The Effect of Social Identity, Perception of Value and Social Media Marketing Activity on Netizent Satisfaction
(Empirical study on Instagram and Facebook users)

Abd Azis, Moh. Abd. Rahman, Moch Yunus

Abstract— The development of information technology has created a digital era that causes changes in the pattern of integration in society. The internet makes it easier for people to connect and share information. The latest data from Google consumer behavior (Kamp, 2018) states that 50% of Indonesia's population is internet users, which means that it includes more than 100 million users. The presence of social media as a means of communication for the digital era provides new opportunities and challenges in digital communication. This research aims to determine the influence of social identity, perception of value and social media marketing activity on netizent satisfaction '' (empirical study on Instagram and Facebook users). Survey data were collected from 250. This study contained 3 types of variables, namely the dependent variable, the independent variable and the mediating variable. The dependent variable (dependent variable) is a type of variable that is influenced by other variables. The independent variable (independent variable) is a type of variable that affects the dependent variable, while the moderating variable is a variable that strengthens or weakens the relationship between one variable and another. Social media marketing activities act as an independent variable. Meanwhile, the dependent variable is netizen satisfaction. As well as social identity and perceived value act as mediating variables., Hypothesis Development The method used in this research was variance based, namely Equation Modeling AMOSS SEM with AMOSS was based on variance so that it is able to handle two conditions namely conditions with indeterminate factors and conditions where solutions cannot be accepted. In this study using the AMOSS computer smart program and determining a significant variable at the 'the effect of social identity, perception of value and social media marketing activity on netizent satisfaction' (empirical study on instagram and facebook users) Structural Equation Modeling AMOS (SEM-AMOS)

Index Terms— Social identity, perception of value and social media marketing activity on netizent satisfaction '' (empirical study on instagram and facebook users) Structural Equation Modeling AMOS (SEM-AMOS).

I. INTRODUCTION

A. Highlight Background

Information technology development has creating the birth of the digital era which causes changes in the pattern of

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integration in society. The internet makes it easier for people to connect and share information. The latest data from *Google consumer behavior* (Kamp, 2018) states that 50% of Indonesia's population is internet users, which means that it includes more than 100 million users. The presence of social media as a means of communication for the digital era provides new opportunities and challenges in digital communication. Social media, which was originally used as a friendship facility, is now becoming effective in doing business.

Social media users are growing rapidly throughout the world, including in Indonesia. Therefore, social media has become an important means for individuals and organizations as an marketing medium *online*. Companies are starting to think about how to use social media in marketing activities. Individuals and companies alike create fan pages on *online platforms* and develop business opportunities using social media. This effort was chosen by the company with the aim of deepening communication between the company and *customers* without any time, place and media restrictions that could hinder communication between the two parties.

Social media offers advantages that other media don't have. Social media is able to change traditional one-way communication into two-way communication which allows both parties to provide views or at least a response to the message conveyed. In addition, social media is considered to be more efficient to use in marketing activities so that many companies are interested in making *exposure* through social media. As a result, many industries are trying to get the maximum benefit from the use of social media.

The motivation of individuals and organizations in using social media has differences. For individuals, motivation to use social media is looking for information, entertainment, relaxation, and social interaction (Whiting & Williams, 2013). Whereas for organizations or companies, social media is widely used as a medium or tool for marketing communications (Moriansyah, 2015). However, basically the emergence of social media was created to meet the needs and desires of its users.

Theplatform social mediachosen by the company will determine the success of a *brand* in conducting marketing activities. The company will choose the *platform* social mediathat has the most users with the hope of reaching or having *exposure* a wider. Usually, *brands* well-knownhave their own social media accounts such as on Facebook, Instagram, and Twitter to build or create two-way

communication with their customers.

Social media has become a product / company marketing tool. Social media marketing is a form of individual communication / Integration *online* utilizing the cultural context of the social community includes social networking, virtual worlds and websites to achieve communication objectives (Truten, 2008). According to Seo& Park (2018), social media marketing activities have several dimensions, namely: entertainment, interaction, following *trends*, customization and risk perception.

