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Instagram Geotag: Examining Consumer Satisfaction on Instagram Social Media

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Abstract--*The purpose of the research conducted was to determine consumer satisfaction using the geotagging feature on Instagram social media. Provide information to readers who have an interest in using Instagram geotags to find out consumer behavior, especially consumer satisfaction. As reference material for future research on consumer satisfaction in influencing consumer behavior. This research is expected to play a role in the development of knowledge in the field of marketing management and can provide input and considerations to readers in analyzing changes in consumer behavior, especially in consumer satisfaction.*

Keywords--*Consumer, geotagging, Instagram, marketing, social media.*

Introduction

Globalization is rapidly spreading to all corners of the world, including Indonesia, which is a developing country. The rapid development of technology has resulted in an impact on the globalization of information, fashion, and the expansion of mass media and electronic devices, such as television, the internet and communication tools which have resulted in changes in the behavior and lifestyle of the Indonesian people (UPI Public Relations, 2016).

Indonesia is one of the countries with the third highest internet users in Asia and fourth in the world. Reporting from (*Pengguna-Internet-Indonesia-Peringkat-Ke-3-Terbanyak-Di-Asia-by-Katadata*, n.d./*Internet-Users-Indonesia-Rank-3rd-Most-In-Asia-by-Katadata*, n.d.) it was noted that there were 212.35 million internet users in March 2021 in Indonesia, and it was stated that Indonesia occupied the position third in Asia. Apart from Asia, Indonesia is the country with the fourth largest number of internet users in the world and has an internet penetration of 73.7 percent of the total population or 202.6 million users, (Merdeka, 2021). In this modern era, the use of the internet is very growing. It can be said that humans are very dependent on the internet. The internet makes it easy to communicate and interact anytime and anywhere without limits.

According to Annisa et al. (2020), the development of the internet is also developing media that provide free information, one of which is Instagram. Instagram was first released in 2010. Instagram can make Instagram users know each other, both on social media and in social life. As a result, Instagram has become one of the most popular applications to date. Based on (*Pengguna-Instagram-Di-Indonesia-Bertambah-39-Juta-Pada-Kuartal-Iv-2021-by-Katadata*, n.d./*Instagram-Users-In-Indonesia-Added-39-Million-In-Quarter-Iv-2021-by-Katadata*, n.d.), it was stated that there were 92.53 million Instagram users in Indonesia in the fourth quarter of 2021. The majority of Instagram users in Indonesia are from the age group of 18-24 years, namely 34.4 million users.

A large number of Instagram users every day indicates that consumers are gathering from the point of view of business actors (Sheth, 2020; Wilcock et al., 2004). Especially in the digital era that has changed people's behavior by always using social media in all things. This application allows users to upload videos in the form of instastories, reels, IG TV, and photos that can be edited with various filters. As the digital world develops, Instagram continues to make new breakthroughs in developing features on Instagram, one of which is geotagging. Based on the background above, the formulation of the problem to be studied is how satisfaction is (Zhang & Zhou, 2018; Chua et al., 2016).

Research Method

The research method used by researchers is to use qualitative methods. According to Sugiyono, the research method is a scientific way to obtain data with specific purposes and uses (Sugiyono, 2019). The selection of informants was carried out by accidental sampling technique. This sampling technique is used to obtain data sources by determining the informants by chance. Data were taken from informants by providing understanding, interpretation and information needed according to the phenomena in this study. A further reason for using qualitative research methods is that researchers want to make observations and obtain information directly from data sources through in-depth interviews, observation, and data documentation.

This study also uses the documentation method. Sugiyono argued that the documentation method is a method of collecting documents in the form of writing, drawings, or monumental works from someone (Sugiyono, 2017). The data document comes from Instagram which is used as a medium for sending photos or videos containing geotagged location information. It is possible that this research also displays information in the form of images to support the completeness of the information while at the same time giving the impression of color in the research. Data is presented in a qualitative descriptive manner and is as it is derived from observation and analysis and obtains results that emphasize meaning (Casaló et al., 2020; Cohen et al., 2017).

