

A Comparative Analysis of Nano, Micro, and Macro Influencers' Impact on Instagram Engagement Rate (A Strategic Benchmark for MSMEs)

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ABSTRACT

The rise of social media has transformed marketing strategies, with influencers playing a key role in promoting products and services. Influencer marketing is favored for its personal, credible, and effective communication compared to traditional advertising. Influencers are categorized by follower tiers (nano, micro, and macro) each with distinct characteristics and levels of influence, especially in engagement rate, a crucial metric in digital marketing. This study aims to compare nano, micro, and macro influencers in driving engagement rate through endorsement content on Instagram. The research method uses a descriptive-comparative quantitative approach, with data analysis techniques using Structural Equation Modeling (SEM). The research findings show that all influencer types significantly impact engagement rate, with micro influencers demonstrating the highest engagement compared to nano and macro. Interestingly, although macro influencers have a broader reach, their engagement rate tends to be lower due to less personal interaction. On the other hand, nano influencers build stronger connections but reach fewer people. These insights highlight the importance of aligning influencer selection with campaign goals. The results are expected to serve as a practical guide for MSMEs in determining the most effective influencer type to optimize digital marketing performance, especially on Instagram.

Keywords: Nano Influencer, Micro Influencer, Macro Influencer, Engagement Rate, Endorsement.

1. INTRODUCTION

The rapid development of digital technology and social media use has changed how companies interact with consumers. Many companies are revolutionizing the traditional ways that previously dominated the marketing world. In the past, companies relied more on mass media such as television, radio, and print media to convey messages to a broad audience, which was often one-way and lacked direct interaction. However, digital technology has emerged and developed rapidly, especially in the use of social media, which makes the communication pattern between companies and audiences change to be more dynamic, personalized, and interactive ([Sari et al., 2023](#)).

Social media is a digital site or platform developed from internet-based technology, which can make it easier for everyone to connect, communicate, and share online worldwide ([Azzahra, 2021](#)). Meanwhile, [Rulli Nasrullah \(2017: 11\)](#) defines social media as a platform on the internet that allows users to present themselves, interact, collaborate, share information, communicate with other users, and build relationships virtually. Social media platforms such as Instagram, Facebook, TikTok, Twitter, and YouTube allow companies to establish direct communication with audiences, thus opening up opportunities for two-way interaction and strengthening closeness with customers. These platforms allow companies to market their products or services and understand audience needs and preferences through the

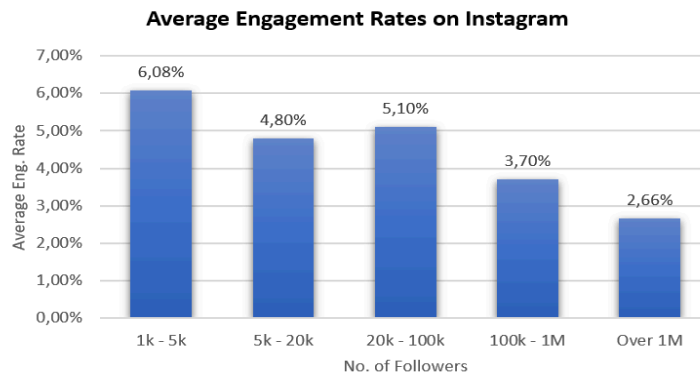
interaction data generated. In addition, social media's ability to target specific audiences based on interests, circles, and demographics can enable companies to run more targeted and effective marketing campaigns.

Traditional marketing has declined because it is no longer considered to contribute directly to increasing sales. Duncan Brown and Nick Hayes (2008: 10) argue that the ineffectiveness of traditional marketing is due to the delivery of messages by marketers who overwhelm prospects with many marketing messages carried out continuously, which makes prospective consumers lose interest. Instead, prospects trust messages or information delivered by influencers. This has led to the emergence of a new approach to marketing, influencer marketing, which focuses on utilizing influencers to deliver messages, promote products, and build relationships with audiences.

