



Analysis of the Effectiveness of Instagram Marketing on Increasing Customer Interaction at PT. Wings Group Surabaya

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ABSTRACT

This study evaluated PT Wings Group Surabaya's Instagram marketing strategy to increase customer engagement. Using a quantitative approach through a questionnaire filled out by 100 respondents, this study evaluates the impact of content dimensions, consistency in posts, and the use of Instagram features. The results showed that interactive elements such as Reels, Stories, and Live had the most significant impact on customer engagement, followed by consistency in posting and content variety. The study suggests optimizing Instagram features, improving content quality, and consistency in posts to increase customer engagement and loyalty, while strengthening the company's competitiveness in the digital era.

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1. INTRODUCTION

The advancement of digital technology has brought about significant changes in the methods companies promote their products, including digital marketing strategies through social media. However, some companies face great challenges in introducing their products to a wide audience. Because digital marketing strategies are not always effective against certain customer segments. Therefore, it is important to formulate a more efficient and effective digital marketing strategy. In this way, companies can develop digital marketing strategies that are more communicative with customers. With social media as an effective marketing tool, it allows companies to reach consumers widely and personally through content marketing strategies.[1]

In today's digital era, content marketing plays an important role in driving business, promoting products at lower costs and with a wider reach. According to Praba et al. (2020)[2], content marketing can increase conversion rates by up to six times, showing that the conversion rate of content-based marketing can reach 2.9%, much higher than non-content methods which are only 0.5%. This emphasizes the importance of content strategy in building customer relationships and increasing brand loyalty[3]. In this case, social media plays a crucial role as an effective marketing tool, one of which is through Instagram.

Instagram, as a visual communication platform, offers interactive features that engage key elements such as informativity, interactivity, and response to trends that can increase customer engagement[4] The We Are Social Survey (2023) shows that Instagram is one of the most popular social media platforms in Indonesia, making it easier for companies to build brand awareness and consumer loyalty through engaging visual content and creative. Through Instagram, companies can provide an engaging and personalized shopping experience, while strengthening the relationship between brands and consumers. However, some companies still haven't fully harnessed the potential of digital media to produce engaging content.

PT Wings Group Surabaya is one of the companies that still does not utilize the potential of Instagram's digital media optimally to produce interesting and effective content. PT Wings Group Surabaya, a subsidiary of Wings Group, focuses on a wide range of food, beverage, hygiene, and personal care products, and is one of the leading consumers in Indonesia[5]. The company is a leader in the consumer products industry thanks to its strong reputation and wide distribution. PT Wings Group Surabaya continues to develop digital marketing strategies to face competition in the internet era, especially by utilizing Instagram as an effective visual communication channel However[6] , despite having large resources, the company still needs to optimize the use of Instagram to increase customer engagement, increase brand awareness, and grow customer loyalty through innovative, informative, and in accordance with the trend.

To face these challenges, PT Wings Group Surabaya needs to implement a more comprehensive and integrated digital marketing strategy, especially in utilizing Instagram as the main platform for visual communication. Given that Instagram has become one of the most popular social media in Indonesia, the company has a great opportunity to reach consumers more broadly and personally[7] . In this case, PT Wings Group Surabaya can optimize various Instagram's superior features, such as Reels, Stories to provide concise and interesting product information, and IG Live to interact directly with customers. The use of these features not only aims to attract the attention of consumers, but also to build a closer relationship between the brand and the customer through two-way communication[8].

PT Wings Group Surabaya's marketing strategy can be strengthened through Instagram by involving influencers. Influencers have a great influence on consumer preferences, especially millennials and Gen Z. By partnering with influencers who have an audience that is in line with the brand identity, companies can increase the appeal of content and expand the reach of marketing campaigns[9] . However, the success of a digital marketing strategy depends not only on collaboration with influencers, but also on the quality of the content produced. PT Wings Group Surabaya needed to create informative, relevant, and engaging content, By leveraging analytics data from Instagram, companies were able to understand consumer behavior patterns, evaluate the effectiveness of published content, and identify areas for improvement[10].

In addition to technical and creative aspects, PT Wings Group Surabaya also needs to pay attention to market dynamics and digital trends that continue to develop. The digital era requires companies to always be adaptive to changing consumer preferences[11] , including how they consume information and interact with brands. Therefore, it is important for PT Wings Group Surabaya to not only follow the trends, but also be able to create new trends that reflect their innovation and excellence as one of the key players in the consumer products industry.

