

# The Influence of Social Media Content Quality on Social Media Engagement with Attitudes Towards Social Media Content as Mediating Variable among The Millennial Generation in Salatiga City

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**Abstract.** This study aims to examine the influence of social media content quality on Instagram engagement (Account @infokabarsalatiga) among millennials in the city of Salatiga by categorizing content based on content pillars and specifically identifying which content pillar has the most influence and receives the most engagement through likes, comments, and shares on the @infokabarsalatiga account. This study employs Path Analysis to analyze the relationship patterns between variables: Social Media Content Quality, Attitude towards Social Media Content, and Social Media Engagement, to determine the direct and indirect effects between variables. The data collection period was conducted for 1 month (March 2023) and obtained 128 respondents. The population of this study is Instagram users, particularly millennials in the city of Salatiga, who are followers of the Instagram account @infokabarsalatiga. The sample selection was made using purposive sampling technique. The research results show that the most influential content pillar in terms of content quality is the entertainment content pillar, followed by promotional, interactive, and inspirational content pillars, with the least being interactive. Content quality has a positive influence on social media engagement, with the @infokabarsalatiga account producing content that is interesting to its Instagram followers. In addition, attitudes towards content act as a mediator, where quality content encourages positive responses from users, such as liking, commenting, and sharing, which ultimately increases engagement on the account.

**Keywords:** Content Quality, Content pillar, Millenials, Social Media Engagement

## 1 Introduction

The marketing concepts introduced by one of the world's leading marketing experts, Philip Kotler, have evolved over time and have now reached the concept of Marketing 4.0. Marketing 1.0 focused on product marketing, where companies solely concentrated on product development without considering customer needs and desires. The transition then occurred in the 1990s, entering Marketing 2.0 to salvage the company's economy. During this period, marketing shifted towards the customer, with companies paying attention to customer needs and

seeking ways to build closer relationships with them. This concept continued to evolve over time alongside technological advancements. The subsequent marketing concept was Marketing 3.0, where companies focused on creating value for customers, society, and the environment around them. The development of marketing concepts has since progressed to Marketing 4.0, the current marketing concept, where companies concentrate on technology and digital experiences. Companies are now adopting digital technology to expand their marketing reach. The ongoing Marketing 4.0 revolution focuses on several key areas. Firstly, Customer-centricity entails a marketing approach that centers on understanding and meeting consumer needs, preferences, and behaviors as the core of a company's marketing strategy. Secondly, Omnichannel refers to a marketing strategy that integrates multiple communication and distribution channels to provide a seamless and consistent experience for consumers.

According to [39], "Relevant Content" is content tailored to consumer needs and preferences, containing valuable information for consumers. Kotler et al.'s statement emphasizes that relevant content goes beyond creating informative or entertaining material; it's about building meaningful relationships with the audience. The results of [65] study show that persuasive content has the greatest impact on consumer engagement. In addition, this study can contribute to the literature on the concept of digital content marketing and consumer engagement. The study by [66] found that social media not only provides important information about customer behavior in relation to service innovations introduced by organizations on their websites but can also help them minimize costs and maximize their profits according to the behavioral patterns of their target audience. In addition, the results of [67] study showed that customer engagement has an effect on continuous usage intention and the tendency to spread positive E-WOM.

In the context of Marketing 4.0, Innovation involves the process of creating added value for consumers through the development of new or enhanced products, services, and business processes. In the current digital era, consumers are increasingly connected across various marketing channels, such as physical stores, websites, apps, and social media. According to a survey by Harvard Business Review, 73% of consumers use multiple channels during their purchasing journey. Therefore, companies must be able to provide a seamless and consistent experience across all marketing channels, and this is where omnichannel marketing strategies become crucial. According to a report by Adobe, companies with omnichannel marketing strategies can achieve a 10% increase in customer lifetime value, a 10% increase in repeat purchases, and a 25% increase in conversion rates. In the report, 54% of companies stated that omnichannel marketing strategies are their top priority for the next three years. One highly relevant type of online marketing channel in today's omnichannel marketing era is social media marketing, due to the ubiquitous presence of social media in the daily lives of modern society.

According to a survey conducted by Hootsuite, currently more than 3.6 billion people worldwide use social media, and on average, people spend 2 hours per day on social media. Therefore, these findings bolster the argument that social media can be a highly effective marketing channel for reaching consumers online. This is supported by a study by Hootsuite, which found that approximately 53% of global social media users follow specific brands or products on social media. Thus, social media can be a very effective marketing tool for reaching a larger audience and potentially generating more sales. Instagram is one of the key platforms for omnichannel marketing due to its widespread use and continuously growing popularity, especially among Millennials and Generation Z.

The findings of [68] research indicate that there is an indication of a positive relationship between social media engagement and trust, satisfaction and commitment. In addition, there is

also a positive relationship between trust, satisfaction and commitment to relationship quality. Another study by [69] found that social media antecedents significantly influenced three constructs: social media marketing, brand loyalty, and customer purchase intention. In line with previous studies, the results of the study show that social media marketing significantly influences brand loyalty and customer purchase intention. Finally, the research findings show that brand loyalty has a significant influence on customer purchase intention. The role of online engagement is very important. An important research implication is that marketing content has a positive and significant effect on public attitudes through online engagement. This has implications if the company maintains the quality of content and posts regularly by creating interesting content, the public will receive a positive response [70].

According to recent research by [23], Instagram boasts over 1 billion active users monthly and is the second largest social media platform after Facebook. More than 200 million Instagram users visit at least one business profile daily [23]. The Pew Research Center report indicates that Instagram is one of the most popular platforms among millennials, defined as individuals born between 1981 and 1996, now aged between 28 and 43 years. This finding underscores Instagram's popularity among millennials and its potential as a platform to reach and engage audiences. Approximately 71% of millennials use Instagram, spending an average of 30 minutes per day on the platform [49].

Instagram's popularity among millennials is largely due to its ease in sharing visual content such as photos and videos quickly and effortlessly. The platform also offers attractive features like filters and effects that allow users to creatively edit their photos and videos. Furthermore, supporting studies include one conducted by [20] titled "Exploring the relationship between social media usage and engagement with brand-generated content among millennials," which suggests that millennials are more interested and engaged with brand-generated content on social media if the content conveys relevant and informative messages.

