

ABSTRAK

Penelitian ini bertujuan untuk menyelidiki dan mengevaluasi pengaruh strategi pemasaran media sosial meliputi hiburan, interaksi, tren, personalisasi, dan promosi mulut ke mulut terhadap loyalitas merek Eastparc Hotel Yogyakarta. Pemahaman yang kurang tentang pemanfaatan dimensi-dimensi ini dapat menghambat terbentuknya loyalitas pelanggan terhadap merek, padahal loyalitas memberikan keuntungan strategis dalam menghadapi fluktuasi pasar dan krisis (Mukolwe et al., 2023; Pramonoputri et al., 2024). Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif untuk menjelaskan pengaruh elemen pemasaran media sosial terhadap loyalitas merek. Untuk memperoleh data primer, riset ini menggunakan survei yang dilakukan melalui kuesioner online kepada pengikut akun Instagram Eastparc Hotel Yogyakarta, serta data sekunder dari publikasi, jurnal, dan buku pendukung. Hasil penelitian menunjukkan kontribusi berbeda dari setiap dimensi pemasaran media sosial terhadap loyalitas merek. Dimensi hiburan berpengaruh positif signifikan ($\beta = 0,239$; $t = 3,950$; Sig. = 0,000), trendiness juga positif signifikan meski lebih kecil ($\beta = 0,107$; $t = 1,997$; Sig. = 0,046), dan customization memberikan pengaruh paling kuat ($\beta = 0,298$; $t = 4,859$; Sig. = 0,000). Word of mouth terbukti positif signifikan ($\beta = 0,107$; $t = 2,348$; Sig. = 0,019), sedangkan interaction justru berpengaruh negatif signifikan ($\beta = -0,166$; $t = 2,594$; Sig. = 0,010). Secara keseluruhan, hampir semua dimensi hiburan, trendiness, personalisasi, dan promosi mulut ke mulut memberikan pengaruh positif terhadap loyalitas merek, kecuali interaction yang negatif. Temuan ini menekankan pentingnya strategi media sosial yang lebih selektif dan efektif agar mampu membangun loyalitas merek secara optimal.

Kata Kunci: pemasaran media sosial, loyalitas merek, kuantitatif, survei.

ABSTRACT

This study aims to investigate and evaluate the influence of social media marketing strategies, including entertainment, interaction, trends, personalization, and word-of-mouth promotion, on brand loyalty to Eastparc Hotel Yogyakarta. A lack of understanding of the utilization of these dimensions can hinder the formation of customer loyalty to the brand, even though loyalty provides strategic advantages in facing market fluctuations and crises (Mukolwe et al., 2023; Pramonoputri et al., 2024). This study uses a quantitative approach with an explanatory research type to explain the influence of social media marketing elements on brand loyalty. To obtain primary data, this research uses a survey conducted through an online questionnaire to followers of the Eastparc Hotel Yogyakarta Instagram account, as well as secondary data from publications, journals, and supporting books. The results of the study show different contributions from each dimension of social media marketing to brand loyalty. The entertainment dimension has a significant positive effect ($\beta = 0.239$; $t = 3.950$; Sig. = 0.000), trendiness also has a significant positive effect, although smaller ($\beta = 0.107$; $t = 1.997$; Sig. = 0.046), and customization has the strongest effect ($\beta = 0.298$; $t = 4.859$; Sig. = 0.000). Word of mouth proved to be positively significant ($\beta = 0.107$; $t = 2.348$; Sig. = 0.019), while interaction had a negative significant effect ($\beta = -0.166$; $t = 2.594$; Sig. = 0.010). Overall, almost all dimensions of entertainment, trendiness, personalization, and word of mouth had a positive effect on brand loyalty, except for interaction, which had a negative effect. These findings emphasize the importance of a more selective and effective social media strategy in order to build brand loyalty optimally.

Keywords: social media marketing, brand loyalty, quantitative, survey.