The Effect of Influencer Engagement Rate in Increasing Followers of Instagram Official Account

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ABSTRACT

The phenomenon of influencer marketing has grown rapidly in recent years. Instagram is considered one of the social media platforms that produce the highest number of influencer marketing, especially to reach Generation Y and Generation Z. Influencers are part of the marketing strategy, which is also used by brands to market their products. Several studies show that the engagement rate affects the desire to buy from followers of official Instagram accounts, and also make followers consider to buy products from the official Instagram account is the number of followers. Therefore, the main study of this research is to compare the effect of the engagement rate of Instagram influencers on increasing the number of followers of official brand accounts so that the resulting recommendations can be used in the next stage of the influencer marketing process. The research will be conducted using quantitative research methods. There are two types of variables, the dependent variable is the result of adding followers to the official account during the research period and the independent variable of this research is the engagement rate value of the influencer. The results show that the engagement rate of influencers has no effect on increasing followers on Instagram's official accounts, but the engagement rate value affects the percentage increase in the number of followers. This shows that the higher the engagement rate, the higher the percentage of additional followers. A significant increase 24.7 % in followers (account number) will occur on official accounts that have previously had more followers when doing influencer marketing.

Keywords: *Digital marketing, influencer, engagement rate, increased followers, marketing strategy.*

INTRODUCTION

The world is changing in many ways today. Science and technology continue to develop and progress rapidly. One of these developments and progress is followed by the existence of the internet which is increasingly accessible. Active interactions between individuals and communities using mobile and web-based technologies through platforms to share information, discuss, create and/or modify content, are referred to as social media. According to Sherlyanita and Rakhmawati (2016), as civilization develops, the functions and purposes of the Internet begin to change which are not only intended for educational and commercial purposes but more for communication functions.

In the digitalization era, social media is used as a communication tool to connect. Every social media user can share information, knowledge and connect. Social media is a digital space concept where each user can create a summary profile, and describe himself to interact with people from different circles, both within the scope of individuals and with companies (Anggraeni et al., 2022).

Based on the latest Kemp (2020) report, it was stated that there were 175.4 million internet users in Indonesia. Based on the total population of Indonesia, which is 272.1 million people, it means that 64% of the Indonesian population has experienced access to cyberspace. In January 2020, internet users in Indonesia experienced a 17% increase

compared to January 2019 (Kemp, 2020).

This growth in the number of internet adoption opens up greater opportunities for marketers to reach their target market more massively and specifically. Based on internet usage trends, there are several things to note. Indonesia is the country with the highest level of use of ad blocker applications in the world with a percentage of 56.8% (Kemp, 2021). Thus, there is an additional challenge for marketers to display advertisements for their products or services on websites. Globally, according to Kemp (2021), the reason for using ad blockers is that there are too many ads on the internet (22.3%), a lot of intrusive or irrelevant ads (22.3%), encroaching on privacy (19 .9%), and ads dominate the screen of a website (16.7%). To overcome these growing communication barriers to reach consumers online, companies seek to influence consumers by packaging messages that are more rooted in content (Burgess, 2016) and one of them is through social media. Of the 274.9 million Indonesian population, 73.7% of them are active social media users (Athaya & Irwanyah, 2021).

For business players, this data is a lucrative target market, considering that the majority of internet users, apart from being active in social media, are also active in online commerce (e-commerce). As technology development increases, so does digital marketing, including social media marketing, search engine marketing, and mobile applications (Boomika & Murugan, 2020). In addition, consumer buying behaviour is changing towards more various formats of digital marketing activities (Tongdamachart & Niyomsilpa, 2022).

By realizing this opportunity, business actors have begun to explore digital marketing as a way to market their products. In social media, several things must be considered by business actors, namely the relationship between the brand and its followers. Social media, especially Instagram, can be used as a concept to raise their popularity to compete with other brands. The use of social media is also considered cheap and affordable for business actors.

The phenomenon of influencer marketing has grown rapidly in recent years. If in the previous decade, celebrity endorsers were one of the marketing communication strategies that were widely used by companies to promote products or services, nowadays ordinary people (non-celebrities) can become the subject of message senders who are trusted by certain brands to be able to convey messages to the public. The development of influencer marketing cannot be separated from the development of social media, especially on the Instagram platform. Instagram is considered one of the social media platforms that produce the most influencer marketing, especially to reach Generation Y and Generation Z. Social media like Instagram could be utilised to such an extent as a marketing tool, as appropriate as it should be (Amalia & Hanika, 2021).

