Service Quality, Consumer Perception, Brand Awareness, and Consumer Satisfaction on Instagram

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abstract

This study aims to test and improve the service quality to customer satisfaction and brand awareness as an intervening variable when using Instagram social media. This research carries out quantitative methods using survey through questionnaires with a total sample of 137 respondents. To find out the responses of respondents to customer satisfaction when using Instagram social media in purchasing cosmetic products by using a Likert scale. Partial Least Square (PLS) is used in this research as the data processing. The results reveal that there was a significant relationship between service quality, consumer awareness, and brand awareness. Insignificant influence only causes brand awareness of consumer satisfaction, which causes customers to have difficulty in using Instagram social media the data is better than previous experience and the services provide sellers compared to paying attention to certain brand awareness.

Keywords: Service Quality, Consumer Satisfaction, Consumer Perception, Brand Awarenes

A. INTRODUCTION

Under certain conditions, a business does not always run well due to the inevitable fact that competitors are increasing. The phenomenon has become a joint demand to form different services in the marketing sector to keep consumers at the expected or more capacity. In general, a business can increase consumer satisfaction by offering lower prices or different services (Kotler and Armstrong, 2010). In this case, today's modern era has encouraged changes in a system, both directly and indirectly, such as trading systems, transaction methods, and marketing systems. The digital way of conducting business and commerce are increasingly high in demand and it is growing rapidly. Technological advances have fully eliminated the issues of distance, time, and costs.

The business continuity that a company offers will continue to grow if the company is able to provide the desired quality service which leads to consumer satisfaction, especially in the cosmetics industry. One prominent model in the analysis of optimal service quality is ServQual which has five dimensions of service quality, which are tangi *Page 1 - 12* assurance, reliability, and responsiveness (Parasuraman, et. al., 1985). However, ...ly a small portion of the analysis of service quality in many cosmetic companies which heavily concerns consumer satisfaction. In fact, there are many types of cosmetics in Indonesia, both imported and domestically produced, which still are not the subject of an effective and maximum marketing. If an agent can completely turn the table, these products can be a real opportunity to boost the entire marketing process which eventually will support another business accommodation process all over Indonesia.

Service quality towards consumer satisfaction can be strengthened by the presence of more concrete supporting factors, and they are consumer perceptions and brand awareness. In addition to service quality, the consumer perceptions regarding the optimal service processes are able to strengthen the relationship between service quality and consumer satisfaction (Das and Mukherjee, 2016). The same concept applies to brand awareness, and the introduction of

brand position can attract more consumers to continue to use the shipping expedition service.

One of the effective ways in the development of marketing is online shopping utilizing various social media platforms, especially Instagram. Many of these marketing methods highlight both large-scale and small-scale businesses that use Instagram as their marketing media. This way, the customers do not need to come to the mall or the brand's official outlets to get the products that are relatively difficult to reach. The choice of products obtained online portrays the consumers' characteristics. Since many of those online shopping consumers in Indonesia are still sensitive to prices, they tend to buy products with lower prices. Online shopping is the process of buying goods or services promoted on the internet. The internet seems to be the only option where many people can flexibly transact to get goods and services. The existence of technological advances, such as today's gadgets or smartphones, can also be used to access the internet anywhere and anytime.

The objectives to achieve in this study are: 1) Testing the influence of service quality on consumer satisfaction in terms of the selection of cosmetic products through Instagram. 2) Testing the influence of service quality on consumer perceptions concerning the selection of cosmetic products through Instagram. 3) Testing the influence of service quality on brand awareness in terms of the selection of cosmetic products through Instagram. 4) Testing the influence of consumer perceptions on consumer satisfaction in relation to the selection of cosmetic products through Instagram. 5) Testing the influence of brand awareness on consumer satisfaction when it comes to the selection of cosmetic products through Instagram.

B. LITERATURE REVIEW
1. Consumer satisfaction

In coming up with several business decisions initiating the act of using the new marketing method, it becomes an experimental point for the marketing process that is able to provide the customers with satisfaction. With the exact measurement of the consumer satisfaction, it becomes a parameter as well as a direct evidence that a business can sustain itself. Consumer satisfaction which is usually present at this time has provided the services and the material forms that become the object of business. Then, the sustainability of consumer satisfaction will lead to customer loyalty. The customer loyalty will be an important factor for a business to stay alive amidst all the competition as the form of a profit hunting. Profit is the main motive for business consistency since it is the primary fuel rotating the business cycle from the variety of products and services offered along with the expansion of the market served (Soeling 2007).

