



The Influence of Tailor Communication Style and Clarity of Instagram Content @jahitkebaya_bdl on Customer Loyalty

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Abstract: *This study aims to analyze the influence of tailor communication style and Instagram content clarity on customer loyalty toward the @jahitkebaya_bdl account. Instagram has become a primary platform for digital marketing strategies, especially for small and medium enterprises like @jahitkebaya_bdl. In maintaining and increasing customer loyalty, two key factors examined in this research are the way tailors communicate with customers and the clarity of information conveyed through digital content on Instagram. This research employs a quantitative approach using a survey method through questionnaires distributed to Instagram followers of @jahitkebaya_bdl who have used its services more than twice. Data analysis is conducted using multiple linear regression to assess the relationship between the independent variables (communication style and content clarity) and the dependent variable (customer loyalty). The findings indicate that the tailor's communication style significantly affects customer loyalty, particularly in terms of responsiveness, discussion ability, and professionalism. Content clarity on Instagram also plays a crucial role, as engaging visuals, easily understandable information, and transparency in pricing and ordering procedures enhance customer attachment to the brand. These findings contribute to digital marketing communication strategies, particularly in enhancing customer loyalty through optimized direct interactions and informative social media content.*

Keywords: *Communication style, content clarity, customer loyalty, digital marketing, Instagram.*

Introduction

The widespread use of Instagram as a marketing tool has led many businesses to develop Instagram accounts to boost sales. One example is @jahitkebaya_bdl, a business owner in Bandar Lampung. A pioneer of the "fast" kebaya sewing service in Bandar Lampung, Jahitkebaya_bdl began its business journey in 2017. Starting with the @lampungsfs business community in Bandar Lampung in 2017, Jahitkebaya_bdl gained its first 10,000 followers in 2018 and decided to pursue its business independently. After nearly six years of implementing independent marketing techniques on Instagram, @jahitkebaya_bdl now has 44.7,000 followers. @jahitkebaya_bdl's success in growing and maintaining sales through social media has undoubtedly been a rollercoaster ride. According to cnbcindonesia.com, the COVID-19 pandemic has caused 30 million MSMEs in Indonesia to close down. According to databoks.katadata.co.id, the number of marriages in Indonesia declined drastically in 2020. The Central Statistics Agency (BPS) recorded 1.79

million marriages last year, a 9.14% decrease compared to 1.97 million in 2019. This figure is also the lowest in the past five years.

However, @jahitkebaya_bdl managed to survive and survive the COVID-19 pandemic. The end of COVID-19 became @jahitkebaya_bdl's highest income due to the large number of weddings and other events that took place after the COVID-19 pandemic was postponed. By uploading content about sewing results and testimonials from customers, @jahitkebaya_bdl is a way to attract customers. Most of the customers for @jahitkebaya_bdl services come from Instagram and the rest are repeat customers (offline). The activity of the @jahitkebaya_bdl Instagram account is currently evidenced by the increasing number of followers every year. However, income from year to year also experiences quite significant changes. Based on the results of research with the owner of @jahitkebaya_bdl, graphic data was obtained showing an increase in turnover every year, starting from 2020 (the COVID-19 pandemic) to 2023. One issue that can be addressed in this research is the main factors influencing changes in customer loyalty behavior each year. The tailor's communication style also plays a significant role in maintaining and increasing the company's revenue. Loyal customers will not only continue to use the service but will also tend to recommend it to others. This has led researchers to analyze the communication factors that influence loyalty. @jahitkebaya_bdl customers. Businesses are increasingly relying on online platforms to carry out their marketing communications activities. Briefly, the Instagram profiles of @jahitkebaya_bdl and the four sewing service businesses have their own unique characteristics.

The differences are evident in the number of followers and the number of posts shared. The use of social media such as Instagram allows @jahitkebaya_ to reach a wider audience by engaging with the content uploaded. According to (Tarigan & Lumika, 2024), in today's digital era, business owners and companies are required to be more creative and innovative in designing marketing strategies. In addition to improving the quality of products or services, they must also improve how they market their products so that customers can easily recognize them. The goal is to provide customer satisfaction and make them more loyal to a brand or product.

According to research (M. Novitasari, 2024), communication style is the way a person conveys a message, consisting of various communication behaviors chosen to elicit the desired response in a given situation. The choice of the appropriate communication style is influenced by the sender's intent and the recipient's expectations. A tailor's communication style significantly influences customer loyalty. Taking a more personal and communicative approach to customers will make them feel like they are speaking with a friend.