Barker in Abednego et al. (2021) stated that Instagram is a profitable platform for influencers as well as for corporate brands. Through Instagram, brands can get more engagement and consumers if the content is relevant and visually appealing. In addition, the use of Instagram is considered more user-friendly, cheaper, and requires less effort to make content interesting, when compared to YouTube.

Based on the data obtained, the majority of Instagram users come from Generation Y aged between 25-34 years, which is 71% of the total population of Instagram users, followed by Generation Z aged between 18-24 years (Marickar & Rajasekhar, 2019). This is a good opportunity for marketers to be able to insert brand messages through Instagram, especially those targeting the youth and young adult age groups.

In Indonesia, the average duration of internet use for social media is 3 hours and 14 minutes per day and 65.1% of users say they use social media to research brands (Kemp, 2021). Moreover, it was found that the sources for Indonesian internet users to find a brand,

apart from search engines (49.7%), were advertisements on social media (39.2%) and recommendations or comments on social media (39.2%). Among the many innovative marketing strategies that have been tested by marketers, influencer marketing has become a cost-effective approach for brands to have more direct and organic contact with potential consumers (Talavera, 2015).

RESEARCH BACKGROUND

The business competition requires companies to have a specific target market. Kotler and Armstrong (2017, as cited in Anggraeni et al., 2022) explain that a target market is a group of buyers who have the same needs or characteristics which are the goals of the company's promotion. We need to know and understand well who the target market for the product is. Customers analyze a product brand by being influenced by external and internal factors in making decisions (Gogoi, 2013).

Product quality cannot stand alone to face the current promotional competition. Another factor that is needed is a form that is convincing and can leave an impression in the minds of the expected target consumers. The most appropriate factor in this context is to take into account a brand impression of a product. Influencers have a significant effect on increasing brand image and can influence consumer purchasing decisions for a product based on the credibility of a public figure. The role of influencers can fulfil the range of information transfer of a product. Influencers are active on social media and this is very effective for target consumers who tend to care more about figures that are trending or being discussed on social media.

The phenomenon of influencer marketing on existing social media greatly influences people's consumption patterns. A lifestyle that is more concerned with prestige makes people carried away by contemporary styles popularized by social media influencers. The amount of public consumption of products promoted by social media influencers is very influential in the growth of the digital economy. This is supported by the level of trust in social media of 51% in 2018 (Edelman, 2018, as cited in Maulana et al., 2020).

From the brand recognition process built by social media influencers based on previous research, there is a strong relationship between the promotion process carried out on consumer buying interest, where influencer marketing can increase buying interest by as much as 89.7% (Astuti & Santoso, 2016). Because of this high influence, many companies use influencers to increase engagement with the products they sell. The appeal raised by influencers based on credibility, communication skills, and high public attention to these influencers can be seen from the large number of followers on their social media which can increase product recognition to the wider community and the level of marketing.

Some research also states that it is important to analyse the content of the posts that are made. It was found that the post content made had an impact on social media metrics on Facebook and Instagram, namely the likes and comments metrics. Post content created can also have an impact on engagement content. The higher the likes and comments in the post content, the higher the engagement score the account has. A high level of engagement shows that a brand can establish good relationships with consumers and help open up opportunities for a brand to be better known by many people (Amriel & Ariescy, 2021).

Regarding Instagram influencers, several studies have been conducted. Hansson and Eriksson (2016) researched fashion brands that use Instagram to market their products, as well as investigated their attachment to millennials. The results of the study indicate that

millennials can have an attachment to fashion brands that are marketed. This applies if the content can present complete, relevant, valuable, and consistent information.

De Veirman, Cauberghe and Hudders (2017) examined the impact of influencer marketing on Instagram, particularly on the number of followers and product divergence. The first finding of the study is that influencers with a high number of followers will also get a high number of likes. The second finding states that products that are different from the majority are more suitable to be promoted through influencers with a smaller number of followers. The product will be considered unique and exclusive because not many people know or like it. Ewers (2017) investigated how influencers, sponsorship disclosure, and product placement can influence consumers. The results show that the consumer's purchase intention is higher when the product is marketed by a celebrity compared to a micro-celebrity.