The majority of *brands are* well-knownaggressively carrying out marketing activities on their social media accounts. For example, the *fashion brand*leadingLouis Vuitton, which provides live fashion shows via Facebook (Kim &Ko, 2012). Some *brand* other well-knownis also working with Apple to create applications with the same purpose, namely to establish communication between the brand and the customer that has no restrictions in terms of time, location and media.

The dependence of individuals and organizations on social media makes sharing experiences and brand information for customers a new field of their marketing. Therefore, the development of social groups has become more efficient. Even among group members who have never met each other, a good sense of community can be formed. Communities that collect goods and services from a particular brand are called brand communities.

Marketing competition in the future will focus on brand community marketing activities so marketing activities must provide themes and sensory stimulation that can impress customers. Today's users are no longer focused solely on product features. Brands need to provide a memorable experience for users. Companies must organize marketing activities according to the needs of different users, they must understand the needs of users earlier than the users themselves and learn which products users need to organize events that leave a lasting impression (Kim & Perdue, 2013).

If managed properly, social media can shape customer satisfaction. Richter &Koh (2007) say that social media is an online application, *platform* and media that aims to facilitate interaction, collaboration and content sharing. Not only as a means of communication, individuals and organizations use social media as a marketing medium. According to Kim &Ko (2010a), social media has a dramatic impact on brand reputation. Companies that don't use social media as part of theirmarketing strategy *online* will lose out on opportunities to reach consumers.

According to Chen & Lin (2019), the benefits of this community include conveying marketing information and customer service, exploring demands, and managing a community. This activity can increase customer satisfaction and increase consumer rights. Verhagen et al. (2011) found that when conducting online transactions, customers will have higher satisfaction with a website if they have a very pleasant experience. McAlexander et al. (2002) stated that interaction and communication between community users, building community loyalty, increasing customer satisfaction, and the level of customer loyalty are key to long-term management of *platforms* community.

Social identity theory explains how individuals increase their sense of*self-esteem*through group cohesion, identity and comparison (Tajfel and Turner, 2004). Studies that discusscommunities*brand* usually involve social identity theory where someone joins the brand community to obtain the identity thewants*brand* (Algesheimer et al., 2005, Bagozzi&Dholakia, 2006; Chen et al., 2014; McAlexander et al., 2002). By becoming a member of the brand community, a person can express himself and participate actively in community activities such as discussions and information sharing (Algesheimer et al., 2005). From social community membership both *offline* and virtual, as well as being a *follower* in social media, it will help facilitate one's identity.

Consumers' perceptions of the value obtained from services or products can be the key to differentiating companies from competitors who support competitiveness (Yu et al., 2013). Consumer decisions to make choices and purchase intentions are influenced by consumer perceptions of value (Zeithaml, 1988; Khalifa, 2004; Chen & Lien, 2019). Several concepts of value perception are constructed as multidimensional variables. Holbrook (1994) one of them builds perception of value based on the value of experience*(experintialvalue),*which is composed of four dimensions, namely, aesthetics*(aesthetics),*excitement(playfulness), *Consumer return on invetment* (CROI) and the service was excellent*(service*exelent).

II. LITERATURE REVIEW

A. Social Media Marketing Activities Social

Media is a social structure formed from knots (which are generally individuals or organizations) tied to one or more specific types of relationships, such as values, visions, ideas, friends, descendants, etc. (Kindarto, 2010).

Basically, social media is the latest development of new internet-based web technologies, which make it easier for everyone to be able to communicate, participate, share and form a network *online*, so they can disseminate their own content (Zarrella, 2010). Posts on blogs, tweets, or YouTube videos can be reproduced and can be seen live by millions of people for free (Zarrella, 2010). Social media has many forms, including the most popular ones, namely microblogging (Twitter), Facebook, Instagram, and blogs.

The services provided by each social networking website are different. This is a characteristic and also the advantage of each social networking website. But generally the services that exist in social networking are *chatting*, email, sharing messages (*messaging*), sharing videos and / or photos, discussion forums, blogs and others (Kindarto, 2010).

