

INTISARI

Penelitian ini dilatarbelakangi oleh fenomena penurunan penjualan pada usaha kuliner Seblak Shakila Purwokerto, meskipun sudah aktif memanfaatkan Instagram sebagai sarana melakukan promosi. Hal ini memunculkan pertanyaan apakah strategi media sosial marketing dan tingkat keterlibatan pelanggan sudah cukup efektif untuk membangun loyalitas pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh media sosial marketing melalui Instagram dan customer engagement terhadap loyalitas pelanggan. Penelitian dilakukan dengan pendekatan kuantitatif menggunakan metode Structural Equation Modeling - Partial Least Squares (SEM-PLS), dengan pengumpulan data melalui kuesioner online yang diisi oleh 100 responden, yang merupakan pelanggan dan pengikut akun Instagram Seblak Shakila Purwokerto. Hasil penelitian menunjukkan bahwa baik media sosial marketing maupun customer engagement memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan, baik secara parsial maupun simultan. Temuan ini menunjukkan bahwa strategi promosi digital dan interaksi aktif di media sosial berperan penting dalam membangun hubungan jangka panjang dengan pelanggan, khususnya di tengah persaingan bisnis kuliner yang semakin ketat.

Kata kunci: Media Sosial Marketing, Customer Engagement, Loyalitas Pelanggan, PLS-SEM.

ABSTRACT

This study was motivated by the phenomenon of declining sales at the culinary business Seblak Shakila Purwokerto, despite actively utilizing Instagram as a promotional platform. This raises the question of whether the social media marketing strategy and the level of customer engagement are effective enough to build customer loyalty. The purpose of this study is to examine the influence of social media marketing through Instagram and customer engagement on customer loyalty. The research employed a quantitative approach using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method. Data were collected through an online questionnaire completed by 100 respondents, consisting of customers and followers of the Seblak Shakila Purwokerto Instagram account. The results indicate that both social media marketing and customer engagement have a positive and significant effect on customer loyalty, both partially and simultaneously. These findings suggest that digital promotional strategies and active interaction on social media play an important role in fostering long-term relationships with customers, especially in the increasingly competitive culinary business landscape.

Keywords: Social Media Marketing, Customer Engagement, Customer Loyalty, PLS-SEM.