Kotler (2007) suggests that the increasingly high level of competition will cause customers to face more alternatives in terms of product selections, prices, and quality. Such a case leads to another phenomenon where consumers will always look for the highest value. In addition to the service quality which is a positive factor to increase the degree of consumer satisfaction, there are several other factors supporting the level of consumer satisfaction, and they are brand awareness and consumer perception.

2. Service Quality

According to Kotler (2007), satisfaction is one's feeling of happiness or disappointment after comparing the performance (results) of the product that is thought to fulfill the desired performance or expected results. In this case, if the provision of quality meets the expectations of consumers, the consumers are stated in a position of satisfaction or pleasure. All these buyers shape their expectations through experience from the third parties, so that the use of social media, especially Instagram, aims to provide a legal place where

comments or opinions from other parties are highly appreciated. This is where the beginning of the consumer expectations begin.

Parasuraman et al., 1990 (in Kotler, 2007) concluded that there are five dimensions of ServQual (Service Quality) that are used to measure the service quality, they are:

1. Tangibles, or physical evidence, is the ability of a company to show its existence to external parties. The appearance and capability of the company's physical facilities and infrastructure and the state of the surrounding environment are the concrete evidence of the services provided by the service provider.
2. Reliability, defined as the ability of the company to provide services which are accurate and reliable.
3. Responsiveness is a willingness to help and provide services that are fast (responsive) and appropriate to the customers, with a clear information delivery.
4. Assurance and certainty, is the knowledge, politeness, and the ability of the employees to nurture the customers' trust in the company.
5. Empathy, which is giving a sincere and individual or personal attention to the customers by trying to understand what they want.

The five dimensions are associated with the assessment of consumers as Instagram users in terms of the level of service quality. This is also supported by the fact that the much-favored and highly desirable products for women are cosmetics.

H1 :   The service quality affects consumer satisfaction in terms of purchasing cosmetic products on Instagram.

3. Consumer Perception

According to Tantrisna and Prawitasari (2006), a perception is an assumption that arises after observing the surrounding environment or seeing the overall situations to get valuable information about something. Perception is also created shortly after people feel things. In many cases, when consumers experience a service, consumers will conceptualize the condition of the service. If the service is thought to be more profitable, consumers will form a sense of satisfaction to get the product or service. According to Horovitz (2000), perceptions are influenced by three factors, they are: 1) psychological factors, 2) physical factors, and 3) formed images.

In this case, the use of social media, especially Instagram, offers a great opportunity because it is considered more flexible and enjoyable. Perception also says cosmetics have become a mandatory requirement for every woman to support her daily life. Perception also says that ordering through Instagram is considered more affordable in terms of price and it does not take a long process.

H2 :   The service quality affects consumer perceptions in terms of purchasing cosmetic products on Instagram.

4. Brand Awareness

Kotler dan Keller (2007) said that a brand falls into several categories of name, term, sign, symbol or design to identify where the goods and the services belong to and to differentiate the items from what the competitors offer. Selling items that have a prominent brand identity will make it easier for the sellers to get the attention of consumers.

The procurement of prominent brands will make many business practices easier to use certain marketing patterns, especially the one using social media or Instagram. If the seller wants to give a new nuance by creating a new brand with the same quality of the product, the brand recognition will also lead to a faster marketing process, only if the items are marketed

on Instagram. The characteristics of a new brand image formation according to Kotler dan Keller (2007). are as follows:

1. Strong brand association (Strength of Brand Association); the more the information about a brand or a product appears in one's mind and relates it to the knowledge about the brand, the stronger the brand association occurs.
2. Association of profitable brands (Favorability of Brand Association); marketers create profitable brand associations by convincing consumers that the brand has relevant brand attributes and benefits that can satisfy their needs and desires so that consumers finally have a positive assessment towards the brand.
3. The uniqueness of Brand Association; the essence of brand positioning is that a brand has a sustainable competitive advantage or unique selling value, giving consumers a reason to buy it.

H3 :   The service quality affects brand awareness in terms of purchasing cosmetic products on Instagram.

H4 :   The consumer perceptions influence consumer satisfaction in terms of purchasing cosmetic products on Instagram.

H5 :   The brand awareness influences consumer satisfaction in terms of purchasing cosmetic products on Instagram.

