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THE INFLUENCE OF AVAILABILITY, CHANNEL OPERATIONALIZATION, ABILITY TO LISTEN, PERSONAL ASSISTANCE AND CONTENT QUALITY FROM CUSTOMER PERCEPTION TOWARDS CUSTOMER ENGAGEMENT IN INSTAGRAM. CASE STUDY: GHALA FLORAL DESIGN

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Abstract. *Many businesses have social media right now. Having the customer engagement in social media is therefore an important thing for business to be successful in their social media. The ultimate goal of customer engagement is to retain the customer, to become loyal. Reseachar thus tried to find out from the previous study what influences customer engagement in social media, especially in Instagram. Based on literature reviews and previous research, it is found that the most commonly used parameters to increase customer engagement in Instagram are availability, channel operationalization, customer listening ability, personal assistance, and content quality. This research is conducted on the target market for Ghala Floral Design to help them know what really drives their customer perception to engage with Instagram. Research is conducted through a questionnaire with 200 respondents and analyzed using multiple regression and descriptive analysis, then validated through previous literature and research reviews. The results are that content quality is the most influential factors, followed by channel operationalization, then availability, customer listening, and the least personal assistant. The results of this study can be treated as guidelines and recommendations to Ghala Floral Design to increase their brand engagement through Instagram.*

Keywords: *Customer engagement factors, Ghala Floral Design, Instagram, Marketing strategy*

Introduction

Ghala Floral Design feels that their Instagram game is having a minimum growth and feels like the engagement in their Instagram is minimum. Thus, this study is aimed to help Ghala Floral Design to increase their engagement and check their engagement with current customers based on customers perspective. This research could also aim to know the possibility of customer engagement within floral industry. There is previous research about customer engagement and prior study about it. According to Economic Intellegence Unit (2007) there are availability, channel operationalization, personal assistant, and ability to listen to the customers. While Cuillirier (2017) with her previous study finds that the most impactful factors of customer engagements are content quality. Combining these factors together, researcher decide to know whether this have an impact towards customer engagement behaviour in Ghala Floral Design case. The hypothesis that we can have is that these five variables have a positive impact to customer engagement.

Methods

The method that researcher used for this study is using two analysis; multi-linear regression and descriptive analysis to analyse the condition of Ghala Floral Design customers. The research is conducted using questionnaire and have Ghala Floral Design customers as the respondent. Researcher need 200 minimum respondents, based on Maholtra (2007) that spread using Ghala Floral Design Instagram and another social media account.

Results and Discussions

The respondent is consisting of 70,9% people age 23 – 30 years old, and 24,6% consist of 18 – 22 years old. This is because from two years ago, Ghala Floral Design has targeted market that consist from 18-22 years old. This could confirm that the respondent is pretty much the persona of Ghala Floral Design market and followers.

The data is valid using pearson bivariate test. Below is the table:

Table I
Validity Test Table

<i>Variables</i>	<i>R_{test}</i>	<i>R_{table}</i>	<i>Validity</i>
<i>Availability (X₁)</i>	0.323	0.116	Valid
<i>Channel</i>	0.345	0.116	Valid
<i>Operationalization (X₂)</i>			
<i>Personal Assistant (X₃)</i>	0.336	0.116	Valid
<i>Ability to Listen (X₃)</i>	0.293	0.116	Valid
<i>Content Quality (X₄)</i>	0.332	0.116	Valid
<i>Customer Engagement (Y)</i>	0.267	0.116	Valid

The reliability of this 200 respondents data is also reliable. Since the Cronbach's Alpha Test showing the number of 0.73 and its > 0.60, we can conclude that this data is reliable, as below:

Table 2
Cronbach's Alpha Reliability Test

Reliability Statistics	
<i>Cronbach's Alpha</i>	<i>N of Items</i>
.73	6

Researcher also conduct the normality test to check if its really have the normal distribution data, in order to be analyzed. The results is based on table below:

Table 3 One Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.42332501
Most Extreme Differences	Absolute	.037
	Positive	.037
	Negative	-.029
Test Statistic		.037
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

We could conclude from the table above that the Asymp. Sig (2-tailed) number is 0.2. The minimum number of this is 0,05. Since $0.2 > 0.05$, thus this data is normal distributed.

