

THE EFFECT OF THE INTENSITY OF INSTAGRAM SOCIAL MEDIA USE AND CUSTOMER ENGAGEMENT ACTIVITIES ON INCREASING THE TURNOVER OF SEMPOL AYAM RATIH MSMES

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Abstract

The development of digital technology encourages MSMEs to use social media as a marketing strategy, one of which is through Instagram. In addition, customer engagement activities are also considered to be able to support interaction between businesses and consumers in improving business performance. This study aims to analyze the influence of the intensity of Instagram social media use and customer engagement activities on increasing the turnover of MSMEs in Sempol Ayam Ratih Cabawan Tegal City. This study uses a quantitative approach with a survey method. The research sample amounted to 100 respondents obtained through the distribution of questionnaires. The data was analyzed using SPSS version 26 with the analysis techniques used including multiple linear regression, partial test (t test), simultaneous test (F test), and determination coefficient test. The results showed that partially the intensity of Instagram social media use had a positive and significant effect on increasing turnover, while customer engagement activities had no significant effect and simultaneously, both variables had a significant effect on increasing turnover. Therefore, it can be concluded that this study shows that the intensity of Instagram use plays a more dominant role in supporting the increase in MSME turnover compared to customer engagement activities.

Keywords: Instagram Social Media Use Intensity, Customer Engagement, Increased Turnover

INTRODUCTION

Advances in digital technology have driven significant changes in aspects of life, including in marketing practices. The transition from traditional marketing methods to digital-based marketing requires business actors to utilize internet technology, especially social media, as the main one in reaching consumers more widely and effectively. In this case, social media not only functions as a communication tool, but also as a promotional medium that is able to influence consumer behavior while contributing to improving sales performance (Adhim et al. 2025). One of the platforms that has an important role in digital marketing is Instagram. Based on NapoleonCat data published by GoodStats, the number of Instagram users in Indonesia increased from around 57.9 million users in 2018 to more than 100 million users in 2018. Year 2025 (Akmal 2025).

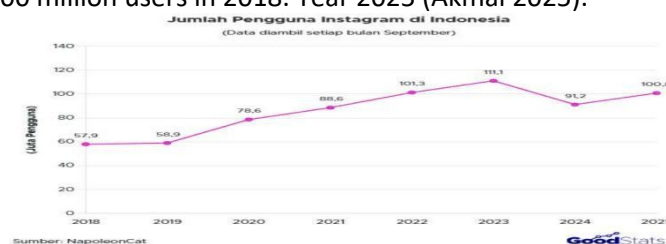


Figure 1. Number of Instagram Users in Indonesia

Although the number of Instagram users is very large, it does not automatically guarantee the success of the marketing strategy carried out by the business actor. In fact, there are still many MSME actors who have not been able to utilize Instagram optimally, so that the wide market opportunity cannot be fully converted into an increase in sales and turnover. In addition, the success of digital marketing is also influenced by the level of customer engagement or activity *Customer Engagement*, which reflects the quality of interaction between consumers and a brand (Qodariyyah, Amri, and Sirait 2025). The high engagement created will increase the chances of forming strong relationships, which can drive purchasing decisions and increase sales (Ramadhan et al. 2025). However, data from Statista (Thuy D, 2026) shows that the level of interaction on social media, including Instagram, is still relatively low compared to the large number of users. In fact, *Commitment Good* is an important indicator in assessing the effectiveness of digital marketing and contributing to increased turnover (Vinerean and Opreana 2021). This condition is also seen in MSMEs Sempol Ayam Ratih, a culinary business that began operating in 2021 and since 2022 has used Instagram as the main promotional medium.

Table 1. Data on the Percentage of MSME Turnover Achievement of Sempol Ayam Ratih (2022-2024)

Year	Target Turnover (Rp)	Realization of Turnover (Rp)	Percentage Achievement (%)
2022	IDR 3,200,000,000	IDR 2,880,000,000	90,00%
2023	IDR 3,600,000,000	IDR 3,780,000,000	105,00%
2024	IDR 5,000,000,000	IDR 4,140,000,000	82,80%

Source: (Sempol Ayam Ratih MSME Data, 2022-2024)

