by distributing questionnaires via Google Forms, which were completed online. Secondary data were gathered through a literature review, including references relevant to this study such as academic journals and other related sources.

The population of this research consists of followers of the Instagram account @marsaliaembroidery, totaling 3,576 individuals, with the criterion that they have previously interacted with the account. This population is considered an infinite population, meaning the exact number of individuals eligible to be sampled cannot be precisely determined. The sampling technique used in this study is a type of non-probability sampling, namely purposive sampling.

To test the research hypothesis, the author utilized simple linear regression analysis with the aid of SPSS 25 software.

## 3 Result and Discussion

### 3.1 Respondent Description

The respondents in this study were predominantly in the age group of 30–39 years, accounting for 35% of the total sample. According to the Indonesian Ministry of Health (2009), individuals aged 30–39 fall into the adult category. Adult women tend to prefer clothing styles that are simple, casual, and modestly decorated to maintain a fashionable appearance. At this age, clothing that is too revealing is generally considered less appropriate. It is no coincidence that the majority of respondents were women aged 30–39, as the main target market of Marsalia Embroidery is indeed adult women. The brand's primary product, the daster (house dress), features a simple A-line cut with minimal embroidered embellishments characteristics that are particularly favored by women in this age group due to the design's comfort and aesthetic.

In terms of occupation, the respondents were mostly housewives, comprising 33% of the total. This is directly related to the nature of Marsalia Embroidery's main product—the daster which is widely preferred by housewives as daily wear. Dasters are chosen for their comfort, as they are typically made from breathable cotton fabric. Additionally, the loose-fitting design provides ease of movement, making them practical for household tasks such as cooking and cleaning.

Geographically, the majority of respondents originated from the provinces on the islands of Java and Bali, making up a significant 72% of the sample. This high concentration is attributed to the dense population in these regions compared to other islands in Indonesia. Moreover, according to a study conducted by APJII (Indonesian Internet Service Providers Association), internet penetration across Indonesia is still uneven. Based on APJII data, 65% of internet users in Indonesia are located on Java Island, followed by 15.7% in Sumatra, 6.3% in Sulawesi, 5.8% in Kalimantan, 4.7% in Bali and West Nusa Tenggara, and 2.5% in Maluku and Papua

### 3.2 Descriptive Analysis

The average score for the content marketing variable was 4.0063. The highest score was found in item number 4, which can be categorized as “very good.” The corresponding statement reads: *“The content on Marsalia Embroidery’s Instagram is able to reflect the brand’s identity.”* The score for this item was 4.46, indicating a very positive evaluation. This suggests that the content on Marsalia Embroidery’s Instagram is highly effective in conveying the brand’s identity. This is attributed to the visual consistency in the use of soft or pastel color palettes, which align well with the brand’s character. Additionally, the imagery—such as the dress within a circle—also reflects the brand’s logo, evoking feelings of warmth, softness, and femininity.

The lowest score, 3.63, was found in item number 10, which is still categorized as “good.” The statement reads: *“I might not be able to find the kind of content published by Marsalia Embroidery on other brands.”* This indicates that some respondents perceive Marsalia’s content as not entirely unique, suggesting that similar content may be available from other brands. This can serve as input for the company to further enhance content creativity and differentiation. For instance, Marsalia could create behind-the-scenes content showing the process of making the *daster*, such as fabric cutting, applique crafting, embroidery, and sewing—types of content rarely offered by other brands.

The average score for the customer engagement variable was 3.95. The highest score, 4.20, was found in item number 19, with the statement: *“I read the captions on Marsalia Embroidery’s posts thoroughly.”* This indicates that followers not only view the visual content but also read the accompanying captions. Thus, the selection and structure of caption text are important for ensuring followers understand the context and message of each post.

The lowest score, 3.570, was found in item number 21, categorized as “good,” with the statement: *“I often respond to Marsalia Embroidery’s posts by leaving comments on Instagram.”* This shows that some individuals do not frequently comment on the brand’s posts. Most followers prefer to simply view the content and leave a “like” without commenting. This could be due to the fact that not everyone feels comfortable expressing their thoughts through comments. This insight provides an opportunity for the company to explore more interactive content formats, such as Q&A posts, quizzes, or “this or that” polls, to encourage customers to share their opinions and stimulate conversations within the community.