Nowadays, the rapid development of social media is because everyone seems to have their own media. If to have traditional media such as television, radio, or newspapers requires a lot of capital and a lot of labor, then social media is different. A social media user can access using social media with an internet network even if access is slow, without large costs, without expensive tools and without employees. Social media users can freely edit, add, modify text, images, videos,

graphics, and various other content models.

Internet-based andsocial media *online* have changed consumer consumption habits by providing consumers with new ways to find, value, select and buy goods and services. These developments affect how marketers operate and influence marketing practices both in terms of strategy and tactics by presenting new challenges and difficult choices for marketers (Alves et al., 2016).

Social media includes all Internet-based technology applications, conforms to the principles of Web 2.0 and provides for the creation and exchange of user generated content, while also facilitating interaction and collaboration between participants (Kaplan &Haenlein, 2010a). Such applications also include blogs and microblogs (such as Twitter), social networking sites (such as MySpace and Facebook), virtual worlds (such as *Second Life*), collaboration projects (such as Wikipedia), content community sites (for example, YouTube, Flickr), and sites dedicated to feedback (eg online forums) (Chan &Guillet, 2011).

According to Mangold&Faulds (2009), social media allows companies to communicate with their customers and also allows customers to communicate with each other. Communication between companies and their customers helps build brand loyalty beyond the customary method, which recognizes the promotion of products and services as well as setting upcommunities*online* of brand followers (Kaplan &Haenlein, 2010b). In addition, conversations between customers provide companies with new ways to increase brand awareness, brand recognition and brand withdrawal (Alves et al., 2016).

According to Seo& Park (2018), social media marketing activities have several dimensions, namely as follows:

a. Entertainment

Entertainment is an important component that encouragesbehavior and response *follower* by creating positive emotions / feelings about brands in the minds of *followers* on social media (Bilgin, 2018). Even if the reasons for using social media are different, individuals emphasize that the content that arouses their attention is fun and entertaining content (Bilgin, 2018).

b. Interaction

Social mediais a source of up-to-date and up-to-date information for customers (Hamid, et al., 2016) because information is shared insimultaneously*real time* on social media. Unlike traditional mass communication channels, social media facilitates interaction, content sharing and business collaboration with their customers (Bilgin, 2018). By utilizing social media as an interactive communication between businesses and customers, it is possible to get customer requests and needs, their opinions and suggestions about products and brands in *real time* (Bilgin, 2018).

c. Following the trend

Following the trend as another component of social media marketing activities means introducing up-to-date information about products for customers (Godey et al., 2016). Advertising as a component refers to the advertising and promotional campaigns that businesses have carried out

through social media to increase sales and develop customer portfolios.

a. Customization

Customization as a component is the act of creating customer satisfaction based on business contacts with individual users (Seo& Park, 2018). Businesses on social media can transfer their unique products and brands to customers through peer to peer communication. And they can deal with each other's problems and can influence product and brand preferences by making a touch that will make them feel important (Seo& Park, 2018).

b. Riskperception

Riskis a state ofSuati*uncertainty* consideredpeople to decide or not to conduct transactions *online.* People seriously consider the distance and impersonal atmosphere intransactions*online* and the global infrastructure which carries a lot of risk. Risk is defined as the consumer's subjective estimate of suffering a loss in receiving the desired result. Another definition of perceptual risk is the perception of uncertainty and the consequences that will be faced after carrying out certain activities. Perceived risk is used as a substitute for risk because it is difficult to capture risk as a definite target. (Abrahão, et al., 2016).

B. *Consumer satisfaction*

According to Kotler (2004) states that customer satisfaction is the level of consumer feelings after comparing the performance or results he feels compared to his expectations. There are two important components in the definition of Customer Satisfaction mentioned above, namely Expectations and Product Performance. Expectations are customer beliefs about a product being able to fulfill their desires. Meanwhile, product performance is the perception or assessment of customers after consuming a product.

According to J. Supranto (2006), satisfaction is the level of a person's feelings after comparing perceived performance (results) with expectations. Customer expectations can be shaped from past experiences, comments from relatives and promises and information from marketers and competitors. Satisfied customers will stay longer, be less sensitive to price and give good comments to the company. Expectation confirmation theory (ECT) defines satisfaction as customer expectations for service and the extent to which service is able to meet these expectations (Oliver, 1980).