Therefore, from these problems, this study aims to analyze the Instagram marketing strategy of PT Wings Group Surabaya in increasing customer interaction. The main focus of the research is to explore how key elements such as content informativity, campaign interactivity, and trend relevance can be leveraged to create a closer relationship between brands and consumers. This research is expected to provide theoretical insights as well as practical guidance for companies in optimizing their digital marketing strategies, especially on the Instagram platform.

2. METHODS

This study applies a quantitative approach with the aim of analyzing the impact of PT Wings Group Surabaya's Instagram marketing strategy on customer interaction. The quantitative approach was chosen because it allows researchers to assess the relationships between variables in an objective way and produce numerical data that can be analyzed statistically. Using numerical data, this quantitative research aims to measure the relationship between the variables being studied objectively.

2.1. Population and Sample

The population in this study is followers of @wingsgroupsurabaya's official Instagram account, who actively interact with the account through activities such as liking, commenting, or participating in the campaign organized. Followers who meet these criteria are considered relevant because they are the main target of the Instagram marketing strategy implemented by PT Wings Group Surabaya. Respondents were selected using the purposive sampling technique, which is a method that selects samples based on certain characteristics that are relevant to the purpose of the study, such as having given feedback on content or participating in the activity of the account. Because the actual population size is too large or not known for sure, the study used the Lemeshow formula to calculate the minimum sample number required of 100 respondents. The questionnaire will be distributed online using a google form via WhatsApp, Line, Instagram, Facebook and email.

The study used primary data collected directly from respondents through a questionnaire distributed online to @wingsgroupsurabaya's official Instagram followers. This data measures the aspects of the Instagram marketing strategy implemented by PT Wings Group Surabaya. Such as, content influence, post consistency, Instagram features, and customer characteristics, companies can design more effective strategies to increase brand engagement, customer loyalty, and the success of marketing campaigns through the Instagram platform.

2.2. Data Processing Engineering

The data analysis techniques of this research are descriptive statistical analysis, data quality test, classical assumption test, and hypothesis test. The data collected from the questionnaire was processed using multiple regression analysis so that it could be used to identify the relationship between the free, or independent, and bound variables, either simultaneously or partially. To ensure that the tools used are feasible and consistent, the analysis is carried out using statistical software (SPSS 25). The results of data analysis will be presented in the form of tables and graphs to facilitate interpretation and support conclusions. Through a quantitative approach and statistical analysis, this research is expected to provide deeper insights into the effectiveness of PT Wings Group Surabaya's Instagram marketing strategy in increasing interaction with customers.

In the research instrument from the results of the questionnaire test as a data collection tool to evaluate PT Wings Group Surabaya's Instagram marketing method used to increase customer interaction, the results show that PT Wings Group Surabaya's Instagram marketing method is still less effective in encouraging customer engagement. Based on the results of a questionnaire involving 102 respondents, the evaluation of PT Wings Group Surabaya's Instagram marketing method shows that PT Wings Group Surabaya's Instagram marketing method is still not effective in encouraging customer engagement.

Based on the data analysis that has been carried out, PT Wings Group Surabaya's Instagram Marketing strategy can be evaluated through various statistical tests, including validity tests, reliability, descriptive analysis, correlation, linear regression, and multiple regression. From the data of 100 respondents that have been collected, the validity and reliability test shows the following results:

2.3. Classical Assumption Test

2.3.1. Normality Test

The normality test aims to measure whether the dependent variable and the independent variable are normally distributed or not (Ghozali, 2018). The normality test carried out in this study used the Kolmogorov Smirnov method. Data testing has a condition, if the value of Asymp.Sig. (2- tailed) > 0.05 then it means normally distributed. Likewise, the significance level < 0.05 is declared abnormal[12].

