

AN ANALYSIS OF THE DETERMINANT FACTORS INFLUENCING FOLLOWER ENGAGEMENT ON THE INSTAGRAM ACCOUNT RS ROYAL SURABAYA

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Abstract: This study aims to analyze the factors that influence engagement among followers of the Instagram account @rsroyalsurabaya. Engagement is a key indicator in digital marketing strategies, as it reflects the level of audience interaction and involvement with posted content. The factors examined in this research include content quality, posting consistency, admin responsiveness, and the relevance of information to audience needs. A quantitative descriptive method with an explanatory research approach was used. Data were collected through questionnaires distributed to 200 active followers of @rsroyalsurabaya, selected using purposive sampling. Multiple linear regression analysis was applied to determine the influence of each factor on engagement. The findings show that content quality, posting consistency, and admin responsiveness significantly affect follower engagement. Among all variables, the relevance of information was identified as the most dominant factor in shaping engagement.

Keywords: *Engagement, Social Media, Instagram, Content Quality, Marketing Strategy*

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1. Introduction

The use of social media in Indonesia has continued to grow rapidly, with the number of active users reaching approximately 139 million in 2024, accounting for 49.9% of the country's total population (We are Social, 2024). This indicates that nearly half of the Indonesian population is connected to social media, with Instagram being one of the most widely used platforms. On average, users in Indonesia spend about 3 hours and 11 minutes per day on various social media platforms, reflecting a high level of dependence on social media for communication and entertainment (Satriawan et al., 2024). As of January 2024, WhatsApp ranked as the most used platform with 90.9% of users, followed by Instagram with 85.3%, and TikTok in fourth place with 73.5%, reaffirming Instagram's position as a favored platform. Instagram is chosen as the focus of this study due to its highly visual and interactive nature, allowing brands to communicate directly with audiences through features such as feed posts, stories, reels, and comments (We are Social, 2024). Compared to WhatsApp, which is primarily used for personal or group communication, Instagram is more effective in building engagement. Moreover, Instagram holds significant potential for marketing and branding strategies, especially due to its wide reach and the availability of analytic tools that provide

in-depth insights into user behavior, making it a relevant platform for examining the factors that influence engagement.

In the digital era, social media has become one of the most effective communication channels for healthcare institutions to deliver information and build relationships with the public. Platforms such as Instagram offer interactive features that allow hospitals to promote services, provide health education, and build a positive public image on a wide scale (Kapoor et al., 2021). Social media has also shifted communication patterns from one-way dissemination to more participatory engagement, making it a valuable tool for health education and prevention efforts (Rahayu, S. & Prasetyo, 2024; Satriawan et al., 2024).

The effectiveness of social media in reaching audiences is often measured through engagement, which refers to the extent to which users interact with the content presented. These interactions may include likes, comments, shares, as well as the use of additional features such as polls or short videos (Alalwan et al., 2022). Engagement provides insights into how relevant and appealing content is to followers, and it serves as a key indicator in evaluating the success of digital communication strategies, particularly in the context of promoting health services and enhancing public trust.

The Instagram account @rsroyalsurabaya, owned by RS Royal Surabaya, is one example of how healthcare institutions utilize social media. Despite having over 20,000 followers and more than a thousand posts, the account faces challenges in increasing organic engagement, partly due to a content strategy focused on hard selling, which may not align with the preferences of Instagram users who generally favor informative and educational content. Therefore, this study aims to analyze the factors contributing to the low engagement rate by applying the Theory of Reasoned Action (TRA), which suggests that user intention to engage is influenced by attitudes toward the content and the social norms that support active participation on social media.