5. Instagram

The trend of online shopping marks the rapid spread of such a lifestyle in the society where age limit no longer matters. Online shopping is now popular and is considered more fun and cheap. This is supported by changes in many internet-based consumer behaviors so that the use of social media is accelerating. Instagram is a social media consisting of photos, videos, comments and more. Many Instagram users use their accounts for business activities or what is commonly referred to as online shops.

The most prominent feature on Instagram is sharing photos and videos, and with it, many digital business practitioners are able to give interesting image variations. Instagram has a number of features that can be used, including:

1. Square cropping, one of the unique features used to cut photos and give different effects according to the desired nuance.
2. Gallery, space to post or upload photos.
3. Like, Instagram users can appreciate the uploaded photos.
4. Comment, Instagram users can comment on the uploaded photos and get feedback from the account owner.
5. Home, the main page has a series of feeds about the latest posts.
6. Direct, this feature allows users to upload photos privately to the desired account.
7. Search, defined as a feature for account search. The use of Instagram networking sites does not only stop at the interaction process to expand networks and share photos, but it also increases the desire to form a business or promote a business through Instagram.

Products that are promoted through Instagram accounts are also diverse, ranging from food, clothing, cosmetics, shoes, travel services, to some other applications such as Gojek, Uber, and Grab. The big opportunity to use Instagram also provides the society with wider information portals from the sellers or official institutions, such as Bank Indonesia, OJK, BPK, and others.

6. Conceptual Framework and Hypotheses

In accordance with the objectives of the research and the theoretical studies presented, the conceptual framework and hypothesis in this study are:
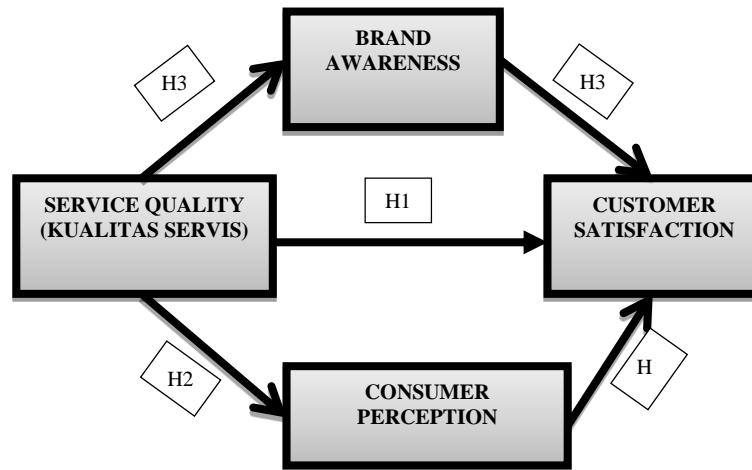
Picture 1: Conseptual Framework

C. RESEARCH METHOD

This research used quantitative approach. Quantitative approach is an approach of research which focuses on examining the gap between the researcher and the object of the study, and the researcher is required to be objective toward the object related to the theories. The procedure of data collection in this research was obtained from a questionnaire filled by the respondents who have bought the cosmetic products through social media, Instagram.

Population is a collection of some similar samples, meanwhile the sample is the smaller part of population. The samples used were all the consumer who have used Instagram as the online trading media, particularly cosmetic products both imported and local. This research applied purposive sampling, because the samples were chosen based on specific criteria. According to Malholtra (1993), in deciding the number of sample, the variable number has to be multiplied by 5, or 5x variable number. In this case, there were 24 variable observed, thus the minimum samples were 5 x 24 = 120. To keep the outlier data, the sample used were 137 respondents. In term of analysis model, there was an exogenous variable used in this research, which was the service quality. Meanwhile, the endogenous variable was brand awarenes, consumer perception and satisfaction variable.

The data analysis technique applied in this research was Partial Least Square (PLS). It is a set of statistical techniques which enable a test of a complicated relative relation series simultaneously. The complicated relation can be explained as a series of relation established between one or some dependent variables and one or some independent variables, in which each dependent and independent variables are in a form of a built structure from some observed or directly measured indicator. In this research, the calculation process of PLS was helped by SmartPLS application program. PLS is often utilized to analyse the relation between variables in overall research.

D. FINDING AND DISCUSSION

This research used Partial Least Square (PLS) as its analysis technique in which the causal modelling approach aims to maximize the variance of criterion latent variable explained by the predictor of latent variable. It is divided into two part, they are outer and inner model. The evaluation of the outer model is performed to confirm the validity and reliability of the measurement instrument, meanwhile the evaluation of inner model is examined to comprehend the causality connection among variable in this research.

