

ABSTRACT

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The Influence of Media Exposure and Content Quality of the Instagram Account @thanksinsomnia on Customer Loyalty (A Survey of Instagram Followers)

Keywords: Media Exposure, Content Quality, Customer Loyalty, Instagram, Uses and Gratifications.

(xiii + 73 + attachment)

This study examines the influence of media exposure and content quality of the Instagram account @thanksinsomnia on customer loyalty among its followers. The background of this research stems from the growing popularity of Instagram as a marketing tool for local fashion brands, including Thanksinsomnia, which actively uses visual content to maintain closeness with its customers. This study aims to identify and analyze the extent to which media exposure and content quality, both individually and jointly, affect customer loyalty toward the account. The research applies a quantitative approach through an explanatory survey method, grounded in the Uses and Gratifications theory, which emphasizes the active role of audiences in selecting and using media to fulfill their needs. The population consists of followers of the Instagram account @thanksinsomnia, with samples selected through purposive sampling based on specific criteria, such as being active Instagram users and having purchased Thanksinsomnia products. The findings show that media exposure has a positive influence on customer loyalty, reflected in respondents' habit of regularly viewing the account's posts. Content quality was also found to play a significant role, particularly in the timeliness of product information delivery, which respondents rated highly. Overall, both variables, whether examined separately or together, contribute meaningfully to shaping customer loyalty, together accounting for around 70.3% of the variation in customer loyalty, while the remaining portion is explained by other factors outside this study. These findings reinforce the assumptions of the Uses and Gratifications theory, suggesting that the fulfillment of cognitive motives and satisfaction from media use can foster audience dependency and loyalty toward the information sources they follow.

Bibliography (2016 – 2025)