Based on the description above, @jahitkebaya_bdl uses its Instagram as a marketing weapon in various activities uploaded through social media, therefore the purpose of this study is to determine the EFFECT OF THE TAILOR'S COMMUNICATION STYLE AND THE CLARITY OF @JAHITKEBAYA_BDL INSTAGRAM CONTENT ON CUSTOMER LOYALTY.

This study aims to identify the key factors influencing consumer loyalty in ordering products via the Instagram account @jahitkebaya_bdl. Specifically, the objectives are:

1. To examine the influence of the tailor's communication style on customer loyalty.

2. To assess the effect of Instagram content clarity on customer loyalty.
3. To explore the communication strategies used to enhance customer loyalty.

Theoretical Benefits

This research is expected to deepen our understanding of how consumer perceptions of marketing interactions and communications through social media influence their purchasing decisions. This can form the basis for more applicable marketing communication theories in the digital era.

Practical Benefits

- a. This research is expected to serve as an example or reference for techniques that can increase audience engagement, thereby building strong relationships between brands and customers.
- b. This research is expected to benefit the development of research in the field of marketing communications and social media, especially for small and medium-sized businesses that utilize digital platforms like Instagram to market their products. The results of this study can serve as a reference for similar studies in the future.

Review of Previous Studies

Reviewing previous research is important to identify limitations and areas for exploration that have not been widely discussed. The following table summarizes relevant studies conducted by previous researchers, including aspects of the focus of the study, the methods used, and the results obtained.

Table 1. Review of Previous Studies

No.	Researcher	Research Title	Research Result
1.	(Salma Azizah, 2023)	The Influence of Eat Sambel's Instagram Social Media Content on Consumer Loyalty (Survey of @eatsambel Instagram Followers)	This study shows that among the variables studied, the influence of Instagram social media content on consumer loyalty has a positive and significant influence.
2.	(Purwanto, 2022)	Mirai Management Journal: The Influence of Promotion Through Instagram and Consumer Satisfaction on Loyalty at Faiswi Store, Wajo Regency.	The results of the study indicate that: 1. Promotion through Instagram has a positive and significant effect on customer loyalty at the Faiswi Sengkang Shop in Wajo Regency, with a significance level of 0.033, which is lower than 0.05. 2. Customer satisfaction also has a positive and significant effect on customer loyalty, with a significance level of 0.000, which is lower than 0.05. 3. Simultaneously, the promotion and customer satisfaction variables have a positive and significant effect on customer loyalty.
3.	(Puspayani S, 2021)	The Influence of Instagram Social Media Content on Xing Fu Tang Purchasing Decisions.	This study shows that there is a positive and quite large influence of Instagram social media on the purchasing decision of Xing Fu Tang by 6.71%.

4.	(Kaharmudzakir I, 2022)	The Influence of @interstudiofficial Instagram Content and Student Opinion on the Image of InterStudi College.	The research results show that Instagram content and student opinions influence the image of InterStudi. The research also shows that Instagram content uploaded to the @interstudiofficial account must be engaging and positive so that followers respond with opinions in the comments section, which positively impacts InterStudi's image.
5.	(Ramadhanty P, 2020)	The Influence of Social Media Marketing Content on Instagram @kedaikopikulo on Consumer Attitudes	This study shows that there is an influence value of Instagram social media marketing content on consumer attitudes of 64.4%.

Methodology

In this study, the researcher applied a quantitative approach as the basis for data collection and analysis. According to Martono (Irfan Syahroni, 2022), a quantitative research method is a research procedure that uses numbers in data collection. In this method, data is systematically collected and analyzed using statistics to answer research questions and test hypotheses. The purpose of this approach is to develop and test hypotheses related to a phenomenon.

A. Population and Sample

As stated by (Asrulla, 2023), a population refers to the entire group targeted in a study. In this research, the population consists of 44,600 individuals, representing the followers of @jahitkebaya_bdl on Instagram as of January 29, 2025. The population was narrowed down to those who are active followers and have used the service more than twice. Due to the large population size, it was impossible for researchers to examine every individual. Therefore, this study employed a simple random sampling technique. Based on calculations using the Slovin formula with a 10% margin of error, the final sample size determined for this study was 100 respondents.

B. Research Variables (for quantitative research)

This research uses two main types of variables: independent and dependent variables. The independent variable (X) acts as the cause or influence, while the dependent variable (Y) is the outcome or result of that influence. The independent variable (X) in this study is the clarity of Instagram social media content. The dependent variable (Y) in this study is consumer loyalty.