Table 1. Normality Test
 One-Sample Kolmogorov-Smirnov Test
 Unstand
 adized Residual

N		99
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	1.15099657
	Most Extreme Differences	
	Absolute	.103
	Positive	.103
	Negative	-.097
Test Statistic		.103
Asymp. Sig. (2-tailed)		.011c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

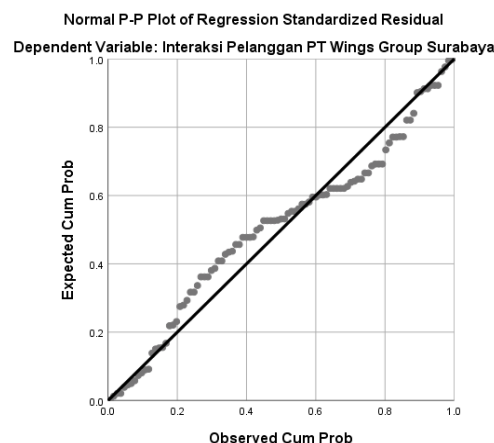


Figure 1. One Kolmogorov-Smirnov Sample and Normal PP Plot

Based on the data in the table, it shows that the significance value (Asymp. Sig. (2-tailed)) is 0.011, which indicates that if it is greater than the set alpha of 0.05. This result implies that the overall data has a normal distribution. And also as evidenced by the Q-Q plot graph presented above, it can be seen that the data connected to the variables under consideration shows a normal distribution.

2.3.2 Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables and a good regression model should not have a correlation between independent variables (Ghozali, 2018). In this study, a test was used by looking for Variance Inflation Factor (VIF) and Tolerance. As for the Tolerance value > 0.10 or VIF < 10, it can be concluded that there is no multicollinearity between these variables.

Table 2. Multicollinearity Test Table

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Mr.	Tolerance	BRIG HT
1	(Constant)	3.503	.793		4.419	.000		
	Dimensions of PT Wings Group Surabaya Instagram Content	.143	.064	.201	2.246	.027	.515	1.943
	Consistency of PT Wings Group Surabaya Posts	.509	.131	.385	3.875	.000	.418	2.390
	Use of PT Wings Group Surabaya Instagram Feature	.637	.178	.306	3.580	.001	.567	1.763

a. Dependent Variable: Customer Interaction of PT Wings Group Surabaya

Based on the table above, it shows that there is no similarity between independent variables. Therefore, it can be concluded that the regression model does not occur multicollinearity. Because the VIF and Tolerance values are in accordance with the criteria that have been set.

2.3.4 Heteroscedasticity Test

Heteroscedasticity can be detected through scatterplots, where the dots are scattered randomly without forming a special pattern, and its distribution appears above or below zero on the Y axis.

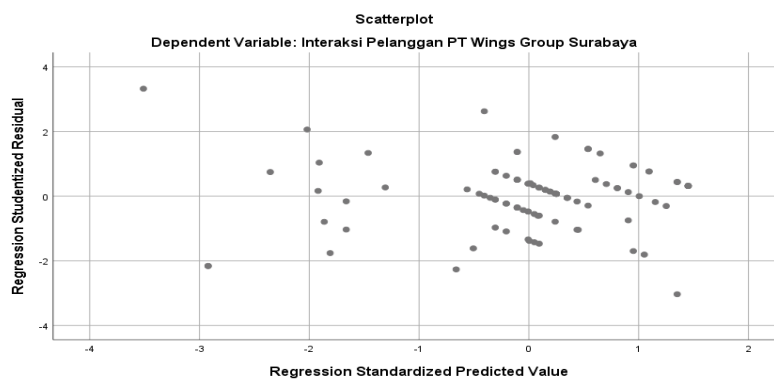


Figure 2. Standard Regression Prediction Value

From the visualization, the dots are randomly scattered on both sides of the number 0 on the Y axis, indicating the homogeneity of variance. Therefore, it can be concluded that there is no heteroscedasticity in the regression model, and the model is suitable for further analysis.

2.4 Hypothesis Test

2.4.1 Multiple Linear Regression Analysis

Multiple linear regression analysis testing aims to understand how Instagram content (information, promotion, entertainment), post consistency, and use of Instagram features (reels, stories, live) affect customer interactions such as likes, comments, shares, and engagement rates. With this analysis, researchers can find out to what extent each factor individually (partially) or simultaneously (simultaneously) contributes to the level of customer interaction.