From this phenomenon, there exists an empirical gap in the relationship between the quality and type of content towards social media engagement. This is supported by research from [58], which concluded that more interactive content, such as posts with questions or challenges, has a higher engagement rate compared to regular posts [58]. Another study by SocialBakers in 2020 indicated that video content garners higher engagement rates compared to images or text-only posts on Instagram. Therefore, this study confirms the relationship between content quality and type with social media engagement, specifically examining content pillars (Educational, Entertainment, Inspirational, Promotion, Interaction) that can enhance and influence social media engagement among millennials in the city of Salatiga.

Overall, the above-mentioned studies highlight the importance of quality content in social media marketing strategies, particularly on Instagram. Hence, social media content pillars are crucial as they are primary factors influencing the level of user engagement and interaction on social media platforms. This is supported by the Uses and Gratifications theory, which asserts that individuals select and use social media based on their needs and desired satisfactions. Therefore, high-quality and relevant content aligned with the needs and desires of the target audience is essential in influencing their behaviors and interactions with brands or organizations.

According to the [60], there are five types of social media content pillars: Educational content aims to enhance the knowledge and skills of the audience in an easily understandable and structured manner. Entertainment content aims to build emotional connections with the audience. Entertaining content can strengthen the bond between the brand and the audience and

enhance their interaction on social media. Inspirational content aims to provide inspiration, motivation, and positive thinking to the audience. Promotional content aims to promote specific products, services, or brands on social media platforms. Interaction content is designed to build interaction and engagement between the brand and the audience on social media platforms.

Based on the aforementioned background, the researcher is interested in investigating the Influence of Social Media Content Quality on Instagram Social Media Engagement (Account @infokabarsalatiga) among Millennials in the city of Salatiga.

### **1.1 Research Issues**

Based on the previously outlined research background, the research issues are as follows:

1. Does content quality influence attitudes towards Instagram content among millennial Instagram users in Salatiga?
2. Does attitude towards content affect Instagram social media engagement among millennial Instagram users in Salatiga?
3. Does content quality influence Instagram social media engagement among millennial Instagram users in Salatiga?
4. Does attitude towards content mediate the relationship between content quality and social media engagement among millennial Instagram users in Salatiga?

### **1.2 Research Objectives**

In accordance with the stated research issues, the objectives of this study are as follows:

1. To empirically examine and analyze whether content quality influences attitudes towards content among millennial Instagram users in Salatiga.
2. To empirically examine and analyze whether attitudes towards content affect Instagram social media engagement among millennial Instagram users in Salatiga.
3. To empirically examine and analyze whether content quality influences Instagram social media engagement among millennial Instagram users in Salatiga.
4. To empirically examine and analyze whether attitudes towards content mediate the relationship between content quality and social media engagement among millennial Instagram users in Salatiga.

### **1.3 Research Significance**

The benefits of research are as follows:

1. Theoretical Benefits  
This research is expected to contribute to scientific knowledge, particularly in the field of social media marketing, specifically in understanding individuals, especially millennials, in utilizing social media for marketing purposes. For researchers, this study is expected to enhance understanding of how to enhance engagement through social media content among millennials, as observed on the Instagram platform.
2. Practical Benefits  
This study is expected to provide insights for the field of marketing, particularly social media marketing, to understand the types of content pillars that most influence millennials on social media, particularly on the Instagram platform. Additionally, the research can provide information on the types of engagement or interactions most frequently given by millennials on social media when they are interested in a piece of content. Therefore, it is

hoped that with the findings of this research, companies can identify and adjust strategies to enhance engagement on social media, thereby facilitating their product marketing efforts.

## **2 Literature Review**

### **2.1 Definition and Conceptual Framework**

#### **2.1.1 Social Media Content Quality**

In this digital era, understanding the factors influencing how users perceive and engage with technology has become increasingly important. This study focuses on social media content, particularly on Instagram, a platform deeply integrated into daily life. To uncover the drivers of social media content acceptance, we can turn to the Technology Acceptance Model (TAM) developed by [9]. In this study, the author uses the Technology Acceptance Model (TAM) as a framework to achieve two main objectives: (1) to identify factors influencing user acceptance of social media content, and (2) to investigate the relationship between user acceptance and their engagement with social media, especially Instagram. Furthermore, the Theory of Compelling Content by Smith & Johnson (2018) suggests that engaging and high-quality content tends to increase user participation and interaction. This increase can be observed through likes, comments, shares, and other activities on social media platforms. [62], defines social media content quality as the ability of content to achieve business or communication goals by attracting and influencing the audience. [64], in their study titled "The effect of content quality on social media user engagement," discuss the impact of content quality on social media user engagement, demonstrating that content quality has a positive and significant influence on user engagement levels.

Social media content pillars are types of content that have long-term impacts on the success of a company's social media marketing strategies. Content pillars consist of the most effective types of content in enhancing content quality, building relationships with the audience, and creating brand awareness, engagement, and customer loyalty. A study conducted by [35] titled "Content pillar analysis: A new method to quantify and understand the topical focus of media outlets through text data mining" aims to explore the role of social media content pillars in building online brand communities and their impact on customer engagement. The study concludes that social media content pillars (such as videos, infographics, and other visual content) have a positive and significant influence on customer engagement within online brand communities. Moreover, the research indicates that social media content pillars can influence customer purchasing decisions and build customer loyalty.

#### **2.1.2 Social Media Engagement**

[29] define social media as "a group of internet-based applications built on the ideology and technology of Web 2.0, which allows the creation and exchange of user-generated content," thereby transforming both individual lives and businesses. User engagement theory posits that user engagement results from interactions between users and a system or product. In the context of social media, user interaction with content can be measured using metrics such as likes, comments, shares, and others [21].

Approximately two decades ago, when Wikipedia was founded in 2001, few believed in this concept or imagined it would become a success story. Today, Wikipedia is de facto the primary information provider on the internet with 400 million visitors per month. However, social media

extends far beyond collaborative projects like Wikipedia and encompasses content communities (e.g., YouTube), social networking sites (e.g., Instagram), virtual games, and virtual social worlds (e.g., Second Life).