C. Required data

This research requires two types of data, namely primary data and secondary data. The primary data source is obtained directly through a questionnaire that will be distributed to respondents, namely followers of @jahitkebaya_bdl. The questionnaire will be distributed via DM (Direct Message) to followers of @jahitkebaya_bdl. This research uses a Likert measurement scale with four levels of answers, namely from 1 to 4 (a value of 1 for an answer strongly disagree and 4 for an answer strongly agree). This research was conducted using a Likert scale because

it avoids respondents giving neutral answers in order to produce more accurate information.

D. Population and Sample

a. Population

According to (Asrulla, 2023), a population is all members of a group of people, animals, events, or objects that live together in a planned place and become the target of the final conclusions of a study. The population in this study was 44,600 based on the number of followers of @jahitkebaya_bdl as of January 29, 2025. This number was reduced by selecting followers who met the following criteria:

- i. Active followers of @jahitkebaya_bdl
- ii. Followers of @jahitkebaya_bdl who have used the service more than twice

b. Sample

Because the population is quite large, and it is not possible for the researcher to study all of them, the sampling technique in this study used simple random sampling. According to (Suryani N, 2023), simple random sampling involves assigning a different number to each member of the population, then selecting a sample using random numbers. The sample was calculated using the Slovin formula.

E. Operational Definition (for quantitative research)

An operational definition is a detailed explanation of the independent and dependent variables used in the research, including the indicators that form them (Ningrum, 2024).

F. Data Analysis Technique

In analyzing the research data, multiple linear regression analysis was used. Multiple linear regression analysis is an analytical technique used to measure the relationship between one dependent variable and two or more independent variables. Furthermore, the researcher also used validity tests, reliability tests, partial t-tests, and simultaneous f-tests to determine whether each variable has a significant influence.

G. Validity Test

A validity test is a test used to verify the accuracy of a measuring instrument in measuring what it is supposed to measure (Rosita et al., 2021). Therefore, the questionnaire distributed by the researcher must be able to measure what it is intended to measure. Validity testing is conducted to determine whether the questionnaire questions are valid. The questionnaire was tested by distributing it to @jahitkebaya_bdl followers, representing 10% of the total followers. The data obtained will be analyzed using SPSS. A variable is considered valid if $r_{count} > r_{table}$, but if $r_{count} < r_{table}$, the variable is considered invalid.

H. Reliability Testing

Reliability testing is a tool for measuring the consistency of a questionnaire that contains indicators from variables or constructs. The Cronbach's Alpha technique is used in reliability testing. If the reliability coefficient is >0.60 , the

questionnaire is considered reliable or consistent. Variables with a reliability coefficient <0.60 are considered unreliable or inconsistent.

Result and Discussion

A. Respondent Criteria

In this study, the majority of respondents were female (71%) compared to male (29%) out of a total of 100 people, indicating that women are more dominant as users of sewing services and are active in interactions via Instagram. Respondents are also dominated by the young age group, especially the 20–24 year olds, with 22 year olds being the most numerous (23%), followed by 24 and 23 year olds. This age group is known to be active on social media and have high engagement in digital activities, so a personal, informative, and visual communication approach is very relevant to reach them. In addition, the majority of respondents were recorded as still actively using the @jahitkebaya_bdl service in the last six months, indicating a high level of customer engagement and retention. This is an important basis for assessing the influence of digital communication on consumer loyalty in more depth.

B. Multiple Linear Regression Analysis

After data validity and reliability were confirmed, a multiple linear regression analysis was conducted using SPSS 25 to determine the simultaneous effect of the independent variables—Tailor Communication Style (X1) and Instagram Content Clarity (X2)—on the dependent variable, Customer Loyalty (Y). The results showed that X1 and X2 had a significant effect on Y, indicated by a significance value below 0.05. The resulting regression equation was $Y = 3.147 + 0.450X1 + 0.373X2$, indicating that a one-unit increase in Tailor Communication Style resulted in a 0.450 increase in Customer Loyalty, while a one-unit increase in Instagram Content Clarity resulted in a 0.373 increase. The larger coefficient for X1 implies that communication style has a stronger influence on loyalty than content clarity. This finding highlights that while clear and engaging content is important, personalized and effective communication from tailors plays a more dominant role in maintaining customer loyalty to @jahitkebaya_bdl.