Results

The results of this study were conducted to determine consumer satisfaction on Instagram social media, especially in the use of Instagram geotags. This research was conducted using interview techniques and research informants were selected through cluster random sampling techniques which were taken randomly based on certain jobs (Erdoğmuş & Cicek, 2012; Dahnil et al., 2014). The research results are obtained as follows.

Data findings source of information location of Paperhills café

Based on the results of the interviews conducted one by one with the informants, the researcher always asked the first question, namely where did you find out about the Paperhills café? This was done to ensure that the selected informants were following the research topic which examined consumer satisfaction on Instagram social media (Rachmawati et al., 2022; Herdiansyah et al., 2022). In the results of the researcher's interview via face-to-face on Friday, October 7 2022 at 11.00 WITA regarding where did he know about the Paperhills café, informant K1 gave the following explanation.

"I know Paperhills from social media tags, actually. So there was a time when Kintamani really became a hit for novices, right, so... look at a friend's story, uh, there's a Paperhills location tag, I think that's cool, that's it. So, when I was planning to go to Kintamani, there were actually a lot of choices, because several places had been tried, so Paperhills was new, and it was quite crowded at that time, so I tried it, that's it... The menu, after all, what's different, that's it. So you know from the story tags."

It's the same as K4, who also knows about the Paperhills café from the instastory. Here is the presentation.

"Erm, if I knew Paperhills from the first Instagram. From a friend's story, then after tagging the location of Paperhills, then clicking on the tags, and looking at the Instagram profile itself, it's unique, instagramable."

Apart from K1 and K4, another informant, namely K3, also conveyed the same thing.

"First, a friend went there and tagged the location of Paperhills. Um, I was curious, so I immediately found out the location and Instagram of Paperhills."

In contrast to K1, K3, and K4. K2 did not immediately find out the information from a friend who included the Paperhills location geotag on Instagram, but K2 got the information from the Tiktok social media. Here's the presentation.

"Actually, I saw it from Tiktok. Then I started searching there too. Because I felt dissatisfied with seeing things from Tiktok, I immediately switched to searching via Instagram. I searched for the name Paperhills on Instagram and what came up was the Paperhills Instagram account and the Paperhills location itself."

Based on the results of interviews with informants regarding the information on the location of the Paperhills café, it shows that the majority of informants know about the Paperhills café from social media, namely Instagram.

Findings consumer behavior is influenced by cultural factors

Culture is the most basic cause of a person's desires and behavior. Human behavior is studied extensively. Growing up in a society, a child learns basic values, perceptions, wants, and behaviors from family and other important intuitions. Each culture contains smaller subcultures or groups of people who share value systems based on life experiences and common situations. Sub-cultures include nationalities, religions, racial groups and geographic regions. Many sub-cultures make up important market segments, and marketers often design products and marketing programs tailored to their needs (De Vries et al., 2012; Stewart, 2009).

Almost all societies have some form of social class structure. Social class is defined as a relatively permanent and tiered division of society whose members share the same values, interests, and behaviors. Celebration of special moments is a celebration activity to commemorate important things that are held at a certain time. In interviews about who they were with and what activities they carried out at the Paperhills café, three informants answered that they were celebrating special moments, including anniversaries and birthdays. The following is the explanation of the K1 informant who came to the Paperhills cafe to celebrate the 1 year anniversary with his partner.

"Uh, the first time I came to Paperhills, it was to celebrate one year anniversary with my boyfriend. When I come for the second time, I go out with my family, spend time together."

The same thing was also explained by K3. K3 came to the Paperhills café to celebrate a special anniversary moment. Here's the explanation.

"Going there for the first time with my boyfriend, it was from the morning starting at 03.30 until there at 04.30. The intention was to come this morning, it just so happened that I was having my 5th anniversary with my boyfriend, so I wanted to see the sunrise together, hehehe."

Likewise with other informants, namely K2, who celebrated a special birthday moment from K2's best friend. Here he said.