An influencer must carefully manage their digital image when building a personal identity. According to Hennessey (2018), building an influencer's identity includes consistently creating engaging content and choosing a simple and recognizable brand name. Being active on social media platforms and interacting with followers will increase audience trust and loyalty. In addition, building relationships with audiences and fellow creators is an important factor in expanding reach and collaboration opportunities. By doing so, influencers can strengthen relationships with their followers and increase the effectiveness of marketing campaigns.

Influencers are categorized into several categories based on their number of followers and characteristics to make digital marketing more targeted to the target audience. Nano, micro, and macro influencers are three categories often used in marketing campaigns on Instagram. Nano influencers have less than 10,000 followers, micro influencers between 10,000 and 100,000 followers, and macro influencers have more than 100,000 followers (Azzahra, 2021). Each of these influencer categories has different characteristics and ways of interacting with their audience, which can affect the engagement rate of their campaigns.

In social media, engagement rate can be defined as a two-way interaction between a business account and its followers. Engagement rate is often indicated to assess the development or decline of a social media account's performance. Measuring the engagement rate of a post can be done by accumulating the number of likes and comments obtained and then dividing it by the account's total number of followers. The engagement rate is a crucial metric for assessing the effectiveness of influencer campaigns, as it shows the audience's engagement with the shared content. Below is Phlanx's data on the Instagram engagement rate graph based on follower categories as of 2024.



Source: Engagement Calculator | Phlanx (2024)

Figure 1.1 Graph of Engagement Rate on Instagram Based on Number of Followers by Year 2024

Accounts with many followers but a low engagement rate indicate that the audience is less interested in the uploaded content. Conversely, accounts with fewer followers but higher engagement rates are more effective in attracting audience attention. Some studies suggest that nano influencers are more effective because they have a more personal connection with their followers, while micro and macro influencers can target a larger audience. Evidenced by research conducted by Brilindra Pandanwangi and Hening Laksani (2024) entitled "Nano Influencer di Instagram sebagai Alternatif Medium Promosi Toko Buku di Yogyakarta" which shows that the presence of nano influencers can influence consumer decisions in buying a product because the close relationship between nano influencers and their followers allows promotional messages to be delivered more convincingly so that the audience is encouraged to make purchases.

Not only that, a study conducted by Audrey Jessie Widyadhana (2023) entitled "Analisis Pengaruh Macro Influencer dan Micro Influencer Dalam KOL (Key Opinion Leader) Marketing Terhadap Skintific Brand Awareness" stated that micro and macro influencers are considered capable of offering a comprehensive strategy and are considered efficient in reaching a wider audience, thus helping to strengthen the attachment between brands and their consumers. In addition to research studies, an Influencer Marketing Strategist from Partipost Indonesia named Austino Bantrang Wibowo (Partipost, 2021) argues that the closeness between nano influencers and their followers can build a strong level of trust so that any recommendations given can be easily spread.

Although influencer marketing research continues to evolve, previous studies have primarily focused on a single influencer category, particularly micro or macro influencers. Comparative research that examines nano, micro, and macro influencers within a unified analytical framework remains limited, especially in the context of their effectiveness for MSMEs. Moreover, no study has specifically explored the correlation between influencer type and engagement levels in Instagram endorsement content. Therefore, this study aims to fill that gap by conducting a comparative analysis of the impact of each influencer category

on engagement rates and providing marketing insights for MSMEs in selecting the most effective type of influencer.

2. LITERATURE REVIEW

Theoretical Framework

Engagement rate is widely used in digital marketing as a measure of audience interaction with shared content. Engagement includes not only behavioral aspects such as likes and comments but also cognitive and emotional dimensions, which reflect the audience's attention, interest, and connection with the content. Moreover, influencer classification based on follower count influences audience perceptions of source credibility. Influencer classifications in this study include Nano Influencers (1,000 – 10,000 followers), Micro Influencers (10,000 – 100,000 followers), and Macro Influencers (100,000 – 1 million followers) ([Azzahra, 2021](#)). Influencer credibility is influenced by three main factors: expertise, attractiveness, and trustworthiness each of which directly impacts message effectiveness.

