



THE INFLUENCE OF INSTAGRAM ADVERTISING MEDIA, SERVICE QUALITY AND SALES PROMOTION ON CUSTOMER LOYALTY FOR CLASSIC NYOCLATE BEVERAGE PRODUCTS IN TULUNGAGUNG DISTRICT

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Abstract

The aim of this research is to determine the influence of Instagram advertising media, service quality and sales promotions on customer loyalty for classic chocolate drink products in Tulungagung Regency. The sample in this research was 81 consumers. The sampling technique uses purposive sampling, namely a technique for determining samples with certain considerations. Data analysis uses multiple regression tests. The results of the research show that there is an influence of Instagram advertising media on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, there is an influence of service quality on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, there is an influence of sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency and There is an influence of Instagram advertising media, service quality and sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency.

Keywords: Instagram Advertising Media, Service Quality, Sales Promotion, Customer Loyalty

INTRODUCTION

Technological progress is a process of progress in creating a better economy, in various countries investment apart from human resources and natural resources, namely investment in technology is something that needs to be prioritized (Pangestu & Alfan Fahmi Ramadhan, 2022). When advances in information technology occur, it triggers economic growth, because market access is open to every party regardless of the boundaries of each country. The widespread use of social media by Indonesian people is seen by business owners or companies to market their products or services (Widiawati, 2017). Advertisements that we previously only saw in conventional media such as television, radio, newspapers or magazines have now spread to the world of social media.

Social media aims to communicate products or services to consumers (Effendy, Sari, & Hermawan, 2021). Consumers can evaluate the products or services offered by the company after seeing or knowing the product or service communication carried out by the company through various media. Social media is also a means of discussing and sharing experiences about a brand by several users. This is confirmed by the views of Kotler & Keller, (2018) who state that companies are now able to reach consumers with two-way communication via social media, so that they can shape consumer decisions regarding the products and services offered.

One of the communication media that is currently developing is using Instagram social media. Instagram is a photo-sharing application that is currently popular. Instagram has strengths in the visual field. The advantage of Instagram as a marketing tool is that it can convey messages from a brand

through photos/images or 15 second videos (Widiawati, 2017). Instagram is no longer present as a selfie-platform or just a social media in cyberspace, but has become a new alternative for launching marketing actions. Even though Facebook is still the social media with the largest users and activations in the world, Instagram is able to offer more than that.

According to Rafiq (2020) social media is content containing information, created by people who utilize publishing technology, which is very easy to access and is intended to facilitate communication, influence and interaction with others and the general public. This is usually done via the internet and mobile communications networks.

Marketers not only use social media to advertise products, but they also encourage users to generate attention for certain brands. This situation creates an opportunity for greater brand recognition, which means there is a consumer attitude towards the advertised product brand so that it is also hoped that consumers will have special attention or response to using or buying products advertised on Instagram social media in particular.

One of the advantages in this competition is mainly promotions that can attract consumers. The promotions offered greatly influence consumer satisfaction, the marketing methods used must be able to attract every existing consumer by implementing a good marketing strategy.

METHOD

This type of quantitative research is "research by examining how much influence the independent variable has on the dependent variable" (Sugiyono, 2015). Quantitative research methods can be defined as "research methods based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis with the aim of testing predetermined hypotheses" (Arikunto, 2017) .

This type of research is quantitative research using descriptive analysis, which aims to describe objective conditions regarding Instagram advertising media, service quality and sales promotions on product customer loyalty. In each study there is a research population that will be the research subject. The definition of population according to Haryanti (2019) is the entire material or element being investigated. Thus, population is not just the number of subjects or objects being studied, but includes all the characteristics they possess. The population in this study were all employees totaling 415 buyers at the Nyoklat Classic company, Tulungagung Regency.

According to Sugiyono (2017), "a sample is part of the number and characteristics of a population". Thus, it can be said that the research sample is a portion of the population taken as a data source and can represent the entire population. This research is to determine the number of samples to be taken, because the population is more than 100 people, the sampling in this research uses proportional random sampling. Proportional random sampling is a sampling technique when the population has members/elements that are not homogeneous and proportionally stratified. Proportional random

sampling is a sampling technique if the population has members/elements that are not homogeneous and proportionally stratified (Sugiyono, 2016: 120). Meanwhile, the sampling technique using the formula from Taro Yamane is as follows:

$$n = \frac{N}{N.d^2 + 1}$$

n = sample

N = (population = 415 responden)

d² = precision (set at 10% with 95% confidence level)

Based on this formula, the number of samples obtained is as follows:

$$n = \frac{N}{N.d^2 + 1} = \frac{415}{415.01^2 + 1} = \frac{415}{5,15} = 80.58$$

rounded up to 81. So the sample in this study was 81 customers.

