

The Influence of Social Media Marketing Activities on the Satisfaction of Members of the Entrepreneurs Online Community in Yogyakarta

Natasya Budi Ayu Satriadita^{*1}

¹Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia

*Corresponding author, E-mail: 17311134@alumni.uii.ac.id

ARTICLE INFORMATION	ABSTRACT
<i>Section</i> Research Results Articles	The Internet is increasingly utilized not only as an information source but also as a marketing platform, particularly through social media. In line with this trend, many firms and digital communities leverage social media to enhance engagement and promotional activities. This study investigates the influence of Social Media Marketing Activities (SMMA) on member satisfaction within an online entrepreneurial community in Yogyakarta, Indonesia. Primary data were collected via an online questionnaire distributed through Google Forms to 200 respondents, selected using purposive non-probability sampling. Data were analyzed using descriptive statistics and Structural Equation Modeling (SEM) with AMOS version 22. The results indicate that SMMA positively affects social identification, perceived value, and satisfaction. Additionally, social identification significantly enhances perceived value and satisfaction, while perceived value also positively contributes to satisfaction.
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INTRODUCTION

The rapid advancement of technology has made the Internet an essential tool for both information seeking and marketing products. Social media marketing (SMMA) uses online platforms to positively influence consumer purchasing behavior (Chen and Lin, 2019), while electronic marketing allows companies to reduce costs, reach targeted consumers, facilitate direct transactions, and maintain continuous communication

(Inayati, 2015; Kotler and Keller, 2016). Research indicates that SMMA strongly affects social identification and perceived value, which in turn shape satisfaction, participation, and purchase



intentions (Kim and Ko, 2012; Chen and Lin, 2019). By enabling information exchange, fostering long term relationships, and building loyalty, platforms such as YouTube, Instagram, and Facebook provide opportunities for tailored content that engages users effectively (Raacke and Bonds-Raacke, 2008; Kurniasari and Budiatmo, 2018). Companies must choose platforms strategically to optimize reach and consumer engagement.

In Indonesia, social media has become a vital tool for marketing products and sharing personal experiences. Platforms such as YouTube, WhatsApp, Facebook, Instagram, and Line reach nearly 80 percent of users, offering features that allow individuals and companies to select the most suitable medium for their needs (We Are Social and Meltwater, 2024). Widespread internet access and busy lifestyles have encouraged interaction through computer-mediated communication, enabling virtual communities where people with shared interests connect (Bensa, 2015).

Companies use these communities to enhance engagement, exchange information, and build loyalty, transforming one-way communication into interactive, real-time dialogue (Kaplan and Haenlein, 2010). Despite extensive studies in developed countries, research in Indonesia remains limited, highlighting the need to examine social media marketing activities and satisfaction within virtual communities. Previous studies indicate that social media marketing, social identification, and perceived value significantly influence customer satisfaction. Chen and Lin (2019) found that satisfaction is shaped by comparing expected and actual outcomes, while Expectation Confirmation Theory defines satisfaction as the extent to which services meet customer expectations (Oliver, 1980).

Consumers seek not only products but also meaningful experiences during transactions (Pralhalad and Ramaswamy, 2004). SMMA indirectly influence member satisfaction, with social identification and perceived value acting as mediators. SMMA fosters social identification by forming groups within virtual communities, shaping members' perceptions of one another, and generating perceived value through shared benefits and experiences. Both social identification and perceived value directly affect satisfaction, which subsequently influences continuation, participation, and purchase intentions (Kim and Ko, 2012; Shobeiri, Laroche and Mazaheri, 2013; Abdullah, Jayaraman and Kamal, 2016).

In Indonesia, virtual communities have grown into strategic digital ecosystems across various sectors, including technology, beauty, automotive, fashion, and entrepreneurship. One prominent example is an entrepreneur community in Yogyakarta operating primarily through Instagram, serving as a platform for knowledge exchange, entrepreneurial development, and networking. With an active member base and regular workshops led by industry practitioners, this community supports learning, professional interaction, and collaboration among business owners and aspiring entrepreneurs.