The results of this test is analyzed using multi-linear regression test. This test is used because we have 5 independent variables that influence 1 dependent variable. The results of the test is shown below:

Table 4
ANOVA (F_{test}) Table

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.282	5	7.256	8.651	.000 ^b
	Residual	162.718	194	.839		
	Total	199.000	199			

a. Dependent Variable: Zscore(ENGAGEMENT)

b. Predictors: (Constant), Zscore(CONTENG_QUALITY), Zscore(CHANNELS), Zscore(LISTENING), Zscore(PERSONAL_ASSISTANT), Zscore(AVAILABILITY)

From the table above we could see that the sig. results is 0.00, means that all these five variables are influencing the customer engagement simultaneously.

Table 4
Coefficients Regression (t_{test}) Table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.204E-15	.065		.000	1.000
	Zscore(CHANNELS)	.144	.080	.144	1.806	.072
	Zscore(AVAILABILITY)	.051	.079	.051	.651	.516
	Zscore(LISTENING)	.059	.073	.059	.818	.414
	Zscore (PERSONAL_ASSISTANT)	.023	.075	.023	.312	.756
	Zscore (CONTENG_QUALITY)	.295	.073	.295	4.017	.000

a. Dependent Variable: Zscore(ENGAGEMENT)

From the table above, we could conclude that the most influencing variables is content quality, followed by channel operationalization. The third influencing variables is ability to listen, the second least is availability and the least influencing is personal assitant.

It is proven that content quality have significant impact on engagement customers in social media. Previous research of Cullirier (2017) already prove the content quality is very important to the customers. Eighty-seven percent of her respondent in her research stated that the reason they unfollow the brand is because of the unregularity and low quality of the content they have been given by the brand, thus customers are more interested by high quality content. Also according to Economic Intelligence Unit (2007) has been stated that the usage of many channels increasing the chance of customer meet us, and its proven in this research that channel operationalization have a high influence to Ghala Floral Design customers. Also according to Barker (2017), we need to listen to the customers. Even the customers themselves want to listen from one or another from the reviews they had with the brand. This feelings of included, heard, and from reading others experience made customers more confident to start the initial engagement to the brand. Availability is also have an influence to the

customer engagement. Based on Economic Intelligence Unit (2007), more regular you are in the social media, more

engagement possibility you could get. However, contrary also to them, giving personal assistance is not the dominant influence on customers engagement, instead it is the weakest.

Researcher assume that the personal assistant is not becoming the dominant influence because giving personal assistant means you have already engaged. Personal assistant variables is a variable that a brand must have to their customers after they have been engaged. Rather, the research is about the initial engagement, thus made this variable the weakest. This study is conducted as a guidelines and recommendation towards creating a new strategy based on Ghala Floral Design customer and findings above. We want to know whether the performance of Ghala Floral Design is good, compared to other competitors.

Table 5
Ghala Floral Design Competitors Engagement Ratio

Competitors	Number of Likes + comments (Latest 5 post)	Followers	Engagement Ratio
Amora	Avg. 128	13,700	0,01 %
fflorash	Avg. 182,6	14,200	0,009%
Little_puff	Avg. 50,2	19,100	0,002%
Ghala Floral Design	Avg. 90,2	3,220	0,02%

From the table above, we could see that the number of engagement ratio per post that other competitors could get is average 0,01-0,002%. This is rather small, compared to many market's opinion. According to Morales (2019) the good number of engagement ratio in brands profile should be around 1-3 %. Also if we checked many florist whether they have a great engagement, or low to average.

Table 6
Florist Industry Engagement Ratio in Instagram

Florist	Number of Likes + comments (Latest 5 post)	Followers	Engagement Ratio
Amora	Avg. 128	13,700	0,01 %
fflorash	Avg. 182,6	14,200	0,009%
Little_puff	Avg. 50,2	19,100	0,002%
Ghala Floral Design	Avg. 90,2	3,220	0,02%
Flowersfordreams	Avg 921,2	54,200	0,017%
Lemadammefflorist	Avg.260,4	223,000	0,001%

From the table above, we can conclude that the industry standard of engagement ratio in Instagram is pretty low. Thus, made the engagement feels like clogging and having a low growth rate. Thus, we can conclude that its not that Ghala Floral Design does not deliver great strategy to tackle. Its just the industry standard are low according to those data.