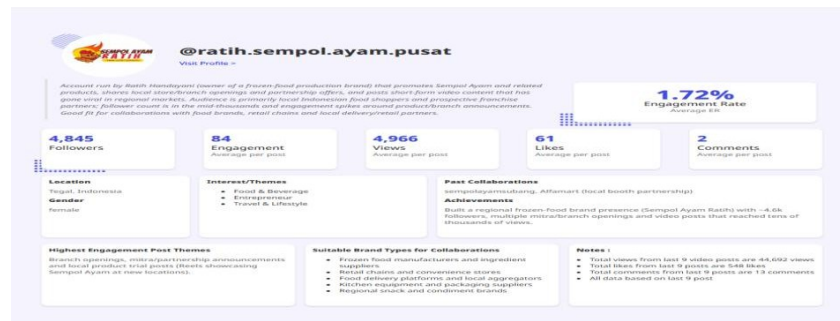
Based on the table above, it shows that the sales report of MSMEs Sempol Ayam Ratih Cabawan Tegal City during 2022-2024 has experienced instability or inconsistency every year due to increasing competition from similar businesses, changes in consumer interest and inconsistent promotional activities. The impact of these conditions results in unstable changes in the number of purchases and transaction values that occur in each period, resulting in an impact on the ups and downs of the turnover obtained. Another thing that happens in the use of social media, especially Instagram, as a means of promotion is still not optimal both in terms of the frequency of uploads, the sustainability of information delivery, and the regularity in reaching the audience, but the use of Instagram in MSMEs in Sempolan Ayam Ratih MSMEs has been actively carried out, which can be seen from the large number of uploads and the variety of content published, such as product promotion, Sales activities, to video *reels* and the results shown on each content still tend to be diverse, both in terms of reach and the response generated.



Figure 2. Sempol Ayam Ratih MSME Instagram Account

In MSMEs Sempol Ayam Ratih, this suboptimal condition is allegedly influenced by several things, such as the lack of systematic content planning, limited content variety, and the use of

suboptimal messaging strategies in attracting the attention of the audience. So it takes efforts in the form of more carefully designed Instagram content management, including by setting a regular posting schedule, improving the quality of visual displays, and utilizing various interactive features to optimize marketing performance. On the other hand, activities *Customer Engagement* describes the level of consumer engagement with content delivered through social media, which can be seen



from various forms of interaction and other responses given (Qodariyyah, Amri, and Sirait 2025). On the Sempol Ayam Ratih MSME Instagram account, this form of activity has been seen through the interaction that appears in each upload, which shows that Instagram is not only used as a medium for delivering information, but also as a means of communication with consumers.

Figure 3. Rate Instagram MSMEs Sempol Ayam Ratih

Platform	Rendah	Rata-rata	Tinggi	Sangat Tinggi
Instagram	<1%	1%-3%	3%-6%	>6%
TikTok	<2%	2%-4%	4%-7%	>7%
Facebook	<0.1%	0.1%-0.5%	0.5%-1%	>1%
X (Twitter)	<0.05%	0.05%-0.2%	0.2%-0.5%	>0.5%
LinkedIn	<1%	1%-2%	2%-4%	>4%

Figure 4. Engagement Rate Value Classification

The level of involvement was recorded to have *Engagement Rate* of 1.72% based on the results of the calculation through Slice.id (2026). Referring to the general classification, the figure is in the average or fairly good category (1%-3%) (Dealls 2025), which indicates that audience engagement has been established, although it still varies on each content. This is allegedly influenced by several factors, such as differences in appeal between content, message delivery that has not consistently encouraged audience participation, and the lack of optimal use of interactive elements in each upload. Research conducted by Susanto *et al.*, (2023) shows that the use of Instagram has a positive and significant impact on the turnover of MSMEs, with a strong contribution through the presentation of attractive visual content. In addition, research by Octavaldy *et al.*, (2024) states that *Customer Engagement* on Instagram has proven to have a positive and significant effect on increasing business revenue, which is reflected in consumer interactions such as *Like*, *Comment*, and *View* which encourages transactions. Different results are shown by research Azrani & Sarah (2025), which concludes that the number *Commitment* or *Customer Engagement* It does not have a significant direct influence on purchasing decisions that have an impact on increasing sales, although simultaneously with other variables it still shows a significant influence. The difference in findings indicates that the influence of the intensity of Instagram use and activity *Customer Engagement* on Instagram on the increase in turnover is still inconsistent, so further studies are needed to examine the influence of these two variables, especially on MSMEs Sempol Ayam Ratih Cabawan Tegal City. The purpose of this study is to analyze the influence of the intensity of Instagram social media use on increasing the turnover of MSMEs

of Sempol Ayam Ratih, To analyze the influence of activities *Customer Engagement* to analyze the two variables simultaneously on the increase in the turnover of MSMEs Sempol Ayam Ratih and their benefits This research is expected to be able to broaden the horizons and deepen the understanding of researchers related to the application of digital marketing concepts, especially those related to the intensity of social media use and activities *Customer Engagement* in relation to increasing the turnover of MSMEs.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