Rebelo (2017) examines how the credibility of influencers on Instagram can be perceived by consumers and has an impact on consumer intentions to buy the products offered. The impact of uploads on Instagram on changes in viewers' perceptions of the choice of travel destinations has also been studied. Veissi (2017) has also researched influencers who market products on Instagram, which is almost similar to Ewers' research. Veissi's research results show that influencer uploads on Instagram are more trusted than traditional ads. Nandagiri and Philip (2018) investigated the impact of influencers on Instagram and YouTube on the followers they have. Influencers, both on Instagram and on YouTube, are considered credible based on the content they have, and interesting content will be remembered by followers. Research related to advertising through Instagram has also been carried out by other researchers.

Yulianita et al. (2020, cited in Hakim & Indarwati, 2022) stated that influencer marketing significantly has a positive influence on purchase intention. In this study, it is explained that influencer marketing is a marketing tactic that has developed along with the advancement of internet information technology. This tactic is effective because it has high credibility. The credibility of influencers is higher than that of celebrities because consumers believe that influencers are not paid and are telling the truth about how they feel about the product or brand. Influencers also explain extensive knowledge about the product or brand. Therefore, consumers perceive them as experts (Sudha & Sheena, 2017). Yudistira (2021, cited in Hakim & Indarwati, 2022) in his research also stated similar results that influencer marketing has an impact on the purchase intention of users of free video game applications.

In the research of Sri Ngudi Wahyuni and Denila Damayanti in 2019 it was stated that the Instagram feature that most aroused a person's interest in following it could generate someone's buying interest, namely the follower's feature, where the number of followers is very influential in creating branding of an online store on Instagram, then the number of likes and the number of posts can support the branding of an online store, while the number of following has no effect on generating interest in the online store, but if an online store wants to introduce its store, it can use this following feature to promote to new customers and maintain communication with old customers.

From some of these studies, research will be carried out by analyzing the influence of influencers on Instagram to increase the number of followers on Instagram's official accounts. The main study of this research is the influence of the engagement rate of influencers on Instagram on increasing the number of followers of official brand accounts. Influencers are part of the marketing strategy, which is also used by brands to market their products. The research will be carried out using quantitative methods by collecting official account brand data and influencer data used by brands in the research period. The data that will be collected

includes the number of followers of official brand accounts and data on influencer engagement rates. From this data, it will be known whether there is an influence on the engagement rate of the influencers used to increase the number of followers of the brand's official account.

LITERATURE REVIEW

a. Engagement Rate Instagram

Online engagement can be defined as the psychological condition of the user which is categorized by the interactive, co-creative experience of the user with an agent and object (Bonson & Ratkai, 2013). To operate online engagement on Instagram, likes and comments are used to represent online engagement (Coelho et al., 2016). A post with many likes can indicate that content is said to be interesting, increase the likelihood of being liked by someone and lead to the dissemination of information from a brand to potential customers (Moore & McElroy, 2012).

Quoted from the official Hopper blog page (n.d.), engagement rate is a standard metric used in social media marketing to measure the performance of the content on social media platforms, especially Instagram and Facebook. This indicator is very important for influencers and digital marketers to understand and assess audience engagement with the posts they have published. If a piece of content can get a lot of attention from followers, then public knowledge of a brand will automatically increase. Engagement rate can also be used as a research tool to understand audience desires based on the number of interactions they have with some or a particular content. This can be assessed directly by which posts have the most or least number of engagements.

On Instagram, what can affect engagement rates are likes and comments. There are several ways to increase your Instagram engagement rate, namely displaying post content at the right time, using good hashtags and captions, using the power of Instagram Stories, creating contests and giveaways, and using omnichannel marketing to increase your Instagram presence. Also specifically, if you want to increase your engagement rate, you need to get involved too. Engage with other profiles, respond to users in messages and comments, and post regularly (Amriel & Ariescy, 2021).

b. Instagram as Social Media

Social media marketing communications take different forms and serve different purposes for different consumers (Adetunji et al., 2018). Brogan (2010) defines social media as a new tool for communicating and collaborating and allows for many types of interactions that were previously not generally available in society. Social media is defined by Mayfield (2008) as a medium for users to participate in, create and share messages. Blogs, social networks, online wikis/encyclopedias, and online forums are included in social media in cyberspace. Meanwhile, Kotler and Keller (2012) define social media as a suggestion for consumers to be able to convey information in the form of text, audio images, or videos with companies and vice versa.