Table 3. Multiple linear regression analysis

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	3.503	.793		4.419	.000		
	Dimensi Konten Instagram PT Wings Group Surabaya	.143	.064	.201	2.246	.027	.515	1.943
	Konsistensi Posting PT Wings Group Surabaya	.509	.131	.385	3.875	.000	.418	2.390
	Penggunaan Fitur Instagram PT Wings Group Surabaya	.637	.178	.306	3.580	.001	.567	1.763

a. Dependent Variable: Interaksi Pelanggan PT Wings Group Surabaya

According to Imam Ghozali (2011: 101) If the test results show a value of Sig. < 0.05 for a certain variable, then the alternative hypothesis (**Ha**) is accepted, which means that the variable partially has a significant influence on the dependent variable. Conversely, if Sig. ≥ 0.05, then the null hypothesis (**H0**) is accepted, suggesting that the variable has no significant partial influence on the dependent variable.

Based on the results of the calculation of the table above, the regression equation can be obtained as follows:

$$Y=3.503+0.143X1+0.509X2+0.637X3$$

Based on the results of multiple linear regression analysis, it is known that the three variables independent of Instagram content dimensions, post consistency, and use of Instagram features have a significant effect on customer interaction of PT Wings Group Surabaya. The Instagram content dimension has a coefficient of B = 0.143 with a Sig. = 0.027 value, indicating a significant influence, although its contribution is relatively smaller than other variables. Post consistency has a coefficient of B = 0.509 with a Sig. = 0.000 value, which indicates the greatest influence on customer interaction. The use of Instagram features, such as reels, stories, and live, is also significant with a coefficient of B = 0.637 and Sig. = 0.001, making it an important variable in increasing customer engagement.

In addition, the results of Collinearity Statistics show that all independent variables do not experience multicollinearity problems, with a Tolerance value of > 0.1 and VIF < 10. Overall, it can be concluded that the consistency of posts and the use of Instagram features have a more dominant influence than the content dimension on customer interaction. The optimal strategy can be focused on increasing the use of features and maintaining post consistency.that all independent variables (X1: Content, X2: Post consistency, and X3: Instagram Features) have a Sig. value < 0.05, then it can be concluded that all three partially have a significant effect on customer interaction. This means that each of these variables plays an important role in increasing likes, comments, shares, direct messages (DMs), and customer engagement rates.

3.2.2 Test F

The F test aims to test whether independent variables simultaneously affect dependent variables. The condition of the F test is that if the significance value is less than 0.05, then it means that the value is a good regression model.

Table 4. Anova Test F Table

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Mr.
1	Regression	200.494	3	66.831	48.902	.000b
	Residual	129.830	95	1.367		
	Total	330.323	98			
a. Dependent Variable: Customer Interaction of PT Wings Group Surabaya						
b. Predictors: (Constant), Use of PT Wings Group Surabaya Instagram Features, PT Wings Group Surabaya Instagram Content Dimensions, PT Wings Group Surabaya Post Consistenc						

Based on the results of ANOVA, an evaluation of the influence of independent variables as a whole on the dependent variable can be evaluated, namely PT Wings Group Surabaya Customer Interaction.

- The Sum of Squares value for Regression is 200,494 with degrees of freedom (df) of 3.
- The Mean Square Regression value is 66.831.
- The F value is calculated as 48,902 with a significance (Sig) of 0.000.

This result shows that the F calculation has a very significant value ($p < 0.05$). In other words, the independent variables Instagram Feature Usage, Instagram Content Dimensions, and Post Consistency together have a significant influence on Customer Interaction.

3. RESULTS AND DISCUSSION

Based on the results of this study, it can be concluded that the effectiveness of the Instagram marketing method applied by PT Wings Group Surabaya still needs to be developed to be more optimal in encouraging increased customer interaction. The results of the analysis showed that the three independent variables, namely content dimensions, post consistency, and Instagram feature usage, had a significant influence on customer interaction, as seen from the significance value of <0.05 for each variable.

In multiple linear regression analysis, a regression equation is obtained:

$$Y = 3.503 + 0.143X_1 + 0.509X_2 + 0.637X_3,$$

where:

X1: Content dimension

X2: Post consistency

X3: Use of Instagram features

The regression coefficient value shows that the variable of using Instagram features ($B = 0.637$, $\text{Sig.} = 0.001$) has the most dominant influence compared to other variables. This indicates that interactive features such as Reels, Stories, and Live have a strong appeal in driving customer interaction. The variable of post consistency ($B = 0.509$, $\text{Sig.} = 0.000$) also exerted a significant influence, confirming that audiences tend to be more engaged when companies have a consistent posting schedule. Meanwhile, the content dimension ($B = 0.143$, $\text{Sig.} = 0.027$), although significant, has the least impact, indicating the need to improve the quality of more creative and relevant content.