In the context of the development of digital technology, this theory is also relevant to explain the use of social media as a means of communication as well as the dissemination of information. Social media provides an opportunity for users to obtain information, interact, and build relationships with other users more broadly (Humaizi, 2018:13). Sales turnover is the gross income obtained from the sales of products and services within a certain period of time (Mean et al. 2021). Turnover describes the total revenue of sales activities before deducting various operating expenses, so it is different from profit which shows net income after deducting various operating expenses. and the number of products successfully sold. Thus, the higher the sales volume, the greater the total revenue obtained (Boone & Kurtz, 2008:246). In line with this view, Fajriah *et al.* (2022) Explains that an increase in turnover refers to the continuous growth in sales value from one period to the next. In the scope of MSMEs, this growth can be observed through more operational indicators. Nurlaela & Syakinah (2025) explained that the increase in turnover is reflected in the increase in the number of products sold and the increase in transaction value. In addition, Ratri *et al.* (2025) emphasized that the increase in turnover is influenced by the frequency of transactions that occur repeatedly, where the more frequent the transaction takes place, the greater the increase in turnover obtained. According to Gelashvili *et al.* (2022) The intensity of social media use is the level of user engagement on digital platforms, as evidenced by the frequency, duration, and depth of interaction in daily life. More specifically Mahmood *et al.* (2025) defines Instagram usage intensity as the frequency of user access and engagement in various visual features such as *Feed*, *Story*, and *Reels*, as well as interactions with other content and accounts in digital social networks. The high intensity of Instagram use is inseparable from certain motives that encourage users to continue to use social media. This is consistent with *Uses and Gratifications Theory* (UGT), which views people as active users who consciously choose media to fulfill certain desires and obtain certain pleasures (Humaizi, 2018:1-4). Based on this presentation, the intensity of Instagram use in this study is interpreted as the extent to which MSMEs use Instagram in their business activities. Activities *Customer Engagement* In this study, it specifically refers to the *Customer Engagement* on the Instagram platform, which is a form of customer engagement that occurs through digital interaction on the MSME Instagram account. This activity can be recognized from various real-life customer responses to content published through Instagram, such as providing *Like*, write comments, share content (*Share*), to communicate via direct message (*direct message*) as a form of user participation on Instagram (Lestari and Haryadi 2025). According to Żymkowska (2019:24) *Customer Engagement* is understood as a multidimensional concept and also affirms that *Customer Engagement* Not only does it reflect the psychological state of the customer, but it also manifests in real behavior that can be observed through various forms of non-transactional interaction with the brand. In line with that, Vinerean & Opreana (2021) Interpret *Commitment* as the readiness and encouragement of consumers to actively engage in two-way communication with brands in digital media, which is reflected through responses such as comments, content sharing, and other forms of participation. In a business context, Wardhana (2024:365) states that *Customer Engagement* refers to the level of customer involvement and activeness in establishing relationships with an organization, both arising from the customer's own initiative and triggered by the company. These engagement activities have strategic value, because

the level of *Commitment* which is able to strengthen the relationship between customers and brands, and has the potential to contribute to increased sales (Mahendra 2023).

A hypothesis is a temporary conjecture designed to respond to the formulation of the problem in the research which will then be tested and proven to be true through the implementation of the research (Sugiyono, 2023:99).

H1: The intensity of Instagram social media use affects the increase in the turnover of MSMEs Sempol Ayam Ratih

H2: Customer engagement activities have an effect on increasing the turnover of MSMEs of Sempol Ayam Ratih

H3: The intensity of Instagram social media use and customer engagement activities have a simultaneous effect on increasing the turnover of MSMEs Sempol Ayam Ratih

RESEARCH METHODS

This study applies a quantitative approach with the aim of finding out and testing the influence of the intensity of Instagram social media use and activities *Customer Engagement* to increase the turnover of MSMEs of Sempol Ayam Ratih Cabawan Tegal City, both partially and jointly Sugiyono (2023:16). Population in this study *Followers* Sempol Ayam Ratih Kota Tegal MSME Instagram account that has purchased products based on the consideration that the variables of Instagram usage intensity and activity *Customer Engagement* can only be observed by individuals who follow the account. In this study, 100 respondents *Followers* The Instagram account of MSMEs Sempol Ayam Ratih Cabawan Tegal City who have purchased products used as samples with the respondent criteria are followers of the Instagram account @ratih.sempol.ayam.pusat, have purchased products at least once and are domiciled in the Tegal City area and its surroundings. The data collection techniques applied include observation, interviews and questionnaires. The data processing process uses SPSS version 26 with the data analysis methods of Multiple Linear Regression, Partial Test (t test), Simultaneous Test (f test) and Coefficient of Determination (R^2).