Despite the rapid growth of such entrepreneurial digital communities, empirical studies examining the relationships among SMMA, social identification, perceived value, and member satisfaction remain scarce in the Indonesian context. This study addresses this research gap by analyzing the influence of SMMA on member satisfaction within an online entrepreneurship community in Yogyakarta. The findings provide insight into how strategic social media initiatives foster community identification, enhance perceived value, and ultimately strengthen member satisfaction and engagement in social media-driven entrepreneurial environments.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Social Media Marketing Activities (SMMA) and Social Identification

Social media refers to online platforms that facilitate interaction, collaboration, and content sharing (Richter and Koch, 2008). SMMA leverages these platforms to influence consumer purchasing behavior (Dann, 2010). Key success elements include content creation, sharing, connecting, and community building (Gunelius, 2011). Components such as entertainment, interaction, trendiness, customization, perceived risk, and word-of-mouth communication enhance engagement and brand loyalty. Entertainment generates positive emotions, while interaction allows discussion and information exchange (Agichtein *et al.*, 2008; Muntinga, Moorman and Smit, 2011). Perceived risk reflects potential gains or losses. Social identification reflects belonging across cognitive, emotional, and evaluative dimensions (Bergami and Bagozzi, 2000; Bhattacharya and Sen, 2003; Chen and Lin, 2019).

Social identification plays a central role in online brand communities, reflecting the extent to which individuals define themselves through group membership and develop a sense of belonging. Prior research shows that stronger identification enhances integration into the community, alignment with shared values, and sustained commitment (Chen and Lin, 2019). In virtual environments, community identity is fostered through interactive, real-time communication that supports information exchange, participation, and emotional connection without spatial or temporal barriers. Previous study by Bhattacharya and Sen (2003) highlights that members engage to express ideas and assist others, while subsequent work confirms that active participation reinforces identity and motivates continued involvement (Blanchard, 2007; Casaló, Flavián and Guinalú, 2010). Social media platforms further strengthen identity through shared interests and ongoing interaction, enhancing perceived value, loyalty, and long-term relationship development (Raacke and Bonds-Raacke, 2008; Java *et al.*, 2009; Chen and Lin, 2019).

H₁: Social media marketing activities positively influence social identification.

Social Media Marketing Activities and Perceived Value

Perceived value describes a customer's evaluation of a product or service by weighing perceived benefits against associated costs (Zeithaml, 1988; Chen and Lin, 2019). Prior research in mobile commerce identifies perceived value as an overall effectiveness metric that reflects user effort and expected outcomes (Kim, Chan and Gupta, 2007). Consumers obtain personal value through social interactions, exchanges, and experiential consumption (Goodstein and Butz, 1998; Grönroos, 2008, 2011). As a result, perceived value shapes beliefs about obtained benefits and strongly influences purchasing decisions and relationship continuity (Sirdeshmukh, Singh and Sabol, 2002). Firms can enhance perceived value by improving customer experience and aligning offerings with consumer preferences (Mathwick, Malhotra and Rigdon, 2001; Shobeiri, Laroche and Mazaheri, 2013).

Within social media environments, perceived value emerges through interactive, multimedia-rich experiences that facilitate engagement and information exchange (Chen and Lin, 2019). Prior research demonstrates that social platforms enable brands to design experiential touchpoints that stimulate consumer perceptions and emotional responses through content, interaction, and community participation (Grace and O'Cass, 2004; O'Cass and Grace, 2004). As social media marketing activities enhance communication, customization, and entertainment, they are expected to increase perceived value, strengthen consumer satisfaction, and foster long-term brand engagement.

H₂: Social media marketing activities positively influence perceived value.