Previous Research

Several previous studies have evaluated the effectiveness of different influencer categories in the context of digital marketing. For example, Shan et al. (2019) found that nano influencers are able to build more natural relationships with their audience, contributing to higher engagement rates. Meanwhile, Veirman et al. (2017) showed that Instagram influencers with a high number of followers tend to be more liked due to their perceived popularity. However, to date, studies that directly compare the effectiveness of nano, micro, and macro influencers on Instagram engagement rates remain limited particularly in the context of MSMEs.

3. METHODS

Research type is a scientific method applied to obtain data by predetermined objectives and uses. This generally includes approaches, techniques, and strategies applied to achieve the research objectives that were previously. This research applies a quantitative approach. According to Sugiyono (2018), quantitative research is a type of scientific approach that sees reality as something that can be classified as concrete, observable, and measurable, with a cause-and-effect relationship between variables. In this study, the sample determined was Indonesian influencers on Instagram social media, with 300 samples.

Data analysis technique is a stage in analyzing the data obtained using certain study techniques selected according to research needs (Ichwan et al., 2024). This study employed Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using SmartPLS 3 software. This method was chosen because it accommodates complex models involving multiple variables simultaneously namely Nano, Micro, Macro Influencers, and engagement rate. PLS-SEM is considered suitable for predictive research involving complex model structures (Hair et al., 2021). Additionally, the use of SmartPLS 3 simplifies the analysis

process, as it includes a bootstrapping feature that enables statistical significance testing between variables in the model.

4. RESULT AND DISCUSSION

Equation 1, Nano Influencer

Outer Model Results

Validity Test Results

Table 1. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Nano Influencer	0.460
Engagement Rate	0.514

Source: SmartPLS (2025)

Table 1 shows the results of statistical tests related to the Average Variance Extracted (AVE) value, where the Nano Influencer variable (X1) has a value of 0.460. In contrast, the Engagement Rate variable (Y) obtained a value of 0.514. Thus, it can be concluded that variable X1 has an AVE below 0.50, which is considered invalid, while variable Y has an AVE above 0.50, which means the variable is declared valid. This suggests that the internal reliability of the construct is low. Therefore, it is recommended to review the phrasing of the indicators and consider rewording the statements to enhance item consistency in future research.

Reliability Test Results

Table 2. Cronbach Alpha Test Results

	Cronbach's Alpha
Nano Influencer	0.420
Engagement Rate	0.687

Source: SmartPLS (2025)

Based on the statistical test results in Table 2, Cronbach's Alpha value for the Nano Influencer variable (X1) is 0.420, while for the Engagement Rate variable (Y), it is 0.687. Thus, both variables have Cronbach's Alpha values below 0.70, indicating that both are unreliable. This suggests that the internal reliability of the construct is low. Therefore, it is recommended to review the phrasing of the indicators and consider rewording the statements to enhance item consistency in future research.

Results of Inner Model Nano Influencer Variable (X1)

R Square Test Results

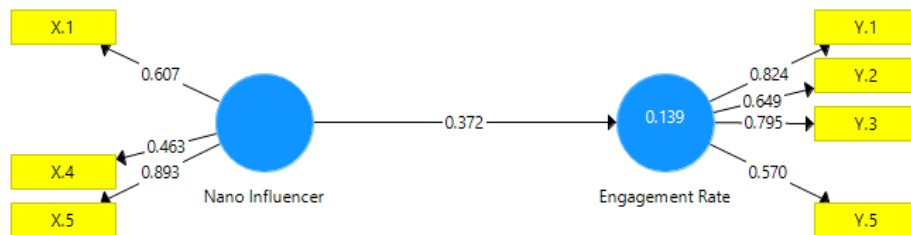
Table 3. R Square Test Results

	R Square	Adjusted R Square
Engagement Rate	0.139	0.130

Source: SmartPLS (2025)

Based on Table 3, the R-Square value for the Engagement Rate variable is recorded at 0.139. This means that only 13.9% of the variation in Engagement Rate can be explained by the Nano Influencer variable. In comparison, the remaining 86.1% is influenced by other factors not examined in this study. Thus, although there is a relationship between the two variables, the influence of Nano Influencers on Engagement Rate is low.