2. Literature Review

Rahman et al. (2022) investigated how visual content features influence follower engagement on Instagram, focusing on posts from prominent brands. The study examined various visual formats, including images, videos, and influencer-related posts, and their impact on audience responses such as likes, comments, and shares. Using data from four major brands in Malaysia collected via ScrapeStorm, the analysis revealed that video content generated the highest engagement rates. Additionally, images featuring people were more effective in eliciting audience attention due to their stronger emotional resonance. These findings highlight the crucial role of visually dynamic, emotionally engaging, and strategically selected content formats in fostering user engagement on Instagram.

Cahyaningrum et al. (2024) explored the use of Instagram as a learning platform to enhance student engagement in an Information Technology Education program. Employing a descriptive-analytical approach, the research assessed the effectiveness of educational content in increasing participation and understanding. Findings indicated that engaging and interactive educational content significantly improved student involvement, as evidenced by increased likes, comments, and shares. Instagram's visual accessibility also facilitated better material comprehension and emotional connection among students. The study demonstrated how educational Instagram content can stimulate cognitive, affective, and behavioral responses, offering relevant insights for content development strategies.

Effendy and Keitaro (2021) analyzed the impact of Instagram content on users' intention to visit the @UC_IBMRC account, with online engagement as a mediating variable. Through

a quantitative approach involving 96 respondents, the study assessed how content quality and visual appeal influenced user interaction and behavioral intention. Results revealed a significant positive relationship between content quality and visit intention, with engagement strengthening this influence. The findings suggest that appealing and informative content enhances online engagement, which in turn encourages user interest and interaction. These insights are particularly relevant to accounts like @rsroyalsurabaya seeking to optimize engagement through high-quality visual content.

The Theory of Reasoned Action (TRA), developed by Ajzen and Fishbein in 1974, posits that an individual's behavior is determined by behavioral intention, which is influenced by two key components: attitude toward the behavior and subjective norms. This theory assumes that individuals act rationally and make decisions by evaluating the potential outcomes of their actions. Attitude refers to an individual's positive or negative evaluation of performing a particular behavior, while subjective norms represent perceived social pressure from important referent groups, such as family, friends, or professional communities. TRA is particularly relevant in the context of digital engagement, as it provides a systematic framework for understanding how users decide to interact with content on social media platforms like Instagram.

TRA comprises four main components: attitude toward behavior, subjective norms, behavioral intention, and actual behavior. A favorable attitude—such as perceiving health information on an Instagram account as useful—encourages users to engage with the content. Subjective norms reflect the social influence individuals experience, for example, the expectation from peers to interact with informative health-related posts. These two factors shape behavioral intention, which is the motivational factor that leads to actual behavior, such as liking, commenting on, or sharing posts. When applied to the Instagram account @rsroyalsurabaya, TRA offers a valuable theoretical foundation to design content strategies that enhance audience engagement through the alignment of users' beliefs, social influences, and interactive behaviors.

According to Anggraeni (2017), information refers to processed data that holds meaning for its recipient. The rise of digital technologies, particularly the internet and online services, has significantly enhanced access to information and transformed consumer behavior by enabling faster and more efficient interactions. In the business context, this technological shift has led to the development of digital marketing strategies, which rely on "faceless" digital interactions. Purwana et al. (2017) define digital marketing as the use of digital technologies to help companies meet customer needs and achieve business goals more effectively. Similarly, Chaffey et al. (2016) describe it as the application of digital tools to execute marketing activities. Yasmin et al. (2015) add that digital marketing includes a variety of strategies to promote products or services through digital platforms, allowing businesses to reach a broader and more targeted audience.

3. Research Method

This study employs explanatory research, which, according to Sugiyono (2017), aims to explain the relationships and influence between research variables. It also adopts a descriptive quantitative approach, as defined by Sugiyono (2010), to analyze the status of human groups, conditions, or events at a specific time. The research focuses on measuring engagement-related variables such as the number of likes, comments, shares, and follower growth to assess how different content categories—such as health education, service promotions, patient testimonials, hospital tours, and hospital events—affect audience

engagement. The study was conducted online, targeting followers of the Instagram account @rsroyalsurabaya as the research population. Data were collected through an online questionnaire distributed via Google Forms. Following the quantitative method, responses were measured using a Likert scale ranging from 1 to 5. The study collected both primary and secondary data, with primary data obtained directly from respondents through the questionnaire method.