Social Media Marketing Activities and Customer Satisfaction

Customer satisfaction reflects an individual's evaluation after comparing perceived performance with initial expectations, consistent with Expectation Confirmation Theory

(Oliver, 1980). When performance falls below expectations, dissatisfaction arises, whereas alignment or superiority of performance generates satisfaction, which encourages loyalty, positive word-of-mouth, and reduced-price sensitivity. Prior research suggests that social media customization enhances perceived control and satisfaction by delivering personalized information (Liang, Lai and Ku, 2006; Park, 2014). Additionally, online consumer satisfaction increases when websites offer enjoyable, seamless experiences that support value creation and retention (Verhagen and van Dolen, 2011; Verhagen *et al.*, 2011).

Previous studies highlight that satisfaction within online brand communities fosters loyalty, emotional connection, and active participation in community activities such as sharing information and experiences (van Dolen, Dabholkar and de Ruyter, 2007; Ramadhan and Hartono, 2020). Satisfied members are more likely to sustain engagement, contribute content, and maintain long-term relationships with the community. Given that social media marketing activities enhance personalization, interaction, and value co-creation, they are expected to strengthen member satisfaction in virtual communities.

H₃: Social media marketing activities positively influence member satisfaction.

Social Identification and Perceived Value

When individuals internalize group membership, their behavioral motivation extends beyond personal benefits to collective benefits, influencing cooperation, interaction, empathy, and positive group attitudes. This shift in self-concept enhances community norms and perceived group superiority. Previous study indicates that higher identification with an organization or brand increases the likelihood of customer satisfaction and loyalty (Papista and Dimitriadis, 2012). Similarly, empirical evidence shows that perceived value is positively influenced by the degree of brand identification (He, Li and Harris, 2012), while other studies confirm that perceived website interactivity enhances perceived customer value (Abdullah, Jayaraman and Kamal, 2016).

H₄: Social identification positively affects perceived value.

Social Identification and Customer Satisfaction

Prior research highlights that member participation in brand community activities such as browsing, discussion, and meetings significantly shapes brand-related behaviors (Bagozzi and Dholakia, 2006). Social identification strengthens members' emotional connection, commitment, and integration within the brand community (Chen and Lin, 2019). Previous studies also demonstrate that stronger brand identification positively influences customer satisfaction, as brand identity conveys prestige and uniqueness, fulfilling consumers' needs for distinction and self-enhancement (He, Li and Harris, 2012). Satisfied members tend to remain loyal and engage more actively within the community.

H₅: Social identification positively influences member satisfaction.

Perceived Value and Customer Satisfaction

In consumer behavior literature, perceived value reflects the trade-off between what consumers receive and what they sacrifice (Zeithaml, 1988). Prior research demonstrates that unacceptable pricing lowers perceived value (Dodds, Monroe and Grewal, 1991) and that higher perceived value increases willingness to purchase and word-of-mouth intentions (Hartline and Jones, 1996; Mayr and Zins, 2012). Transaction utility theory (Thaler, 1983) also supports the positive link between perceived value and purchase intention. Previous studies consistently report that perceived value, satisfaction, and behavioral intentions are interrelated (Kim, Chan and Gupta, 2007; Chen and Lin, 2019).

H₆: Perceived value positively influences member satisfaction.