Instagram is a social networking service for sharing photos that have experienced an increase in users to date (Lee et al., 2015). Instagram according to Atmoko (2012) is an application that can be used to take photos and can be changed with various effects, then shared to various social media services.

c. Influencer

Social media influencers have become a new group tasked with providing understanding to changing audience attitudes using the internet or social media (Glucksman, 2017). Ewers (2017) categorizes influencers into two types, namely celebrity and microcelebrity. Celebrity is someone who is already famous through television media and already has a large fan base, while micro-celebrity is a term for someone who appears through social media, comes from various backgrounds, does not have previous popularity through television media and has a fan base that is not as big as a celebrity. Influencers can also be classified into four groups as follows (Kádeková & Holienčinová, 2018):

1. Blogger or blog owner (website). A blogger creates authentic and unique content in the form of photos, text, and comments that are shared through blogs and social media to share their thoughts and interests.
2. YouTubers or vloggers, are influencers who interact with viewers through their videos on YouTube to express their feelings and experiences.
3. Celebrities, most of these influencers consist of actors, singers, presenters, athletes, or people who are widely known thanks to the media.
4. Instagrammer, is someone who can attract the attention of his followers through high-quality photo content.

In addition, influencers can also be categorized in terms of the number of followers (Foxwell, 2020), namely:

1. Mega is the category of social media influencer with the highest ranking. They usually have more than a million followers. Mega-influencers are often more famous than influential. They have a very diverse audience with different topics of interest.
2. Macros are influencers who are a level below mega-influencers. One way to identify macro-influencers is by their follower count, usually ranging from 100,000 to one million followers. Macro-influencers typically gain fame through the internet itself, either through vlogging or by producing funny or inspiring content.
3. A micro is someone who has between 1,000 and 100,000 followers. Micro-influencers focus on a specific niche or area and are generally considered to be industry experts or topic specialists. Micro-influencers have stronger relationships than regular influencers. This is often driven by their perception of being the opinion leader on a topic. Micro-influencers, are not the average celebrity or influencer and often have a very uniform audience.
4. Nano is a relatively new type of influencer. They tend to have fewer followers than micro-influencers, which are less than 1,000 followers. A nano-influencer is someone who has influence in their community.

Ryan and Jones (1998, as cited in Evelina & Handayani, 2018) said that digital influencers are people who have a great influence on social media. Influential users of these accounts already have the trust of their online followers and their opinions can have a tremendous impact on online reputation, including for products or brands.

The concept of influencer marketing is to describe a product or brand made by a seller and disseminate it to the general public through Internet networks (Messiaen, 2017). Influencers make posts on personal social media, seen from the number of followers who engage in their posts such as likes, shares, retweets, comments, and clicks on the link or URL of the promotion until the influencer provides good communication with his followers and

has a proper reputation with the product. The number of followers of these influencers can make a high reach.

There are 3R factors that are closely related to influencer marketing, namely reach which shows the number of followers the influencer has. Then there is the resonance which shows the level of involvement of followers with content displayed by influencers, such as how actively followers share content displayed by influencers. The last metric is relevance which describes the similarity between the values believed by influencers and the product's brand image (Solis, 2012, as cited in Maulana et al., 2020).

d. Influencer Marketing

An influencer is the ability to make changes in human behaviour and the person who does it or the influencer (Grenny et al., 2013). Definition of influencer marketing "Influencer marketing is the most important new approach to marketing in a decade for those professionals at the leading edge of purchasing decision-making. The word Influence can be broadly defined as the power to affect a person, thing or course of events" (Brown & Hayes 2008). Influencers today there are of various kinds, not only on celebgrams, depending on the segmentation of the intended market. Vloggers, bloggers, and podcasters can be an option because it is very influential (Chakti, 2019).

Influencer marketing is a tactic that advertisers and brands use by working with individual social media users to promote their brand messages and products (IAB, 2018). Influencer marketing activities are mostly carried out on social platforms, such as Instagram, Facebook, and Twitter (Burgess, 2016). According to Glucksman (2017), Influencer marketing is the process of identifying, attracting, and supporting someone to be able to create conversations with customers about a brand or a growing trend. The role of effective influencer marketing can be used to increase Brand Image and Brand Awareness (Hariyanti & Wirapraja, 2018). Influencer marketing is also defined as a renewed approach to marketing and public relations in which it targets the people that prospective consumers turn to for information (Nisrina, 2019).