4. Results and Discussion

4.1 Results

The validity test of the research instrument in this study was conducted using Pearson's product-moment correlation by correlating each statement item with the total score. The resulting correlation values were then compared to the critical value of 0.30. Based on Table 3.1, the calculated r-values for all indicators used in this research exceed the critical value of 0.30. This indicates that the indicators employed in this study are valid and can be reliably used to collect accurate data regarding the factors that contribute to engagement among followers of the Instagram account @rsroyalsurabaya.

Validity Test

Table 1. Validity Test

Indicator	R	R Table	Description
X1	0.565	0.1388	Valid
X2	0.812	0.1388	Valid
X3	0.781	0.1388	Valid
X4	0.777	0.1388	Valid
X5	0.821	0.1388	Valid
X6	0.769	0.1388	Valid
X7	0.774	0.1388	Valid
X8	0.709	0.1388	Valid
X9	0.785	0.1388	Valid
X10	0.772	0.1388	Valid
X11	0.791	0.1388	Valid
X12	0.777	0.1388	Valid
X13	0.784	0.1388	Valid
X14	0.660	0.1388	Valid
X15	0.651	0.1388	Valid
X16	0.665	0.1388	Valid
X17	0.742	0.1388	Valid
X18	0.735	0.1388	Valid
X19	0.793	0.1388	Valid
X20	0.742	0.1388	Valid
X21	0.799	0.1388	Valid
X22	0.797	0.1388	Valid
X23	0.758	0.1388	Valid
X24	0.746	0.1388	Valid
X25	0.800	0.1388	Valid
X26	0.690	0.1388	Valid
X27	0.688	0.1388	Valid
X28	0.760	0.1388	Valid
X29	0.691	0.1388	Valid

Overall, the validity test results indicate that all indicators used in this study are valid, as each indicator has a calculated r-value greater than 0.30. This means that the indicators used for the research variables are reliable and appropriate for analyzing the factors that influence the level of engagement among followers of the Instagram account @rsroyalsurabaya.

Reliability testing was conducted to determine the extent to which the measurement results are relatively consistent. A well-constructed statement is one that is clear, easy to understand, and interpreted similarly by different respondents at different times. An instrument is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The results of the reliability test are presented in the table below:

Table 2. Reliability Test

Cronbach's Alpha if item deleted	N of Items
0.971	29

Based on Table 3.2, it can be seen that the Cronbach's Alpha value for this research instrument is 0.971, which is higher than 0.60. This indicates that the instrument used in this study is reliable and trustworthy for measuring the factors influencing engagement among followers of the Instagram account @rsroyalsurabaya.

The high Cronbach's Alpha value suggests that all tested variables—namely content, branding influence, communicative messaging, education, and visuals—exhibit strong internal consistency and can be reliably used for data collection. The reliability test results show that all variables in this study are reliable, with Cronbach's Alpha values exceeding 0.60. Therefore, the research instrument is suitable for further analysis of the factors shaping engagement among followers of the @rsroyalsurabaya Instagram account.

Table 3. Validity Test of the Research Instrument 1

	Mean	Std. Deviation	N
Engaging Content	3.92	0.91	200
Relevant to Needs	3.77	0.885	200
Content Format Variety	3.69	0.979	200
Posting Consistency	3.89	0.89	200
Content Popularity	3.67	0.979	200
Unique Visual Identity	3.72	0.914	200
Brand Recognition	3.74	0.915	200
Competitive Advantage Strategy	3.83	0.876	200
Positive Brand Image	3.60	1.003	200
Brand Education	3.69	0.899	200
Clear Information	3.82	0.873	200
Encourages Discussion	3.74	1.019	200
Emotional Connection	3.78	0.99	200
Interactive Response	3.87	0.9	200
Stimulates Curiosity	3.88	0.879	200
Content Understanding	3.79	0.9	200
Learning Process	3.62	0.995	200

