

ANALYSIS OF THE ROLE OF SOCIAL MEDIA IN MARKETING COMMUNICATION STRATEGIES AND THEIR IMPACT ON CONSUMER LOYALTY

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ABSTRACT

In today's digital era, social media has become a key tool in marketing communication strategies, allowing companies to interact more intensively with consumers. However, a deep understanding of the specific elements that drive customer engagement and loyalty through social media is still needed. This study aims to analyze the influence of Trendiness, Interactivity, Informativeness, Advertisement, Entertainment on Customers Engagement and Customers Loyalty. The research method in this study uses a questionnaire as a measuring instrument. The population in this study were all consumers as users of the Rucas brand, male and female aged 15-40 years, the sample in this study was 122 people. This type of research is explanatory research with an analysis tool, namely PLSSEM (Partial Least Square - Structural Equation Modeling). The results of data analysis show that the influence of Trendiness, Advertisement, and Entertainment on Customers Engagement has a positive and significant effect, then Trendiness, Advertisement, and Entertainment on Customers Loyalty have a positive and significant effect. However, Interactivity and Informativeness have no effect on Customers Engagement. The variables Interactivity and Informativeness on Customers Loyalty also have no positive and insignificant effect.

KEYWORDS Trendiness, Interactivity, Informativeness, Advertisement, Entertainment, Customers Engagement, Customers Loyalty.



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INTRODUCTION

Research on the role of social media in marketing communication strategies and their impact on consumer loyalty is one of the interesting issues to research. Considering that social media is now the main force in changing the dynamics of marketing communication in the digital era. This is also due to the fact that a number of previous studies have shown mixed results (Chandra & Andrew, 2018; Imron et al., 2018; Pramesti et al., 2019; Kurnia & Rachmawati, 2020; Sihotang et al., 2022; Mandagi, 2023; Talumepa et al., 2023). Chandra & Andrew (2018) showed that the marketing communication strategy used in universities still needs improvement because there are several aspects that have not been optimal, such as management relationships, news actualization, creativity, entertainment,

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consistency, personalization, commitment, and attention. Research shows that the strategy can achieve more optimal results if news linearity is maintained, the amount of actual and creative content is increased, reports on content are actualized, and each content is equipped with links and citations to strengthen its existence (Ibid, 2018).

The second research shows that there is a simultaneous impact of popular content variables, relevant content, profitable campaigns, and frequency of content updates on consumer loyalty of PT. Gojek Indonesia. Partially, profitable campaigns in social media marketing have an influence on consumer loyalty, while relevant content and popular content do not exert a significant influence. In contrast, the frequency of content updates shows a significant partial influence on consumer loyalty. The results of multiple linear regression analysis revealed that the variable frequency of content updates has an influence on consumer loyalty. This is due to the activeness of the official Instagram account of PT. Gojek Indonesia updates content consistently, which helps maintain relationships with consumers and increase their loyalty to the company (Imron et al., 2018).

Kurnia & Rachmawati (2020) in their research shows that first, there is a positive and significant influence of social media marketing activities on Value Equity. Second, social media marketing activities also have a positive and significant influence on Brand Equity. Third, a positive and significant influence was also found between social media marketing activities and Relationship Equity. In addition, Value Equity, Brand Equity, and Relationship Equity each have a positive and significant influence on customer loyalty. These findings suggest that social media marketing activities play an important role in building strong values, brands, and relationships, ultimately increasing customer loyalty (Ibid, 2020).

Research conducted by Mandagi (2023), shows that first, Social Media Marketing (SMM) has a significant and positive influence on brand gestalt and customer loyalty. Second, brand gestalt has a significant and positive influence on brand loyalty. Third, brand gestalt is a mediator in the relationship between SMM and brand loyalty (Ibid, 2023). Meanwhile, profitable campaigns, popular content, relevant content, and regular content updates have proven to have a significant influence on consumer loyalty. However, the use of various platforms and offers through apps did not show a significant influence on consumer loyalty (Pramesti et al., 2019).

Sitohang et al., (2022) stated through their research that social media promotion, word of mouth, and service quality each have a positive and significant influence on Burger King's consumer loyalty in Manado City. At the same time, these three variables also have a positive and significant influence on consumer loyalty at Burger King Manado City (Ibid, 2022). Research conducted by Talumepa et al., (2023) shows that service quality has a significant influence on customer loyalty. In addition, the quality of service also significantly affects the effectiveness of promotions through social media, which in turn has a significant impact on customer loyalty (Ibid, 2023).

Social media has a very important role in marketing communication strategies because it is able to significantly increase consumer loyalty. By using social media, companies can reach a wider audience at a relatively cost-effective rate compared to traditional media. Social media also allows for direct interaction between companies and consumers, which creates a more personal emotional connection. This has proven to be effective in encouraging consumers to stay loyal to a particular brand. In addition, strategically designed creative campaigns and relevant content on social media are able to capture consumers' attention and strengthen the brand image in their eyes.

Regular content updates on platforms like Instagram, Facebook, or Twitter also play an important role in keeping consumers engaged. Consistency in updating information not only increases brand visibility but also builds trust in the product or service offered. Additionally, interactive features such as comments, customer reviews, and story features allow companies to get immediate feedback, which can be used to improve the quality of their services. The digital word of mouth that occurs on social media also contributes

greatly in influencing consumer purchasing decisions, making it a highly effective marketing tool.

Research by Putri et.al., (2023) shows that companies that are active on social media are more able to build consumer loyalty than those who do not utilize this platform. For example, creative campaigns, relevant content, and personalized interactions can make consumers feel closer to the brand. This indicates that social media is not just a communication tool, but also a strategic element that is very important in creating long-term relationships with consumers. With the right strategy, social media can be the main key in building sustainable consumer loyalty.