### 3.3 Regression Analysis

Table 1 shows the result of a simple linear regression analysis, processed using IBM SPSS 25:

**Table 1.** The result of a simple linier regression analysis

Model	Unstandarized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
Constant	8.434	4.614		1.828	0.071
Content Marketing	0.548	0.81	0.564	6.762	0.000
Dependent Variable : Customer Involvement (Y)					
T table : 1,9842					

Source: Processed data, 2020

Based on the results of the simple linear regression analysis, the constant value was found to be 8.343, while the coefficient for the Content Marketing variable (X) was 0.548. This indicates that, assuming all other variables remain constant, a one-unit increase in content marketing (X) is expected to result in a 0.548 increase in customer engagement (Y). Conversely, a one-unit decrease in content marketing (X) would result in a 0.548 decrease in customer engagement (Y).

According to Table 1, the calculated t-value of 6.762 > the t-table value of 1.9842, and the significance value is 0.000 < 0.05. Therefore, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_1$ ) is accepted. This result indicates that content marketing (X) has a positive and significant effect on customer engagement (Y).

These findings are consistent with previous studies. For example, Siriwardhana et al. (2018) found a positive influence of content marketing on customer engagement. Similarly, research by Banyu Bening et al. (2019) showed that content marketing positively affects customer engagement among Tokopedia users. Furthermore, Denham-Smith & Harvidsson (n.d.) concluded that consumers perceive companies as more engaging when they focus on content creation, as content is seen as more appealing to consumers. When content successfully engages customers, it also helps foster long-term relationships with them.

This study demonstrates that content marketing significantly influences customer engagement among the followers of Marsalia Embroidery's Instagram account. This conclusion aligns with the idea that the better the quality of content marketing—such as incorporating reader cognition (interactive, easy-to-understand, and memorable content); sharing motivation (content that reflects brand identity, supports communication, fulfills needs, and provides information); persuasion (content that is likable, credible, exclusive, consistent, and relevant); decision making (content that encourages purchasing decisions); and practical factors (content that is beneficial)—the greater the interest and engagement shown by followers of Marsalia Embroidery's Instagram

account.

## 4 Conclusion

This study aimed to analyze the influence of Instagram content marketing on customer engagement on the Marsalia Embroidery Instagram account. Based on the results from 100 respondents, the following conclusions can be drawn:

1. Based on all items related to the content marketing variable applied by Marsalia Embroidery, it was found that the content marketing falls into the "good" category.
2. Based on all items related to the customer engagement variable applied by Marsalia Embroidery, it was found that customer engagement also falls into the "good" category.
3. Instagram content marketing has a positive influence on customer engagement with Marsalia Embroidery (a case study on the followers of the Marsalia Embroidery Instagram account).

## 5 Suggestions

Based on the conclusions above, several suggestions can be proposed with the hope that they will be beneficial for all parties:

- a. It is hoped that Marsalia will continue to maintain its marketing strategy through content marketing, which has already been categorized as good. However, innovation and exploration in content creation are still necessary. Marsalia Embroidery has not yet maximized the publication of content that highlights the uniqueness of its products and brand and should continuously adapt to the ever-evolving landscape of social media marketing.
- b. The lowest mean score in the content marketing variable indicates that some individuals feel the content shared is similar to that of other brands. Marsalia Embroidery needs to innovate in terms of both content design and captions to establish a distinctive identity for its exclusive brand content—something that cannot be found in other brands. This can be addressed by uploading videos showcasing the embroidery process and product creation.
- c. The lowest mean score in the customer engagement variable indicates that some individuals feel they do not often leave comments on Marsalia Embroidery's Instagram. Most followers are only interested in viewing posts and giving likes, but refrain from commenting, as not everyone is comfortable expressing opinions in comment sections. Marsalia Embroidery is encouraged to further explore interactive content, such as Q&A sessions, quizzes, or "this or that" posts, so that customers are more likely to express their thoughts and engage in conversations—creating active communication within the content..

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