Practical Knowledge	3.55	0.955	200
Community Participation	3.69	0.98	200
Source of Visual Education	3.79	0.889	200
Effective Visual Messaging	3.72	0.968	200
Photo/Video Quality	3.76	0.871	200
Design Layout	3.84	0.878	200
Font Consistency	3.84	0.894	200
Color Usage	3.8	0.885	200
Number of Likes	3.18	1.202	200
Number of Comments	3.34	1.208	200
Sharing Frequency	3.42	1.109	200
Follower Growth	3.28	1.223	200

Table 4. Validity Test of the Research Instrument 2

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Engaging Content	103.25	410.601	0.534	0.971
Relevant to Needs	103.41	402.051	0.797	0.969
Variety of Content Formats	103.48	400.311	0.762	0.969
Posting Consistency	103.28	403.188	0.759	0.969
Content Popularity	103.51	398.724	0.804	0.969
Unique Visual Identity	103.45	402.741	0.751	0.969
Brand Recognition	103.43	402.558	0.755	0.969
Competitive Advantage Strategy	103.35	406.066	0.687	0.97
Positive Brand Image	103.57	399.422	0.766	0.969
Brand Education	103.48	403.115	0.753	0.969
Clear Information	103.35	403.214	0.775	0.969
Enhances Discussion	103.43	399.292	0.756	0.969
Emotional Connection	103.4	399.878	0.765	0.969
Interactive Response	103.31	407.248	0.634	0.97
Stimulates Curiosity	103.3	408.119	0.626	0.97
Material Understanding	103.38	407.071	0.64	0.97

Learning Process	103.55	401.445	0.719	0.97
Practical Knowledge	103.62	402.89	0.712	0.97
Community Participation	103.49	399.789	0.775	0.969
Visual Educational Source	103.38	404.508	0.722	0.97
Effective Visual Messaging	103.45	399.967	0.781	0.969
Photo/Video Quality	103.42	403.058	0.781	0.969
Design Layout	103.34	404.234	0.739	0.97
Font Consistency	103.33	404.252	0.725	0.97
Color Usage	103.37	402.486	0.784	0.969
Number of Likes	103.99	398.1	0.658	0.97
Number of Comments	103.84	398.068	0.655	0.97
Share Frequency	103.76	397.342	0.736	0.97
Follower Growth	103.9	397.491	0.659	0.97

Table 5. Validity Test of the Research Instrument 3

Mean	Variance	Std. Deviation	N of Items
107.17	431.117	20.763	29

This study employs factor analysis using the confirmatory factor analysis (CFA) method, which aims to identify the underlying dimensions shared by the observed variables. The primary objective of factor analysis is to explain the structure of relationships among variables in the form of distinct factors. The following presents the results of the factor analysis used to examine engagement among followers of the Instagram account @rsroyalsurabaya.

Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity

The KMO test is used to measure sampling adequacy by comparing the observed correlation coefficients with partial correlation coefficients. The assessment of the KMO test can be referred to in the table below, while the results of the KMO test are presented in

Table 6. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.948
Bartlett's Test of Sphericity	Approx. Chi-Square	5590.681
	df	406
	Sig.	<0.001

In the KMO and Bartlett's Test table above, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.948. Since the KMO value is greater than 0.5, this indicates a high level of sampling adequacy. Additionally, Bartlett's Test shows a chi-square value of

5590.681 with a significance level of 0.001, indicating significant correlations among the variables, thus confirming the data's suitability for further factor analysis.

Measure of Sampling Adequacy (MSA)

This method is used to measure the sampling adequacy of each individual variable. The following are the results of the MSA test calculated for each indicator.