Social media has emerged as a major force in the changing dynamics of marketing communication in the digital era. With people becoming more connected and spending more time on platforms like Facebook, Instagram, Twitter, and LinkedIn, companies face the challenge of optimizing the role of social media in their marketing communication strategies. In recent years, the significant increase in the use of social media by companies as a tool to build brands and interact with consumers has created a need for in-depth research. One of the key aspects that needs to be analyzed is how social media plays a crucial role in marketing communication strategies and the extent of its impact on Consumer loyalty.

The success of a brand no longer depends solely on the quality of its products or services, but also on its ability to engage with its audience through social media. Exploring the latest research, expert theories regarding the integration of social media in marketing strategies become relevant. According to Kaplan & Haenlein (2010), the concept of "social media" includes various platforms that facilitate the exchange of information and social interaction. Marketing experts such as Smith & Zook (2016) have proposed that social media is not only a marketing tool, but also a means to build consumer relationships and communities. Therefore, through an in-depth analysis of these theories, this study will attempt to delve deeper into the role of social media in shaping marketing communication strategies and understand its significant impact on brand awareness.

In the context of this research, the focus on literature published in the last eight years is crucial. With the rapid pace of change in the digital world, newer information and theories provide a more accurate understanding of ongoing trends and dynamics. Studies such as those conducted by Kim & Ko (2012) on the effects of social media use on consumer behavior, and research by Mangold & Faulds (2009) on brand interactions with consumers on social media, are the main sources that will be used to summarize the latest theoretical developments and understandings on this topic.

RESEARCH METHOD

The type of research used in the research uses quantitative methods. The quantitative method is a type of research whose specifications are systematic, planned, and structured from the beginning to the creation of the research design. According to (Sugiyono, 2012), quantitative research methods can be interpreted as research methods based on samples of positivism philosophy, used to research on certain populations or samples, data collection using research instruments, quantitative data analysis, or statistics, with the aim of testing predetermined hypotheses.

In this study, PLS-SEM was used to analyze the influence of Trendiness, Interactivity, Informativeness, Advertisement, and Entertainment on Customer Engagement and Customer Loyalty.

Population and Sample

The population of this study were all consumers of the Rucas brand, with an age range of 15-40 years. The sample of this study consisted of 124 respondents selected through a purposive sampling method, where respondents were selected based on the

criteria that they were active users of the Rucas brand and used social media to interact with the brand.

Data Collection Technique

Data were collected using a questionnaire designed with a 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). This questionnaire includes questions related to each variable studied, such as questions about respondents' perceptions of the aspects of recency, interactivity, informativeness, advertising, and entertainment provided by the Rucas brand through social media.

Research Instrument

The instrument used was a questionnaire that had been tested for validity and reliability. Validity was tested using convergent and discriminant validity tests using AVE (Average Variance Extracted) and Loading Factor values for each indicator. Reliability was tested using Cronbach's Alpha and Composite Reliability values with a limit value of 0.7 as the minimum standard.

Data Analysis Techniques

Data were analyzed using the PLS-SEM (Partial Least Squares Structural Equation Modeling) method with the help of the latest version of SmartPLS software. PLS-SEM was chosen because this method is suitable for data analysis with latent variables and complex measurement models

RESULT AND DISCUSSION

Analysis Outer Model

1. Data quality testing involves the application of an outer model/measurement model.

a) Validity Test

1) Convergent Validity

Based on the Average Variance Extracted test carried out, the test results are summarized in the following table:

Table 1 Convergent Validity

Variable	Average Variance Extracted (AVE)
Advertisement (X4)	0,667
Customers Engagement (Y)	0,716
Customers Loyalty (Z)	0,737
Entertainment (X5)	0,614
Interactivity (X2)	0,702
Trendiness (X1)	0,600
Informativeness (X3)	0,648

Source: 2023 primary data, processed (appendix 6)

Based on the data contained in Table 1, it can be concluded that each variable in this study has an AVE (Average Variance Extracted) value that exceeds 0.5. In particular, Advertisement has a value of 0.667, the Customer Engagement variable reaches 0.716, Customer Loyalty shows a value of 0.737, and Entertainment records a value of 0.614. Interactivity has a value of 0.702, while Trendiness reaches a value of 0.600, and Informativeness reaches a value of 0.648. These results show that each variable in this study meets the criteria of validity of discrimination

2) Discriminant Validity

a) Loading Factor

The high value of the loading factor shows that the indicator is effective in describing the variables it measures. Indicators with a loading factor of 0.7 or more are considered acceptable, while if the value is below that limit, the indicator is eliminated from the model during the testing process.

Table 2 Loading Factor Before Electrification

	AD(X4)	EC (Y)	CL (Z)	ET (X5)	IT (X2)	TR (X1)	IF (X3)	Information
AD1	0,846							Valid
AD2	0,846							Valid
AD3	0,705							Valid
AD4	0.861							Valid
CE1		0.805						Valid
Third grade		0.889						Valid
CE3		0,880						Valid
CE4		0,808						Valid
CL1			0.870					Valid
CL2			0.842					Valid
CL3			0.831					Valid
CL4			0.891					Valid
ET1				0,781				Valid
ET2				0,684				Invalid
ET3				0,799				Valid
ET4				0.861				Valid
IF1							0.820	Valid
IF2							0.765	Valid
IF3							0.828	Valid
IT1					0,885			Valid
IT2					0,785			Valid
IT3					0,841			Valid
TR1						0,709		Valid
TR2						0,798		Valid
TR3						0,790		Valid
TR4						0,797		Valid

Source: Primary Data, processed by SmartPLS 0.3, 2024

The results of the Loading Factor test that have been described can be found in Table 2 above. An indicator is considered to meet the convergent validity standard if it has an outer loading value that exceeds 0.7. After the testing process, it was identified that there were five indicators with values below 0.7, the details of which are listed in the attached table. The indicator is ET2.