"Actually, my best friend's birthday has passed a few days, but because my friends and I haven't had a chance to give a surprise yet, so it's okay to just give it to Paperhills. While in Paperhills they also sell small cakes, right?"

Based on the results of interviews with the three informants, namely K1, K2, and K3, they came to the Paperhills café to celebrate a special moment, namely an anniversary with their partner and a friend's birthday. Celebration of this special moment is usually celebrated by coming to a place, giving something, and so on.

Findings consumer behavior is influenced by social factors

Consumer behavior is also influenced by social factors such as small groups, family, and consumer social roles and status. A person's behavior group is influenced by many small groups. Groups that have direct influence and where a person is a member are called membership groups. Conversely, reference groups act as direct (face to face) or indirect points of comparison or reference in shaping a person's attitude or behavior. People are often influenced by reference groups to which they are not members.

Consumer behavior is also influenced by the family. Family members can greatly influence buyer behavior. The family is the most important consumer buying organization in society. Then roles and statuses. A person becomes a

member of many family groups, clubs, and organizations. A person's position in each group can be defined in terms of roles and status. Role consists of activities that are expected to be carried out by a person in accordance with the people around him. Each role carries a status that reflects the general value assigned to it by society. Consumer behavior is influenced by social factors, which can be seen from the K3 statement, the following is the presentation.

“Going there for the second time with my friends, it was 2 o'clock in the afternoon. That's me in a group of six people.”

The same thing was conveyed by K1 who came for the second time with his family.

“I came there the second time with my family. It's a family time story. At that time I was invited by my older sister.”

Apart from K1 and K3, K2 and K4 are also influenced by social factors. The following is a presentation from K4.

"Uh, it really happened that at that time I saw a friend's story, I'm the type of person who likes to travel, sometimes when I see a new and unique place, I just want to stop by there."

The same thing was explained by K2. The following is an explanation given by K2.

"I'm not originally from Bali, right, so, um, when else can I go on holiday to Bali. Because the reviews on Tiktok and Instagram are what made me and my friends come to Paperhills."

Consumer behavior findings are influenced by personal factors

The lifestyle of each era has experienced rapid development. Social media is one of the factors of rapid development. This led to the emergence of new habits for social media users. This lifestyle has developed and become a habit for millennials. In line with what was conveyed by one of the informants, namely K1 regarding content on social media. The following is what K1 said.

"When I go to places like that, apart from being refreshing, I usually also meet content needs on social media. If there are good photos, I'll definitely upload them to feeds. But if it's not that good, I'll just upload it in the story anyway. Eee then, I still tag the account or the location, whichever fits."

In addition, hedonism is a lifestyle by following trends to satisfy someone's curiosity about the products or services offered. Curiosity will continue to exist before consumers can feel the product or service. K4 informants were interviewed about why they made Paperhills a destination. K4 gives the following narrative.

"Actually, there are other options, ummm, for example, back to personal again, for myself, because if it's okay, fix it, after all, the place is good, then from looking at the menu, it's also standard, if you go to places like that. I also looked at the good reviews on Google Maps, so I got curious, so I'll just go to Paperhills."

Based on the results of the interview, K4 said that he was curious or wanted to know about Paperhills cafes, because for K4 the reviews on Google maps were pretty good. The popularity of a place at certain times can be a magnet to create curiosity to try to visit that location. The informant's statement regarding social media and the features in it that are most often used. The following is the presentation of the four similar informants.

"The social media that I use is IG, Tiktok, after that, sometimes I open Facebook and remember. After that, the feature on ig that I often don't use is story." Said K1. "Well, in stories, the features depend on content that doesn't make nok. If for example the content is somewhere, I will tag the location. Then if for example it's about a friend's birthday, I'll tag my friend's Instagram account. It just depends on the content. Eee, as for features other than location tags and people's account tags, I rarely use them, I don't know why." K1 added when answering questions about features that are usually used in Instagram stories.

Another informant, namely K4, has a similar explanation regarding the features that are often used on Instagram, here is his explanation.