There are four methods that can be used to measure customer satisfaction (Kotler, 2008), namely:

1. Complaints and suggestions system

This method is done by providing opportunities for customers to express opinions, criticisms, and suggestions is a company that has customer orientation (*Customer Oriented*).

2. Customer satisfaction survey

This method is done by conducting a survey of the company's products or services. The survey can be carried out by distributing questionnaires and so on. Through this survey, the company can find out the weaknesses and strengths of the product so that the company can make improvements to things that are considered lacking by customers.

3. *Ghost Shopping*

This method is implemented by employing several people from the company (*Ghost Shopper*) to act as customers in a

competing company, with the aim that the *Ghost Shoppers* can find out the service quality of competing companies so that it can be used as a correction to the service quality of the company itself.

4. Analysis of lost customers.

This method is used by the company by calling back customers who have not visited for a long time or making purchases again at the company because they have moved to a competing company.

C. Social Identity Social

identity is a cognitive construct that is used as a characteristic that is built by individuals to carry out activities with the social groups where they belong and differentiate their group from other social groups. Social identity here is also used as an attribute in social groups in order to introduce the social group to the community (Absari, 2013). He also explained that social identity is an attribute possessed by an individual where the individual is part of a social group, this attribute is then used to introduce his social group and differentiate his social group from other groups. The closeness that is built in this social group is not only in the form of physical closeness, for example the intensity in meetings, but also psychological closeness where members of the same group have the same goals and thoughts.

According to Jackson & Smith (1999), social identity becomes four dimensions, namely:

1. Perception in the context between groups

By joining and identifying oneself in a group, the status of the group will affect the perceptions of each individual in it. These perceptions require individuals to provide an assessment of both the group and other groups.

1. *In-group attractiveness*

An individual belonging to a social group must be based on a certain reason that comes from him. And a group can attract individuals to join in because of course there is something unique or interesting to follow.

2. Interrelated beliefs

When an individual has joined a social group and has a social identity as a member of that group, the individual will survive with his identity if he feels comfortable with the social group he is following.

3. Personalized

When an individual has joined a group and then feels part of a group, the individual will tend to reduce the values and traits that characterize the actual individual, according to the values in the group where the individual joins. By fulfilling the values in the group, a group member will be able to survive in the group and survive with his social identity.

D. Perceptions of Value

Sirdeshmukh et al. (2002) argue that the perceived value is the difference between the benefits and costs when consumers want to maintain a relationship with a service supplier. In general, values that motivate consumer behavior are associated with functional, conditional, social, emotional and epistemic utility (Sheth, et al., 1991). However, value is interpreted more narrowly as a trade-off between quality and price (Dodds, et al., 1985; Yadav& Monroe, 1993). *Perceived value is* based on consumer evaluations of

products and services. Consumers emphasize that the benefits received from a product or service are the most important component in *value* (Kusdyah, 2012). *Value* is also the quality received by consumers in accordance with the price paid (Zeithaml, 1988).

Aaker (1996) states that there are three values promised by a brand, namely functional values, emotional values, and self-expression values.

1. Functional Value

Is the value derived from product attributes that directly provide functional uses to consumers. If it has a functional advantage, a brand can dominate the category. However, this advantage is easily imitated and defeated by competitors.

2. Emotional Value

If consumers have positive feelings (*positive feeling*) when buying or using a brand, then the brand provides emotional value for consumers

3. Self-Expression Value

Aaker (1996) says the value of self-expression is part of emotional value. The difference between emotional value and self-expression value is emotional value related to feeling happy, comfortable, and proud. Meanwhile, the value of self-expression is related to how a person feels about himself in the eyes of others and himself.

E. Hypothesis Development

1. The effect of social media marketing activities on social identity. Social identity theory explains how individuals increase their sense of*self-esteem*through group cohesion, identity and comparison (Tajfel and Turner, 2004). Studies that discuss brand communities usually involve social identity theory where a person joins the brand community to obtain the identity the brand wants (Algesheimer et al., 2005, Bagozzi and Dholakia, 2006; Chen et al., 2014; Mc Alexander et al., 2002).