The results of the F test showed that the three independent variables simultaneously had a significant effect on customer interaction with a calculated F value = 48.902 and a significance of 0.000 (< 0.05). In addition, the Adjusted R-Square value of 0.693 shows that 69.3% of the variation in customer interaction can be explained by these three variables, while the rest is influenced by other factors outside this model. The Instagram content dimension does contribute positively to customer interactions, but its influence tends to be lower compared to other variables. This indicates that the content uploaded by PT Wings Group still does not fully attract the attention of the audience. Digital marketing communication

theory states that audiences tend to be more interested in informative, relevant, and creative content. Therefore, PT Wings Group needs to focus on the quality of visual and narrative content that is more in line with the preferences of the target market, such as the use of more aesthetic visual elements, strong storytelling, and innovative presentation of product information.

The consistency of posts is proven to have a significant influence on customer interactions. This is in line with the theory of Content Marketing which states that consistency in posting content can increase brand familiarity and encourage engagement. However, in practice, posting consistency is not just a matter of frequency, but also about strategic timing, the connection between content and each other, and the continuity of the message conveyed. If PT Wings Group can design a more optimal posting schedule, for example by taking advantage of peak hours of audience activity on Instagram, then customer interaction can increase significantly.

The most prominent in this study is the effect of using Instagram features such as Reels, Stories, and Live on increasing customer engagement. This discovery supports the theory of Interactive Marketing, which emphasizes the importance of utilizing interactive features on social media to build a two-way relationship with the audience. These features have the ability to capture the audience's attention more dynamically and provide a more immersive user experience. In the context of PT Wings Group, increasing the frequency of using Instagram Reels with content that focuses on product tutorials, behind-the-scenes production, or customer reviews can provide a value-added experience for the audience. In addition, the Stories feature can be maximized to create direct interaction through polls, Q&A, or feedback sessions, which in turn can increase customer loyalty.

Theoretically, the results of this study reinforce the view of Kaplan and Haenlein (2010) regarding Social Media Marketing, where the effectiveness of marketing on social media is influenced by the quality of content, the regularity of communication, and the ability to take advantage of the interactive features offered by the platform. Furthermore, this study also supports the idea of Gillin (2009) who emphasizes the importance of choosing a communication strategy that suits the characteristics of social media to create more intensive and sustainable customer interactions.

In practice, the Instagram strategy implemented by PT Wings Group still faces several obstacles, including a lack of content diversification, inconsistencies in post scheduling, and the use of features that have not been maximized. This can have implications for low engagement rates and limited brand resonance built with customers. To overcome these challenges, more systematic strategic steps are needed, such as:

1. Content Quality Optimization: Create more interesting, creative, and informative content by prioritizing storytelling and visuals that match the characteristics of the audience.
2. Improved Post Consistency: Set a more structured posting schedule based on audience activity insights and ensure continuity of themes between contents.
3. Maximise Instagram Features: Optimise the use of interactive features such as Reels, Stories, Live and IGTV to create two-way engagement with your audience.

By implementing this strategy, PT Wings Group will not only increase customer interaction, but also build brand trust, customer loyalty, and increase the company's competitiveness in the digital market. Optimizing social media such as Instagram will also have a positive impact on increasing brand awareness and opening up opportunities for more sustainable business growth.

4. CONCLUSION

The research emphasizes that Instagram marketing by PT Wings Group Surabaya greatly influences customer engagement, but enhancements are required in crucial aspects. Among the factors examined—content quality, posting regularity, and feature utilization—interactive components such as Reels, Stories, and Live are the most successful in boosting engagement. Nonetheless, these attributes

are still not fully utilized, offering a considerable chance to develop more engaging and tailored content that strengthens audience relationships.

Regular and timely posting is essential as it enhances visibility and fosters engagement. Simultaneously, improving content quality is essential, emphasizing creativity, relevance, and visual attractiveness, since excessively promotional content that lacks storytelling or valuable components often diminishes engagement. By enhancing Instagram features, ensuring regular posting, and improving content quality, PT Wings Group can further enhance customer engagement, increase brand loyalty, and attain superior marketing results.

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