

FP-MCI-012-ID026

The Effectiveness of Instagram Use in Florist Marketing

Geraldo Herawan ¹, Suharno ² and Nafis Khuriyati ^{2,*}

¹ Alumni of Agro-industrial Technology Department, Faculty of Agricultural Technology, UGM Yogyakarta; geraldherawanf@gmail.com

² Lecturer of Agro-industrial Technology Department, Faculty of Agricultural Technology UGM Yogyakarta; suharno@ugm.ac.id; nafis.khuriyati@ugm.ac.id

* Correspondence: suharno@ugm.ac.id ; Tel.: +62-815-793-8741

Received: 9 July 2018; Accepted: 25 August 2019; Published: 6 January 2020

Abstract: Instagram is increasingly used by entrepreneurs to market their products. Some flower shops in Yogyakarta have used Instagram to market their products. The effectiveness of Instagram use in marketing has not been much known, so it is necessary to do research to know the effectiveness of Instagram in florist marketing. This study also measures the level of customer satisfaction based on 7P variables. This research positions Atelier Hanabira as the main object, followed by Floweridea and Mekar Florist. This study was conducted with a survey of 241 respondents to measure the effectiveness of Instagram and 255 respondents to measure the level of customer satisfaction. The sampling technique used is purposive sampling. Instagram's effectiveness as a marketing medium uses Customer Response Index (CRI) method and measurement of consumer satisfaction level using Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results showed that the measurement of CRI Instagram on Atelier Hanabira was quite effective. While the CRI measurements on Floweridea and Mekar Florist are not effective. The value of CSI Atelier Hanabira is 72%, this value belongs to the "satisfied" category. There are 5 variables in the first quadrant of IPA diagram that need to be considered.

Keywords: Florist; Effectiveness; Instagram; Consumer satisfaction; AISAS; CRI; CSI; IPA

1. Introduction

Internet technology is growing rapidly in helping people's daily lives. Sellers and buyers use online applications to offer and shop goods. The purchase process is made easy by the availability of social media applications such as Instagram and Facebook. Digital communication using the internet and social media makes it very easy for customers to get information on the marketed products. Content facilities and conversations on social media are useful as communication media in various marketing activities. There are 700 million Instagram users, around 60 million photos are shared every day and reach 1.6 billion users like [1]. Instagram has great capabilities that can be used by companies to introduce their products to customers. One of Instagram's business users is the cut flower business and flower arrangement services. The development of cut flower business is related to the consumer mindset about beauty and aesthetics. When consumers type "florist Jogja" on the Instagram Search menu, consumers can find around 50 florist accounts in Yogyakarta. Atelier Hanabira is a florist located in Yogyakarta. Atelier Hanabira relies on Instagram for marketing activities and a means to introduce products to the public. This research put Atelier Hanabira as the main object, Floweridea and Mekar Florist as a comparison. These three florists have similarities in managing customers with Instagram. Atelier Hanabira and Floweridea have implemented the Instagram Business while Mekar Florist hasn't. The AISAS concept (Attention-Interest-Search-Action-Sharing) was successfully used to determine the effectiveness of Line as a medium to convey messages in the campaign [2]. The AISAS concept was used to determine the effectiveness of advertisements (promotions) and Line Shopping. The results

showed that the Customer Response Index (CRI) with the AISAS concept was claimed quite effective [3]. Thus, this study was conducted to determine the effectiveness of the use of Instagram as a florist marketing medium by using the Customer Response Index (CRI) method with the AISAS concept. Consumers will make positive recommendations when they are satisfied with the products and services they receive [4]. Therefore, analysis of customer satisfaction needs to be done to determine the level of customer satisfaction and to find out which variables have high priority for improving performance. Customer satisfaction is a function of product performance and consumer expectations. If product performance meets expectations, consumers will be satisfied. Satisfied consumers might repurchase and recommend these products to other consumers. So, it is important to measure the level of customer satisfaction using Instagram as a florist marketing medium. This study aims to (1) measure the effectiveness of Instagram usage as a marketing medium; (2) measure the level of customer satisfaction based on 7P variables (product, price, place, promotion, people, process, and physical evidence).

The florist business is promising and has good business prospects. Florist is a term used to describe the flower trade professionally including flower care and flower arrangement [5]. Social media is becoming popular because people can connect with each other in a variety of Interests including business activities. One most used popular social media is Instagram. Instagram provides space for users to present themselves and communicate to the public using photos and videos, assisted by text to write [6]. Effectiveness is basically related to output, namely the goals or objectives to be achieved [7]. Durianto, et al (2003) say that effective advertising makes the message delivered easy to digest and understand. Consumer satisfaction can be known after consumers use products and services. Customer satisfaction is evaluation after comparing what consumers feel with their expectations. Consumer satisfaction is what is felt for the use of products and services, the same or exceeds expectations [8]. Customer satisfaction is a function of views about product performance and consumer expectations. If performance meets expectations, then consumers will be satisfied. Satisfied consumers have the potential to make repeat purchases and recommend others to buy products [4].