Word-of-mouth is the effect that influencer marketing wants to create through collaboration with social media users with the ability to influence the behaviour of a large number of their followers (Petrescu et al., 2018, as cited in Athaya & Irwansyah, 2021). The use of influencers can reduce the cost of reaching the target audience and provide multiple benefits for the content or message conveyed (Childers et al., 2018) and consumers see it as more reliable, personal, less commercial and not controlled by brands, more authentic and according to their tastes (Forbes, 2019, as cited in Athaya & Irwansyah, 2021). Influencer marketing indicators according to Hariyanti and Wirapraja (2018) are information, encouragement, role, and status.

METHODOLOGY

This study used a quantitative research method. Quantitative research according to Hardani et al. (2020) is a systematic scientific study of parts and phenomena and their relationships. Sources of data that will be used in this study are primary data and secondary data. Primary data is data obtained by researchers directly from the data source. Primary sources are sources of materials or documents that are presented or described by people or parties who were present at the time the events described took place so that they can be used as witnesses.

The population in this study were all influencers on Instagram. The sample is part or representative of the population to be studied. The sample is part of the population that has the same characteristics as the population. The research sample in this study was 30 selected influencers.

In this study, there are two types of variables to be studied, namely the independent variable and the dependent variable. The dependent variable of this study is the result of adding followers to the official account during the research period. While the independent variable of this research is the engagement rate value of the influencer. These variables are predicted to affect the number of followers on the official account.

The research hypothesis is a temporary answer to the problem formulation. The hypothesis in this study can be stated as follows:

H0: influencer engagement rate has no effect on increasing followers on Instagram official accounts.

H1: influencer engagement rate has an effect on increasing followers on Instagram official accounts.

Data testing was carried out with the SPSS program for a simple regression test. Simple regression analysis was conducted to test the effect of one independent variable or independent variable on the dependent variable or dependent variable.

RESULT AND DISCUSSION

In this study, the data needed were collected from June 6, 2022 to June 29, 2022. The stages of the research carried out were selecting influencers who were included in the micro-influencer category (influencers who have between 1,000 and 100,000 followers). The influencer data used in the research period are as follows:

Table 1: Research data of influencer

Brand	Influencer	ER (%)
aldin.food	plgfoodies	0,27%
aldin.food	plgfoodmafia	0,68%
aldin.food	gilang_septio	2,62%
aldin.food	makanlemakplg	0,26%
pempekcekmona	gilang_septio	2,62%
limau.palembang	plgfoodmafia	0,88%
oishiii.id	plgfoodmafia	0,88%
taichanpeh.plg	plgfoodmafia	0,88%
dibali.in.palembang	plgfoodmafia	0,88%
richs_kopitiam	plgfoodmafia	0,88%
ayamgeprekmaster.palembang	makanlemakplg	0,26%
heritage.plg	plgfoodies	0,27%
mentaisefoodies	plgfoodies	0,27%
baksokerikilord	plgfoodies	0,27%
mrminichoux	makanpakereceh.plg	0,58%
warmindodannasiuduk_kampus	promopalembang	0,83%
nobubistro	evimonikaa	0,55%
yuki_papi_cake	evimonikaa	0,55%
fannyhealthyshop.id	yuliani_salim	1,30%
tekwan_dan_model_bik_beng	sherlymonichaa	2,10%
boemispace	nadeliagrasopa	0,76%
craveat.co	kurangsecanting	0,95%
ooh.mybelly	citrarizl	1,75%

grablampung.id	yulidasaputriayuu	1,02%
grabjambiid	sptningsh	0,62%
grabbatamid	deliciousbatam	0,54%
grab.pekanbaru	yogie_pratama	1,14%
grabbalinusra	putrilailee	0,56%
gojek.lampung	kuliner_lampung	0,44%
gojek.jambi	dyandra_zafira	0,67%

Soraya (2021) provides an explanation in his article regarding a good standard of engagement rate. The engagement rate is said to be low if it is less than 1%, while if the engagement rate is at 1% - 3.5%, the engagement rate is said to be moderate. If the engagement rate is at 3.5% to 6%, the engagement rate is said to be high. And, if the engagement rate is more than 6%, the engagement rate is said to be very high.