H1: Social media marketing activities have a positive and significant effect on social identity.

2. The influence of social media marketing activities on perceived value.

Activities using social media increase one's interaction and participation on the sites being observed (Keng, et al., 2009). Previous literature suggests companies create experiences in cyberspace that can stimulate consumers to increasingly have an experience effect and gain certain impressions (Rahmat&O'cass, 2004; Keng, et al., 2007; Wu & Liang., 2009).

H2: Social media marketing activities have a positive and significant effect on perceived value.

3. The effect of social media marketing activities on netizen satisfaction.

Chen & Lin (2019) found that the benefits of joining a community such as social media are being able to share market information, customer service, demand exploration and so on. These activities can increase customer satisfaction.

H3: Social media marketing activities have a positive and significant effect on netizen satisfaction.

4. The influence of social identity on perceived value.

Chen & Lien (2019), according to social identity theory in the context of groups, a person can have a social identity and self-category through membership in a group. So that the

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motivation to become a member can change from benefits for themselves to benefits for common. Identity theory explains that a person will find their *personal value* from categorizing themselves in groups. Changes in self-concept can affect processes in society such as standard behavior, group superiority, cooperation, interaction, empathy and so on.

H4: Social identity has a positive and significant effect on perceived value.

5. The effect of social identity on netizen satisfaction.

Social identity is the main reason individuals join into communities where individuals can share experiences and feelings about a product (Chen & Lin, 2019). Consumers use online communities to share their experiences about a brand (Mc Alexander et al., 2002). H5: Social identity has a positive and significant effect on netizen satisfaction.

6. The effect of perceived value on netizen satisfaction.

In consumer behavior, value is a key factor influencing consumer choice and behavior (Chen & Lin, 2019). Customer perceived value is based on the difference between what the customer gets and what the customer provides for the different possible choices. Customers benefit and bear costs. Marketers can increase the value of customer offerings through several combinations of increasing economic, functional, or emotional benefits and / or reducing one or more types of costs (Kotler & Keller, 2009).

H6: Perception of value has a positive and significant effect on netizen satisfaction.

F. Research Framework

In this study, there are 3 types of variables, namely the dependent variable, the independent variable and the mediating variable. The dependent variable (dependent variable) is a type of variable that is influenced by other variables. The independent variable (independent variable) is a type of variable that affects the dependent variable, while the moderating variable is a variable that strengthens or weakens the relationship between one variable and another. Social media marketing activities act as an independent variable. Meanwhile, the dependent variable is netizen satisfaction. As well as social identity and perceived value act as mediating variables. These three types of variables can be seen in the following research model:
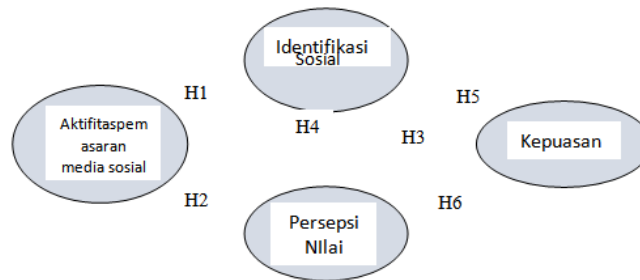

Figure 2.1 Research Framework

III. METHODOLOGY

A. Population

Population is a generalization area consisting of objects and subjects that have the quantity and characteristics set by the researcher to study and then draw conclusions (Sugiyono, 2012: 119).

B. Sample The

sample is part of the number of characteristics possessed by a particular population. The sampling technique was carried out by *purposive sampling*, namely the technique of determining the sample with certain considerations (Sugiyono, 2012: 116). *purposive sampling* in this case is that the respondents must be social media users who have shopping experience on social media. The samples used in this study were some of the social media users Facebook and Instagram.

C. The measurement scale of

this study uses *aLikert scale* five-level. *The Likert scale* aims to determine the consumer's perspective on a product. The variable measurement scale used is a *likertscale* 5-point(five). All variables are measured on a Likert scale of 1 to 5 with number 1 indicating strongly disagree (STS) and number 5 indicating strongly agree (SS).