Dentsu (2004) explains the use of a new consumer behavior model, namely AISAS (Attention, Interest, Search, Action, and Share). AISAS is the process of a consumer paying Attention to a product (Attention) and an Interest (Interest) arises from the product. Then collect all kinds of information (Search) about the product. After that, consumers make an assessment based on the information previously collected. If consumers are Interested in buying after Searching, the consumer will make a purchase. After the purchase process, consumers will deliver information to others by sending comments and talking in cyberspace (sharing) [9]. AISAS modeling is a nonlinear modeling that can be seen in Figure 1. With the existence of AISAS, companies are advised not to rely on advertising only but also to maintain the relationship between consumers and companies.

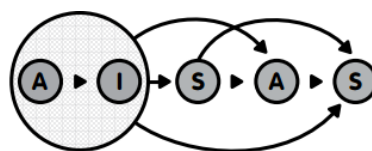


Figure 1. AISAS Model

2. Materials and Methods

This research used three florist companies Atelier Hanabira, Floweridea, and Mekar Florist where they all are located at Yogyakarta. All related data were collected from observation, interviews, and questionnaires. Respondents are those who have interacted with the three florists.

Customer Response Index (CRI). CRI is a tool to measure the effectiveness of communication carried out by advertisers. This CRI is the result of a link between awareness (awareness), comprehend (consumer understanding), Interest (Interest), intentions (intent to buy), and Action (purchase Action). CRI displays the purchasing process that starts from the emergence of consumer awareness, until finally consumers make purchase Actions (Durianto, 2003). The CRI model shown in Figure 2.

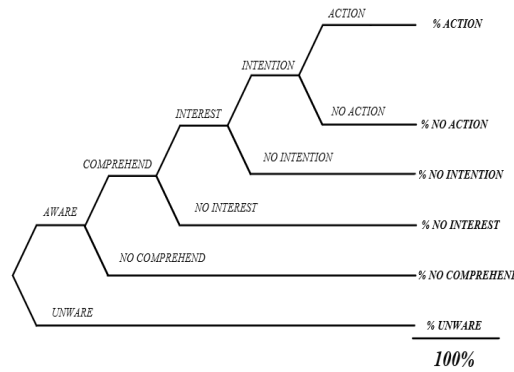


Figure 2. CRI Model

2.1. Importance Performance Analysis (IPA).

IPA can be used to analyze customer satisfaction [10]. This method measures the level of customer Interest in relation to what should be done by the company in order to produce high quality products or services. IPA combines measurement of importance and satisfaction levels in two-dimensional graphs. This IPA graph is divided into four quadrants as seen in Figure 3.

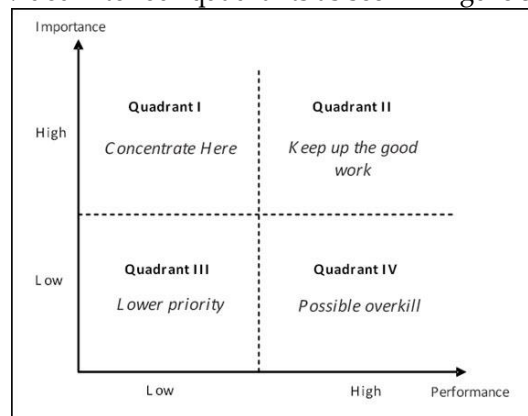


Figure 3. Importance Performance Analysis (IPA)

Quadrant I shows the factors that are considered to have a high level of importance but these factors still cannot satisfy customers. Quadrant II shows the elements of the product or service that the company has successfully carried out. Factors in this area are considered very important and very satisfying to customers. Quadrant III shows the factors that are considered less important to the customer and the implementation is normal. Quadrant IV shows the factors that affect customers are less important but the implementation is excessive.

Customer Satisfaction Index (CSI). CSI analysis is used to determine the level of overall customer satisfaction by considering the level of importance and level of performance of the quality of the attributes of the goods or services tested. Steps below are used in the CSI analysis:

1. Mean Importance Score (MIS) and Mean Satisfaction Score (MSS), Equation 1.

$$MIS = \frac{\sum_{i=1}^n Y_i}{n} \quad \text{and} \quad MSS = \frac{\sum_{i=1}^n X_i}{n} \tag{1}$$

Where:

Y_i = Value of Interest Attribute to i^{th}

X_i = Value of Attribute Performance to i^{th}

N = Number of Respondents

2. Weighting Factor (WF), Equation 2.

$$WF = \frac{MIS_i}{Total\ MIS_i} \times 100\% \quad (2)$$

Where:

WF = Weighting Factors

MIS = Mean Important Score

i = Attribute to ith

3. Weighted Score (WS), Equation 3.

$$WS = MSS \times WF \quad (3)$$

Where:

WS = Weighted Score

WF = Weighting Factors

MSS = Mean Satisfaction Score

4. Customer Satisfaction Index (CSI).

CSI value in the form of a percentage that measures the level of customer satisfaction at Atelier Hanabira. Determination of satisfaction by matching the CSI value with the criteria as shown in Table 1. CSI is calculated using Equation 4:

$$CSI = \frac{\sum_{i=1}^p WS_i}{HS} \times 100\% \quad (4)$$

Where:

CSI = Customer Satisfaction Index

WS = Weighted Score

HS = Highest Score

Table 1. Customer Satisfaction Index (CSI) Criteria

Index Value (%)	Customer Satisfaction Index Criteria
81,00 – 100,00	Very satisfied
66,00 – 80,99	Satisfied
51,00 – 65,99	Quite satisfied
35,00 – 50,99	Less satisfied
0,00 – 34,99	Not satisfied

This study used Atelier Hanabira as the main object, while Floweridea and Mekar Florist were the comparison objects. This study includes observation, interviews with owners, questionnaires distribution for customers, and data analysis. The population used were consumers who knew Atelier Hanabira, Floweridea, and Mekar Florist from Instagram. Purposive sampling was used where the number of consumers who know the three florists was uncertain. The measurement of the sample size follows author [11] with the appropriate sample size (observation data) between 100-200 respondents, Equation 5.

$$n = 5 \times N \text{ to } 10 \times N \quad (5)$$

Where:

n = Number of samples

N = Number of variables

Variables used were 13 for measuring effectiveness of Instagram usage and 27 for measuring customer satisfaction. Thus, a decent sample size based on the criteria follows Equations 6 and 7:

$$n = 5 \times 13 \text{ to } 10 \times 13 = 65 \text{ to } 130 \quad (6)$$

$$n = 5 \times 27 \text{ to } 10 \times 27 = 135 \text{ to } 270 \tag{7}$$

The number of 65 respondents for the effectiveness of Instagram and 135 respondents for the level of satisfaction were considered sufficient. The use of these 13 variables is based on 5 main AISAS variables (3 Attention, 4 Interests, 2 Searches, 2 Actions, and 2 Shares) and 27 variables based on 7 main variables 7P (8 products, 3 prices, 3 promotions, 2 places, 5 people, 5 process, 1 physical evidence).

Calculation of the effectiveness of Instagram social media for marketing Atelier Hanabira using a modified CRI. It consists of awareness (awareness), comprehend (understanding of consumers), Interest (Interest), intentions (intentions to buy), and Actions (purchase Actions) that are modified to AISAS consisting of Attention, Interest, Search, Action, Share. Modified CRI was used because social media is interpersonal which will be effective when customer willing to Share [2].

The AISAS concept is not linear that can be modified into 4 models: CRI AISAS (Attention–Interest–Search–Action–Share), CRI AISS (Attention–Interest–Search–Share), CRI AISA (Attention–Interest–Search–Action), and CRI AIS (Attention–Interest–Share), shown in Figure 4.