From the influencer engagement rate data, the writer then lists the brands that collaborate with influencers during the research period and calculates the number of followers before the promotion process is carried out. Next, the author records the number of followers of the targeted brand's official account after the promotion process from the influencer is carried out. The data obtained regarding the increase in followers from official brand accounts are shown in the following Table 2:

Table 2: Research data for incremental followers

Brand	Influencer	ER (%)	Followers		
			Before	After	Result
aldin.food	plgfoodies	0,27%	1265	1280	15
aldin.food	plgfoodmafia	0,68%	1280	1284	4
aldin.food	gilang_septio	2,62%	1284	1295	11
aldin.food	makanlemakplg	0,62%	1295	1302	7
pempekcekmona	gilang_septio	2,62%	98	119	21
limau.palembang	plgfoodmafia	0,88%	1587	1626	39
oishiii.id	plgfoodmafia	0,88%	1498	1500	2
taichanpeh.plg	plgfoodmafia	0,88%	487	487	0
dibali.in.palembang	plgfoodmafia	0,88%	1136	1140	4
richs_kopitiam	plgfoodmafia	0,88%	1355	1358	3
ayamgeprekmaster.palembang	makanlemakplg	0,26%	3171	3175	4
heritage.plg	plgfoodies	0,27%	772	775	3
mentaisefoodies	plgfoodies	0,27%	636	637	1
baksokerikilord	plgfoodies	0,27%	3340	3339	-1
mrminichoux	makanpakereceh.plg	0,58%	4724	4749	25
warmindodannasiuduk_kampus	promopalembang	0,83%	1638	1743	105
nobubistro	evimonikaa	0,55%	7808	7815	7
yuki_papi_cake	evimonikaa	0,55%	2670	2674	4
fannyhealthyshop.id	yuliani_salim	1,30%	1359	1360	1
tekwan_dan_model_bik_beng	sherlymonichaa	2,10%	4254	4262	8
boemispace	nadeliagrasopa	0,76%	455	518	63
craveat.co	kurangsecanting	0,95%	1656	1674	18
ooh.mybelly	citrarizl	1,75%	3626	3631	5
grablampung.id	yulidasaputriayuu	1,02%	7129	7135	6
grabjambiid	sptningsh	0,62%	6584	6608	24
grabbatamid	deliciousbatam	0,54%	6748	6765	17
grab.pekanbaru	yogie_pratama	1,14%	8497	8504	7
grabbalinusra	putrilailee	0,56%	8950	8957	7
gojek.lampung	kuliner_lampung	0,44%	9819	9832	13
gojek.jambi	dyandra_zafira	0,67%	1229	1240	11

From the data obtained in the research process, the researcher then analyzes the relationship between the data from the addition of the number of followers obtained with the engagement rate of the influencers used during the research period using the SPSS application. The data obtained from the analysis using SPSS are as follows:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102[a]	.010	-.025	21.87263

a. Predictors: (Constant), VAR00002

Figure 1: Model summary SPSS

Figure 1 explains the value of the correlation/relationship (R) is 0.102 and explains the percentage of the influence of the independent variable (engagement rate) on the dependent variable (number of followers) called the coefficient of determination which is the square of R. From the output, the coefficient of determination is obtained, namely of 0.01 which means that the independent variable (engagement rate) affects the dependent variable (the result of increasing the number of followers) by 1%.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.937	1	141.937	.297	.590[b]
	Residual	13395.530	28	478.412		
	Total	13537.467	29			

a. Dependent Variable: VAR00003
b. Predictors: (Constant), VAR00002

Figure 2: ANOVA SPSS

Figure 2 explains whether there is a significant effect of the independent variable (engagement rate) on the dependent variable (the result of increasing the number of followers). From the output, it can be seen that the level of significance/probability is 0.590> 0.05, so the regression model cannot be used to predict the number of followers variable.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.651	6.532		1.784	.085
	VAR00002	.036	.067	.102	.545	.590

a. Dependent Variable: VAR00003

Figure 3: Result analysis by SPSS

From the output above, it can be seen that the significance value obtained is 0.590. Because the significance value is greater than 0.05, then H_1 is rejected and H_0 is accepted, i.e. the engagement rate of influencers has no effect on the results of increasing the number of followers on the official Instagram account.