"Usually emm is the dominant one in the story, except when I'm in the mood and after that I catch more footage, I usually use reels, it just depends on the content requirements." "Most often I use IG, TikTok, and WhatsApp. I take advantage of all the features that are available, hehehe, sometimes I like to fuss myself if I haven't upgraded to new features yet." Said K2. "I regularly update my daily life on ig anyway, most often I use stories, if not, sometimes feeds." Said K3.

It was found that the social media most frequently used by the four informants was Instagram, along with its features in it, namely stories, feeds, location tags, account name tags, gifts, emojis, videos and live videos.

Consumer behavior findings are influenced by psychological factors

Based on the results of interviews with four informants, researchers obtained data that psychological factors can also influence consumer behavior. The biggest encouragement is the provision of discounts and quality service. Business owners such as cafes and so on, can pay attention to this. Below is the K3 expression when making the Paperhills café a visiting destination.

"Before leaving, I had a chance to look at her IG, it was just right that there was a food promo that costs 90,000-100,000, so it's only 50,000. Alright, let's just go to Paperhills, that's it."

In addition, K3 also explained that K3 received good service at the Paperhills café.

"Initially to Tegukopi eee, it didn't work because the service was lacking and slow. Then when I tried Paperhills, how come the waiter was really good. Whatever it is, I feel really served, kek the staff is so sensitive. Er, I recommend it to those who have never been here, try to come here."

The same thing was also conveyed by other informants such as K2 and K4. The following is K2's narrative.

"When it comes to service, I'm comfortable, they are professional. Luckily I came there and got good service. So it's a balance, understand gas?"

K2 feels comfortable when visiting Café Paperhills. Likewise with K4 which states that the Paperhills cafe has good service. The following is conveyed by K4.

"Besides being good, eee the service is also okay, in Paperhills itself, right?" "If I go to Paperhills, I don't look for promos, it's not like I'm hunting for promos, it's also the first time I've been to Bali. I came here because, uh, what, looking at the reviews, they said the view and service were okay." Said K2.

K1 also has a similar opinion with K2. K1 expresses the following.

"Er, before going there with my girlfriend, my boyfriend and I had a look at how it was there. I saw that the person who wrote a review on Google Maps said, um, I'll check first, this is good food with great service and great view."

The results of interviews with the four informants who came to the Paperhills café stated that the informants came because in broad outline there were two influencing psychological factors, namely promo information and information related to services.

Findings of consumer needs

Consumer needs are defined as influential factors that trigger them to buy business products or services. Consumers who buy, must have a reason why they buy the product or service. The results of the interviews provide information related to consumer needs for self-actualization needs. The following is the presentation of information from K4.

"The second one made me feel proud because, in my opinion, at that time Paperhills had not been visited by many people. I feel happy just like that. From not many people know, with the way I summarize the content, I think people are interested in coming to Paperhills. Because it's such a good place, hehe".

The same thing was also conveyed by K3 who inserted a self-actualization as a need. The presentation is as follows.

"I uploaded it to feeds right, then filled in the caption and tagged Paperhills, I feel proud like that." Said K3.
 "There are also many who ask via DM, right, so I'll let you know. There are those who ask about the price, and also the service. K3 added.

The results of the interview are not only self-actualization, but also the need for security. In interviewing informants regarding the first impression when coming to the Paperhills café, K1 praised the service and safety at the Paperhills café. Here is the presentation.

"The parking guard is willing to park my car, then I go straight to Paperhills, that's good service in my opinion."

K2 conveys information related to consumer needs to be appreciated. This is implied in the sentence below.

"I prefer when I just start to sit down, the staff is immediately accompanied to give me the menu, because I feel more like you are there."

Consumer satisfaction findings

Kotler et al. (2000), states that customer satisfaction is the level of one's feelings after comparing performance or perceived results compared to expectations, if performance fails to meet expectations, customers will feel dissatisfied and if performance matches consumer expectations, customers will be satisfied. This means that consumers will form a more pleasant perception of a product or service that has been positively assessed by consumers. Based on the results of interviews with four informants, information was obtained stating that the informants were satisfied after coming to the Paperhills café. The following is his explanation regarding the question why he voluntarily included the geotagged location of the Paperhills café.