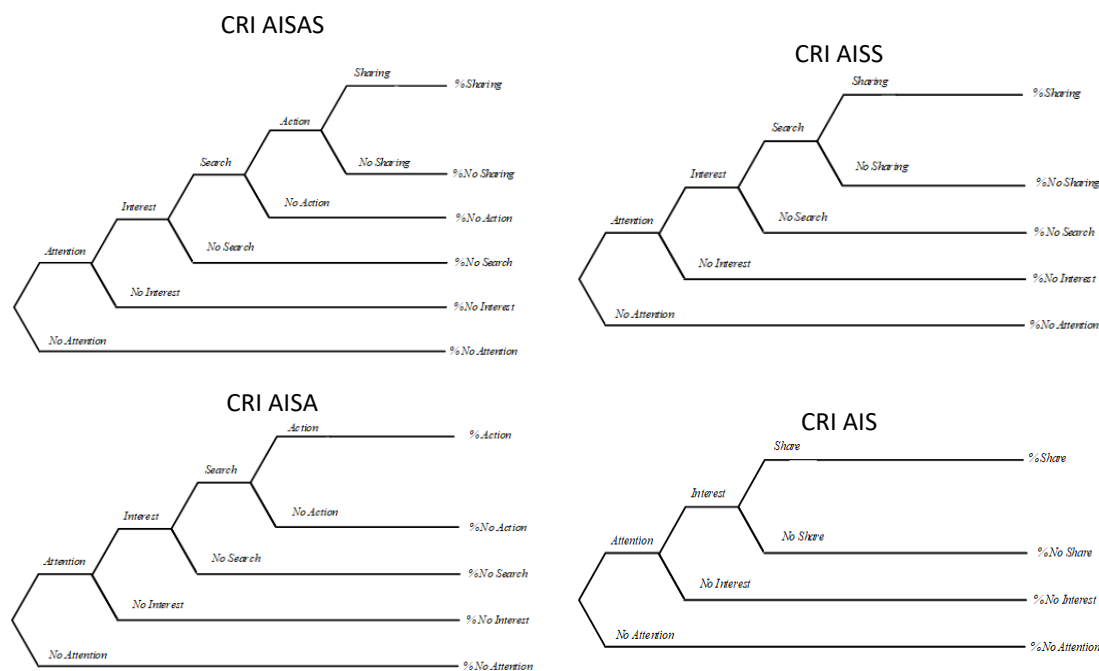


Figure 4. Four CRI AISAS Models

Formula to calculate CRI (Durianto, 2003):

$$\text{AISAS CRI} = \text{Attention} \times \text{Interest} \times \text{Search} \times \text{Action} \times \text{Share}$$

$$\text{CRI AISS} = \text{Attention} \times \text{Interest} \times \text{Search} \times \text{Share}$$

$$\text{CRI AISA} = \text{Attention} \times \text{Interest} \times \text{Action} \times \text{Share}$$

$$\text{CRI AIS} = \text{Attention} \times \text{Interest} \times \text{Share}$$

3. Results and Discussion

3.1. Industrial Profile

Atelier Hanabira is one of the florists in Yogyakarta that has used Instagram as their marketing medium since the company was founded. In the first six months, they only rely on online sales, then they open their offline store. Atelier Hanabira's expertise not only arranges flowers on media buckets but also on various other media such as flower crowns, flower boxes, flower frames, flower jar, artificial flowers, decorations for weddings, and wedding equipment. The segmentation of Atelier Hanabira is middle to upper class society. The target market for this business is young people, especially college

students and socialites. Atelier Hanabira positioned itself as a flower design studio located in Yogyakarta.

3.2. CRI at Atelier Hanabira

Before calculating CRI at Atelier Hanabira, it is necessary to know the customer's response from the results of the questionnaire as in Table 2.

Table 2. Customer Response Atelier Hanabira

No.	Variable	Customer Response	Portion of Customer Response
1	Attention	Attention	96.92%
		No Attention	3.08%
2	Interest	Interest	93.85%
		No Interest	6.15%
3	Search	Search	70.77%
		No Search	29.23%
4	Action	Action	65.00%
		No Action	35.00%
5	Share	Share	66.92%
		No Share	33.08%

Based on the data in Table 2, the calculations are continued to obtain CRI_AISAS, CRI_AISS, CRI_AISA, and CRI_AIS

3.2.1. CRI_AISAS

In addition to calculating the final results of the model, the percentage of consumers who reach the Action stage through the stages of Attention, Interest and Search will also calculate the percentage of consumer number who have No Action, No Search, no Interest, and no Attention. CRI_AISAS calculation results can be seen in Table 3.

Table 3. CRI Calculation for AISAS Model at Atelier Hanabira

No.	Variable	Formula	Calculation	Result
1	AISA	Attention x Interest x Search x Action	96.92% x 93.85% x 70.77% x 65%	41.84%
2	No Action	Attention x Interest x Search x No Action	96.92% x 93.85% x 70.77% x 35%	22.53%
3	No Search	Attention x Interest x No Search	96.92% x 93.85% x 29.23%	26.59%
4	No Interest	Attention x No Interest	96.92% x 6.15%	5.96%
5	No Attention	No Attention	3.08%	3.08%

After the above calculation is complete, the calculation results are included in the CRI model structure. The structure of the CRI AISAS model can be seen in Figure 5.

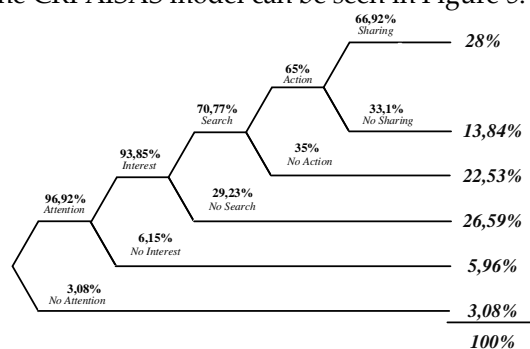


Figure 5. CRI AISAS Model at Atelier Hanabira

3.2.2. CRI_AISS

In addition to calculating the final model results, the percentage of consumers who reach the stage of sharing through the stages of Attention, Interest, and Search, will also calculate the percentage of consumers who have No Action, No Search, no Interest, and no Attention. The calculation results are included in the CRI model structure that can be seen in Figure 6.