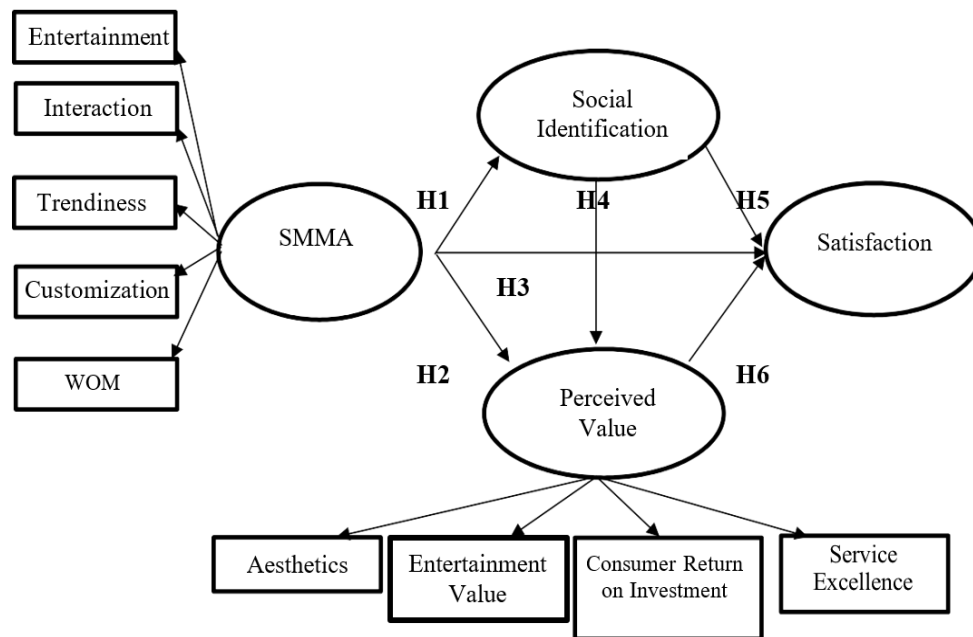


Figure 1. Research Framework

Source: Adapted from Chen and Lin (2019)

RESEARCH METHODS

This study was conducted in Yogyakarta, Indonesia, targeting members of an online entrepreneur community on Instagram that serves as a platform for business learning and networking. A purposive sampling method was applied to recruit respondents who met predefined criteria relevant to the research context. Primary data were collected through a structured questionnaire distributed both offline and online, with all constructs measured using a 5-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). Frequency distributions were calculated using the percentage formula suggested by Durianto, Sugiarto and Sitinjak (2004), yielding 200 valid responses. Data analysis employed descriptive statistics and Structural Equation Modeling (SEM) using AMOS 22 to evaluate the measurement and structural models, consistent with prior research applying SEM to examine consumer-related constructs.

Descriptive analysis provides an overview of respondent characteristics, including gender, age, purpose of joining the community, duration of membership, and source of information about the community. Data were collected using purposive sampling, targeting individuals who are members of an online entrepreneur community in Yogyakarta. A total of 200 responses were obtained and retained for analysis. The respondent profile is presented in Table 1.

Table 1. Descriptive Analysis of Demographic Variables

Demographic Variables	N	%
<i>Gender</i>		
Male	126	63
Female	74	37
<i>Age</i>		

Demographic Variables	N	%
Less than 20 Years	3	1,5
21-25 Years	143	71,5
26-30 Years	42	21
31-35 Years	9	4,5
36-40 Years	1	0,5
More than 40 Years	2	1
<i>Purpose of Joining Community</i>		
Expanding business network or relationships	130	65
Expanding market reach	33	16,5
Exchanging information and resources	34	17
Entertainment	2	1
Learning Purposes	1	0,5
<i>Duration of Community Membership</i>		
1-6 months	76	38
6-12 months	46	23
More than 1 year	78	39
<i>Source of Information about the Community</i>		
Friends	150	75
Social media	38	19
Family	10	5
Community Members	2	1

Source: Processed Primary Data (2020)