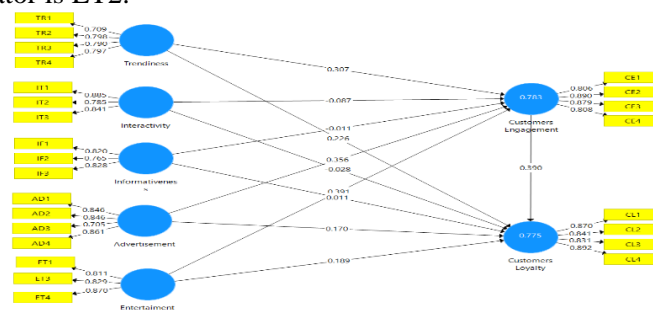


Figure 1 Outer model after elimination of 1 indicator

After eliminating five indicators whose values are below the 0.7 standard, indicators that remain above the 0.7 value are tested and listed in Table 3

Table 3 Loading Factor after elimination in stage 1

	AD(X4)	EC(Y)	CL(Z)	ET(X5)	IT(X2)	TR(X1)	IF(X3)	Information
AD1	0,846							Valid
AD2	0,846							Valid
AD3	0,705							Valid
AD4	0.861							Valid
CE1		0.806						Valid

Third grade	0.890		Valid	
CE3	0,879		Valid	
CE4	0,808		Valid	
CL1		0.870	Valid	
CL2		0.841	Valid	
CL3		0.831	Valid	
CL4		0.892	Valid	
ET1		0,811	Valid	
ET3		0,829	Valid	
ET4		0.870	Valid	
IF1			0.820	Valid
IF2			0.765	Valid
IF3			0.828	Valid
IT1		0,885	Valid	
IT2		0,785	Valid	
IT3		0,841	Valid	
TR1			0,709	Valid
TR2			0,798	Valid
TR3			0,790	Valid
TR4			0,797	Valid

Table 3 shows that the values of all indicators are above 0.7. These findings indicate that each variable in this study meets the standard of validity of discrimination, and each indicator can be considered valid and appropriate for further analysis. To give a clearer picture, the author attaches the outer model image below.

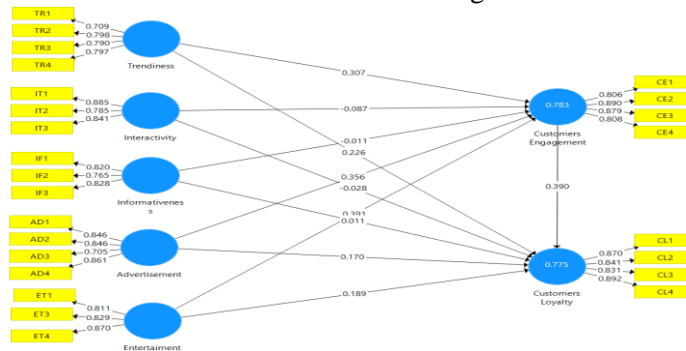


Figure 2 Outer Model

b) Cross Loading

The Cross Loading tests carried out are then described in the following table.

Table 4. Cross Loading

Indicator	AD(X4)	EC(Y)	CL(Z)	ET(X5)	IF(X3)	IT(X2)	TR(X1)
AD1	0,846	0,668	0,666	0,621	0,464	0,553	0,576
AD2	0,846	0,741	0,750	0,761	0,626	0,668	0,670
AD3	0,705	0,531	0,490	0,500	0,484	0,362	0,409
AD4	0,861	0,690	0,611	0,684	0,578	0,544	0,548
CE1	0,650	0,806	0,766	0,698	0,590	0,462	0,603
Third grade	0,747	0,890	0,722	0,762	0,587	0,652	0,689
CE3	0,749	0,879	0,768	0,686	0,601	0,545	0,678
CE4	0,590	0,808	0,590	0,643	0,558	0,470	0,595
CL1	0,707	0,745	0,870	0,730	0,624	0,573	0,643
CL2	0,620	0,680	0,841	0,637	0,535	0,440	0,640

CL3	0,641	0,660	0,831	0,640	0,587	0,527	0,621
CL4	0,709	0,809	0,892	0,724	0,589	0,612	0,706
ET1	0,536	0,632	0,561	0,811	0,631	0,492	0,561
ET3	0,651	0,656	0,699	0,829	0,724	0,547	0,609
ET4	0,787	0,773	0,726	0,870	0,589	0,660	0,617
IF1	0,492	0,503	0,527	0,651	0,820	0,421	0,556
IF2	0,559	0,559	0,487	0,555	0,765	0,311	0,443
IF3	0,545	0,598	0,617	0,652	0,828	0,611	0,664
IT1	0,608	0,577	0,555	0,628	0,444	0,885	0,679
IT2	0,518	0,524	0,535	0,605	0,597	0,785	0,575
IT3	0,539	0,479	0,486	0,469	0,377	0,841	0,546
TR1	0,463	0,575	0,592	0,594	0,663	0,438	0,709
TR2	0,530	0,605	0,565	0,517	0,447	0,506	0,798
TR3	0,572	0,567	0,595	0,511	0,448	0,689	0,790
TR4	0,554	0,602	0,603	0,583	0,553	0,596	0,797

Table 4 shows that the loading value for each indicator item against its construction (X1, X2, X3, X4, X5, Z, and Y) is higher than the cross-loading value. Thus, it can be concluded that all constructions or latent variables have obtained good discriminatory validity, where the indicators in the construction indicator block are superior to the indicators in other blocks. The results of the cross-loading analysis showed that there were no problems with the validity of the discrimination.

a. Reliability Test

1) Cronbach's Alpha

The results of the Cronbach's Alpha test are summarized in the following table:

Table 5. Cronbach's Alpha

Variable	<i>Cronbach's Alpha</i>
Advertisement (X4)	0,883
Customers Engagement (Y)	0,867
Customers Loyalty (Z)	0,881
Entertainment (X5)	0,787
Interactivity (X2)	0,786
Trendiness (X1)	0,776
Informativeness (X3)	0,728

Source: Primary data, processed by smartPLS 0.3, 2024

The results of the Cronbach's Alpha test are summarized in the following table: From Table 5, it can be seen that the Cronbach's Alpha value of each of the above variables reaches 0.60. Specifically, Advertisement has a value of 0.883, Customer Engagement recorded a value of 0.867, Customer Loyalty got a value of 0.881, Entertainment got a score of 0.787, and Interactivity got a value of 0.786. Trendiness has a value of 0.776, and Informativeness is 0.728. Thus, it can be concluded that each construct in this study meets the reliability standard.