Social media platforms, especially Instagram, continue to evolve by introducing increasingly helpful features that enhance user interaction and cater to audience and business needs. For instance, Instagram launched the Instagram Stories feature in 2016, allowing users to share photos and videos that disappear after 24 hours. This feature was highly successful and became a direct competitor to Snapchat, which also offers a similar feature. Additionally, Instagram introduced Direct Messaging, enabling users to send private messages to each other. In 2018, Instagram launched IGTV, allowing users to upload vertical videos up to one hour long. Instagram also introduced Shopping features, enabling businesses to sell their products directly through the Instagram app. In 2020, Instagram launched Reels, similar to TikTok, enabling users to create and share engaging short videos. This feature has since become very popular and widely used by Instagram users worldwide. Supporting this trend, a study by [27], concluded that Instagram usage positively impacts consumer behavior, particularly influencing brand preferences and purchase decisions.

### **2.1.3 Effectiveness of Content in Increasing Social Media Engagement**

Instagram, a popular social media platform, is widely utilized by brands for content marketing. Content plays a crucial role in creating engagement with users on this platform. According to [54], creative and engaging content can enhance engagement on Instagram. Another study by [3], titled "Impact of content marketing on customer engagement: A study of beauty care brands on Instagram" explores the relationship between content effectiveness and engagement on Instagram, concluding that effective content positively influences engagement on Instagram, both through direct interactions and brand influence on consumer behavior.

Moreover, a recent study by [24], titled "The Effect of Instagram User-Generated Content on Brand Engagement and Brand Attitude: The Moderating Role of Brand Love" found that user-generated content on Instagram has a significant and positive effect on brand engagement and brand attitude. Similarly, [63] found that content types such as videos and Instagram stories can increase engagement and brand awareness.

### **2.1.4 Millennials and Instagram Social Media Engagement**

Millennials are the generation that came of age in the 21st century during the millennium era. This generation was born from the late 1980s to the early 2000s, currently aged between 18 and 30 years. Millennials are more familiar with digital technology and the internet compared to older Generation X and Baby Boomer generations. Their familiarity with technology and the internet makes them prefer everything instant, fast-paced, novel, and interconnected.

Yuswohady, cited in [22], states that millennials are also known as GEN-Y, Net Generation, Generation WE, Boomerang Generation, Peterpan Generation, among others. [41] notes that this generation naturally engages actively with social media, apps, and mobile devices to stay connected with peers and family. According to literature from Hitss.com, cited in [22], millennials exhibit several characteristics: 1) they trust user-generated content (UGC) more than one-way information, 2) they prefer mobile phones over TV, 3) having social media accounts is a must for millennials, 4) they are less inclined towards conventional reading, 5) they tend to be less loyal but work effectively, 6) they prefer cashless transactions, 7) they are more tech-

savvy than their parents, 8) they leverage technology and information, and 9) they tend to be more lazy and consumptive.

A study by [30] titled "Impact of Instagram on lifestyle and consumer behavior of millennials: A study on Instagram users in India" found that Instagram significantly influences the lifestyle and consumer behavior of millennials in India. Specifically, the study shows that Instagram affects purchase decisions, brand behavior, and brand perception. Another study by [52] titled "How Millennials Are Using Instagram: An Exploratory Study" concludes that Instagram is a crucial platform for millennials in building social relationships and gathering information about products and brands.

## **2.2 Hypothesis Development**

### **2.2.1 The Influence of Social Media Content Quality on Attitudes Towards Social Media Content**

Social media has become an integral part of our daily lives. Nowadays, almost everyone has access to social media platforms such as Facebook, Twitter, Instagram, and others. In recent years, the role of social media in shaping user attitudes and behaviors has become increasingly important in academic research. There have been many discussions on the influence of social media on attitudes towards it. Several studies have shown that social media can influence a person's attitude towards it.

Individuals who use social media for self-development and interpersonal communication purposes tend to have a more positive attitude towards social media. A study by [6], evaluating the quality of social media content and its influence on user attitudes and behaviors, employed the content pillar framework, which includes informative content, substantive content, and entertaining content, to assess content quality. The study revealed that informative and substantive content positively influences user attitudes towards social media content, whereas entertaining content showed no significant impact. Additionally, the study found that user attitudes towards social media content affect their behaviors, such as sharing content with others and participating in discussions.

Another relevant study is conducted by [17] on the influence of content pillar quality on user participation in social media communities. This study found that informative and substantive content positively influences user participation in social media communities, whereas entertaining content has no significant effect.

Based on this background, it can be assumed that the quality of social media content influences attitudes towards social media content. Therefore, based on this reasoning, the hypothesis can be formulated as follows:

H1: Social media content quality influences attitudes towards social media content.

### **2.2.2 The Influence of Attitudes Towards Social Media on Social Media Engagement**

Advertisers and marketers view social media as a highly potential platform for marketing their products and services. Social media engagement is a crucial metric used by marketers to measure the success of their marketing campaigns on social media. Attitudes towards social media can influence social media engagement. Several studies have shown that individuals with a positive attitude towards social media tend to be more active in participating on social media, such as posting content, liking, and leaving comments.

A study conducted by [7] titled "How users' attitudes toward social media influence their engagement behavior" found that a positive attitude towards social media is positively related to active participation in interactions and content sharing on social media. Additionally, the study found that user experience and content quality also play significant roles in influencing user behavior on social media. Another relevant study is conducted by [31] titled "How attitudes towards social media predict social media engagement: A study of university students," which evaluates the relationship between attitudes towards social media and social media engagement among university students. This study found that a positive attitude towards social media is positively associated with levels of social media engagement, such as the number of likes, comments, and shares on social media posts.

Based on this background, it can be assumed that attitudes towards social media influence social media engagement. Therefore, based on this reasoning, the hypothesis can be formulated as follows:

H2: Attitudes towards social media influence social media engagement.

### **2.2.3 The Influence of Social Media Content Quality on Social Media Engagement**

Considering that Instagram has become one of the most popular social media platforms with a continually increasing user base over time, there is significant potential for Instagram users to leverage this platform for promotion, communication, and audience interaction. Utilizing Instagram as a promotional tool can be achieved by creating content that resonates with audience interests, such as Educational content. Educational content holds great potential to capture the attention of Instagram users and enhance engagement, as it provides added value such as new knowledge, tips and tricks, or information relevant to their needs and interests.