DATA ANALYSIS RESULTS & DISCUSSION

Table 2. Data Validity and Reliability

Variables	Indicator	Validity Testing			Reliability Testing		
		Loading factor	Cut off	Note	CR	Cut off	Note
Social Media Marketing Activity	SMMA1	0,807	0,5	Valid	0,947	0,7	Reliable
	SMMA2	0,789	0,5	Valid			
	SMMA3	0,801	0,5	Valid			
	SMMA4	0,827	0,5	Valid			
	SMMA5	0,850	0,5	Valid			
	SMMA6	0,706	0,5	Valid			
	SMMA7	0,855	0,5	Valid			
	SMMA8	0,880	0,5	Valid			
	SMMA9	0,821	0,5	Valid			
Social Identification	IS1	0,752	0,5	Valid	0,853	0,7	Reliable
	IS2	0,752	0,5	Valid			
	IS3	0,790	0,5	Valid			
	IS4	0,786	0,5	Valid			
Perceived Vallue	PN1	0,808	0,5	Valid	0,913	0,7	Reliable
	PN2	0,829	0,5	Valid			
	PN3	0,758	0,5	Valid			
	PN4	0,851	0,5	Valid			
	PN5	0,870	0,5	Valid			
Satisfaction	KEP1	0,804	0,5	Valid	0,880	0,7	Reliable

Variables	Indicator	Validity Testing			Reliability Testing		
		Loading factor	Cut off	Note	CR	Cut off	Note
	KEP2	0,830	0,5	Valid			
	KEP3	0,765	0,5	Valid			
	KEP4	0,819	0,5	Valid			

Source: Processed Primary Data (2021)

Table 2 presents the validity test results using AMOS 22 for all measurement items. Following Ghozali (2014), indicators are deemed valid when factor loadings exceed 0.5, and reliability is confirmed when construct reliability (C.R.) values are above 0,7. All indicators across the four variables met these criteria. Therefore, the data are valid and reliable.

Table 3. Goodness-of-Fit Index Results for Variable-Level Validity Testing

Goodness of Fit Index	Cut-off Value	SMMA	Social Identification	Perceived Value	Satisfaction
Significant Probability	$\geq 0,05$	0,254	0,375	0,045	0,387
RMSEA	$\leq 0,08$	0,029	0,000	0,080	0,000
GFI	$\geq 0,90$	0,967	0,995	0,976	0,995
AGFI	$\geq 0,90$	0,945	0,975	0,938	0,977
CMIN/DF	$\leq 2,0$	1,163	0,980	2,270	0,949
TLI	$\geq 0,90$	0,996	1,000	0,981	1,001
CFI	$\geq 0,90$	0,997	1,000	0,990	1,000

Source: Processed Primary Data (2020)

Table 3 presents the goodness of fit results, showing that the measurement models meet recommended criteria. Key indices such as RMSEA, GFI, AGFI, TLI, and CFI fall within acceptable ranges, indicating strong fit for the SMMA, social identification, perceived value, and satisfaction constructs. Although the CMIN/DF value for perceived value is slightly above the ideal limit, other indicators remain satisfactory. Overall, the models demonstrate adequate fit for continued hypothesis testing.

Table 4. Computation of Degrees Freedom (Default model)

Number of distinct sample moments:	253
Number of distinct parameters to be estimated:	50
Degrees of freedom (253 - 50):	203

Source: Processed Primary Data (2021)

Table 4 shows that the model has a degree of freedom (df) value of 203. This indicates that the model is over-identified, as reflected by the positive df value. Therefore, the analysis can be appropriately continued to the next stage.