Table 7. MSA Test

Indicator	Anti Image Corelation	Description
X1	0,938	processable
X2	0,962	processable
X3	0,952	processable
X4	0,955	processable
X5	0,959	processable
X6	0,960	processable
X7	0,951	processable
X8	0,952	processable
X9	0,965	processable
X10	0,947	processable
X11	0,961	processable
X12	0,952	processable
X13	0,943	processable
X14	0,931	processable
X15	0,919	processable
X16	0,918	processable
X17	0,958	processable
X18	0,927	processable
X19	0,951	processable
X20	0,932	processable
X21	0,967	processable
X22	0,951	processable
X23	0,963	processable
X24	0,941	processable
X25	0,954	processable
X26	0,924	processable
X27	0,904	processable
X28	0,962	processable
X29	0,946	processable

In the table above, the Anti-Image Matrix values for each indicator are greater than 0.5, indicating that all indicators can be further processed in the factor analysis. Specifically, in the Anti-Image Correlation section of the matrix, the values marked with (a) represent the Measure of Sampling Adequacy (MSA) for each indicator. Since all MSA values are greater than 0.5, it confirms that each indicator is suitable for further analysis.

This factor analysis employs the Principal Component Analysis (PCA) approach, which considers the total variance of the observed data. The objective is to identify the underlying factors that influence engagement among followers of the Instagram account @rsroyalsurabaya. The results are presented below.

Table 8. Principal Component Analysis

	Initial	Extraction
Engaging Content	1	0.636
Relevant to Needs	1	0.738
Variety of Content Formats	1	0.641
Posting Consistency	1	0.82
Content Popularity	1	0.704
Unique Visual Identity	1	0.724
Brand Recognition	1	0.768
Competitive Advantage Strategy	1	0.74
Positive Brand Image	1	0.702
Brand Education	1	0.669
Clear Information	1	0.653
Enhances Discussion	1	0.742
Emotional Connection	1	0.729
Interactive Response	1	0.723
Stimulates Curiosity	1	0.734
Material Understanding	1	0.838
Learning Process	1	0.713
Practical Knowledge	1	0.73
Community Participation	1	0.772
Visual Educational Source	1	0.703
Effective Visual Messaging	1	0.77
Photo/Video Quality	1	0.694
Design Layout	1	0.662
Font Consistency	1	0.687
Color Usage	1	0.711
Number of Likes	1	0.845
Number of Comments	1	0.848
Share Frequency	1	0.813
Follower Growth	1	0.761

The Communalities table shows that the effective contribution of each item to the extracted factors ranges from 63.6% to 84.8%, indicating their relevance to the factors influencing engagement on the Instagram account @rsroyalsurabaya.

To determine the number of factors to be retained in the model, the analysis uses eigenvalues greater than 1.0 as the cutoff criterion. The number of extracted factors is based on the magnitude of these eigenvalues.

Table 9. Eigen Values for Each Factor

Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.266	56.09	56.09	16.266	56.09	56.09	6.623	22.837	22.837
2	2.032	7.008	63.098	2.032	7.008	63.098	5.868	20.233	43.071
3	1.7	5.862	68.96	1.7	5.862	68.96	4.567	15.75	58.82
4	1.272	4.385	73.345	1.272	4.385	73.345	4.212	14.525	73.345
5	0.831	2.866	76.211						
6	0.699	2.411	78.623						
7	0.603	2.079	80.702						
8	0.492	1.696	82.398						
9	0.474	1.634	84.032						
10	0.435	1.5	85.532						
11	0.391	1.349	86.881						
12	0.388	1.338	88.219						
13	0.372	1.281	89.5						
14	0.34	1.173	90.674						
15	0.295	1.019	91.692						
16	0.289	0.996	92.688						
17	0.247	0.851	93.539						
18	0.229	0.79	94.33						
19	0.213	0.736	95.065						
20	0.198	0.683	95.748						
21	0.191	0.659	96.407						
22	0.167	0.575	96.982						
23	0.164	0.566	97.548						
24	0.149	0.512	98.06						