2) Composite Reliability

The Composite Reliability calculation is carried out, and the results are summarized in the following table:

Table 6 Composite Reliability

Variable	<i>Composite Reliability</i>
Advertisement (X4)	0,889
Customers Engagement (Y)	0,910
Customers Loyalty (Z)	0,918
Entertainment (X5)	0,875

Interactivity (X2)	0,876
Trendiness (X1)	0,857
Informativeness (X3)	0,846

Source: Primary data, processed by smartPLS 0.3, 2024

Based on the information in Table 6, all the research variables showed a composite reliability value above 0.7. In detail, the Advertisement variable has a value of 0.889, the Customers Engagement variable reaches 0.910, Customers Loyalty records 0.918, Entertainment 0.875, Interactivity gets a value of 0.876, the Trendiness variable gets a value of 0.857, and Informativeness reaches a value of 0.846. Therefore, it can be concluded that all variables in this study have met the composite reliability standards, indicating that each variable shows an excellent level of reliability.

2. Inner Model Analysis

a. Goodness of Fit

1) R Square (R2)

The results of the R Square test are summarized in the following table:

Tabel 7 R Square (R2)

Variable	R Square	R Square Adjusted
Customers Engagement (Y)	0,783	0,773
Customers Loyalty (Z)	0,775	0,764

Source: Primary data, processed by smartPLS 0.3, 2024

Table 7 above presents data that the Customer Engagement variable (Y) has an R-Square value of 0.783. Therefore, it can be concluded that the variables Trendiness (X1), Interactivity (X2), Informativeness (X3), Advertisement (X4), and Entertainment (X5) contribute 78.3% to Customer Engagement (Y), while the remaining 21.7% are influenced by other variables that are not the focus of this study. Furthermore, Customer Loyalty (Z) has an R-Square value of 0.775. Therefore, it can be concluded that the variables Trendiness (X1), Interactivity (X2), Informativeness (X3), Advertisement (X4), and Entertainment (X5) contribute 77.5% to Customer Loyalty (Z), while the remaining 22.5% are influenced by other factors that are not studied in the context of this study.

2) Effect Size (F2)

The calculation of the Effect Size is carried out and is described in the following table:

Tabel 8 Effect Size (F2)

Variable	X1	X2	X3	X4	X5	And	With
Trendiness (X1)						0,014	0,001
Interactivity (X2)						0,000	0,000
Informativeness (X3)						0,147	0,068
Advertisement (X4)						0,192	0,036
Entertainment (X5)						0,170	0,003
Customers Engagement (Y)							0,147
Customers Loyalty (Z)							

Source: 2023 primary data, processed (appendix 14)

Based on Table 8, it can be seen that the influence of the Trendiness variable is ignored because it has an f square value of < 0.02 on Customer Engagement and the Trendiness variable on Customer Loyalty. Likewise, the Interactivity variable on Customer Engagement and the Interactivity variable on Customer Loyalty. On the other hand, the effect size (f square) that has a large value is the influence of the Informativeness variable on Customer Engagement with a value of 0.147, the influence of the Advertisement variable on Customer Engagement with a value of 0.192, the influence of the Entertainment variable on Customer Engagement with a value of 0.170, and is categorized as large. The assessment of the F-Square criteria (0.02 as small, 0.15 as medium, and 0.35 as large) shows that the values of 0.147, 0.192, and 0.170 are above the limit, so they are classified as a large influence. On the other hand, there is a variable Advertisement for Customer

Loyalty with a value of 0.036 and a variable Customer Engagement for Customer Loyalty with a value of 0.147. None of the variables were influenced with small values (criteria 0.02 to 0.15) in this analysis.

3) Predictive Relevance (Q2)

The results of predictive relevance testing are carried out and summarized in the following table:

Table 9 Predictive Relevance (Q2)

	Q ²
Q Square Value	0,951

Source: 2023 primary data, processed (appendix 15)

Table 9 shows the results of the Q-Square/Predictive Relevance value of the dependent variable, namely Customer Loyalty, with a value of more than 0 or 0.939, indicating that the observation has good quality. These findings show that the model proposed in this study meets the requirements of adequate goodness of fit.

b. Hypothesis Testing

The data used in testing this hypothesis is the value contained in the output of coefficients. The following is a table of test results:

Table 10 Hypothesis Testing

	Original Sample	T-statistic	P Values	Significance
Trendiness (X1) -> Customers Engagement(Y)	0,307	4,099	0,000	Signifikan
Trendiness (X1) -> Customers Loyalty (Z)	0,226	3,123	0,001	Signifikan
Interactivity (X2) -> Customers Engagement (Y)	-0,087	1,232	0,109	Insignificant
Interactivity (X2) -> Customers Loyalty (Z)	-0,028	0,425	0,335	Insignificant
Informativeness (X3) -> Customers Engagement (Y)	-0,011	0,181	0,428	Insignificant
Informativeness (X3) -> Customers Loyalty (Z)	0,011	0,140	0,444	Insignificant
Advertisement (X4) -> Customers Engagement (Z)	0,356	4,888	0,000	Signifikan
Advertisement (X4) -> Customers Loyalty (Y)	0,170	1,689	0,046	Signifikan
Entertainment (X5) -> Customers Engagement (Y)	0,391	3,903	0,000	Signifikan
Entertainment (X5) -> Customers Loyalty (Z)	0,189	1,766	0,039	Signifikan
Customers Engagement (Y) -> Customers Loyalty (Z)	0,390	3,754	0,000	Signifikan

Source: Primary data, processed by SmartPLS 0.3. 2024

Testing using SmartPLS statistically each hypothesized relationship is carried out using simulation. The results of bootstrapping testing using SmartPLS produce the following hypothesis:

1. Testing the H1 hypothesis (Trends have a positive effect on customer engagement)

The results of the first hypothesis test show that there is a positive influence of trendiness on customer engagement, as reflected in the path coefficient value of 0.307. This is supported by a positive and significant influence, along with a p-value of 0.000, which is smaller than the value of 0.05, indicating the existence of a significant impact. Therefore, it can be concluded that the hypothesis test confirms the positive and significant influence of reputation on customer satisfaction. Thus, it can be stated that Hypothesis 1 is accepted.