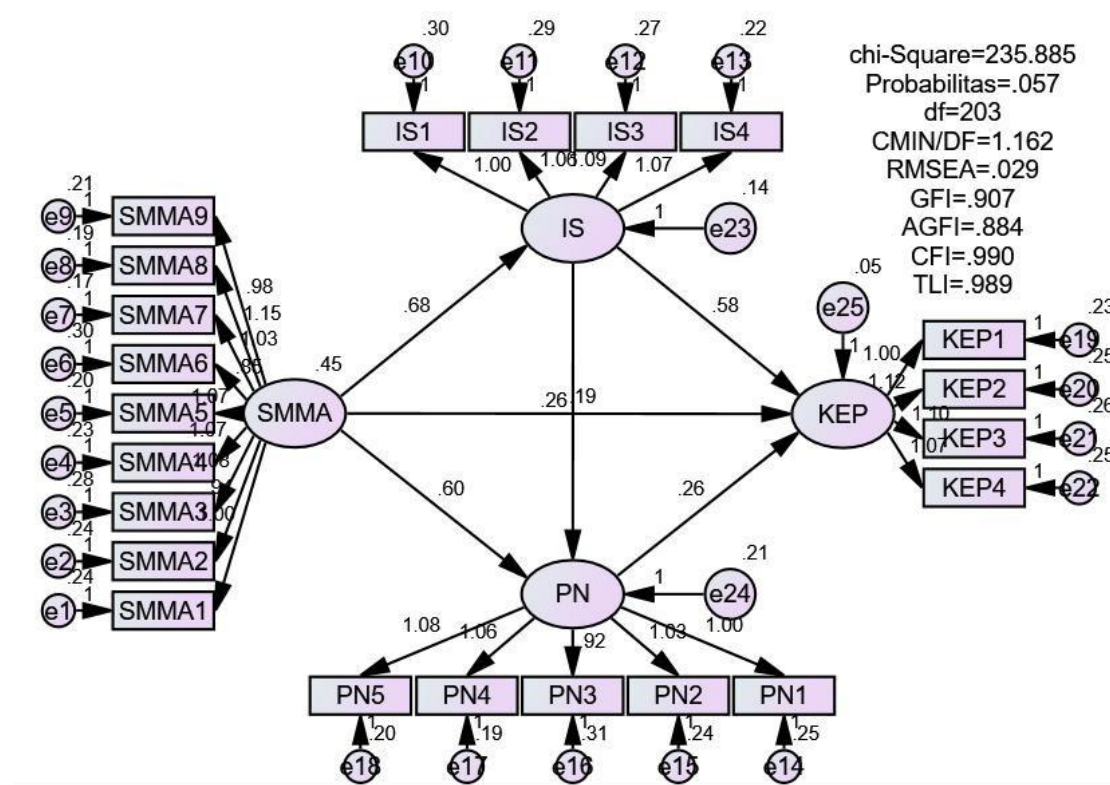


Figure 1. Structural Model Equation

Source: Processed Primary Data (2020)

Table 5. Hypothesis Test Results

		Estimate	P value	Label
SMMA → IS	H1	0,680	0,000	Supported
SMMA → PN	H2	0,597	0,000	Supported
SMMA → KEP	H3	0,185	0,024	Supported
IS → PN	H4	0,261	0,031	Supported
IS → KEP	H5	0,575	0,000	Supported
PN → KEP	H6	0,258	0,000	Supported

Source: Processed Primary Data (2025)

Table 5 indicates that all proposed hypotheses are supported. Social media marketing activities (SMMA) significantly influence social identification, perceived value, and satisfaction. Social identification also shows a positive and significant effect on perceived value and satisfaction. Additionally, perceived value significantly enhances satisfaction. These findings confirm that SMMA drives member engagement and satisfaction directly and indirectly through social identification and perceived value in the online entrepreneur community.

Discussion

The results of the SEM analysis confirm that social media marketing activities exert a positive and significant influence on social identification, indicating that higher engagement in social media marketing strengthens members' sense of belonging and connection to the community. This finding aligns with Chen and Lin (2019), who suggest that continuous interaction through social media enables users to build community bonds and shared identity. Similarly, Java et al. (2009) highlight that increased information sharing on social platforms correlates with a larger

follower base, reflecting the role of content exchange in fostering virtual collective interests and discussions. Overall, all hypothesized relationships were supported. Social media marketing positively affected social identification ($\beta = 0,680$; $p < 0,001$), perceived value ($\beta = 0,597$; $p < 0,001$), and satisfaction ($\beta = 0,185$; $p < 0,05$). Social identification further enhanced perceived value ($\beta = 0,261$; $p < 0,05$) and satisfaction ($\beta = 0,575$; $p < 0,001$), while perceived value also positively influenced satisfaction ($\beta = 0,258$; $p < 0,001$). These results emphasize the critical role of social media marketing in reinforcing member identity, increasing perceived value, and ultimately improving satisfaction within online entrepreneurial communities.