Table 3.1 Likert scale instrument

No	Statement	Score
1	Strongly Agree (SS)	5
2	Agree (S)	4
3	Disagree (KS)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

IV. ANALYSIS

Data analysis was carried out with the aim bring up the results used in problem solving. These results are obtained by processing the data that has been obtained in this study using SEM AMOS, the following will explain the evaluation of each model based on the results of the analysis that has been carried out.

Outliers are observations or data that have unique characteristics that look different from other observations and appear in the form of extreme values, either for a variable or for combined variables. The outliers can be evaluated using an analysis of the multivariate outliers seen from thevalueMahalanobis Distance.

test is Mahalanobis Distance calculated using the chi-square value on the degree of freedom of 56 indicators at the level of p <0.001 using the formula X2 (57; 0.001) = 82.29. The results of the analysis of the presence or absence of multivariate outliers can be seen in the table below:

Observationnumber	Mahalanobisd-squared	p1	p2
102	76,849	, 004	, 541
186	76,625	, 004	, 197
200	75,611	, 005	, 084
68	73,946	, 007	, 060
190	71,683	, 012	, 087
172	71,570	, 012	, 034
53	71,080	, 013	, 018
85	70,742	, 014	, 008
33	69,499	, 018	, 011

In the outlier test table, there was no value more than 82.29, it can be concluded that there were no outliers.
Confirmatory Analysis
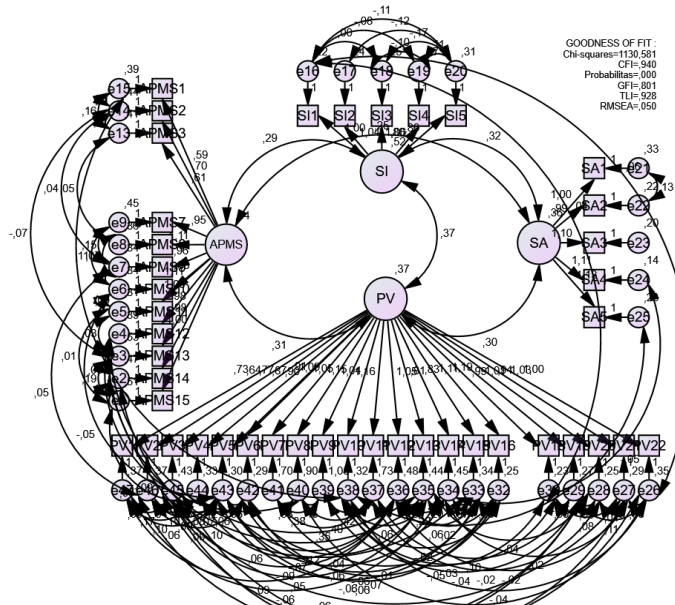
According to Hair et al. (2010) the minimum number of factor loading is ≥0.5 or ideally ≥0.7. If there is a value that is still below 0.5 it will be removed from the analysis. Furthermore, the confirmatory model suitability test is tested using the Goodness of Fit Index which includes Chi-Square, probability, RMSEA, GFI, CFI and TLI. The results of the confirmatory analysis are as follows:
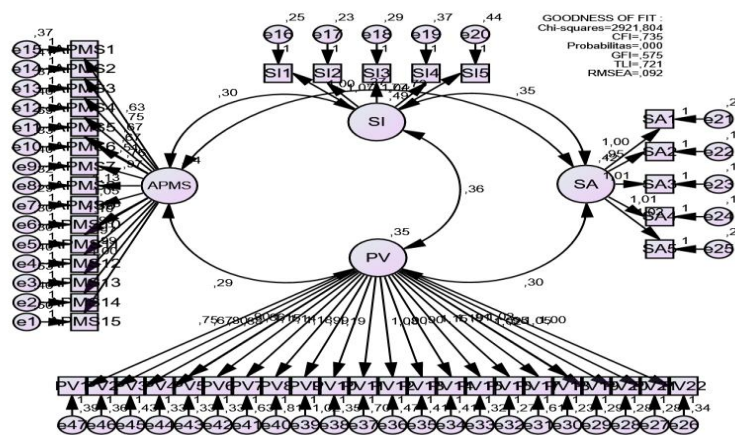
			Estimate
APMS15	<---	APMS	, 638
APMS14	<---	APMS	, 652
APMS13	<---	APMS	, 613