RESULTS AND DISCUSSION

Based on the results of the questionnaire distribution, several characteristics of respondents were obtained, including gender, age, occupation, and frequency of purchases. The characteristics of the respondents in this study out of 100 respondents were dominated by female gender with a percentage of 64%, while male respondents were 36%. Based on age, it was dominated by the age group of 20-25 years old by 52%, respondents aged 25-30 years by 23%, respondents aged over 31 years old by 14% and respondents aged less than 20 years by 11%. Based on the level of education, it is dominated by students totaling 57 people with a percentage of 57%, while respondents from the general public are 43 people with a percentage of 43%. Meanwhile, the majority of respondents based on their work/activity status followed the Sempol Ayam Ratih MSME Instagram account and made purchases dominated by students. The results of the multiple linear regression test can be seen as follows:

Table 2. Results of Multiple Linear Regression Analysis Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	9.402		2.556	.012
	Intensitas Penggunaan Instagram	.631	.076	.638	.000
	Aktivitas Customer Engagement	.112	.078	.111	.152

a. Dependent Variable: Peningkatan Omzet

Source : Ouput SPSS, 2026

Based on the table above, it is known that the *Adjusted R Square* value of 0.431 or 43.1% of the variable Increase in Turnover can be explained by the variables of Instagram Use Intensity and *Customer Engagement* Activities in this study. While the remaining 56.9% was influenced by other factors outside the variables studied, such as price, service, business location, other promotional strategies, market trends, and other external factors that were not included in this research model.

Based on the results of the above test, the results of the researcher's hypothesis can be interpreted as follows:

1. Based on the results of the partial test (t-test), the variable of Instagram Social Media Use Intensity obtained a tcal value of 8.315, greater than the ttable of 1.660, with a significance level of $0.000 < 0.05$. These findings show that the Intensity of Instagram Social Media Use has a positive and significant effect on the Increase in the Turnover of MSMEs Sempol Ayam Ratih Cabawan Tegal City. This means that the more active the use of Instagram in marketing activities, the greater the chance of increasing business turnover. This condition indicates that digital promotion activities through social media have a real contribution to business development.
2. Based on partial testing (t-test), the *Customer Engagement* Activity variable obtained a tcal value of 1.443, smaller than the ttable of 1.660, with a significance level of $0.152 > 0.05$. The findings show that *Customer Engagement Activities* do not have a significant effect on the Increase in Turnover of MSMEs in Sempol Ayam Ratih Cabawan Tegal City. Although the direction of the regression coefficient shows a positive relationship, statistically the influence of this variable is not strong enough in encouraging an increase in business turnover.
3. Based on simultaneous testing (F test), a Fcal value of 38.428 was obtained, greater than Ftable of 3.09, with a significance level of $0.000 < 0.05$. In addition, the *Adjusted R Square* value of 0.431 shows that 43.1% of the increase in turnover can be explained by the variables of Instagram Social Media Use Intensity and *Customer Engagement* Activity, while the remaining 56.9% is influenced by other factors outside of this study. The findings show that together the two independent variables have a significant influence on the Increase in the Turnover of MSMEs of Sempol Ayam Ratih Cabawan Tegal City.

CONCLUSION

Based on the results of research and discussion on the influence of the intensity of Instagram social media use and *customer engagement* activities on increasing the turnover of MSMEs of Sempol Ayam Ratih Cabawan Tegal City, several conclusions can be drawn as follows:

1. The Intensity of Instagram Social Media Use has a positive and significant effect on the Increase in Turnover of MSMEs Sempol Ayam Ratih
2. Customer Engagement Activities Do Not Have a Significant Effect on Increasing the Turnover of MSMEs of Sempol Ayam Ratih
3. The Intensity of Instagram Social Media Use and *Customer Engagement Activities* Simultaneously Have a Significant Effect on Increasing the Turnover of MSMEs Sempol Ayam Ratih.

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