Bootstrapping Test Results



Source: SmartPLS (2025)

Figure 1. Bootstrapping Test Results

Figure 1 above displays the relationship between constructs, including independent variables, dependent variables, inner model, outer model, R-Square, and research hypotheses.

Path Coefficient Test Results

Table 4. Path Coefficient Test Results

	Sample Original (O)	Average Sample (M)	STDEV	(O/STDEV)	P Values
NI ER	0.372	0.423	0.082	4.551	0.000

Source: SmartPLS (2025)

Based on Table 4, the P Values for the relationship between Nano influencers and Engagement Rates are 0.000, which is smaller than 0.05. Therefore, it can be concluded that Nanoinfluencers significantly influence Engagement Rates.

Equation 2, Micro Influencer

Outer Model Results

Validity Test Results

Table 5. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Micro Influencer	0.564
Engagement Rate	0.482

Source: SmartPLS (2025)

Based on Table 5, the statistical test results show that the Average Variance Extracted (AVE) value for the Micro Influencer variable (X2) is 0.564, while for the Engagement Rate variable (Y), it is 0.482. Thus, variable X2 has an AVE value above 0.50, so it is declared valid, while variable Y has an AVE value below 0.50, which means it is considered invalid.

Reliability Test Results

Table 6. Cronbach Alpha Test Results

	Cronbach's Alpha
Micro Influencer	0.271
Engagement Rate	0.641

Source: SmartPLS (2025)

Based on Table 6, the statistical test results show that Cronbach's Alpha value for the Micro Influencer variable (X2) is 0.271, while for the Engagement Rate variable (Y), it is 0.641. Thus, both variables have a Cronbach's Alpha value below 0.70, so they are considered unreliable. This indicates inconsistency among indicators, suggesting the need for construct development through the addition of more appropriate indicators and the removal of ambiguous items in future studies.

Micro Influencer Variable Inner Model Results (X2)

R Square Test Results

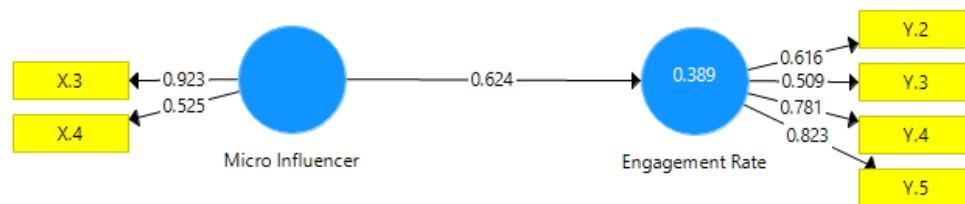
Table 7. R Square Test Results

	R Square	Adjusted R Square
Engagement Rate	0.389	0.383

Source: SmartPLS (2025)

Based on Table 7, the R-square value for the Engagement Rate variable is 0.389, which indicates a relationship in the model. This means that the micro influencer variable influences 38.9% of the variation in Engagement Rate, while the remaining 61.1% is influenced by other factors not examined in this study. Thus, Micro Influencers' influence on Engagement Rate can be categorized as moderate.

Bootstrapping Test Results



Source: SmartPLS (2025)

Figure 2. Bootstrapping Test Results

Figure 1 above illustrates the structure of the relationship between constructs, which includes independent variables, dependent variables, inner model, outer model, R-Square, and research hypotheses.

Path Coefficient Test Results

Table 8. Path Coefficient Test Results

	Sample Original (O)	Average Sample (M)	STDEV	(O/STDEV)	P Values
Micl ER	0.624	0.629	0.101	6.174	0.000

Source: SmartPLS (2025)

Based on Table 8, the P-value for the relationship between Micro Influencers and Engagement Rate is 0.000, smaller than 0.05. Therefore, it can be concluded that Micro Influencers significantly influence Engagement rates.