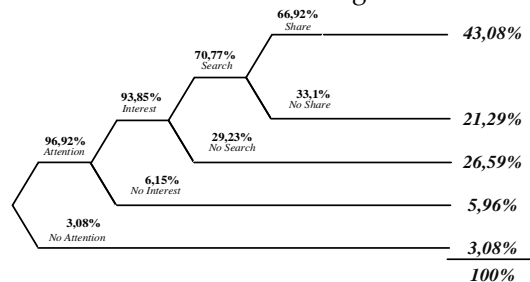


Figure 6. CRI AISS Model at Atelier Hanabira

3.2.3. CRI_AISA

Final results of the model, the percentage of consumers who reach the Action stage through the stages of Attention, Interest, and Search. The percentage of consumers with No Action, No Search, no Interest, and no Attention. The calculation results then are included in the CRI model structure shown in Figure 7.

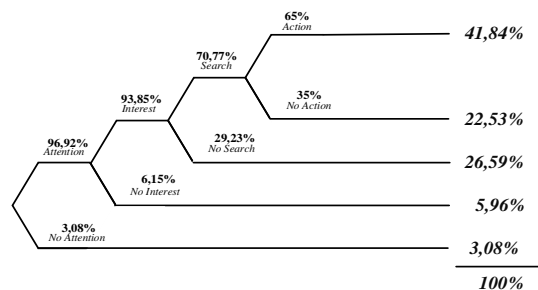


Figure 7. CRI AISA Model on Atelier Hanabira

3.2.4. CRI_AIS

In addition to calculating the final model results, the percentage of consumers who reach the stage of sharing through the stages of Attention, Interest, will also calculate the percentage of consumers who no Share, no Interest, and no Attention. The calculation results are included in the CRI model structure as shown in Figure 8.

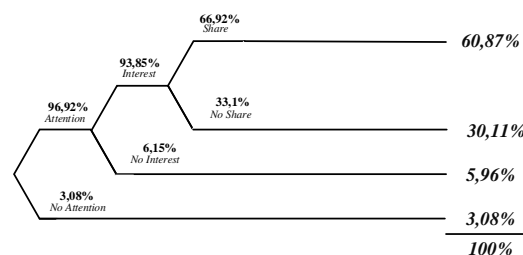


Figure 8. CRI AIS Model on Atelier Hanabira

This research aims to find out the effectiveness of Instagram use as a marketing tool for florist products. It was found that the use of Instagram for florist marketing "Atelier Hanabira" was quite

effective on AISAS, AISS, AISA, and AIS. The percentage of respondents in each model were higher than the no Attention, no Interest, No Search, No Action, and no Share that can be seen in Table 7.

Table 7. CRI-AISAS Measurement Results at Atelier Hanabira

	AISAS	AISA	AISS	AIS
	28%	41.84%	43.08%	60.87%
	Higher than			
No Share	13.84%		21,29%	30,11%
No Action	22.53%	22.53%		
No Search	26.59%	26,59%	26,59%	
No Interest	5.96%	5,96%	5,96%	5,96%
No Attention	3.08%	3,08%	3,08%	3,08%

In the measurements of CRI_AISAS (Attention–Interest–Search–Action–Share), the respondents who reached the Share by Action and Search first of 28.00%, there are still 72.00% respondents who were still able to achieve or who have not Share yet. At CRI_AISA (Attention–Interest–Search–Action), the respondents who reached the Action stage through the Search phase without the Share of 41.84%, there are still 58.16% respondents who can still be achieved or who have not yet done Search. At CRI_AISS (Attention–Interest–Search–Share), the respondents are up to the Share without doing the Action but doing a Search of 43.08%, there are still 56.92% respondents who are still able to achieve or who have yet to Share though an Action . In CRI_AIS, the respondents who only reached the Share without going through the Action and Share of 60.87%, there are still 39.13% respondents who are still able to achieve or who have not yet Share without doing Action and Search. These data show that the use of Instagram as a marketing medium is effective as explained above but the results can still be maximized to see the results of the number of respondents that can still be achieved from every calculation of CRIS AISAS, AISA, AISS, and AIS.

Table 2 shows that the lowest AISAS stage is at the Action stage of 65% and Share of 66.92%. Atelier Hanabira is expected to improve the quality of the product and can adjust the development of consumer desires, so that more consumers make purchases and make recommendations to other potential customers. In addition to improving quality, Atelier Hanabira is expected to maintain the quality and quantity of each product offered. Catalog content with the product produced must be appropriate. While the highest stage is 96.92%, this shows that the Atelier Hanabira Instagram account page and the products offered have attracted the Attention of potential customers. In addition to improving quality, Atelier Hanabira is expected to maintain the quality and quantity of each product offered. Catalog content with the product produced must be appropriate. While the highest achievement was 96.92%, this shows that the Atelier Hanabira Instagram account page and the products offered attract many potential customers.

Before calculating CRI AISAS at Floweridea and Mekar Florist, it was necessary to know the customer response from the results of the questionnaire as summarized in Table 8.