Researcher tried to explore more about engagement in Instagram story. It is a different channels compared to conventional Instagram feeds. Engagement ratio is calculating the engagement that happened in instagram feeds post. Thus, made Instagram story having a whole different metrics to view. Researcher tried to explore the Ghala Floral Design last 4 months Instagram story engagement, calculated based on views, comment, and any interactions that could happen in Instagram. The engagement number compared to engagement ratio in Instagram is staggering.

Table 7

Ghala Floral Design Customers Engagement in Instagram Story

Months	Number of Engagement	Engagement Ratio
January	Avg. 1240	38,7%
February	Avg. 1826	57%
March	Avg. 1112	34,7%
April	Avg. 1254	39,1%

As we could see from table above that it is more than 30% of Ghala's followers interact or engage with them in Instagram story. Compared to engagement that happens in Instagram feeds, it is a stellar difference. Though, it is pretty much perhaps the same number because Instagram feeds is not tracking views (exceptional for videos) from followers. However, with the behaviour of customers that really allocating their time to watch Instagram Story, we could assume that it is better for us to create more Instagram story content rather than Instagram feeds content.

Unfortunately, researcher could not compare this data from other competitors because it is not for public. Rather, we can also assume it is pretty much portrays the same condition to our competitors because of the same region and pretty much same target market, thus made the engagement ratio having a low score.

Thus, with above analysis, we could say that Ghala Floral Design customers is not really engage with Ghala Floral Design based only likes and comments, rather that Ghala's customers really engage with them through Instagram story.

Conclusion

Overall, we know that the most influencing factors from Ghala Floral Design customer perspective is high quality content, followed by channel operationalization, ability to listen, availability, then personal assistance. We now know that Ghala Floral Design customers crave for high-quality content and the usage of Instagram Story for the highest influence they have. This is rather true, according to many literature reviews, and previous study (Cuilrier, 2017; Gong, 2014).

Based on this study findings, we also know that Ghala's customers engage with them in their Instagram story the most. With also their behaviour portrays that they are allocating more time to engage with them through Instagram story. Also, based on researcher findings, the number of engagement ratio that currently Ghala has is in the range of good engagement, if we could compare to other competitors. However, researchers could not track of whether the performance of Ghala's Instagram story is good enough for them compared to other competitors. More step-by-step plan is shown in the table below:

Table 8
Ghala Floral Design Implementation & Recommendation Plan

	Activity	PIC	Time Sequence	Target Results
Availability Strategy	Be available for the customers in social media (Instagram, WhatsApp, LINE@)	Admins	3rd	Admins available through working hours (09.00 – 19.00)
	Regularly posting the content in feeds	Marketing; Design	2nd	Regular post with informative content for customers
Channel Operationalization	Usage of Instagram story to engage	Marketing; Design	2nd	Giving information

				through Instagram Story
	Usage of Instagram Story Ads	Marketing; Design	2nd	Create promotional ads to increase brand awareness
Ability to Listen	Allocating time and discussion through Instagram with customers	Marketing; Admins	4th	Create more relationship-marketing to retent the customers and attract new customers
	Posting others customers reviews through Instagram story	Marketing	5th	Attract new customers, and increasing brand trust to loyal customers
Personal Assistance	Having an SOP for Admin in order to answer the customers	Admins	Anytime	Having more personal relationship with customers
Content Quality	Create a high quality post using high quality image and videos in every post	Marketing	1st	Increase engagement, and engagement ratio in Instagram

Ghala should really increase their quality in their post, especially Instagram story. They can post from one to seven story a day. Their customer really needs regularity and Ghala's availability to answer their question. Also, Ghala's needs to post more customer 'voice' to made them more confidence with them. While also maintaining their kindness and assistance to their respectful customer.

However, with these findings, the limitations of this research point towards topics to be addressed in the future.

Researcher really encourage others to conduct below research in the future:

1. Explore the correlation between Instagram story post to purchasing behaviour
2. Explore more factors that influence customer engagement towards purchase intention.
3. Explore the correlation between these five variables to more variables that valued customer behaviour
4. Conduct this research in other metropolitan area within Indonesia, especially Jakarta to explore the compability of this research if performed in other major city.

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