Entertainment content is designed to build relationships between brands and audiences by delivering messages or values through enjoyable storytelling. A relevant study conducted by [19] titled "What Makes Your Instagram Post More Engaging? An Analysis of Entertainment and Interactivity Factors" found that entertainment content significantly influences engagement on Instagram, particularly in terms of likes and comments. One factor influencing engagement is inspiration; inspirational content motivates audiences to take specific actions, making it easier to build engagement on social media. This is supported by studies such as the research by [11] in their study titled "Inspiring engagement: An exploratory study of inspirational social media content and its effects on user engagement," which concluded that inspirational content emphasizing positive values like courage, perseverance, and sincerity can enhance engagement.

Promotional content aims to promote business products or services while also attracting user attention and motivating them to interact with the content. Effective promotional content can strengthen brand awareness, increase user interest in products or services, and motivate them to purchase or recommend the business to others. In the context of digital marketing, Instagram has become a crucial and popular platform for businesses to promote their products and services. Therefore, engaging and effective promotional content is essential for businesses to increase user engagement on Instagram.

A study conducted by [33] titled "Promotional content on Instagram: Effects on consumer attitudes and purchase intention" concluded that promotional content has a positive influence on consumer attitudes and purchase intentions, as well as the potential to increase engagement. However, with increasing competition, engaging and interactive content is becoming increasingly important to capture user attention and engagement. Interactive content allows



users to actively participate in the content they view, increasing their sense of ownership and engagement with the accounts or posts they follow. Previous studies have shown that interactive content can enhance social media engagement on Instagram, such as the study by [1] titled "The Impact of Interactive Content on Engagement: A Study of Instagram Posts by the World's Top Brands," which concluded that interactive content, like polls and invitations to participate in discussions, has a significant positive impact on engagement.

Another study by [43] titled "An Analysis of Interactive Content on Instagram: Best Practices for Engagement and Reach" examined user interactions with interactive content on Instagram and provided practical advice for users to enhance engagement and reach. The study concluded that interactive and audience-relevant content can increase engagement and expand post reach.

Based on this background, it can be assumed that social media content quality influences social media engagement. Therefore, based on this reasoning, the hypothesis can be formulated as follows:

H3: Social media content quality influences social media engagement.

#### **2.2.4 Attitude toward content mediates the influence of content quality on social media engagement**

[34] state that content quality and attitude toward content are two critical factors influencing social media engagement. Content quality affects whether the content is attractive and relevant to users, while attitude toward content influences how much users engage with it. Recent studies indicate that attitude toward content mediates the relationship between content quality and social media engagement, such as the research conducted by [12] titled "The impact of content quality on attitude toward content and social media engagement," which shows that content quality is positively related to attitude toward content, which in turn positively influences the level of social media engagement. In this study, content quality is measured by factors such as authenticity, credibility, and diversity. The results demonstrate that good content quality can enhance a positive attitude toward content, thereby increasing social media engagement.

Another study by [61] titled "The relationship between content quality, attitude towards the content, and social media engagement: An empirical study on Facebook" also found similar results. This research indicates that content quality is positively related to attitude toward content, which then mediates the relationship between content quality and social media engagement. In this study, content quality is measured by factors such as authenticity, credibility, and relevance. The findings suggest that good content quality can enhance a positive attitude toward content, thus increasing social media engagement.

Based on this background, it can be assumed that attitude toward content mediates the relationship between content quality and social media engagement. Therefore, based on this reasoning, the hypothesis can be formulated as follows:

H4: Attitude toward content mediates the relationship between content

### **3 Research Methodology**

In order to address the research questions posed, this study employs a quantitative research method. Based on its level of explanation, this research falls under the category of causal research as it aims to test hypotheses regarding the causal relationships between one or more

variables with one or more other variables [59]. The objective of this study is to examine the most influential social media content pillars—educational content, entertainment content, inspirational content, promotional content, and interactional content—on millennials in Salatiga city through Instagram (Account @infokabarsalatiga) in achieving social media engagement. Based on the developed research model, it is expected to elucidate the causal relationships between the analyzed variables and provide useful research implications for the advancement of knowledge as well as a method and technique for addressing issues in the field.

### 3.1 Research Model

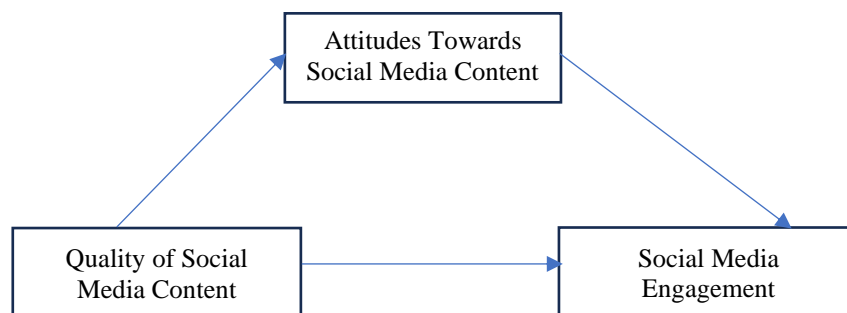


Fig. 1. Research Model Framework

### 3.2 Population and Sample

Population refers to the entire subjects or objects that meet the inclusion criteria in a study, whereas a sample is a subset of the population [10]. The population for this study comprises Instagram users, specifically millennials in Salatiga city who follow the Instagram account @infokabarsalatiga. The sampling is conducted following the criteria proposed by [15] using the Maximum Likelihood Estimation (MLE) technique. According to MLE, an optimal sample size ranges between 100-200 samples. Therefore, the expected sample size ranges from a minimum of 100 to a maximum of 200 samples. Non-probability sampling is employed in this research because it does not provide an equal chance/opportunity for every member of the population to become a sample [59]. Purposive sampling method is used for sample selection. Purposive sampling is a sampling method based on predetermined criteria set by the researcher [10].