"The first is because I really feel satisfied, right, from the restaurant or from whatever, um, it's from the service or all kinds of things, if we're satisfied, we'll definitely introduce it to people, right, so it's like tagging is important, so people can know that oh this is the place here. Said K4. "Eee, to be honest, I included the location tag voluntarily because I wanted to tell my followers, so they would know that there are good places in Kintamani. Yes, I feel happy. It would be nice if, for example, so many people know about Paperhills." Said K1. "Honestly, I tagged it because I was satisfied with the first service. Then the view, only the last food ". Said K3. "Apart from feeling satisfied, um, I usually tag it because, what, I just want to tell my followers, who knows, they're looking for a place reference, right?" Said K2.

Consumer loyalty findings

High loyalty within the company is shown from the consumer's commitment to a brand, store or supplier in the long term. What is meant is that consumer loyalty to the company is formed from a combination of complaints and satisfaction. Meanwhile, customer satisfaction is an important thing to support a company and can also minimize consumer complaints so that a sense of consumer loyalty appears in using the product for a long time (Tjijtono, 2000). Based on the statement above, there are interview results concerning consumer loyalty to a brand. As stated by K4. Here's the presentation.

"There is a possibility to return because of the place. Besides being good, eee the service is also okay, in Paperhills itself. Then from the food, if I as a customer go to places that are instagramable like that, I can't find one that eats well, just from the visuals. Eh, because for example it's okay, sometimes we consume it on Instagram, then share it with the public, I think there are more devotees. Even though it's not really good in terms of taste or anything, the important thing is that the service is the same as the place, which is really eye-catching." "Later, if I have luck, I will definitely come to Bali and stop by at Paperhills again. But the time isn't certain, um, right now I can only give information to my friends." Said K2. "I think I'm coming again, but it must be at a different moment. The first one is with a boyfriend, the second is with a friend, the next three I think it will be with my parents, heheh." Said K3.

Unlike the case with the information submitted by informant K1. It was stated that in some parts it was quite hot. Here is the presentation.

"I wanted to sit in the front near the view, but because of the heat we moved again to a place that was a bit shady, so there was a place for the family below, for the family like that, huh... so we sat there." Then there is also information from the question whether this condition was informed on social media. The following is the answer from K1. "Eeee... yes, that was just trying to enjoy it. I didn't give any input to the staff there. There are no complaints either. Because I don't feel wronged. Maybe later if someone asks personally, I won't recommend that spot if you want to come in the afternoon."

The majority of the interview results stated that they would return to the Paperhills café and inform their friends. However, there is a difference in the K1 experience when it comes to the Paperhills café. K1 gets hot sitting by the scenery of blue and white umbrellas. Even so, K1 did not provide any input to the staff or owner of the Paperhills café, and even kept informing the Paperhills café to friends, but did not choose a seat that would experience excessive heat during the day. It can be said a consumer loyalty to a place.

Discussion

The rapid development of information technology gave birth to social media with various features in it. Social media or often also referred to as social media is a digital platform that facilitates its users to communicate with each other or share content in the form of writing, photos, videos, and is a digital platform that provides facilities for carrying out social activities for each of its users. Today, there are various digital platforms available, but most consumers use Instagram to get information about the location of the Paperhills café. Instagram is considered social media that must be owned by millennials because users can easily interact with family, relatives, and new people. In addition, the features on Instagram are also very easy to use. The features that are often used by consumers are stories, feeds, location tags, account tags, gifts, and also live features. Personally, these features are tailored to the content needed. Cultural factors are the most basic causes of desires and behaviors that grow in a society, by studying the basic values, perceptions, habits that develop in that environment (Kotler & Armstrong, 2008). Culture can be physical objects, ideas, beliefs, and habits that develop in society. Habits that have become a culture in society can determine consumer behavior and become a factor in a person's consideration in consuming a product or service.