The data collection technique in this research used a questionnaire. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2015). To obtain the necessary data, there are several methods that researchers use, namely the questionnaire method. The questionnaire method is "a collection of questions asked in writing to someone, in this case called the respondent. "The way to answer is also done in writing" (Creswell, 2018).

Analysis of this research data uses the multiple regression formula. Multiple regression analysis is a development of simple regression analysis. Its use is to predict the value of the dependent variable (Y) if the independent variable (X) is two or more (Morissan, 2019). Multiple regression analysis is a tool for predicting the value of the influence of two or more independent variables on one dependent variable (to prove whether there is a functional relationship or causal relationship between two or more independent variables X₁, X₂, ..., X_i on a dependent variable Y.

RESEARCH RESULT

Test the validity of the research instrument, where this test is to determine whether the instrument used by the author in this research is valid/appropriate. Validity testing in this research used the SPSS version 22.0 program. The instrument test results for the Instagram advertising media variable (X1) can be presented in the following table:

Table 1 Validity of Instagram advertising media variables

Statement	r _{count}	r _{tabel}	information
1	0.621	0.3061	Valid
2	0.545	0.3061	Valid
3	0.591	0.3061	Valid
4	0.669	0.3061	Valid
5	0.611	0.3061	Valid

Statement	r count	r tabel	information
6	0.682	0.3061	Valid
7	0.729	0.3061	Valid
8	0.720	0.3061	Valid
9	0.769	0.3061	Valid
10	0.708	0.3061	Valid

Source: Research Data Processing Results (2023)

Table 1 above shows that all statement items in the Instagram advertising media variable (X_1) are valid because they have a calculated r value greater than r_{table} , namely $r > 0.3061$. The service quality variable (X_2) which was tested for validity has a statement, complete results can be seen in table 2 below:

Table 2 Validity of service quality variables (X_2)

statement	r count	r tabel	Information
1	0.816	0.3061	Valid
2	0.815	0.3061	Valid
3	0.779	0.3061	Valid
4	0.821	0.3061	Valid
5	0.841	0.3061	Valid
6	0.679	0.3061	Valid
7	0.388	0.3061	Valid
8	0.660	0.3061	Valid
9	0.647	0.3061	Valid
10	0.482	0.3061	Valid

Source: Research Data Processing Results (2023)

Table 3 above shows that all statement items in the service quality variable (X_2) are valid because they have a calculated r value greater than r_{table} , namely $r > 0.3061$. Valid data is then tested for reliability to determine the validity and reliability of the research instrument.

The sales promotion variable (X_3) which was tested for validity has a statement, complete results can be seen in table 3 below:

Table 3 Validity of sales promotion variables (X_3)

Statement	r count	r tabel	information
1	0.855	0.3061	Valid
2	0.932	0.3061	Valid
3	0.885	0.3061	Valid
4	0.870	0.3061	Valid
5	0.865	0.3061	Valid
6	0.672	0.3061	Valid
7	0.784	0.3061	Valid
8	0.623	0.3061	Valid
9	0.681	0.3061	Valid
10	0.784	0.3061	Valid

Source: Research Data Processing Results (2023)

Table 3 above shows that all statement items in the sales promotion variable (X_3) are valid because they have a calculated r value greater than r_{table} , namely $r > 0.3061$. Valid data is then tested for reliability to determine the validity and reliability of the research instrument.

The customer satisfaction variable (Y) which was tested for validity has a statement, complete results can be seen in table 4 below:

Table 4 Validity of customer loyalty (Y)

statement	r count	r tabel	information
1	0.909	0.3061	Valid
2	0.781	0.3061	Valid
3	0.530	0.3061	Valid
4	0.734	0.3061	Valid
5	0.700	0.3061	Valid
6	0.777	0.3061	Valid
7	0.793	0.3061	Valid
8	0.872	0.3061	Valid
9	0.739	0.3061	Valid
10	0.730	0.3061	Valid

Source: Research Data Processing Results (2023)

Table 4 above shows that all statement items in the customer loyalty variable (Y) are valid because they have a calculated r value greater than r table, namely $r > 0.3061$. Valid data is then tested for reliability to determine the validity and reliability of the research instrument.