Table 8. Floweridea and Mekar Florist Customer Response (CR)

No	Variable	Customer Response	Floweridea CR Portion	Mekar Florist CR Portion
1	Attention	Attention	89.16%	80.36%
		No Attention	10.84%	19.64%
2	Interest	Interest	90.96%	83.93%
		No Interest	9.04%	16.07%
3	Search	Search	62.65%	66.07%
		No Search	37.35%	33.93%
4	Action	Action	59.64%	55.36%
		No Action	40.36%	44.64%
5	Share	Share	51.20%	73.21%

No Share	48.80%	26.79%
----------	--------	--------

After calculating the respondents of Floweridea and Mekar Florist customers, CRI AISAS, AISA, AISS, and AIS were calculated as in the CRI calculation at Atelier Hanabira. The results of these calculations show that the effectiveness of Instagram use on Floweridea and Mekar Florist were not effective as shown in Table 9 for Floweridea and Table 10 for Mekar Florist.

Table 9. The results of the AISAS CRI Measurement Model at Floweridea

	AISAS	AISA	AISS	AIS
	15.52%	30.30%	26.02%	41.53%
	Lower	Higher	Lower	Higher
No Share	14.79%		24.79%	39.57%
No Action	20.51%	20.51%		
No Search	30.29%	30.29%	30.29%	
No Interest	8.06%	8.06%	8.06%	8.06%
No Attention	10.64%	10.84%	10.84%	10.84%

Data shows that Instagram use at Floweridea was ineffective, CRI's calculation for AISAS, CRI AISAS (15.52%) has a lower percentage of "No Action" (20.51%) and "No Search" (30.29%) and CRI AISS (24.79%) also has a lower percentage of "No Search" (30.29%). The ineffective CRI is CRI AISAS (Attention–Interest–Search–Action–Share) because the CRI AISAS value is lower than the "No Action" and "No Search".

Table 10. The results of the AISAS CRI Measurement Model at Mekar Florist

	AISAS	AISA	AISS	AIS
	18.06%	24.67%	32.62%	41.53%
	Lower	Higher	Higher	Higher
No Share	6.61%		32.2%	49.38%
No Action	19.89%	19.89%		
No Search	22.88%	22.88%	22.88%	
No Interest	12.91%	12.91%	12.91%	12.91%
No Attention	19.64%	19.64%	19.64%	19.64%

The use of Instagram at Mekar Florist and Floweridea was not so effective where CRI AISAS was 18.06% lower than the "No Action" (19.89%), "No Search" (22.88%), and "no Attention" (19.64%). The CRI AISAS (Attention–Interest–Search–Action–Share) on Atelier Hanabira was quite effective as shown in Table 7, while in Floweridea and Mekar Florist seems ineffective (Table 9 and Table 10). The effective "CRI AISAS" measurement indicates that there were consumers who aware of the existence of a product, who were Interested in the product, then find out more information about the product, then make a purchase, and finally they made recommendations to other potential customers. Instagram usage at Atelier Hanabira was quite effective for marketing tool where 52% of respondents knew Atelier Hanabira through Instagram social media. While at Floweridea 47% of respondents knew that Floweridea from Instagram social media and Mekar Florist was 36%. Atelier Hanabira was more sought after and recommended by consumers because the appearance and photos posted on Instagram are more attractive and have more variety of flower arrangements.

After measuring the level of effectiveness of Instagram use at Atelier Hanabira, then measured the level of customer satisfaction for Atelier Hanabira. Measurement of customer satisfaction was carried out to support the level of effectiveness of Instagram use. Satisfied consumers will share to other potential customers. Analysis of Customer Satisfaction Index (CSI) was used to measure the level of customer satisfaction with the product. CSI results in the form of percentage of customer satisfaction obtained after calculating the average level of expectations and reality, weighting factor, and weighting

score. Consumer satisfaction questionnaires used 7P variables (product, price, promo, place, people, process, and physical evidence). A summary of the results of CSI's analysis on Atelier Hanabira can be seen in Table 11.