Culture is a determinant of desires and behavior which is reflected in ways of life, habits, and traditions in the demand for various goods and services (Syafirah et al., 2017). The results of research conducted on consumers of Paperhills café found that the factors that influence consumer behavior fall into the category of cultural factors, namely the celebration of special moments. The celebration of this moment became the motivation for the purchase, causing consumers to decide to choose the Paperhills café as the destination for their visit. Of course, this moment is celebrated because it only takes place once a year, such as birthdays, anniversaries and other celebrations. This is what makes a moment have a very special value for those who celebrate it.

Several informants namely K1, K2, and K3 decided to come to the Paperhills café to celebrate special moments as gifts. Celebration of special moments is often celebrated by coming to a place, giving gifts and so on. This place can be the most beautiful memories with loved ones. Consumer behavior is also influenced by social factors such as small groups, family, and consumer social roles and status. A person's behavior group is influenced by many small groups. Groups that have direct influence and where a person is a member are called membership groups. Conversely, reference groups act as direct (face to face) or indirect points of comparison or reference in shaping a person's attitude or behavior. People are often influenced by reference groups to which they are not members. Consumer behavior is also influenced by the family. Family members can greatly influence buyer behavior. The family is the most important consumer buying organization in society.

Then roles and statuses. A person becomes a member of many family groups, clubs, and organizations. A person's position in each group can be defined in terms of roles and status. Role consists of activities that are expected to be carried out by a person in accordance with the people around him. Each role carries a status that reflects the general value assigned to it by society. All informants namely K1, K2, K3, and K4 came to the Paperhills café because they were influenced by social factors such as friends and family. Coming to a beautiful place with loved ones is something that can make happiness increase than usual.

Personal factors are factors that arise from consumers or personal business owners. Everyone's personality certainly varies. This causes the needs or motivations that arise to also vary from one person to another. The findings of factors that influence consumer behavior are included in the category of personal factors, namely lifestyle. This lifestyle has developed and become a habit for millennials. In addition, hedonism is a lifestyle by following trends to satisfy someone's curiosity about the products or services offered. Curiosity will continue to exist before consumers can feel the product or service. The results showed that all informants, namely K1, K2, K3, and K4, decided that the Paperhills Café was a place to visit because of the lifestyle of using social media and the curiosity that arose from within the consumer.

Psychological factors are factors that influence consumer behavior. The biggest encouragement is the provision of discounts and quality service. Business owners such as cafes and so on, can pay attention to this. Café Paperhills usually informs discounts or promos on their Instagram social media, namely @Paperhills.id. Discounts ranging from discounted prices to free one menu on certain days. Then, the services of the Paperhills cafe became the focus of consumers before deciding to come to that location. The results showed that K3 came to the Paperhills café to take advantage of ongoing discounts. Apart from discounts, the service from the Paperhills café is one of the other main factors they visit. This was conveyed by K1, K2, and K4.

Consumers are a strong element that must be sought and maintained by companies. Not just for profit or gain, but companies must be able to build consumer satisfaction based on what consumers want and need. Consumer needs are the most important thing in achieving the success of a company. Needs are the drivers and builders of behavior. Consumers have needs at a certain time, for example, needs that are biogenesis, namely biological needs, for example, the need for consuming food, drink, comfort, and so on. On the other hand, there is the need for psychogenesis, which is formed from psychological human needs such as the need for recognition, appreciation, praise, and others (Rossanty et al., 2018). Consumer needs are divided into five levels or hierarchies according to Maslow (1943), in the paper 'A Theory of Human Motivation' (Subaidi, 2019), namely:

- 1) Physical Needs (Phylogical Needs)
The basic things that are needed by humans are called psychological needs or physical needs. For example, the need for oxygen, water to clothing, food and boards.
- 2) The need for a sense of security (Safety Needs)
Not more important than that, humans certainly also need a sense of security which contributes greatly to their behavior. Safe in doing and using a product for example.
- 3) The Need for Love and Belongingness (The Belongingness and Love Needs)
Love, acceptance, and belonging are the basic points of social needs according to Maslow.
- 4) The need to be appreciated (The Esteem Needs)
Humans also need a sense of being appreciated, Maslow divides it into two parts, which are more towards self-esteem. While the second leads to an award. Get a certain self-esteem or prestige and its existence is recognized.
- 5) The Need for Self-Actualization
Human feelings to be fulfilled or feelings that live according to their potential. This need basically means that humans do what they are believed to do.