25	0.13 2	0.455	98.516						
26	0.13	0.447	98.963						
27	0.11 1	0.384	99.347						
28	0.1	0.346	99.693						

The "Total Variance Explained" table shows that reducing 29 items to 1 factor explains 56.09% of the variance, 2 factors explain 63.10%, 3 factors explain 68.56%, and 4 factors explain 73.35%. Since only eigenvalues above 1.0 are retained, the data indicates that 4 factors sufficiently represent the 29 items, accounting for 73.35% of the total variance, with the remaining 26.65% explained by unmeasured variables.

The next step involves factor rotation using the Varimax method, which aims to maximize factor loadings and improve the interpretability of each factor. This technique effectively distinguishes between factors and produces a rotated factor loading matrix.

Table 10. Rotated Component Matrix

	1	2	3	4
Engaging Content	0.272		0.737	
Relevant to Needs	0.685	0.368	0.245	0.269
Variety of Content Formats	0.528	0.496	0.22	0.261
Posting Consistency	0.797	0.238	0.339	
Content Popularity	0.55	0.499	0.221	0.321
Unique Visual Identity	0.698	0.179	0.291	0.346
Brand Recognition	0.721		0.356	0.325
Competitive Advantage Strategy	0.563		0.628	
Positive Brand Image	0.357	0.654	0.19	0.332
Brand Education	0.346	0.468	0.538	0.202
Clear Information	0.416	0.402	0.476	0.302
Enhances Discussion	0.739	0.353	0.206	
Emotional Connection	0.7	0.402		0.235
Interactive Response	0.239	0.241	0.768	
Stimulates Curiosity	0.294		0.776	
Material Understanding		0.313	0.811	0.285
Learning Process		0.63	0.345	0.43
Practical Knowledge		0.678	0.413	0.301
Community Participation	0.327	0.746	0.258	0.207
Visual Educational Source	0.379	0.712	0.182	
Effective Visual Messaging	0.421	0.719	0.214	
Photo/Video Quality	0.481	0.595	0.235	0.232
Design Layout	0.448	0.577		0.346
Font Consistency	0.665	0.433	0.224	

Color Usage	0.6	0.466		0.34
Number of Likes		0.245	0.184	0.849
Number of Comments	0.203	0.303		0.843
Share Frequency	0.267	0.348	0.186	0.766
Follower Growth	0.336		0.19	0.77

The rotated component matrix displays the loading values for each item on the respective factors. In exploratory factor analysis, an item may correlate with multiple factors, but ideally, it should load highly on only one. Only loadings above 0.3 are shown, indicating statistically significant contributions to the respective factors.

The final step is labeling the identified factors based on their constituent items. The analysis confirms the formation of four distinct factors, as indicated by the eigenvalues.

- a. Factor 1 includes items related to posting consistency, content format variation, photo/video quality, unique visual identity, layout design, font consistency, and community participation. This factor is labeled as Visual Consistency and Aesthetics.
- b. Factor 2 consists of items such as content comprehension, learning process, practical knowledge, brand education, and visual educational sources. It is labeled as Education and Practical Information.
- c. Factor 3 includes number of likes, shares, follower growth, and comments, which reflect user interaction and audience expansion. This factor is labeled as Audience Interaction and Growth.
- d. Factor 4 contains items such as positive image, increased discussion, emotional connection, and interactive responses. These represent emotional engagement strategies and are labeled as Emotional Connection and Engagement.

In summary, the factor analysis of engagement on Instagram @rsroyalsurabaya reveals four core strategic dimensions: Visual Consistency and Aesthetics, Education and Practical Information, Audience Interaction and Growth, and Emotional Connection and Engagement.