Furthermore, from the existing research data, the data were reprocessed to see how the influence of the engagement rate on the addition of followers was measured based on the percentage of the addition of followers. The percentage of additional followers data is as follows:

Table 3: Percentage of additional followers

Brand	Influencer	Engagement Rate (%)	Penambahan Followers (%)
aldin.food	plgfoodies	0,27%	1,19%
aldin.food	plgfoodmafia	0,68%	0,31%
aldin.food	gilang_septio	2,62%	0,86%
aldin.food	makanlemakplg	0,26%	0,54%
pempekcekmona	gilang_septio	2,62%	21,43%
limau.palembang	plgfoodmafia	0,88%	2,46%
oishiii.id	plgfoodmafia	0,88%	0,13%
taichanpeh.plg	plgfoodmafia	0,88%	0,00%
dibali.in.palembang	plgfoodmafia	0,88%	0,35%
richs_kopitiam	plgfoodmafia	0,88%	0,22%
ayamgeprekmaster.palembang	makanlemakplg	0,26%	0,13%
heritage.plg	plgfoodies	0,27%	0,39%
mentaisefoodies	plgfoodies	0,27%	0,16%
baksokerikilord	plgfoodies	0,27%	-0,03%
mrminichoux	makanpakereceh.plg	0,58%	0,53%
warmindodannasiuduk_kampus	promopalembang	0,83%	6,41%
nobubistro	evimonikaa	0,55%	0,09%
yuki_papi_cake	evimonikaa	0,55%	0,15%
fannyhealthyshop.id	yuliani_salim	1,30%	0,07%
tekwan_dan_model_bik_beng	sherlymonichaa	2,10%	0,19%
boemispace	nadeliagrasopa	0,76%	13,85%
craveat.co	kurangsecanting	0,95%	1,09%
ooh.mybelly	citrarizl	1,75%	0,14%
grablampung.id	yulidasaputriayuu	1,02%	0,08%
grabjambiid	sptningsh	0,62%	0,36%
grabbatamid	deliciousbatam	0,54%	0,25%
grab.pekanbaru	yogie_pratama	1,14%	0,08%
grabbalinusra	putrilailee	0,56%	0,08%
gojek.lampung	kuliner_lampung	0,44%	0,13%
gojek.jambi	dyandra_zafira	0,67%	0,90%

From the data, the researcher re-analyze the relationship between the percentage increase in the number of followers obtained with the engagement rate of the influencers used during the research period using the SPSS application. The data obtained are as follows:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496[a]	.247	.220	405.72924

a. Predictors: (Constant), VAR00002

Figure 4: Model summary

Figure 4 explains the magnitude of the correlation value (R) which is 0.496 and explains the percentage of the influence of the engagement rate on the dependent variable (percentage of additional number of followers) called the coefficient of determination which is the square of R. From the output, the coefficient is obtained. determination of 0.247 which means that the independent variable (ER) affects the dependent variable (number of followers) by 24.7%.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1507917.377	1	1507917.377	9.160	.005[b]
	Residual	4609254.090	28	164616.217		
	Total	6117171.467	29			

a. Dependent Variable: VAR00009
b. Predictors: (Constant), VAR00002

Figure 5: Anova SPSS

Figure 5 explains the magnitude of the correlation value (R) which is 0.496 and explains the percentage of the influence of the independent variable (engagement rate) on the dependent variable (percentage of additional number of followers) called the coefficient of determination which is the square of R. From the output, the coefficient is obtained. determination of 0.247 which means that the independent variable (ER) affects the dependent variable (number of followers) by 24.7%.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-115.106	121.175		-.950	.350
	VAR00002	3.750	1.239	.496	3.027	.005

a. Dependent Variable: VAR00009

Figure 6: Result analysis by SPSS

From the output above, it can be seen that the significance value obtained is 0.005 and less than 0.05, so this shows that the engagement rate of influencers has an effect on the percentage increase in the number of followers on the official Instagram account.

The analyses that have been carried out, show that the influencer engagement rate value used has no effect on increasing the number of followers numerically (number of accounts) because, from existing research data, a significance value is greater than 0.05. However, from further data processing, it was found that the engagement rate of influencers had an effect on the percentage increase in the number of followers of the official account because the significance value of the research data was smaller than 0.05. This shows that the higher the engagement rate, the higher the percentage of additional followers from the official Instagram account. A significant increase in followers (account number) will occur on official accounts that have previously had more followers when doing influencer marketing.

CONCLUSION

From the research on the influence of influencer engagement rates on the increase in followers of official Instagram accounts that have been carried out, the following conclusions are obtained the engagement rate of influencers has no effect on the increase in followers of the official Instagram account. Further data analysis was carried out and shows that the value of the engagement rate affects the percentage increase in the number of followers on the official Instagram account.

For the next research, this research can be further developed in other categories of influencers. The variables studied can also be enriched or changed according to the conditions of the official Instagram account being studied in the future.

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