C. Partial T-test

Based on the partial test (t-test), both Tailor's Communication Style (X1) and Instagram Content Clarity (X2) have a significant effect on Customer Loyalty (Y), with significance values of 0.000 and 0.001 respectively, both below 0.05. This indicates that each variable individually influences customer loyalty. High levels of customer satisfaction have implications for increasing the frequency of positive word-of-mouth promotions, which directly contributes to business growth (Sa'adah & Prapanca, 2024).

D. Simultaneous F-test

The F-test results show that Tailor's Communication Style (X1) and Instagram Content Clarity (X2) have a significant simultaneous effect on Customer Loyalty (Y), with an F value of 28.971 and a significance level of 0.000 (< 0.05). These findings suggest that even if loyalty has been established, ongoing efforts are needed to

maintain it. Product diversity contributes to increased customer satisfaction, which can further strengthen service loyalty (Wiratama, 2025).

E. Communication Strategies to Increase Customer Loyalty

The analysis shows that Tailor Communication Style and Instagram Content Clarity significantly influence Customer Loyalty at @jahitkebaya_bdl. Communication Style has a stronger influence ($B = 0.450$) than Content Clarity ($B = 0.373$), with all tests showing significance below 0.05. Most customers are loyal, with high repeat order and recommendation rates, but 40% are hesitant to stay long-term. This indicates the need for more personalized communication to build sustainable loyalty. Strengthening empathetic communication and increasing clear and engaging Instagram content are key strategies to increase customer loyalty and retention. The available data is reliable and valid, supporting this conclusion.

The recommended communication strategy encompasses two main focuses. First, strengthening the tailors' interpersonal communication style, which is oriented towards empathy, clarity, and responsiveness, so that direct interactions with customers create positive, memorable experiences. Second, developing clearer, more informative, and visually appealing Instagram content, thereby strengthening the perception of service quality and professionalism among potential and existing customers. By consistently combining these two approaches, @jahitkebaya_bdl can not only increase existing customer loyalty but also expand its customer base through natural word-of-mouth promotion and long-term retention. The instrument's high validity and reliability ($r_{\text{count}} > 0.165$ and Cronbach's Alpha = 0.917) also ensure that these conclusions are based on accurate and reliable data.

Conclusion

The results of the study indicate that the communication style of the @jahitkebaya_bdl tailor has a positive and significant influence on customer loyalty. Fast, accurate, friendly, and attentive communication fosters effective interpersonal interactions, reflected in high levels of positive customer feedback. This strong communication contributes to building trust and satisfaction, which are key factors in maintaining customer loyalty and repeat service use.

Furthermore, the clarity of content presented on @jahitkebaya_bdl's Instagram plays a crucial role in fostering customer loyalty. Easily understandable, comprehensive information combined with appealing visuals increases customers' confidence and comfort in choosing the service. Communicative and informative content helps build business credibility and strengthens the brand's positive image. Thus, professional and consistent social media management significantly contributes to enhancing customer engagement with the brand.

Moreover, the validity and reliability tests indicate that the research instruments used are valid and reliable in measuring communication style, Instagram content clarity, and customer loyalty. The correlation values between indicators exceed the critical value, and the Cronbach's Alpha demonstrates high data consistency. In other words, the findings of this study can be trusted as an accurate representation of the actual conditions. While most customers demonstrate high loyalty through repeat orders and a willingness to recommend

the service, there are still gaps in long-term retention that need to be addressed through more personalized and emotional communication strategies. Therefore, strengthening interpersonal communication and optimizing digital content consistently is necessary for @jahitkebaya_bdl to maintain and continuously increase customer loyalty.

Suggestion

1. Practical Suggestions

The tailors of @jahitkebaya_bdl are advised to continuously improve the quality of their interpersonal communication with customers through regular training that emphasizes active listening skills, demonstrating empathy, and being responsive to customer needs and complaints. Good communication will help build stronger relationships and increase customer loyalty. Furthermore, content management on social media, especially Instagram, needs to be optimized with clear information presentation, engaging visuals, and conversational language. Utilizing interactive features such as polls, Q&A sessions, and customer testimonials can also strengthen relationships with audiences and encourage higher engagement. Regular service evaluation and innovation are crucial to ensure businesses remain relevant, competitive, and able to meet evolving customer needs.

2. Academic Suggestions

Academically, this research can serve as a reference for future studies focusing on interpersonal communication strategies in micro-service businesses, particularly in building customer loyalty. Furthermore, the results of this study can also encourage the development of studies on the effectiveness of using social media as a means of two-way communication between businesses and customers. Further studies can also explore the relationship between customer feedback-based service innovation and the sustainability and competitiveness of MSMEs in the digital era.

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