The results of this study are in line with research conducted by Hafidz and Widyastari (2024), which shows that trendiness has a positive influence on customer engagement. Trendiness has an influence of 0.149 on the Consumer Engagement variable. The results of the analysis showed a t-statistical value of 2.332 and a p-value of 0.020. With a confidence level of 5%, because it is $0.020 < 0.05$, it can be concluded that the Trendiness variable has a positive and significant effect on Consumer Engagement (Ibid, 2024). As well as the results of research from Fetais et.al., (2023) social media marketing activities (trendiness) have a significant influence on community engagement in the context of luxury fashion brands However, this study is contrary to the findings in the research conducted by

Rachmadhaniyati & Sanaji (2021). Research conducted by Rachmadhaniyati & Sanaji (2021) and Ulfah & Adriyanto (2023), suggests that social media marketing affects customer engagement, but trends do not affect customer engagement.

2. H2 Hypothesis Testing (Trendiness has a positive effect on Customer Loyalty)

The results of the second hypothesis test show that there is a relationship between the trendiness variable and Customer Loyalty, with an original sample value of 0.226. The T-statistical analysis yielded a value of 3.123, while the p-value was 0.001. Based on the significance criteria that have been set, namely a t-statistic of 1.96 with a significance level of 5%, it can be concluded that the T-statistic value that exceeds the critical value indicates a significant influence of information quality on customer satisfaction. In addition, a p-value of less than 0.05 also indicates statistical significance. Therefore, it can be concluded that there is a significant direct influence between information quality and customer satisfaction in this study. These findings support the research hypothesis and make an important contribution to the understanding of the relationship between information quality and satisfaction levels. The results of this study are in line with research conducted by Anggraeni et al., (2019) which stated that trendiness which is part of social media marketing has a positive and significant effect on customer loyalty (Ibid, 2019). This is different from the research conducted by Munandar Erdkhadifa (2023). The study found that trends do not affect customer loyalty, but service quality, store atmosphere, facilities, and prices affect them (Ibid, 2023).

3. H3 Hypothesis Testing (Interactivity has a positive effect on customer engagement)

Based on the results of hypothesis testing in the study regarding the relationship between the Interactivity variable and customer engagement, it can be seen that the original sample value reached 0.087. Furthermore, the T-statistic obtained is 1.232 with a p-value of 0.109. Referring to the criteria given by Ghozali (2015), where significance is accepted if the T-statistical value is greater than the T-table, and using a t-statistical significance value of 1.96 (significance level = 5%), the results show that the T-statistic (1.232) is below the value required to achieve that level of significance. Therefore, it can be concluded that there is no significant influence between the Interactivity and customer engagement variables at a significance level of 5%. In detail, a p-value greater than 0.05 (0.109) also indicates that there is no direct or indirect influence between the two variables. Thus, this finding implies that the Interactivity variable has no significance in influencing customer engagement in the context of this study. The results of this study are in line with research conducted by Latifah et al., (2023) which stated that interactivity does not have a positive effect on customer engagement (Ibid, 2023). However, this study is contrary to the research conducted by Rahman et al., (2024), where the study proved that interactivity had a significant effect on customer engagement by 0.532% (Ibid, 2024).

4. Testing the H4 Hypothesis (Interactivity has a positive effect on Customer Loyalty)

Based on the results of hypothesis testing in this study, which investigated the relationship between Interactivity and Customer Loyalty, it was found that the original sample value reached 0.028, indicating that there is a positive relationship between the two variables. However, when a statistical T-value of 0.425 and a p-value of 0.335 are observed using a significance level of 5%, it can be concluded that the relationship is not statistically significant. Therefore, the hypothesis that Interactivity has a significant influence on Customer Loyalty is unacceptable. These findings confirm that, in the context of this study, there may be other factors that also contribute to customer loyalty, and therefore, more research is needed to better understand the dynamics involved in the process. This finding is in line with the findings by Maulana et al., (2023), which found that interactivity does not have a positive effect on customer loyalty (Ibid, 2023). However, this finding is contrary to the findings of Valdio and Berlianto (2023) who found that Interactivity has a positive effect on Customer Loyalty (Ibid, 2023).

5. H5 Hypothesis Testing (Informativeness has a positive effect on customer engagement)

Based on the results of hypothesis testing in this study which examined the relationship between informativeness and customer engagement variables, it was found that the original sample value reached 0.011. Then, the T-Statistics is 0.181 with a p-value of 0.428. By referring to the criteria used, namely using a t-statistic of 1.96 with a significance level of 5%, the test results show that the T-statistic value obtained does not exceed the significance limit. Therefore, it is impossible to conclude the existence of a significant influence between informativeness and customer engagement. Although the original sample values showed a positive relationship direction, a low T-statistic value and a high p-value indicated that the impact was not statistically significant. Thus, based on the results of this analysis, it can be concluded that in the context of this study, there is no significant relationship between informativeness and customer engagement. This is supported by research conducted by Syam and Kurniawati in 2023. In his research, it was found that informativeness does not have a positive influence on customer engagement (Ibid, 2023). However, this study is in contrast to the research of Hartono et al., (2023), which states that informative has a positive impact on customer engagement (Ibid, 2023).