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APMS12	<---	APMS	, 659
APMS11	<---	APMS	, 764
APMS10	<---	APMS	, 740
APMS9	<---	APMS	, 750
APMS8	<---	APMS	, 762
APMS7	<---	APMS	, 666
APMS6	<---	APMS	, 441
APMS5	<- -	APMS	, 363
APMS4	<---	APMS	, 502

From the results of the analysis it was found that in the exogenous variable there were still 2 indicators whose loading factor values had not reached 0.5, namely APMS5 and APMS6, so both indicators had to be excluded from the study. Furthermore, a confirmatory goodness of fit analysis test was carried out with the following

Goodness of Fit	Kriteria	Cut-off value	Keterangan
Chi-Square (X^2)	Diharapkankecil	2921,804	TidakFit
Significance			
Probability	≥ 0,05	0,000	Tidak Fit
RMSEA	≤ 0,08	0,092	TidakFit
GFI	≥ 0.90	0,575	Tidak Fit
TLI	≥ 0.90	0,721	Tidak Fit
CFI	≥ 0.90	0,735	TidakFit

From the results of the goodness of fit test, it can be seen that no criteria are met so it is necessary to modify the model by referring to modification indices and must remove one indicator, namely APMS4. So that a new model is obtained as follows:

With the loading factor value of each indicator as follows:

|			Estimate
APMS15	<---	APMS	,638
APMS14	<---	APMS	,652
APMS13	<---	APMS	,613
APMS12	<---	APMS	,659
APMS11	<---	APMS	,764
APMS10	<---	APMS	,740
APMS9	<---	APMS	,750
APMS8	<---	APMS	,762
APMS7	<---	APMS	,666
APMS3	<---	APMS	,547
APMS2	<---	APMS	,568
APMS1	<---	APMS	,519
SI1	<---	SI	,817
SI2	<---	SI	,841

The loading factor value of each indicator is above 0.5 so it can be concluded that all questions used to measure the variables in this study are declared valid.

The results of the goodness of fit test of the new model have also been declared appropriate because all criteria have been met except for the probability, but it does not affect the goodness of fit test. As the table of goodness of fit test results is as follows:

Goodness of Fit	Kriteria	Cut-off value	Keterangan
Chi-Square (X^2)	Diharapkankecil	1130,581	Fit
Significance			
Probability	≥ 0,05	0,000	TidakFit
RMSEA	≤ 0,08	0,050	Fit
GFI	≥ 0.90	0,801	Marginal Fit
TLI	≥ 0.90	0,928	Fit
CFI	≥ 0.90	0,940	Fit

Model Modification and Complete GOF Model Test

The model path analysis after modification based on the modification index of this study was as follows:
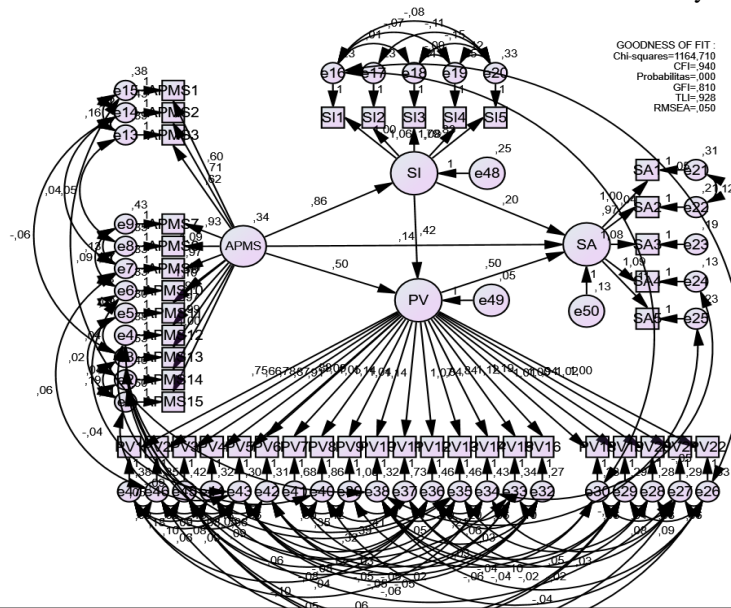
The complete model Goodness of Fit test results are as follows.