Outer Model Results Macro Influencer Variable (X3)

Validity Test Results

Table 9. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Macro Influencer	0.470
Engagement Rate	0.502

Source: SmartPLS (2025)

Based on Table 9, the statistical test results show that the Average Variance Extracted (AVE) value for the Macro Influencer variable (X3) is 0.470, while for the Engagement Rate variable (Y) it is 0.502. Thus, variable X3 has an AVE value below 0.50, which is considered invalid, while variable Y has an AVE value above 0.50, which means it is declared valid. This shows that the construct is not yet fully convergently valid. Therefore, future research should consider adding indicators that represent key aspects of the Macro Influencer variable to ensure it fully captures the intended meaning, not just a portion of it.

Reliability Test Results

Table 10. Cronbach Alpha Test Results

	Cronbach's Alpha
Macro Influencer	0.619
Engagement Rate	0.464

Source: SmartPLS (2025)

Based on Table 10, the statistical test results show that Cronbach's Alpha value for the Macro Influencer variable (X3) is 0.619, while for the Engagement Rate variable (Y), it is 0.464. Thus, both variables have a Cronbach's Alpha value below 0.70, so they are considered unreliable. This indicates that reliability is not yet optimal. Thus, future research should reevaluate indicators that may carry double meanings and consider adjusting the contextual framing of statements to ensure each indicator within a variable consistently measures the same aspect.

Equation 3, Macro Influencer

Inner Model Results

R Square Test Results

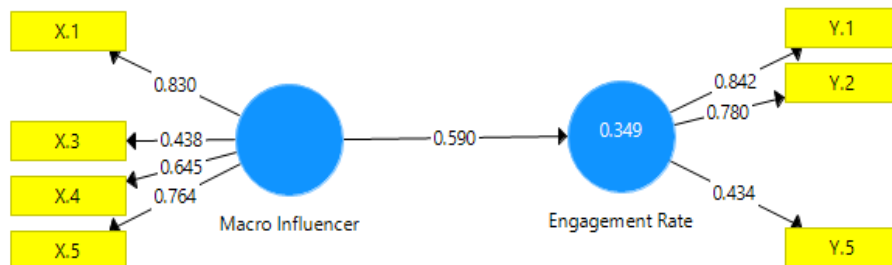
Table 11. R Square Test Results

	R Square	Adjusted R Square
Engagement Rate	0.349	0.342

Source: SmartPLS (2025)

Based on Table 11, the R-square value for the Engagement Rate variable is 0.349, which indicates a relationship in the model. This means that the macro-influencer variable influences 34.9% of the variation in Engagement Rate, while the remaining 65.1% is influenced by other factors not examined in this study. Thus, the influence of Macro-Influencers on Engagement rates can be categorized as moderate.

Bootstrapping Test Results



Source: SmartPLS (2025)

Figure 3. Bootstrapping Test Results

Figure 3 above shows the relationship structure between constructs, which includes independent variables, dependent variables, inner model, outer model, R-Square, and research hypotheses.

Path Coefficient Test Results

Table 12. Path Coefficient Test Results

	Sample Original (O)	Average Sample (M)	STDEV	(O/STD EV)	P Values

MacI	ER	0.590	0.607	0.097	6.095	0.000
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Source: SmartPLS (2025)

Based on Table 12, the P Values for the relationship between Macro Influences and Engagement Rate are 0.000, smaller than 0.05. Therefore, it can be concluded that Macro Influences significantly influence Engagement rates.

Discussion

Nano Influencer Relationship to Engagement Rate

The statistical results found that nano influencers significantly affect engagement rate, which means that the first hypothesis in this study can be accepted. Nano influencers, who have fewer followers than micro or macro influencers, often show greater engagement rates than other influencer categories. This is due to the more personalized interaction between influencers and their followers. This aligns with the opinion of Austino (2021), an influencer marketing strategist from Partipost Indonesia, who said that the interaction between nano influencers and their followers is more personal, creating a high level of trust. In addition, research conducted by Prayudi & Oktapiani (2023) revealed that the existence of nano influencers has a constructive influence on digital marketing on Instagram social media because it has a high level of engagement. Thus, nano influencers can contribute more effectively to endorsement content, increasing the engagement rate and encouraging audience trust in the promoted brand.