Table 11. CSI Overall

No	Variable	MIS	MSS	WF	WS	CSI overall
1	Product 1	4.13	3.68	3.85%	0.14	
2	Product 2	4.11	3.64	3.82%	0.14	
3	Product 3	4.09	3.51	3.81%	0.13	
4	P1 Product 4	4.25	4.01	3.96%	0.16	
5	Product 5	4.15	3.55	3.87%	0.14	
6	Product 6	4.26	4.14	3.97%	0.16	
7	Product 7	3.93	3.01	3.66%	0.11	
8	Product 8	4.11	3.87	3.83%	0.15	
9	Price 1	4.02	3.67	3.75%	0.14	
10	P2 Price 2	3.96	3.71	3.69%	0.14	
11	Price 3	3.80	3.34	3.54%	0.12	
12	Promotion 1	4.14	4.06	3.85%	0.16	
13	P3 Promotion 2	3.75	3.06	3.49%	0.11	
14	Promotion 3	3.92	3.43	3.65%	0.13	72.02%
15	P4 Place 1	3.89	3.69	3.62%	0.13	
16	Place 2	3.62	2.71	3.37%	0.09	
17	People 1	3.93	3.58	3.66%	0.13	
18	People 2	3.84	3.34	3.57%	0.12	
19	P5 People 3	3.97	3.75	3.70%	0.14	
20	People 4	3.82	3.49	3.55%	0.12	
21	People 5	3.93	3.70	3.66%	0.14	
22	Process 1	3.93	3.61	3.66%	0.13	
23	Process 2	4.09	3.91	3.81%	0.15	
24	P6 Process 3	4.05	3.85	3.77%	0.15	
25	Process 4	3.98	3.85	3.71%	0.14	
26	Process 5	4.04	3.82	3.77%	0.14	
27	P7 Physical Evidence	3.66	2.94	3.41%	0.10	
	Total	107.35	96.92	100%	3.60	

$$CSI = \frac{\sum_{i=1}^p WS_i}{HS} \times 100\% = \frac{3,60}{5} \times 100\% = 72,02\% \tag{8}$$

CSI value obtained from dividing the total weighting score with the maximum scale used in this study is 5. In Table 11, the total value of WS is 3.60 and the maximum scale is 5, so that CSI is 72.02%. Based on Table 1 about the CSI criteria that CSI is 72.02% into the "satisfied" category. So, it can be interpreted that consumers have felt satisfied overall with Atelier Hanabira. Product, price, promotion, place, people, process, and physical evidence have given satisfaction so that the variables are in accordance with the expectations of consumers. Variable Physical Evidence is a variable that is categorized as quite satisfied, giving information that the convenience of waiting for customers at Atelier Hanabira needs to be improved.

Importance Performance Analysis (IPA) method was used to measure the level of customer satisfaction by measuring the variables of the level of consumer expectations and the level of performance. The results of the IPA measurement shown in Table 12.

Table 12. Summary of IPA Measurement Results

No	Variable	Sum		Average		
		Expectation	Performance	Expectation	Performance	
1	Product 1	1053	938	4.13	3.68	
2	Product 2	1047	929	4.11	3.64	
3	Product 3	1042	895	4.09	3.51	
4	P1	Product 4	1084	1023	4.25	4.01
5		Product 5	1058	904	4.15	3.55
6		Product 6	1086	1056	4.26	4.14
7		Product 7	1002	768	3.93	3.01
8		Product 8	1048	986	4.11	3.87
9	P2	Price 1	1026	936	4.02	3.67
10		Price 2	1009	945	3.96	3.71
11		Price 3	968	852	3.80	3.34
12	P3	Promo 1	1055	1035	4.14	4.06
13		Promo 2	955	781	3.75	3.06
14		Promo 3	999	875	3.92	3.43
14	P4	Place 1	992	942	3.89	3.69
16		Place 2	922	691	3.62	2.71
17	P5	People 1	1003	914	3.93	3.58
18		People 2	978	852	3.84	3.34
19		People 3	1013	955	3.97	3.75
20		People 4	973	889	3.82	3.49
21		People 5	1003	943	3.93	3.70
22	P6	Process 1	1002	920	3.93	3.61
23		Process 2	1043	998	4.09	3.91
24		Process 3	1033	982	4.05	3.85
25		Process 4	1015	983	3.98	3.85
26		Process 5	1031	974	4.04	3.82
27	P7	Physical Evidence	934	794	3.66	2.94
Total		27374	24715	107.35	96.92	

IPA Cartesian Diagram has the X axis and Y axis perpendicular to each other and has four areas: quadrant I, quadrant II, quadrant III, and quadrant IV. The X axis represents the average level of expectation and the Y axis represents the average level of performance. The average value of the level of expectations and the level of performance are used to determine the center line of the IPA Cartesian diagram as shown in Figure 9.

$$\begin{aligned} \sum \bar{x}_i &= 96,92 \\ \bar{X} &= \frac{\sum_{i=1}^n \bar{X}_i}{k} \\ \bar{X} &= \frac{96,92}{27} \\ \bar{X} &= 3,59 \end{aligned} \tag{9}$$

$$\begin{aligned} \sum \bar{y}_i &= 107,35 \\ \bar{Y} &= \frac{\sum_{i=1}^n \bar{Y}_i}{k} \\ \bar{Y} &= \frac{107,35}{27} \\ \bar{Y} &= 3,96 \end{aligned} \tag{10}$$