### 3.3 Concept Measurement

Concept measurement is the process of measuring variables or constructs used in the study so that the measured variables accurately measure the desired constructs and provide accurate and valid results. This study utilizes 2 (two) variables: Content pillars and Social media engagement. Each variable is operationalized into several questionnaire items developed based on conceptual definitions from previous researchers. The following are the definitions and measurement methods of the variables used in this study: The main text should be written using Times New Roman, 10pt, and fully justified. Italics can be used for emphasis and bold typeset should be avoided.

**Table 1.** Variable and Indicator

<b>Variable</b>	<b>Concept Definition</b>	<b>Dimension</b>	<b>Indicator</b>
Attitudes Towards Social Media Content	According to Petty and Cacioppo (1981), attitude toward content is a positive or negative evaluation that forms after individuals receive information. This attitude is formed through a thought process involving two factors: cognitive and affective.	Content Evaluation	<ol style="list-style-type: none"> <li>1. I think using the IG @infokabarsalatiga service is beneficial (educational).</li> <li>2. I think using the IG @infokabarsalatiga service is entertaining (entertainment).</li> <li>3. I think using the IG @infokabarsalatiga service is inspiring (inspirational).</li> <li>4. I think using the IG @infokabarsalatiga service is a good choice (promotional).</li> <li>5. I think using the IG @infokabarsalatiga service is enjoyable (interactional).</li> </ol>
Social Media Content Quality	Halvorson (2012) states that content quality involves several factors such as relevance, usefulness, originality, and consistency. Quality content should be relevant to users' needs and interests, provide added value, and be non-plagiarized.	Content Quality	<ol style="list-style-type: none"> <li>1. IG @infokabarsalatiga content is easy to understand.</li> <li>2. IG @infokabarsalatiga content is always updated.</li> <li>3. IG @infokabarsalatiga content contains useful information.</li> <li>4. IG @infokabarsalatiga contains trending/popular content.</li> <li>5. IG @infokabarsalatiga contains accurate content.</li> <li>6. IG @infokabarsalatiga contains comprehensive content.</li> <li>7. IG @infokabarsalatiga visual design is attractive.</li> <li>8. IG @infokabarsalatiga interface is well-organized.</li> <li>9. Users can easily access IG @infokabarsalatiga.</li> <li>10. Users can easily navigate IG @infokabarsalatiga.</li> <li>11. Users can easily interact on IG @infokabarsalatiga, e.g., by liking and commenting.</li> </ol>
Social Media Engagement	Social media engagement is the interaction between users and content posted on social media platforms, including likes, comments, and shares (Baramuli, A. A., 2018).	Interaction	<ol style="list-style-type: none"> <li>1. I like the content on IG @infokabarsalatiga.</li> <li>2. I click on the posted content link on IG @infokabarsalatiga to get more information.</li> <li>3. I comment on the posted content on IG @infokabarsalatiga.</li> <li>4. I share the posted content on IG @infokabarsalatiga.</li> <li>5. I recommend IG @infokabarsalatiga.</li> </ol>

Variable	Concept Definition	Dimension	Indicator
			6. I read the content posted on IG @infokabarsalatiga. 7. I watch the content posted on IG @infokabarsalatiga.

### 3.4 Data Collection Techniques

The data collection technique employed in this study involved a questionnaire comprising two parts. The first part included respondent data such as gender, occupation, domicile, and several additional questions. The second part pertained to the variables under study. Data collection was conducted using an online survey questionnaire. The questionnaire in the form of an online survey using Google Forms was distributed through electronic media accessible directly by respondents via provided links. Data collection took one month with assistance from fellow researchers from the Faculty of Economics and Business at UKSW. Because the research instrument will be used for measurement to produce accurate quantitative data, each instrument must have a scale. The scale used in this study is the Likert Scale. The Likert Scale is used to measure attitudes, opinions, and perceptions of individuals or groups about social phenomena specifically defined by the researcher. With the Likert scale, the variables to be measured are described as indicators.

The questionnaire used in this study employed a Likert scale in the form of a checklist containing statements related to the research variables with 5 answer options to measure each research variable: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree, scored as follows:

**Table 2.** Respondent's Attitude and Score

No.	Respondent's Attitude	Score
1	Strongly Disagree	5
2	Don't agree	4
3	Neutral	3
4	Agree	2
5	Strongly agree	1

### 3.5 Data Analysis Technique

The analysis that will be used in this study is quantitative analysis, where qualitative data from respondents will be quantified using a scale. Once the data has been transformed into numerical form, it will be processed using statistical methods. The data analysis tool to be used is Path Analysis, utilizing IBM SPSS 25 software. Prior to conducting path analysis, validity and reliability tests need to be performed.

### 3.6 Validity and Reliability Testing

Validity testing is conducted to assess the extent to which an instrument measures what it is intended to measure, achieved by correlating scores of questionnaire items with variable scores [13]. Prior to conducting the research, the researcher performs validity testing on the instrument (questionnaire). The validity of each instrument item is determined using calculations outlined by Pearson, known as the Product Moment Correlation formula.

Reliability testing is conducted to assess the consistency of data from indicator measurements [13]. In this study, reliability testing is performed using Cronbach's Alpha method. A construct is considered reliable if Cronbach's Alpha value is  $\geq$  a constant (0.6) or close to 1, indicating the statement is reliable. Conversely, if Cronbach's Alpha value is  $<$  the constant (0.6), the statement is considered unreliable [13].

### 3.7 Descriptive Statistical Analysis

Descriptive statistical analysis is used to analyze data by describing or depicting the collected data as it is, without intending to draw conclusions that apply universally or generalize.

$K$  = Number of Categories

Based on the formula above, the intervals of the average criteria can be interpreted as follows:

Very low	: 1.00 – 1.79
Low	: 1.80 – 2.59
Moderate	: 2.60 – 3.39
High	: 3.40 – 4.19
Very high	: 4.20 – 5.00

## 4 Result and Discussion

### 4.1 Research Description

Data collection for this research involved distributing an online questionnaire via Google Forms over a period of one month. The data collection took place in March 2023, resulting in 128 responses obtained by the researcher. All questionnaires collected met the criteria to be used as data and were utilized as samples in this study. Data analysis for this research was conducted using the Statistical Package for the Social Sciences 25 (SPSS 25).