The validity and reliability test of this research was calculated using the outer model evaluation. The validity of this research was determined by applying convergent validity and discriminant validity, meanwhile the reliability was done through composite reliability.

1. Convergent Validity Analysis
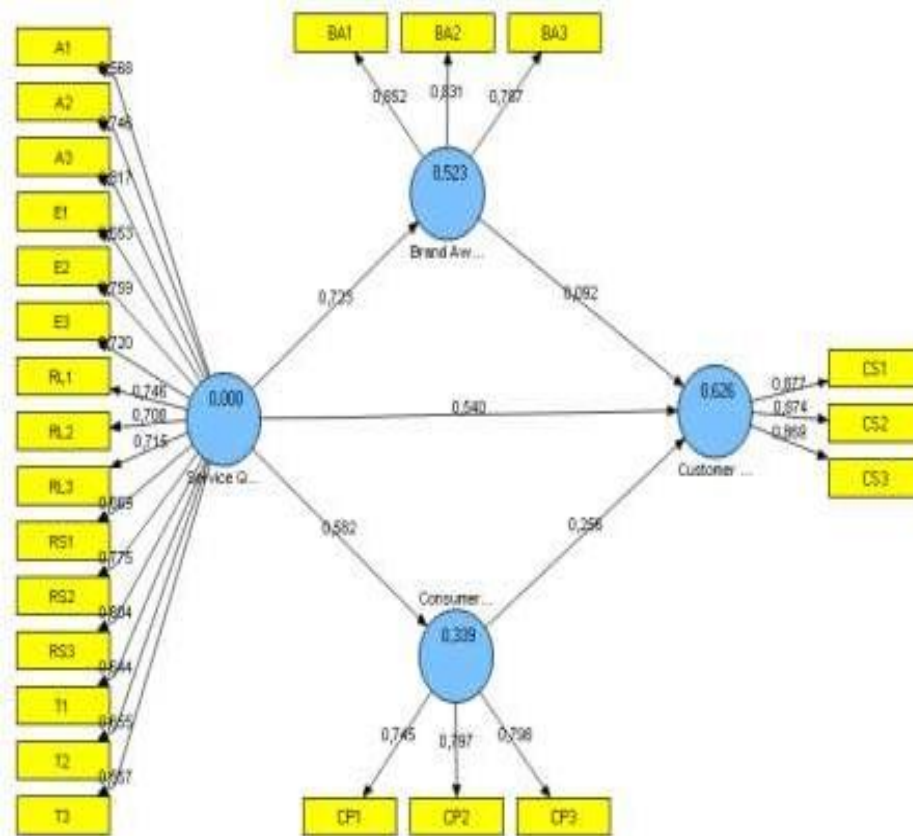
Picture2: Outer Loading

Convergent Validity of PLS could be examined by assessing the result of loading factor, or the correlation of each item scores and the construct score of each indicators. The loading factor value reflected the connection of each statement items or indicators, and the latent variable. The rule of thumb performed in the convergent validity is the other loading > 0,50 (Chin, 1995). Table 1 describes that the loading factor value of each indicators has the outcome > 0.5, so the indicator was confirmed to be valid statistically and met the convergent validity, and the indicators also could be used as the construct of this research. The result of the outer loading test for each indicators in this research model also can be seen in picture 2 (two) .

The picture 2 displays that the outer loading value on all indicators have the outcome > 0.5, therefore all indicators were valid to calculate the measured variable and meet the

convergent validity, and it can also be used in a further analysis.

2. Discriminant Validity Analysis

The measurement of the discriminant validity was based on cross loading by comparing AVE root for each construct correlated with one construct and other constructs in a model. The test of discriminant validity was used to reveal the cross loading value. An indicator is known as fulfilling the discriminant validity, if the indicator has a higher cross loading value on the formed construct, compared to other construct. Table 2 indicates that the cross loading value on all indicators have higher cross loading value on their formed variables, hence the other indicator can meet the discriminant validity.