6. H6 Hypothesis Testing (Informativeness has a positive effect on Customer Loyalty)

The sixth hypothesis test shows that there is a positive impact of informativeness on customer engagement, as reflected by the path coefficient value of 0.011. However, the effect was not significant, along with the p-value of 0.444 which exceeded the limit of 0.05. The results of the hypothesis analysis show that informativeness does not have a significant impact on Customer Loyalty. Thus, it can be concluded that hypothesis 6 is not supported. Hypothesis 6 that was rejected is in line with research conducted by Haykal et al., (2023) which stated that informativeness does not have a positive effect on customer loyalty. Not all consumers like the information provided and become loyal directly (Ibid, 2023). In contrast to the research conducted by Februdianto et al., (2023). Februdianto et al, (2023), stated that informative has a positive effect on customer loyalty through customer satisfaction (Ibid, 2023).

7. Testing the H7 Hypothesis (Advertisement has a positive effect on customer engagement)

Hypothesis testing shows that there is a significant influence of advertisement on customer engagement. The results of the path coefficient analysis showed that the original sample value was 0.356, with a T-statistic of 4.888 and a p-value of 0.000. Using the T-statistical significance criterion of 1.96 (significance level = 5%), it can be concluded that in part, Advertisement has a positive and significant influence, on customer engagement. The T-statistical value that exceeds the significance limit according to Hartono & Abdillah (2015) strengthens the positive influence between the two variables. Thus, it can be stated that advertisement significantly affects customer engagement in the subject of this study. The results of this study are in line with the results of research conducted by Daven and Sari (2021) which stated that advertising has a significant influence on customer engagement (Ibid, 2021). However, research conducted by Subagio et al in 2020, showed that personalized advertising on social media does not directly affect customer engagement, but the strategic benefits and customer engagement affect perceived value (Subagio et al., 2020).

8. Testing the H8 Hypothesis (Advertisement has a positive effect on Customer Loyalty)

Based on the analysis of the path coefficient in this study, the focus is aimed at the relationship of advertisement variables to Customer Loyalty. The original sample value of 0.170 indicates a positive relationship between advertisement and Customer Loyalty, while the T-Statistics of 1.689 does not exceed the critical value of 1.96 at a significance level of 5%, indicating the statistical significance of the relationship. In addition, the p value of 0.046 is also below the threshold of 0.05, which reinforces the findings. Thus, it can be concluded that there is a significant direct influence of advertising on Customer Loyalty. These findings make an important contribution to understanding that advertising can have a positive impact on Customer Loyalty. The results of this hypothesis are in line with

research conducted by Achmad and Rahmawati (2020), which states that advertising has a positive and significant influence on customer loyalty (Ibid, 2020). In contrast to research that states that advertising does not have a significant positive influence on customer loyalty (Fadila & Meria, 2024).

9. Testing the H9 Hypothesis (Suspected to have a positive and significant influence of entertainment on customer engagement)

In the ninth hypothesis test, there is a direct positive impact of entertainment on customer engagement, as reflected in the path coefficient value of 0.391. This test also showed significant results, with a p-value of 0.000 which was below 0.050, and a T-statistic value of 3.903 (T-statistic value >1.96). With these findings, it can be confirmed that the direct influence of entertainment on customer engagement is positive and significant. Therefore, it can be concluded that hypothesis 9 is supported. The results of hypothesis 9 are supported by the research of Ganawati and Sumardi (2021) which states that entertainment has a significant positive influence on customer engagement (Ibid, 2021). However, the results of the research conducted by Yunita et al., (2020) are not in line with this study. Ibid, (2020), revealed that perceived enjoyment, perceived connectedness, and social media image affect customer engagement, but entertainment does not (Ibid, 2020).

10. Testing the H10 Hypothesis (Entertainment has a positive effect on Customer Loyalty)

The results of the hypothesis test show that there is a positive influence of entertainment on Customer Loyalty, as reflected in the positive path coefficient value of 0.189. Furthermore, there was a significant influence, with a p-value of 0.039 (less than 0.050) and a T-statistic value of 1.766 (smaller than 1.96). Therefore, the test results prove that there is a positive and significant influence of entertainment on Customer Loyalty. Thus, it can be concluded that hypothesis 10 is supported. These results are in line with research conducted by Ganawati and Sumardi in 2021. Research conducted by Ibid (2021), states that entertainment on social media has a positive impact on customer engagement, which in turn has a positive impact on loyalty (customer loyalty) through brand awareness and brand image (Ibid, 2021). However, this result is contrary to the results of a study conducted by Effendi and Yenita (2023) which stated that entertainment does not have a significant positive influence on customer loyalty (Ibid, 2023).

11. Testing the H11 Hypothesis (Customer engagement has a positive effect on Customer Loyalty)

The results of the hypothesis test revealed that there was a positive influence of customer engagement on Customer Loyalty, as reflected in the value of the positive path coefficient of 0.390. This influence was also proven to be significant with a p-value of 0.000, which was below 0.05, and a T-statistic value of 3.754. Thus, the test findings imply that partially, customer engagement has a positive and significant influence on Customer Loyalty. Therefore, it can be concluded that hypothesis 11 is supported. These results are supported by research by Zaid and Patwayati in 2021. Research conducted by Zaid and Patwayati (2021), stated that customer engagement has a positive influence on customer loyalty (Ibid, 2021). However, this research is contrary to the research conducted by Rahmawati and Sanaji in 2015 which in their research stated that customer engagement has no effect on customer loyalty (Ibid, 2015).

c. Path Coefficient (Direct Effect)

The Direct Effects tests are then summarized in the following table:

Table 11 Path Coefficient (Direct Effects)

	<i>Original Sample</i>	<i>P Values</i>
Trendiness (X1) → Customers Engagement (Y)	0,307	0,000
Trendiness (X1) → Customers Loyalty (Z)	0,226	0,001
Interactivity (X2) → Customers Engagement (Y)	-0,087	0,109
Interactivity (X2) → Customers Loyalty (Z)	-0,028	0,335
Informativeness (X3) → Customers Engagement (Y)	-0,011	0,428