### 4.2 Demographic Profile of Respondents

The respondents in this study consisted of 128 active Instagram users based on the specified criteria. The data collection process took place over one month, from March to April 2023. Through the distributed questionnaire, the researcher gathered information on five characteristics of the respondents: gender, age, education, occupation, and residency.

**Table 3.** Respondents by Gender

Gender	Frequency	Percentage
Man	64	50%
Woman	64	50%
Total	128	100%

According to the table above, the number of male respondents is 47.5% and female respondents is 52.5%.

**Tabel 4.** Respondents by Age

Age	Frequency	Percentage
19-22 Years	43	33.5%

23-26 Years	61	47.6%
27-48 Years	24	18.7%
Total	128	100.0%

Based on the age of users, the characteristics based on age groups are as follows: 19-22 years accounted for 33.5%, 23-26 years accounted for 47.6%, and 27-48 years accounted for 18.7%.

**Table 5.** Respondents by Education

Education	Frequency	Percentage
Bachelor's Degree	87	68.3%
Master's Degree	28	19.5%
High School	14	11%
Total	128	100.0%

Based on the table above, the characteristics based on education are as follows: Bachelor's Degree (S1) accounts for 68.3%, Master's Degree accounts for 19.5%, and High School (SMA) accounts for 11%.

**Table 6.** Respondents by occupation

Occupation	Frequency	Percentage
Private Employee	47	36.6%
Student	59	46.3%
Freelancer	12	8.5%
Housewife (Homemaker)	6	4.9%
Entrepreneur	4	3.7%
Total	128	100.0%

According to the table above, the characteristics based on occupation are as follows: Private employees account for 36.6%, students account for 46.3%, freelancers account for 8.5%, housewives (homemakers) account for 4.9%, and entrepreneurs account for 3.7%.

### 4.3 Validity and Reliability Testing

#### 4.3.1 Validity Testing

Validity testing is intended to assess the ability of an instrument to measure what it is supposed to measure by correlating the scores of questionnaire items with variable scores [13]. Prior to the study, the researcher conducted validity testing of the instrument (questionnaire). The validity of each instrument item was assessed using Pearson's Product Moment Correlation formula. If the calculated r-value is equal to or greater than the critical r-value at a 5% significance level, it indicates that the variable is valid. If the calculated r-value is less than the critical r-value at a 5% significance level, it indicates that the variable is not valid [13].

**Table 7.** Validity Test using Pearson Product Moment

Variable	Number of Item	Calculated r value	Table r Value	Description
	SK_01	.895**	.176	Valid item, can be used
	SK_02	.202**	.176	Valid item, can be used

Variable	Number of Item	Calculated r value	Table r Value	Description
Attitudes Towards Social Media Content	SK_03	1**	.176	Valid item, can be used
	SK_04	.497**	.176	Valid item, can be used
	SK_05	1**	.176	Valid item, can be used
Social Media Content Quality	KK_01	.610**	.176	Valid item, can be used
	KK_02	.587**	.176	Valid item, can be used
	KK_05	.650**	.176	Valid item, can be used
	KK_06	.839**	.176	Valid item, can be used
	KK_07	.508**	.176	Valid item, can be used
	KK_08	.721**	.176	Valid item, can be used
	KK_09	.748**	.176	Valid item, can be used
	KK_10	.746**	.176	Valid item, can be used
	KK_11	.701**	.176	Valid item, can be used
	KK_12	.783**	.176	Valid item, can be used
	KK_13	.659**	.176	Valid item, can be used
KK_14	1**	.176	Valid item, can be used	
Social Media Engagement	ES_01	.373**	.176	Valid item, can be used
	ES_02	.431**	.176	Valid item, can be used
	ES_03	.382**	.176	Valid item, can be used
	ES_05	.197**	.176	Valid item, can be used
	ES_06	.450**	.176	Valid item, can be used
	ES_07	.1**	.176	Valid item, can be used

#### 4.3.2 Reliability Test

Reliability testing is conducted to assess the consistency of data from indicator measurements [13]. In this study, reliability testing was performed using Cronbach's Alpha method. A construct is considered reliable if the Cronbach's Alpha value is  $\geq$  a constant (0.6) or approaching 1, indicating that the statements are reliable. Conversely, if the Cronbach's Alpha value is  $<$  the constant (0.6), the statements are considered unreliable [13].

**Table 8.** Reliability Test with Cronbach's Alpha

Variable	cronbach alpha value	reference value	Description
Social Media Content Quality	.911	.600	Reliabel
Attitudes Towards Social Media Content	.843	.600	Reliabel
Social Media Engagement	.851	.600	Reliabel

#### 4.4 Descriptive Statistical Analysis

Descriptive statistical analysis is a method to summarize and depict data in the form of tables, graphs, and statistical measures as they are, without intending to draw conclusions that apply universally or generalize. In this research, there are three variables: Content Quality, Content Nature, and Social Media Engagement.

#### 4.5 Descriptive Statistics of Social Media Content Quality Variable

Referring to the table of descriptive statistics for the Content Nature variable, the most frequent response falls under the "Agree" category, with a total of 585 responses. The average score

given by respondents is 3.50, indicating that respondents perceive the Content Quality to be in the "high" range. If distributed on a continuum, the variable can be distributed as follows:

**Table 9.** Descriptive Statistics of Social Media Content Quality Variable

<b>Statement</b>	<b>SD (1)</b>	<b>DA (2)</b>	<b>N (3)</b>	<b>A (4)</b>	<b>SA (5)</b>	<b>Average</b>	<b>Description</b>
The content of IG @infokabarsalatiga is easy to understand.	0	33	11	51	33	3.66	High
The content of IG @infokabarsalatiga is always up-to-date.	0	22	12	57	37	3.85	Medium
The content of IG @infokabarsalatiga contains useful information.	0	22	18	58	30	3.75	High
The content of IG @infokabarsalatiga contains trending/popular content.	0	64	19	33	12	2.95	Medium
IG @infokabarsalatiga contains accurate content.	0	35	10	52	31	3.62	High
IG @infokabarsalatiga contains comprehensive content.	0	46	10	31	41	3.52	High
The visual design of IG @infokabarsalatiga is attractive.	0	26	29	52	21	3.53	High
The interface of IG @infokabarsalatiga is well-organized.	0	25	35	38	30	3.57	High
Users can easily access IG @infokabarsalatiga.	0	46	15	30	37	3.45	High
Users can easily use IG @infokabarsalatiga.	0	37	23	43	25	3.44	High
Users can easily interact on IG @infokabarsalatiga (e.g., giving likes and comments).	0	46	24	32	26	3.30	Medium
Users can easily contact the admin of IG @infokabarsalatiga.	0	38	23	35	32	3.48	High
The manager of IG @infokabarsalatiga provides quick responses to users (e.g., promptly responding to user comments).	0	28	36	31	33	3.54	High
The manager of IG @infokabarsalatiga always strives to assist users.	0	42	15	42	29	3.45	High
<b>TOTAL</b>	<b>0</b>	<b>510</b>	<b>280</b>	<b>585</b>	<b>417</b>	<b>3.50</b>	<b>High</b>



#### 4.6 Descriptive Statistics of Variable Nature Towards Content

Referring to the table of descriptive statistics for the variable Nature of content, the most common response was "Agree," with a total of 1220 responses. The average score of respondent answers was 3.62, indicating that respondents perceived the Content Pillar to be in the "high" range. When distributed continuously, the variable can be distributed as follows:

**Table 10.** Descriptive statistics of Variable Nature Towards Content

Statement	SD (1)	DA (2)	N (3)	A (4)	SA (5)	Average	Description
I think using the IG @infokabarsalatiga service is something educational.	0	44	13	27	44	3.55	High
I think using the IG @infokabarsalatiga service is something entertaining.	0	24	9	39	57	4.02	High
I think using the IG @infokabarsalatiga service is something inspirational.	0	45	11	28	45	3.57	High
I think using the IG @infokabarsalatiga service is a good choice.	0	39	11	44	35	3.58	High
I think using the IG @infokabarsalatiga service is something enjoyable.	0	45	10	28	46	3.57	High
TOTAL	0	197	54	166	227	3.658	High

#### 4.7 Descriptive Statistics of Social Media Engagement Variable

Referring to the table of descriptive statistics for the Social Media Engagement variable, the most common response was "Strongly Agree," with a total of 298 responses. The average score of respondent answers was 3.565, indicating that respondents perceived the Content Pillar to be in the "High" range. However, the statement "I comment on posts on IG" received a "Medium" rating with a score of 3.18. When distributed continuously, the variable can be distributed as follows:

**Table 11.** Descriptive Statistics of Social Media Engagement Variable

Statement	SD (1)	DA (2)	N (3)	A (4)	SA (5)	Average	Description
I read the content posted on IG @infokabarsalatiga.	0	28	25	33	42	3.70	High

Statement	SD (1)	DA (2)	N (3)	A (4)	SA (5)	Average	Description
I watch the content posted on IG @infokabarsalatiga.	0	51	11	44	22	3.29	High
I click on the links of the content posted on IG @infokabarsalatiga.	0	45	11	31	41	3.53	High
I comment on the content posted on IG.	0	56	30	5	37	3.18	Medium
I share the content posted on IG.	0	55	9	11	53	3.48	High
I recommend IG @infokabarsalatiga.	0	50	10	38	30	3.38	High
I like the content on IG @infokabarsalatiga.	0	10	7	38	73	4.36	High
Total	0	295	103	200	298	3.56	High

#### 4.8 Mediation Analysis

Mediation analysis is a statistical analysis used to test whether a mediator variable mediates or explains the relationship between an independent variable and a dependent variable in research. Mediation occurs when the relationship between the independent variable and the dependent variable is explained by the presence of a mediator variable. A mediator is a variable that partially or fully explains the relationship between the independent variable and the dependent variable.

Mediation analysis:

**Table 12.** Mediation Effect Analysis (coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.130	1.083	1.968	.051	-.013	4.273		
	X_KK	.282	.054	.517	.000	.176	.388	.152	6.574
	M_SK	.488	.118	.405	4.122	.000	.254	.722	.152

a. Dependent Variable: Y\_ES

Description :

X\_KK : Variable (X) Social Media Content Quality

M\_SK : Variable (Mediating) Attitudes Towards Social Media Content

Y\_ES : Variable (Y) Social Media Engagement

Referring to the output of regression model 1, it is known that the significance values of both variables, X\_KK <0.001 and M\_SK <0.001, are less than 0.05. This result concludes that regression model 1, specifically variables X\_KK and M\_SK, significantly influence Y.

**Table 13.** Mediation Effect Analysis (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.904 <sup>a</sup>	.817	.814	2.516	.817	278.205	2	125	.000

a. Predictors: (Constant), M\_SK, X\_KK

The value of R square found in the Model Summary table is 0.817, indicating that the contribution or influence of X\_KK and M\_SK on Y is 81.7%.

#### 4.9 Hypothesis Testing

The first hypothesis, "Does Social Media Content Quality Influence Attitude Toward Social Media Content," can be observed through the Coefficient table where the value of e1 is 0.427, while the effect value of Content Quality on Attitude Toward Content is 0.921, as seen in the following table:

**Table 14.** Mediation Effect Analysis (Coefficient)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-2.197	.791		-2.778	.006	-3.763	-.632		
	X_KK	.417	.016	.921	26.501	.000	.386	.448	1.000	1.000

a. Dependent Variable: M\_SK

Based on this, it can be concluded that the first hypothesis is accepted.

The second hypothesis test, "Does Attitude Toward Social Media Content Influence Social Media Engagement," can be observed through the Coefficients table where the effect value of Attitude Toward Content on Social Media Engagement is 0.405, as seen in the following table

**Table 15.** Mediation Effect Analysis (Coefficient)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.130	1.083		1.968	.051	-.013	4.273		
	X_KK	.282	.054	.517	5.263	.000	.176	.388	.152	6.574
	M_SK	.488	.118	.405	4.122	.000	.254	.722	.152	6.574

a. Dependent Variable: Y\_ES

Based on this, it can be concluded that the second hypothesis is accepted.