SMMA were found to have a positive and significant impact on perceived value. Consistent with Chen and Lin (2019), social media platforms facilitate user interaction and active participation, where multimedia content, interactive features, and information-rich posts shape users' cognitive evaluations and perceptions of value. Engagement on these platforms encourages the exchange of information and personal experiences, thereby enhancing perceived value.

It aligns with Grace and O'Cass (2004), who emphasize that firms can strategically design experiential touchpoints to strengthen consumer value and emotional responses. Furthermore, SMMA positively influenced satisfaction, which emerges when perceived outcomes meet or exceed expectations. Customization and direct user interaction provide relevant and timely information, enhancing satisfaction. In online brand communities, satisfaction is critical for sustaining participation, as satisfied members are more likely to actively engage in discussions, share knowledge, and contribute to community activities, supporting long-term loyalty and community success (Ramadhan and Hartono, 2020).

The findings indicate that social identification positively and significantly influences perceived value, consistent with He, Li and Harris (2012), who assert that customer identification with a brand enhances perceived value. Abdullah, Jayaraman and Kamal (2016) similarly highlight that perceived interactivity within digital platforms strengthens value perception. Users who identify with a brand or community engage more actively, interpret information accurately, and form favorable judgments.

Social identification also positively affects satisfaction, aligning with He, Li and Harris (2012), as brand identity conveys prestige and distinctiveness that fulfill consumers' needs for uniqueness and self-enhancement. McAlexander, Schouten and Koenig (2002) further emphasize that online communities facilitate the exchange of brand-related experiences, enabling users to discover suitable products. Additionally, perceived value significantly enhances satisfaction, confirming the direct relationship identified by Petrick *et al.* (2001) and supported by empirical evidence from (Kim, Chan and Gupta, 2007; Chen and Lin, 2019), which links value perception, satisfaction, and behavioral intentions.

The findings indicate that social media marketing activities significantly influence customer satisfaction, both directly and indirectly. This suggests that greater engagement in social media-based marketing leads to higher levels of satisfaction. Social media has shifted consumer engagement away from conventional advertising, as interactive platforms allow users to obtain relevant information through real-time communication and peer-to-peer exchange. Verhagen and van Dolen (2011) note that customers experience higher satisfaction during online interactions when they encounter enjoyable and seamless digital experiences. Collectively, these results reinforce that social media serves not only as a promotional tool but also as an experiential platform that drives value perception and customer satisfaction.

CONCLUSION

This study examines the impact of Social Media Marketing Activities (SMMA) on member satisfaction within an online entrepreneurial community in Yogyakarta, Indonesia. The findings confirm that SMMA positively affects social identification, perceived value, and

satisfaction. Additionally, social identification significantly enhances perceived value and satisfaction, while perceived value further strengthens satisfaction. This study highlights the essential role of strategic social media marketing in fostering stronger member identification, elevating perceived value, and enhancing overall satisfaction. The results underscore the importance for community managers and marketers to design interactive, value-driven social media initiatives that promote engagement, loyalty, and sustained participation within online entrepreneurial communities.

This study provides both theoretical and practical implications. Theoretically, it extends the understanding of how Social Media Marketing Activities (SMMA), social identification, and perceived value interact to influence customer satisfaction within online entrepreneurial communities. It confirms prior research on the role of social media in fostering community attachment and perceived benefits. Practically, the findings suggest that community managers and marketers can enhance member satisfaction by designing engaging social media campaigns, fostering stronger social identification, and emphasizing the value delivered through interactions. Additionally, customizing content and facilitating active participation can strengthen loyalty, increase perceived value, and improve overall satisfaction, providing actionable strategies for managing online entrepreneurial communities.

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