Informativeness (X3) → Customers Loyalty (Z)	0,011	0,444
Advertisement (X4) → Customers Engagement (Y)	0,356	0,000
Advertisement (X4) → Customers Loyalty (Z)	0,170	0,046
Entertainment (X5) → Customers Engagement (Y)	0,391	0,000
Entertainment (X5) → Customers Loyalty (Z)	0,189	0,039
Customers Engagement (Y) → Customers Loyalty (Z)	0,390	0,000

Source: Primary data, processed in the appendix, 2024

Based on the data in Table 11, the Trendiness variable for customer engagement has a value of 0.307, the Trendiness variable for customer loyalty has a value of 0.226, and the Advertisement variable for customer engagement has a value of 0.356. the Advertisement variable for Customers Loyalty has a value of 0.170, the Entertainment variable for Customer Engagement has a value of 0.391, the Entertainment variable for Customers Loyalty has a value of 0.189, and the Customer Engagement variable for Customers Loyalty has a value of 0.390. These findings indicate that these variables have a positive relationship based on the value of the positive path coefficient, as well as significant because the p-value is smaller than 0.05.

Meanwhile, in the Interactivity variable on Customer Engagement with a value of -0.087, the results showed a negative relationship based on a negative path coefficient value, but it was not significant because the p-value was greater than 0.05. The Interactivity variable on Customer Loyalty, with a value of -0.028, shows a negative and insignificant relationship because the p-value is greater than 0.05. Similarly, the Informativeness variable for Customer Engagement with a value of -0.011 indicates a negative and insignificant relationship because the p-value is greater than 0.05. The Informativeness variable for Customer Loyalty has a value of 0.011, indicating that this variable has a negative relationship based on the negative path coefficient and is not significant because the p-value is greater than 0.05.

d. Specific Indirect Effect

The results of the Indirect Effects test are then summarized in the following table:

Table 12 Path Coefficient (Indirect Effects)

	<i>Original Sample</i>	<i>P Values</i>
Trendiness (X1) → Customers Engagement (Y) → Customers Loyalty (Z)	0,120	0,004
Interactivity (X2) → Customers Engagement (Y) → Customers Loyalty (Z)	-0,034	0,141
Informativeness (X3) → Customers Engagement (Y) → Customers Loyalty (Z)	-0,004	0,426
Advertisement (X4) → Customers Engagement (Y) → Customers Loyalty (Z)	0,139	0,002
Entertainment (X5) → Customers Engagement (Y) → Customers Loyalty (Z)	0,153	0,004

Source: Primary data, processed by smartPLS 0.3, 2024

Based on Table 12, the value of the Trendiness variable on Customer Engagement and then Customer Loyalty is 0.120. Therefore, these findings illustrate that the Customer Engagement variable is only a partial mediation and that trendiness can reach significance only by being directly related to customer loyalty due to the p-value being smaller than 0.05. For the Interactivity variable on Customer Engagement and then customer loyalty with a value of -0.034, the results show that the Interactivity variable does not show a significant relationship with the Customer Engagement and Customer Loyalty variables because the p-value is smaller than 0.05, which is 0.141. The Coefficient value is -0.004 for the Informativeness variable on Customer Engagement and then Customer Loyalty. This also shows that the Informativeness variable does not show significance to Customer Engagement and Customer Loyalty because the p-value is 0.426. The Advertisement

variable for Customer Engagement, then Customer Loyalty, has a value of 0.139. Here, it is shown that Advertisement has a positive and significant relationship with Customer Engagement and Customer Loyalty, and the Customer Engagement variable is partial mediation because the advertisement variable can achieve a significant relationship by directly related to Customer Loyalty. Similarly, the Entertainment variable for Customer Engagement and then Customer Loyalty has a value of 0.153, indicating that the customer engagement variable is only a partial mediation. The Entertainment variable can achieve a positive and significant relationship with Customer Loyalty without having to go through the customer engagement variable because it has a p-value of 0.004.

Discussion of Research Results

The results of the testing and analysis carried out in this study are then discussed to provide a more detailed picture of the influence and relationship between the variables used in the study.

1. The Effect of Trendiness on Customer Engagement

From the results of hypothesis testing that has been carried out, it is proven that trendiness has a positive and significant influence on customer engagement. Therefore, it can be concluded that the influence of trendiness on customer engagement has a positive and significant impact on various types of businesses. So, brands need to pay attention to trends in the market to increase customer engagement. This can be done through product innovation, following the latest trends in the industry, or increasing a social media presence that follows current trends. This research is in line with the findings from (Putri et al., 2023), which show that Trendiness has a positive and significant impact on customer engagement. In addition, good trendiness affects customer engagement and brand employees themselves, increases customer loyalty, and increases brand growth and long-term brand viability to maintain trendiness so as not to lose consumers.

2. The Effect of Trendiness on Customer Loyalty

Recent research shows that there is a positive and significant relationship between Trendiness and Customer Loyalty. This concept is driven by the fact that customers tend to be more loyal to products or brands that are considered to follow trends. Brands can take advantage of this to develop strategies that focus more on strengthening the image of their product or brand trends. In conclusion, in this study, trendiness has a positive effect on customer loyalty.

3. Interactivity terhadap customer engagement

Testing the hypothesis has confirmed that interactivity has a negligible impact on customer engagement. According to the theory put forward by (Tjiptono, 2016), this means that the level of interactivity offered by Rucas brands does not substantially affect customer engagement. In fact, in some cases, too high interactivity reduces customer engagement, although this decline is not significant enough to be considered a decisive factor. In practical terms, this test shows that focusing on increasing interactivity is not the right strategy to increase customer engagement. Brands need to consider other variables that are more influential on customer engagement, such as product quality or other factors. The test also provides insight for brands to not consider interactivity as the sole or primary factor in driving customer engagement but as part of a broader strategy that includes a range of relevant variables.