The third hypothesis test, "Does Content Quality Influence Social Media Engagement," can be observed through the Coefficient table where the effect value of Content Quality on Social Media Engagement is 0.517, as seen in the following table:

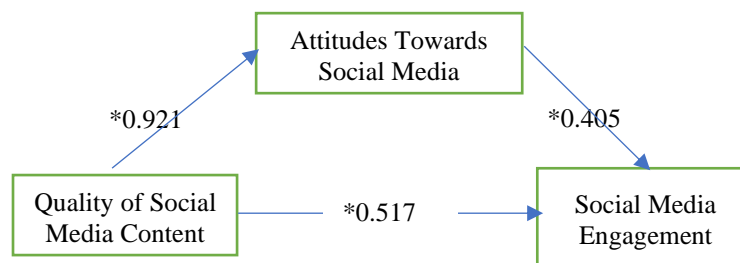
**Table 16.** Mediation Effect Analysis (Coefficient)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics		
	B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF	
1	(Constant)	2.130	1.083	1.968	.051	-.013	4.273			
	X_KK	.282	.054	.517	5.263	.000	.176	.388	.152	6.574
	M_SK	.488	.118	.405	4.122	.000	.254	.722	.152	6.574

a. Dependent Variable: Y\_ES

Based on this, it can be concluded that the third hypothesis is accepted.

Based on the findings above, the Total Effect for the fourth hypothesis can be described and calculated as follows:



**Fig. 2.** Mediation Effect Analysis

$$\begin{aligned}
 \text{Total Effect} &= \text{Direct Effect} + \text{Indirect Effect} \\
 &= 0.517 + (0.921 \times 0.405) \\
 &= 0.517 + 0.373 \\
 &= 0,89
 \end{aligned}$$

Based on the table above, it can be concluded that the direct influence of X\_KK on Y\_ES is 0.517. Meanwhile, the indirect influence through M\_SK is 0.373, and the total influence of X\_KK on Y is the direct influence plus the indirect influence, resulting in a total of 0.89. Based on these calculations, it is concluded that the indirect influence is smaller than the direct influence, indicating that X\_KK indirectly through M\_SK has a significant influence on Y, specifically 0.373. It can also be concluded that the fourth hypothesis is accepted. The results of the Sobel test can be seen in the following table:

**Table 17.** Sobel test

	Input		Test statistics :	Std. Error:	<i>p-value</i>
a	0.417	Sobel Test :	4.08449061	0.04982163	0.00004417
b	0.488	Aroian Test :	4.80156101	0.0498574	0.00004473
Sa	0.016	Goodman Test :	4.08742653	0.04978585	0.00004362
Sb	0.118	Resel all	Calculate		

Here is the hypothesis testing table after obtaining the p-value:

**Table 18.** Hypothesis Testing

Hypothesis	Result	Conclusion
H1: Social media content quality influences attitude toward content.	Significant (beta=0.921, $p<0.001$ )	Hypothesis is accepted
H2: Attitude toward social media content influences social media engagement.	Significant (beta=0.405, $p<0.001$ )	Hypothesis is accepted
H3: Content quality influences social media engagement.	Significant (beta=0.517, $p<0.001$ )	Hypothesis is accepted
H4: Attitude toward content mediates the relationship between content quality and social media engagement.	Significant (beta=0.89, $p<0.001$ )	Hypothesis is accepted

Based on the results of the measurement model and structural model testing, it is evident that content quality is a significant variable in attracting social media user engagement. Good content quality is more likely to capture users' interest and prompt interactions such as likes, comments, and shares [45]. Therefore, it is crucial for content creators or social media managers to pay attention to the quality of the content produced to enhance engagement and interactions on social media. The type of content is also important in improving content quality to achieve social media engagement [46]. Numerous previous studies have contributed knowledge to social media managers in enhancing content quality by understanding the types of content that attract users, although they do not specifically discuss which content pillars are preferred by users for the content they post. However, there is still a gap in understanding user preferences.

Understanding content pillars is crucial for social media managers so that the content presented aligns with user interests and ultimately achieves engagement goals [48]. This phenomenon can be observed from the social media account @infokabarsalatiga, where engagement from each post varies; certain types of posts receive higher engagement than others. This indicates that the managers of @infokabarsalatiga understand how to create quality content, but they may not fully grasp the specific types of content that attract interest and achieve high engagement from social media users.

## 5 Conclusion

Several conclusions can be drawn based on the results of testing the relationships between Content Quality, Attitude toward Content, and social media engagement. First, content quality positively influences social media engagement. This indicates that the effect of the content quality produced by the @infokabarsalatiga account is relevant to the social media engagement of Instagram users, especially its followers. This positive influence is likely because the managers of @infokabarsalatiga understand how to create quality content. Second, attitude toward content acts as a mediator between content quality and social media engagement. This shows that content quality can be crucial for users, as when users are interested in the content

posted on the @infokabarsalatiga account, they are motivated to respond positively by liking, commenting, and sharing the posts, thereby positively influencing and enhancing engagement on the @infokabarsalatiga account.

Specifically, based on the research findings, the content pillar that most influences engagement, especially on the Instagram social media account @infokabarsalatiga, is the entertainment content pillar, with an average response of 4.02, where 57 respondents answered "Strongly Agree". This is followed by the promotional content pillar with an average response of 3.58, where 44 respondents answered "Agree". Next are the interactional and inspirational content pillars with an average response of 3.57; 45 respondents agreed for the inspirational content pillar, and 46 respondents strongly agreed for the interactional content pillar. Lastly, the educational content pillar has the lowest average response of 3.55, with 44 respondents strongly agreeing.

### 5.1 Limitations of the Study and Future Research Agenda

1. This study has been undertaken and conducted based on scientific procedures; however, it still has limitations, particularly regarding factors influencing content quality on social media engagement. Future researchers may add other variables that are related to content quality and social media engagement.
2. This research was conducted on millennial respondents who are Instagram users and followers of the @infokabarsalatiga account as the study sample, which focuses on posting news about Salatiga and Ambarawa. Therefore, future research could be conducted on other types of Instagram accounts and different relevant respondent groups.
3. This research was conducted with 128 respondents, and increasing the sample size could enhance the generalizability of the research findings.

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