The results of the interviews provide information related to consumer needs for self-actualization needs. As the information provided by K3 and K4. In addition, the need for a sense of security was conveyed by K1 and K2 when choosing a place to visit.

Kotler et al. (2000), states that customer satisfaction is the level of one's feelings after comparing performance or perceived results compared to expectations, if performance fails to meet expectations, customers will feel dissatisfied and if performance matches consumer expectations, customers will be satisfied. This means that consumers will form a more pleasant perception of a product or service that has been positively assessed by consumers.

Based on the results of interviews with the four informants, namely K1, K2, K3, and K4, they stated that they were satisfied after coming to the Paperhills café. Their satisfaction is conveyed in different ways. Providing information to friends through word of mouth, making interesting photos or videos, then including the Instagram geotag feature on their respective accounts, planning to come back to the Paperhills café, and writing reviews on Google maps.

High loyalty within the company is shown from the consumer's commitment to a brand, store or supplier in the long term. What is meant is that consumer loyalty to the company is formed from a combination of complaints and satisfaction. Meanwhile, customer satisfaction is an important thing to support a company and can also minimize consumer complaints so that a sense of consumer loyalty appears in using the product for a long time (Tjjiptono, 2000).

The results of interviews related to consumer loyalty, the majority stated that they would return to the Paperhills café and inform their friends. However, there is a difference in the K1 experience when it comes to the Paperhills café. K1 gets hot sitting by the scenery of blue and white umbrellas. Even so, K1 did not provide any input to the staff or owner of the Paperhills café, and even kept informing the Paperhills café to friends, but did not choose a seat that would experience excessive heat during the day. It can be said a consumer loyalty to a place.

Conclusion

Based on the analysis and discussion, it can be concluded that Instagram is a social media used to find information on the location of the Paperhills café. The majority of informants use features on Instagram, in the form of stories, feeds, location tags, account name tags, gifts, emojis, videos and live videos. To decide to come to the Paperhills café, there are several influencing factors. These factors are as follows. (Cultural Factor), consumers decide to visit Paperhills café which is influenced by cultural factors due to the celebration of special moments such as birthday and anniversary celebrations. (Social Factors), social factors influence consumer behavior. In this study influenced by the invitation of friends, girlfriends, and family. (Personal Factor), the motivation to visit the Paperhills café is influenced by personal factors, namely lifestyle such as creating content and uploading it on social media and following the trend of visiting hits in Bali. (Psychological Factors), psychological factors influence consumer behavior in purchasing decisions. Café Paperhills is considered to have attractive promos and good service by consumers so they are interested in coming there.

The stages that can be considered by business owners to consumers. This can be a reference in improving the development of businesses that are being initiated. The stages are as follows. (1) Business owners can find out what consumers like and what is needed. In this way, business owners can more easily determine the product or service being sold. Knowing customer needs needs to be done because basically the customer is a factor in the presence and increase of a company's income. (2) Consumer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repurchase, can encourage customer loyalty, and the emergence of customer willingness to pay a fair price. In this study, consumer satisfaction is marked by uploading content on Instagram by including Instagram geotags. This is done because consumers are satisfied with all the facilities provided by the Paperhills café. (3) Consumer loyalty has an important role in a company. Retaining consumers means improving financial performance and maintaining the viability of the company. This is the main reason for a company to attract and retain consumers. In this study, consumer loyalty is indicated by consumers' recommendations to people around them that there is a good café in the Kintamani area, namely Paperhills. In addition, return visits are also made by consumers.

Suggestion

Based on the results of this study, it can be suggested to conduct further research related to consumer satisfaction on social media other than Instagram. For example, the social media Tiktok, which is currently being used as a platform for buying and selling transactions.

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