Table 2: The Value of *Cross Loading* PLS

Indicators	*Service Quality*	*Brand Awareness*	*Consumer Perception*	*Customer Satisfaction*
T1	**0,644**	0,509	0,368	0,509
T2	**0,655**	0,464	0,459	0,472
T3	**0,557**	0,431	0,452	0,427
E1	**0,652**	0,505	0,372	0,500
E2	**0,759**	0,535	0,403	0,538
E3	**0,719**	0,494	0,332	0,526
RL1	**0,746**	0,552	0,386	0,533
RL2	**0,708**	0,428	0,385	0,496
RL3	**0,715**	0,452	0,347	0,473
RS1	**0,669**	0,606	0,324	0,562
RS2	**0,775**	0,522	0,462	0,585
RS3	**0,804**	0,584	0,562	0,648
A1	**0,568**	0,349	0,271	0,443
A2	**0,746**	0,629	0,484	0,578
A3	**0,816**	0,524	0,477	0,647
BA1	0,660	**0,851**	0,434	0,505
BA2	0,535	**0,831**	0,486	0,467
BA3	0,583	**0,787**	0,502	0,578
CP1	0,368	0,360	**0,745**	0,430
CP2	0,499	0,517	**0,797**	0,518
CP3	0,482	0,459	**0,798**	0,504
CS1	0,632	0,585	0,595	**0,877**
CS2	0,718	0,503	0,502	**0,874**
CS3	0,632	0,561	0,535	**0,868**

Source: Primary data, 2018

2. Composite Reliability Analysis

The reliability test of PLS used the composite reliability method. It was performed to confirm the accuracy, consistency and competence of the instrument in the construct measurement. The rule of thumb applied in assessing the construct reliability is when the value of composite reliability must be > 0.7 (Hair et at, 2006). Table 3 below shows the value of composite reliability for all of each variables that has the value > 0,7, hence the service

quality, brand awareness, consumer perception and satisfaction can be perceived as reliable.

Table 3: The Value of Composite Reliability

Variabel	*Composite Reliability*
Service Quality	0,936
Brand Awareness	0,863
Consumer Perception	0,824
Customer Satisfaction	0,906

Source: Primary data, 2018

3. Structural Model Analysis (Inner Model)
R-Square Analysis

Based on the calculation, the Q^2 value is 0,882 which means the data diversity that can be explained by the model that has been developed in this research is 88,2%. Meanwhile, the rest are explained by other variables outside the measured method. The Goodness of fit partially in the PLS model can be seen from the R2 value in which if it is higher than it fits the data.

Table 4 : The Value of R-square

| Variabel	R Square
Service Quality	-
Brand Awareness	0,523
Consumer Perception	0,339
Customer Satisfaction	0,626

Source: Primary data, 2018

The Causality Testing with Inner Weight

After the R-square analysis, the next stage is the hypothesis testing by using t-statistics. The parameter determining the effect is based on the t-statistics with the provision that the t-statistics is > 1,96 on a significant level of 5%. The following shows the result and the coefficient of the t-statistics test.

Table 5: Hypothesis testing using Inner Weight

hypothesis	Influence between variables	Coefficient	**T - statistik**	Information
H₁	*ServiceQuality ⟶ Customer Satisfaction*	0,540	5,239	Significant
H₂	*ServiceQuality ⟶ Customer Perception*	0,582	9,225	Signifikan
H₃	*ServiceQuality ⟶ Brand Awareness*	0,723	18,249	Signifikan
H₄	*CustomerPerception ⟶ Customer Satisfaction*	0,256	3,329	Signifikan
H₅	*BrandAwareness ⟶ Customer Satisfaction*	0,092	0,914	Not Signifikan