Goodness of Fit	Kriteria	Cut-off value	Keterangan
Chi-Square (X^2)	Diharapkankecil	1164,710	Fit
Significance			
Probability	≥ 0,05	0,000	TidakFit
RMSEA	≤ 0,08	0,50	Fit
GFI	≥ 0.90	0,810	Marginal Fit
TLI	≥ 0.90	0,928	Fit
CFI	≥ 0.90	0,940	Fit

Hypothesis Testing The next analysis is a full model Structural Equation Model (SEM) analysis to test the hypotheses developed in this study. The results of the regression weight test in this study are as follows:

			Estimate	SE	CR	P	Label
SI	<---	APMS	,862	,110	7,867	***	
PV	<---	APMS	,502	,082	6,087	***	
SA	<---	APMS	,138	,122	1,136	,256	
PV	<---	SI	,421	,061	6,913	***	
SA	<---	SI	,199	,091	2,200	,028	
SA	<---	PV	,504	,166	3,029	,002	

Source: Primary Data Processed (2020)

H1: Social media marketing activities have a significant effect on social identity

Based on data processing, it is known that the CR value is 7.867 and the P value is 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05

H2: Social media marketing activities have a significant

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effect on perceived value

Based on data processing, it is known that the CR value is 6,087 and the P value is 0,000. These results indicate that the CR value is above 1.96 and the P value is below 0.05

H3: Social media marketing activities have no significant effect on netizen satisfaction.

Based on data processing, it is known that the CR value is 1.136 and the P value is 0.256. These results indicate that the CR value is above 1.96 and the P value is below 0.05

H4: Social identity has a significant effect on perceived value.

Based on data processing, it is known that the CR value is 6.913 and the P value is 0.000. These results indicate that the CR value is above 1.96 and the P value is below 0.05

H5: Social identity has a significant effect on netizen satisfaction

Based on data processing, it is known that the CR value is 2,200 and the P value is 0.028. These results indicate that the CR value is above 1.96 and the P value is below 0.05

H6: Perception of value has a significant effect on satisfaction

Based on data processing, it is known that the CR value is 3.029 and the P value is 0.002. These results indicate that the CR value is above 1.96 and the P value is below 0.05.

V. RESEARCH RESULT

The results of the AMOS analysis show that there is a positive and significant influence between Social Media Marketing Activities on Social Identity. This means that the higher the Social Media Marketing Activity, the Social Identity will increase. The results of this study support the research conducted by Chen & Lien (2019).

The results of the AMOS analysis show that there is a positive and significant effect of Social Media Marketing Activities on Value Perceptions. This means that the higher the Social Media Marketing Activity, the Perception of Value will increase. The results of this study support the research conducted by Chen & Lien (2019) and Abdullaha et al. (2016).

The results of the AMOS analysis show a positive and insignificant effect of Social Media Marketing Activities on Netizen Satisfaction. This means that the higher the Social Media Marketing Activity, the Netizen Satisfaction will increase. The results of this study support the research conducted by Chen & Lien (2019).

The results of the AMOS analysis show a positive and significant influence on Social Identity on Value Perceptions. This means that the higher the Social Identity, the perceived value will increase. The results of this study support the research conducted by Chen & Lien (2019); He et al., (2012); So et al., (2013).

The results of the AMOS analysis show a positive and significant influence on Social Identity on Netizen Satisfaction. This means that the higher the Social Identity, the Netizen Satisfaction will increase. The results of this study support the research conducted by Chen & Lien (2019); He et al., (2002); Sojkin (2002); Van Knippenberg& Van Schie (2000) and Paspita& Dimitri (2002).

The results of the AMOS analysis show that there is a positive

and significant influence on perceived value on satisfaction. This means that the higher the perceived value, the netizen satisfaction will increase. The results of this study support the research conducted by Chen & Lien (2019).

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