4.2. Discussion

Based on the statistical data obtained from the conducted research, the interpretation of the identified factors can be determined. The engagement on the Instagram account @rsroyalsurabaya is influenced by four main factors: Visual Consistency and Aesthetics, Educational and Practical Information, Audience Interaction and Growth, and Emotional Connection and Engagement. These four factors emerged from 29 indicators, collectively explaining 73.35% of the total variance, while the remaining 26.65% is attributed to other unexamined factors. The following provides a detailed explanation of each identified factor:

Factor 1: Visual Consistency and Aesthetics

This factor represents a primary dimension influencing audience engagement on the Instagram account @rsroyalsurabaya. Posting consistency is a key element, with the account regularly publishing content according to a predefined schedule, thus establishing audience expectations. The use of diverse content formats—such as photos, videos, carousels, and reels—maintains audience interest and promotes interactivity. High visual content quality adds value by reflecting the hospital's professionalism. A strong visual identity with consistent color themes and design elements ensures the account's recognizability. Additionally, aesthetic elements such as organized layout and uniform font selection

contribute to visually appealing harmony. These aspects enhance engagement by delivering a comfortable and attractive visual experience to the audience.

Factor 2: Educational and Practical Information

The educational factor plays a significant role in fostering engagement, particularly because the content aims to provide direct value to the audience. Health information is tailored to be easily understood by individuals from various backgrounds. The materials are practical—ranging from daily health tips and hospital service information to medical procedures—making them relevant to audience needs. Furthermore, the use of infographics and videos to convey information visually enhances appeal and comprehension. By offering applicable and relevant education, the Instagram account of RS Royal Surabaya positions itself as a credible and trusted source of health information.

Factor 3: Audience Interaction and Growth

Interaction is a crucial indicator of social media engagement. The Instagram account @rsroyalsurabaya effectively utilizes various opportunities to foster positive audience interaction. This is evident from the number of likes, comments, and shares received per post, reflecting the level of audience involvement. Content that stimulates discussions or questions demonstrates the account's ability to facilitate active two-way communication. In addition, the growth in follower count signifies the success of interaction strategies implemented. By continually responding to audience feedback and enhancing communication, the account successfully builds stronger relationships with its followers, supporting the organic growth of engagement.

Factor 4: Emotional Connection and Engagement

The final significant factor is the account's ability to build emotional connections with its audience. Content that highlights patient experiences or inspirational stories has a substantial impact on fostering emotional bonds. This helps the audience feel more connected to the hospital and reinforces RS Royal Surabaya's positive image. Moreover, the account actively responds to comments and messages, demonstrating attentiveness and empathy. This approach not only boosts engagement but also builds trust in the hospital's services and values.

In conclusion, engagement on the Instagram account @rsroyalsurabaya is influenced by four interrelated main factors. Visual Consistency and Aesthetics create visual appeal; Educational and Practical Information deliver direct audience benefits; Audience Interaction and Growth ensure active and positive relationships; and Emotional Connection and Engagement foster emotional closeness. An integrated strategy emphasizing these four factors is expected to significantly enhance engagement on the account, thereby supporting the hospital's marketing objectives and strengthening its positive brand image.

5. Conclusion

Based on the analysis and discussion, it can be concluded that factor analysis identified four primary factors shaping engagement among followers of the Instagram account @rsroyalsurabaya. These factors—content quality, interaction responsiveness, visual appeal, and content relevance—serve as critical elements in formulating strategies to enhance social media engagement. Each of these factors is interrelated and plays an essential role in attracting audience attention and maintaining follower loyalty.

Among the four, content quality emerged as the most dominant factor, supported by the highest eigenvalue. This finding underscores the importance of delivering informative, engaging, and audience-relevant content in driving interactions on Instagram. By

understanding these key engagement drivers, RS Royal Surabaya can implement more targeted strategies to strengthen social media interactions, enhance institutional image, and expand audience reach effectively.

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