4. The Effect interactivity on customers loyalty

The results of the study stated that interactivity did not have a significant influence on customer loyalty. This means that the level of interactivity provided by the brand does not have a significant impact on customer loyalty. An increase in interactivity may slightly reduce customer loyalty, but this decrease is not significant enough to be considered a factor affecting overall customer loyalty. This research indicates that efforts to increase

customer loyalty may not be effective if they are only focused on improving the interactivity aspect. Customers may prioritize other factors in determining their loyalty to a brand. In this context, brands need to allocate their resources to reinforce other more relevant aspects of building and maintaining customer loyalty. As such, it emphasizes the importance of a deeper understanding of what customers value in creating long-term and loyal relationships with a brand.

5. The effect of informativeness on customer engagement

The findings from hypothesis testing show that informativeness does not have a significant influence on customer engagement. These results show that the level of information provided by the Rucas brand does not have a significant impact on customer engagement. This finding is that efforts to increase customer engagement may not be effective if only focused on improving the informativeness aspect. Customers may be more interested in other factors, such as interactivity personalization in their interactions with brands, rather than just getting more or more detailed information. In the context of this research it is in line with research conducted by (BASORIYAH, 2020) and (Bella et al., 2016) which states that brands need to consider a more comprehensive strategy that focuses not only on providing information but also on the way it is delivered and how it contributes to the overall customer experience.

6. The effect of informativeness on customer loyalty

The test results, obtained from the impact of information quality on repurchase intentions, can be interpreted through the original sample estimate of 0.011, from this result shows that the variable has a negative relationship based on the value of the negative path coefficient and is not significant because the p-value is greater than 0.05.

This means that the informativeness variable hurts customer loyalty. These findings are in line with research conducted by (Fachri et al., 2021), stating that the provision of more detailed information about the product does not always contribute to increased customer loyalty. Customers may not always prioritize detailed information when deciding to stay loyal to a brand. Conversely, other factors, such as price or trust in the brand, may play a greater role in shaping loyalty.

7. The effect of advertising on customer engagement

Based on the test of this study, the product quality variable on repurchase intention has a value of 0.356; this result shows that the variable has a positive relationship based on the value of the positive and significant path coefficient because the p-value is smaller than 0.05, which means, that advertising on the Lucas brand has a positive and significant influence on customer engagement. This result can have a serious impact on customer loyalty and has the potential to grow the Rucas brand. The direct link between advertising and customer engagement is a critical factor in building long-term relationships with consumers. This means that effective and relevant ads can significantly increase customer engagement. Customers tend to be more engaged with brands that provide advertising messages that are informative, engaging, and tailored to customer interests. These findings are in line with research (Rosalah & Mardhotillah, 2023).

8. The effect of advertisement on customer loyalty

This study confirms that advertising has a positive and significant impact on customer loyalty. The relationship between the advertisement variable and customer loyalty can be measured with a value of 0.170. These findings indicate that advertising has a positive and significant effect on customer loyalty, as indicated by a p-value smaller than 0.05. This research is in line with that conducted by (Meilatinova, 2021), stating that advertising has a positive and significant effect on customer loyalty. Although research passes trust, this finding does not apply. Therefore, the study concludes that advertisement has a positive and significant effect on customer loyalty.

9. The influence of entertainment on customer engagement

This study explores the relationship between entertainment and customer engagement in the Circus brand. The results of the analysis show that entertainment has a

positive and significant influence on customer engagement. This means that the entertainment element provided by the Rucas brand has an effective impact on increasing customer engagement. When the content provided is interesting, entertaining, and cool, customers tend to be more willing to engage and actively interact with the TLucas brand. This research shows the importance of entertainment aspects in marketing strategies and interactions with customers. By including entertaining elements, it can make the customer experience more interesting. This research is in line with that conducted by (Miao et al., 2022), stating that entertainment has a positive and significant effect on customer engagement.

10. The Influence Of Entertainment On Customer Loyalty

The findings of the study confirm that the influence of entertainment on customer loyalty shows a positive and significant relationship with the Rucas brand. The relationship between the entertainment variable and customer loyalty can be measured with a value of 0.189. indicates that entertainment affects a positive and significant value for customer loyalty, as indicated by a p-value smaller than 0.05 This phenomenon is influenced when the brand can offer an interesting experience, customers will be more attached and have a strong emotional connection with the Circus brand. Entertainment delivered through social media can create positive moments that strengthen customers' desire to be loyal to the TLucas brand. As such, Rucas needs to continue to maintain entertainment quality standards to increase customer loyalty, resulting in a sustainable positive impact in its business domain. The findings of the study are in line with those carried out (Rosalah & Mardhotillah, 2023).

11. The Influence Of Customer Engagement On Customer Loyalty

This research confirms the relationship between customer engagement and customer loyalty in the TLucas brand. The results of this study show that customer engagement has a positive and significant influence on customer loyalty. This means that when customers feel actively engaged with the TLucas brand through good interaction or personal experience, they tend to be more loyal. This engagement creates a strong emotional bond, making customers more likely to stick with each and continue to choose the brand amid fierce market competition. As such, Rucas needs to continue to develop a strategy that focuses on improving customer engagement through innovation, personalized interactions, and programs that make customers feel more connected and valued.

CONCLUSION

Based on data analysis, this study shows that trendiness, advertisement, and entertainment have a positive and significant influence on customer engagement and customer loyalty. This confirms that the appeal of trends, compelling advertisements, as well as the entertainment elements presented can enhance the emotional connection of customers with the product or service, while strengthening their loyalty. Additionally, customer engagement has also been shown to have a positive and significant influence on customer loyalty, suggesting that strong emotional connections can drive greater loyalty. However, the results of the study also found that interactivity and informativeness did not have a significant effect on customer engagement or loyalty. These findings indicate that while information and interactivity are important, they are not enough to create an emotional connection or increase loyalty without being supported by other elements that are more appealing to customers. Thus, trendiness, advertising, and entertainment factors can be the main focus in marketing strategies to build stronger customer engagement and loyalty.

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