

ABSTRAK

Digitalisasi telah mengubah cara perusahaan dalam menjangkau dan mempertahankan pelanggan, terutama melalui media sosial dan teknologi pemasaran digital. Salah satu strategi yang banyak digunakan oleh pelaku usaha kuliner adalah memanfaatkan *influencer*, *electronic word of mouth* (E-WOM), dan promosi *online*. Penelitian ini bertujuan untuk menganalisis pengaruh *influencer*, E-WOM, dan promosi *online* terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai mediasi pada Langit Senja Café and Resto di Purwokerto. Penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling* terhadap 100 responden yang merupakan pelanggan Langit Senja Café and Resto yang telah mengunjungi lebih dari tiga kali dan mengikuti akun Instagram resmi. Teknik analisis data dilakukan dengan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui *software* SmartPLS 4. Uji yang dilakukan meliputi uji validitas konvergen, uji reliabilitas konstruk, uji *discriminant validity*, uji *r-square*, serta uji hipotesis melalui nilai *path coefficient*, t-statistik, dan *p-values*. Hasil penelitian menunjukkan bahwa *influencer*, E-WOM dan promosi *online* berpengaruh terhadap loyalitas pelanggan. *Influencer*, E-WOM, dan promosi *online* berpengaruh terhadap kepuasan pelanggan. Selain itu, kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan dan mampu memediasi pengaruh ketiga variabel tersebut. Temuan ini menunjukkan bahwa kepuasan pelanggan memiliki peran penting dalam membangun loyalitas melalui strategi pemasaran digital.

Kata kunci: *influencer*, E-WOM, promosi *online*, kepuasan pelanggan, loyalitas pelanggan

ABSTRACT

Digitalization has transformed the way companies reach and retain customers, particularly through social media and digital marketing technologies. One of the most commonly used strategies by culinary businesses is the utilization of influencers, electronic word of mouth (E-WOM), and online promotions. This study aims to analyze the influence of influencers, E-WOM, and online promotions on customer loyalty, with customer satisfaction as a mediating variable at Langit Senja Café and Resto in Purwokerto. This research employs a quantitative method using purposive sampling, with 100 respondents who have visited Langit Senja Café and Resto more than three times and follow its official Instagram account. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. The tests conducted included convergent validity, construct reliability, discriminant validity, r-square, and hypothesis testing through path coefficients, t-statistics, and p-values. The results indicate that influencers, E-WOM, and online promotions have a positive and significant effect on customer loyalty. Additionally, these three variables also positively and significantly influence customer satisfaction. Furthermore, customer satisfaction has a significant effect on customer loyalty and successfully mediates the influence of the three marketing variables. These findings highlight the crucial role of customer satisfaction in building loyalty through digital marketing strategies.

Keywords: influencer, E-WOM, online promotion, customer satisfaction, customer loyalty