Source: Primary data, 2018
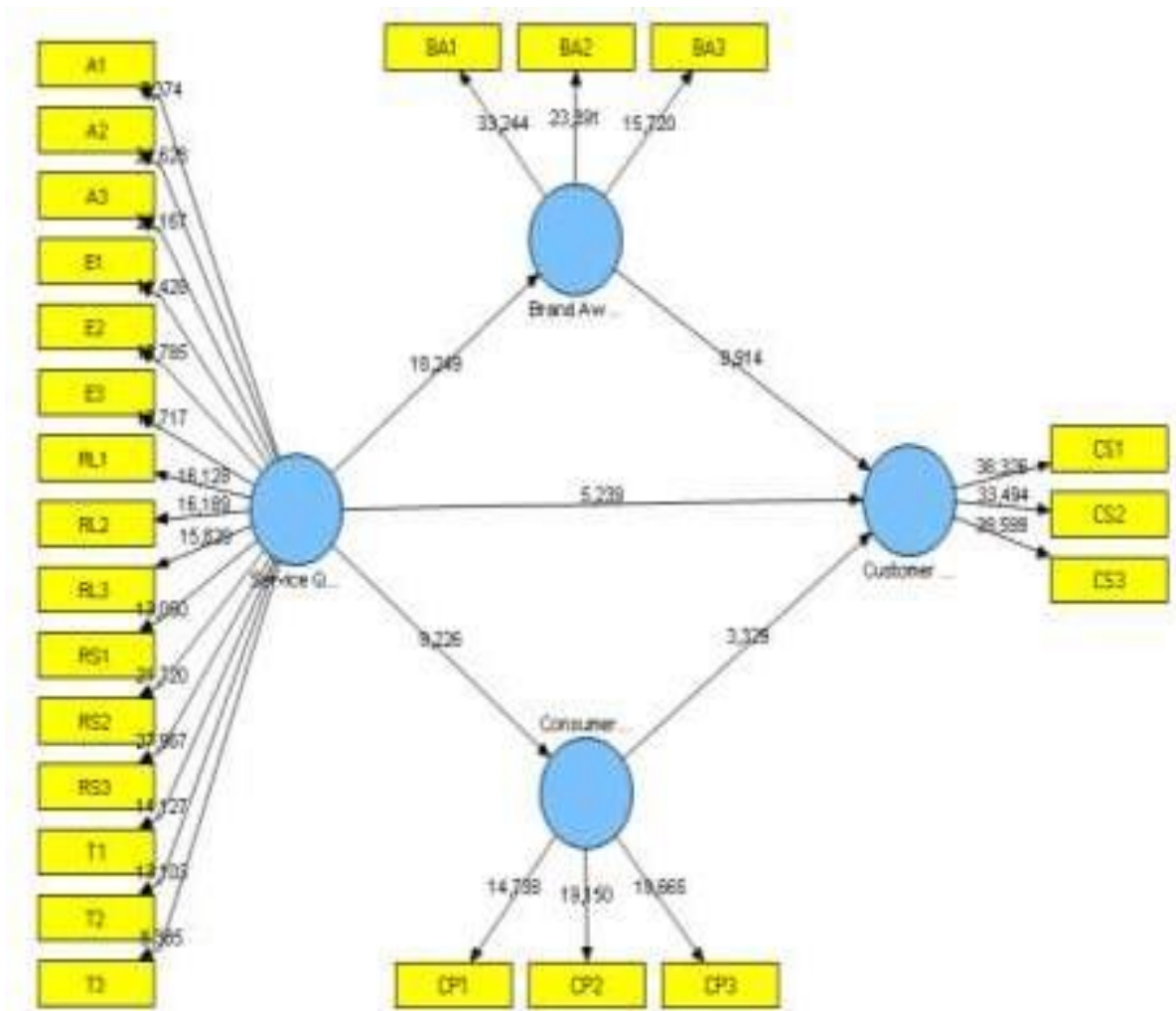
Picture 3: The Outcome of Hypothesis Testing in PLS Model

DISCUSSION
1. The effect of service quality towards consumer's satisfaction

The causality test shows that the service quality significantly affects the consumer's satisfaction, indicated by a t-statistic of > 1,96. The effect of the service quality towards consumer's satisfaction has a value of 0,540. This shows that the service quality positively affects the consumer's satisfaction. The service quality can be measured through tangible, responsiveness, reliability, assurance, and empathy in which the higher it is will affect the consumer's satisfaction to purchase cosmetic products through the social media of Instagram. The service quality is the focus of consumers in purchasing products. Cosmetics are sensitive products for women, therefore women are careful when purchasing especially online purchases.

The results in this research are consistent with Thai and Yuen's (2015) results that shows service quality is represented by five dimensions in ServQual which are tangible, responsiveness, reliability, assurance, and empathy. All significantly affects towards consumer's satisfaction. From that explanation, the respondents who purchased cosmetics through Instagram pay great attention to these five dimensions. Tangible, the respondents pay

attention the product's display, the seller's language, and the convenience of finding the cosmetic products that they want. Responsiveness, the respondents pay attention to the way the sellers provide the best and up-to-date products, the sellers quick response when a purchase is made, providing clear information of the products that are consistent to the consumer's wants and needs.