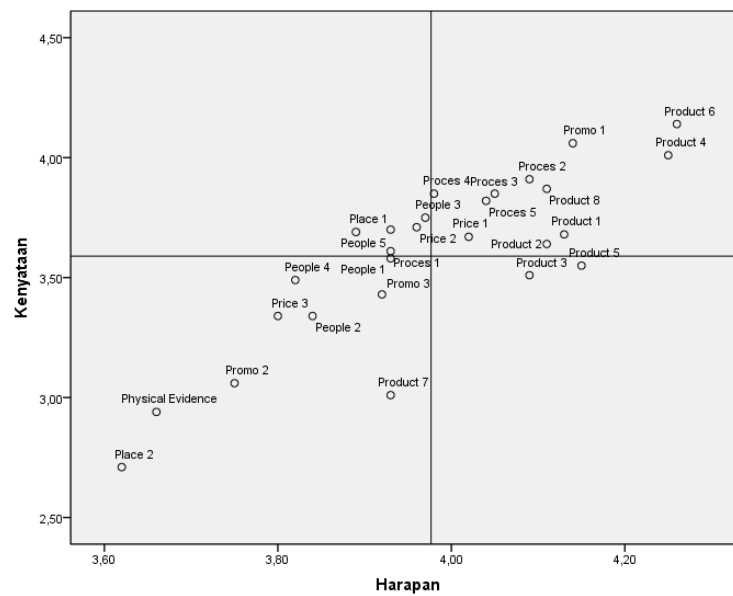


Figure 9. Importance Performance Analysis (IPA) Cartesian Diagram

Quadrant I contains variables that are important for customers but have not fulfill customer expectations yet (*Price 2; Place 1; People 3; People 5 and Process 1*). **Quadrant II** contains variables that are important for customers and have met customer expectations (*Product 1; Product 2; Product 4; Product 6; Product 8; Price 1; Promotion 1; Process 2; Process 3; Process 4 and Process 5*). **Quadrant III** contains variables that are less important for customers and their performance were not too special (*Product 7; Price 3; Promotion 2; Promotion 3; Place 2; People 1; People 2; People 4 and the outlet of Atelier Hanabira is comfortable to wait*). **Quadrant IV** contains variables that are less important for customers and their performance were too excessive (*Product 3 and Product 5*).

4. Conclusions

Based on the research results it can be concluded. **First**, Instagram use at Atelier Hanabira was most effective compared to the use of it at Floweridea and Mekar Florist. CSI value at Atelier Hanabira was 72.02% that can be categorized as "Satisfied" as in the range of 66.00% - 80.99%. **Second**, five attributes that need to be improved by Atelier Hanabira are product prices, store locations, employee professionalism, patience in service, time to complete orders.

References

1. Dewaweb. 2018. 12 Tips dan Strategi Marketing Instagram Untuk Bisnis Anda. <https://www.dewaweb.com/blog/tips-dan-strategi-marketing-instagram-untuk-bisnis-anda>. Date 10 April 2018 time 21.00.
2. Faroktarina, F. Anastasia. 2014. "Line Sebagai Media Penyampai Pesan (Studi Deskriptif Mengenai Efektivitas Jejaring Sosial Line sebagai Media Penyampaian Pesan Kampanye WWF "Tiggy Tiger" Berdasarkan Perhitungan Customer Response Index pada Pengguna Line". Skripsi. Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Atmajaya Yogyakarta.
3. Praja, Arya Widya. 2015. "Analisis Persentase Efektivitas Iklan (Promosi) dan Efektivitas Line Shopping Menggunakan Metode Customer Response Index (CRI). Skripsi. Fakultas Ekonomi dan Bisnis. Universitas Telkom Bandung.
4. Kotler, Philip. dan Armstrong, G. 2008. Manajemen Pemasaran. Jakarta: PT Gramedia Pustaka Utama.
5. Puspitasari, Ratna. 2015. "Analisis Kelayakan Usaha Bunga Rangkaian (Florist) Pada Jelita Florist di kota Bekasi". Skripsi. Departemen Agribisnis, Fakultas Ekonomi dan Manajemen, Institute Pertanian Bogor.
6. Ramadhanti, Tatia Ridho. 2016. Fenomena Pemanfaatan Instagram Sebagai Media Personal Branding. Skripsi. Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Diponegoro.
7. Mardiasmo. 2009. Akuntansi Sektor Publik. Andi. Yogyakarta.

8. Yamit, Z. 2015. *Manajemen Kualitas Produk dan Jasa-Edisi I*. Yogyakarta.
9. Sugiyama, Kotaro, Tim Andree. 2010. *The Denstu Way*. McGraw-Hill.
10. Rangkuti, Freddy. 2006. *Measuring Customer Satisfaction*. Jakarta: PT. Gramedia Pustaka Utama
11. Hair, J.R., Anderson, R.E., Tatham, R.L., Black W.C. 2006. *Multivariate Data Analysis 3th Edition*. New York: Macmillan Publishing Company.



© 2018 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).