Micro Influencer Relationship to Engagement Rate

The research results with statistics found that micro influencers significantly affect engagement rates, which means that the second hypothesis in this study can be accepted. In research conducted by (Prasetya, 2020), it is explained that many marketing practitioners recognize that micro influencers have a higher level of engagement and can build greater trust among their audience compared to influencers with a larger number of followers or celebrities with millions of followers on Instagram. A marketing strategy using micro influencers in a campaign can effectively reach a wider audience while maintaining a high engagement rate. This finding is consistent with the results of a study conducted by (Pratama et al., 2024), which states that collaboration with micro influencers can increase engagement rates because their audiences are usually more focused and divided into segments that match particular interests or niches. Thus, micro influencers are the right choice for brands if they want to promote and increase interaction while building customer loyalty through social media.

Macro Influencer Relationship to Engagement Rate

The statistical study results found that macro influencers significantly affect engagement rate, which means that the third hypothesis in this study can be accepted. Brands often use macro influencers to increase product visibility and reach a wider audience. However, despite an extensive reach, macro influencers' engagement rates are lower than nano and micro

influencers. This is in line with an analysis conducted by (Lemon, 2021), a well-known influencer platform in Indonesia, which states that influencers with a high number of followers (such as macro and mega influencers) have a lower engagement rate than those with few followers (nano and micro influencers). With a broader reach, endorsement content from macro influencers spreads faster and can reach audiences relatively quickly. Therefore, they are considered more effective for increasing brand exposure, although they do not always generate high engagement. This is in line with the statement by (Widyadhana, 2023) that although the engagement rate of macro influencers is lower, they are still effective in building brand awareness.

Comparison of Nano, Micro, and Macro Influencers in Increasing Engagement Rate on Endorsement Content

The statistical study results found a difference between nano, micro, and macro influencers in increasing the engagement rate on endorsement content on Instagram, which means that the fourth hypothesis in this study can be accepted. In addition, this study also found that of the three categories, micro influencers have the strongest influence compared to nano and macro. Each influencer category has a different role in attracting audience interaction with endorsement content. Although each influencer category has its advantages, differences in the number of followers, level of engagement, and content strategy play an important role in the effectiveness of digital marketing campaigns, as in the study (ŞENYAPAR, 2024) which says that each category of influencers has varying levels of engagement and reach, due to differences in the quality of how they convey information to the audience. Thus, the selection of influencer categories in an endorsement campaign should be tailored to the marketing objectives to be achieved, whether it prioritizes engagement rate, reach, or building audience trust in a brand.

On the other hand, this study has several limitations. The respondents were only Instagram users based in Indonesia, so the results may not be generalizable to other platforms or countries. Some variables also lacked full validity and reliability, suggesting the need for improved instruments in future research. There is also a potential for bias, such as respondents tending to give socially desirable answers or influencers being selected based on temporary activity. Nonetheless, the study offers practical value MSMEs may consider collaborating with nano influencers, as their high audience engagement can support more effective promotions and help build consumer trust.

5. CONCLUSIONS

Referring to the findings of the completed research on the comparison of nano, micro, and macro influencers in increasing engagement rate on endorsement content on Instagram, it was found that all categories significantly affect engagement rate. However, of the three categories, micro influencers have the highest engagement rate influence compared to the other two categories. Micro influencers can build more active interactions with the audience due to many followers but maintain personal closeness. High trust in micro influencers recommendations also increases audience engagement through likes, comments, and content sharing. Therefore, it can be concluded that the selection of influencer categories in a digital

marketing strategy should be tailored to the campaign objectives. If the main goal is to increase engagement rate and active interaction with the audience, then micro influencers are the most optimal choice. However, if the marketing objective is to increase brand awareness with a broader reach, then macro influencers are more recommended.

Meanwhile, nano influencers are more suitable for building trust with small, more specific communities such as family or friends. This research reinforces that influencers' effectiveness is determined by the number of followers and the interaction that can be built with the audience. In addition, there are still opportunities for future research to explore other factors that were not the focus of this study, such as the audience's level of trust in the influencer, or expand the scope of other social media platforms to find out if the same pattern also applies on these other platforms.

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