Reliability, the respondents pay attention to the way the seller provide the correct purchasing orders without having to wait for a long period of time and the safety of the delivery. Assurance, the respondents pay attention if the products are damaged, the promptness and convenience in transactions. Empathy, the respondents pay attention to the choice of cosmetics and how the seller's behavior in prioritizing the consumer's interest when purchasing. Those five dimensions become the consumer's benchmark in purchasing cosmetic products through Instagram. According to Perotti, service quality is the key of consumer's satisfaction.

2. The effect of service quality towards consumer's perception

The causality test shows that the service quality significantly affects the consumer's perception, indicated by the t-statistic > 1,96. The effect of the service quality towards consumer's perception has a value of 0,582. This shows that the service quality positively affects consumer's perception. Consumer's perception is the assumption and condition felt by the consumers that often occurs when the consumers or respondents purchase cosmetics products through Instagram. The most felt condition is the service quality in which the service quality will form the consumer's perception towards satisfaction of the purchased products.

This result is consistent with Kenyon and Sen, (2012) results. If a company wants to develop a new product and service that may achieve competitiveness, they have to understand how several product characteristics or service attributes affect the creation of consumer's perception. The consumer's perception vary among them are; the price offered by the seller is cheaper compared to outlets leading to purchases through Instagram. Ordering through gadgets are more effective and efficient because it can be done anywhere and anytime facilitating the respondents to get their desired products.

3. The effect of service quality towards brand awareness

The causality test shows that the service quality significantly affects the brand awareness, indicated by the t-statistic > 1,96. The effect of the service quality towards brand awareness has a value of 0,723. This shows that the service quality positively affects brand awareness. The awareness of brands is the feeling in which considers what the respondents expect and what they generally get. This result is consistent with Das and Mukherjee, (2016) results. The research attempts to develop the three important elements; brand awareness, loyalty, and the related quality perceived.

The brand awareness stated above is all products especially imported or domestic cosmetic products which always have good quality, and then the respondents pay attention to the latest brands, so that the respondents always want to purchase products of the same brands or loyalty to certain brands.

4. **The effect of consumer's perception towards consumer's satisfaction**

The causality test shows that the consumer's perception significantly affects the consumer's satisfaction, indicated by the t-statistic > 1,96. The effect of the consumer's perception towards consumer's satisfaction has a value of 0,256. This shows that the consumer's perception positively affects consumer's satisfaction. The consumer's perception arises when the consumer's purchase a product and affect towards consumer's satisfaction. The consumer's perception measures the contentment level of a certain product and will determine consumers to purchase again or grow loyalty because basically consumers will

again seek products to fulfill their psychological needs.

5. The effect of brand awareness towards consumer's satisfaction

The causality test shows that the brand awareness significantly affects consumer's satisfaction, indicated by the t-statistic < 1,96. The effect of brand awareness towards consumer's satisfaction has a value of 0,092. This shows that brand awareness positively affects consumer's satisfaction. In this research, the respondents do not really pay attention to brand awareness when purchasing through Instagram. The respondents pay more attention to their previous experience and the service that the seller provides rather than paying attention to certain brands.

E. CONCLUSION

Based on the analysis outcomes and hypothesis testing that have been conducted as well as the targeted aim of this research, can be concluded several items. *The first* Service quality positively affects consumer's satisfaction. The service quality can be measured through tangible, responsiveness, reliability, assurance, and empathy. Thus, the higher the service quality, the higher the consumer's satisfaction leading to purchase cosmetics products through Instagram. *The second,* Service quality positively affects consumer's perception. The service quality will form consumer's perception towards satisfaction of the purchased cosmetic products through Instagram. *The third*, Service quality positively affects brand awareness. Good quality of domestic or imported cosmetic products, respondents will pay attention to the latest brands so that respondents always want to purchase products of the same brands or loyalty towards certain brands. *The fourth* Consumer's perception and satisfaction, positively affects consumer's. Satisfaction. The consumer's perception arises when consumer's purchase a product and affect towards consumer's satisfaction. And the last, Brand awareness positively affects consumer's satisfaction. the respondents do not really pay attention to brand awareness when purchasing through Instagram. The respondents pay more attention to their previous experience and the service that the seller provides rather than paying attention to certain brands.

From the conclusion above, it is suggested to further research to improve the quality of the results of the research model estimation, it can be done by adding a brand equity variable to influence consumer satisfaction in the selection of cosmetic products through Instagram social media. Further research can also use the object of research directly to compare the effectiveness and efficiency in making purchases of cosmetic products.

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