Reliability testing is carried out to ensure the reliability of data. A reliable instrument does not change when measured several times at different times. The use of reliable instruments will produce reliable research. The reliability test is used to determine whether the instrument used can be trusted as a variable measuring tool. The instrument is declared reliable if the Cronbach's alpha (α) value obtained is ≥ 0.60 . The results of the reliability test carried out using the SPSS 22.0 for Windows program can be seen in table 5 as follows:

Table 5 Reliability Test Results

Variabel	Cronbach's Alpha	Standart Reliability	Information
Instagram advertisement (X_1)	0,846	0,60	Reliabel
Service quality (X_2)	0,871	0,60	Reliabel
Seller promotion (X_3)	0,936	0,60	Reliabel
Costumer loyalty (Y)	0,912	0,60	Reliabel

Source: Research Data Processing Results (2023)

Table 5 above shows that the results of the Cronbach's alpha (α) values for variables X_1 , Multiple linear regression analysis aims to predict the magnitude of the influence of the independent variables consisting of Instagram advertising media (X_1), service quality (X_2) and sales promotions (X_3) on customer loyalty (Y), so the regression coefficient value resulting from multiple linear regression analysis is used. . It can be described as follows:

Table 6 Multiple Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.149	5.201		3.105	.003
Advertisement media instagram	-.287	.117	-.262	-2.442	.017
Service quality	.548	.096	.544	5.721	.000
Selling promotion	.353	.112	.330	3.156	.002

a. Dependent Variable: y

Source: Research Data Processing Results (2023)

Multiple linear regression analysis in this study was carried out using the SPSS Version 22.0 For Windows test using the total score. Table 15 above, the regression equation can be arranged as follows:

$$Y = 16,149 + -0.287X_1 + 0.548 X_2 + 0.353 X_3$$

The interpretation of the above equation is:

1. $\alpha = 16.149$ shows that if the values of X_1 ,
2. $b_1 = -0.287$ states that if X_1 increases, then Y will decrease by -0.287 assuming there is no increase in the constant values of X_2 and X_3 .
3. $b_2 = 0.548$ states that if X_2 increases, then Y will increase by 0.548 assuming there is no increase in the constant values of X_1 and X_2 .
4. $b_3 = 0.353$ states that if X_3 increases, then Y will increase by 0.353 assuming there is no increase in the constant values of X_1 and X_2 .

The results of the analysis of the multiple correlation coefficient (R) and coefficient of determination (R^2) of the Instagram advertising media variables (X_1), service quality (X_2) and sales promotion (X_3) on customer loyalty (Y) can be seen in the table below.

Table 7 Results of Termination Coefficient (R^2)
 Model Summary. Dependent Variable: y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.376	.351	4.50928

a. Predictors: (Constant), sales promotion, service quality, Instagram advertising media

Source: Research Data Processing Results (2023)

Table 7 shows that the independent variables, namely Instagram advertising media (X_1), service quality (X_2) and sales promotion (X_3) have a relationship with the dependent variable, namely customer loyalty (Y). This can be proven by the multiple correlation coefficient (R) value of 0.613 with strong criteria.

The coefficient of determination value obtained in the calculations in this study was 0.376. This shows that the independent variables, namely Instagram advertising media (X_1), quality (X_2) and promotion (X_3), contribute 38.7% to customer satisfaction (Y), while the rest is influenced by other variables.

Partial hypothesis testing (t test) in this study uses a comparison of tcount and ttable with a significance level of 5% and N 96, while the t distribution table is achieved at $\alpha = 5\% : 2 = 2.5\%$ (2-sided test) with degrees of freedom (df) $n-k-1 = 81 - 3 - 1 = 77$ (n is the number of respondents and k is the number of independent variables). The result obtained from ttable is 1.66488 and Ftable is 2.72. In this test using the SPSS 22.0 for Windows program, the following results were obtained:

1. The influence of Instagram advertising media on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency

Testing using the help of the SPSS 22.0 for Windows program obtained the following results:

Table 8 Coefficients (a)

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	16.149	5.201		3.105	.003
	media iklan instagram	-.287	.117	-.262	-2.442	.017
a. Dependent Variable: y						

From the results in Table 8 above, it can be seen that the obtained t value = -2.442. Meanwhile, for t table with a significance level of 0.05, the value of t table = 1.66488. A comparison between the two produces: tcount > ttable (-2.442 > 1.66488). The significance value of t for the Instagram advertising media variable is 0.017 and this value is smaller than the probability of 0.05 (0.017 < 0.05). So this test shows that Ha is accepted and Ho is rejected. This means that there is an influence of Instagram advertising media on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency.

2. The influence of service quality on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency

Testing using the help of the SPSS 22.0 for Windows program obtained the following results:

Table 9 Coefficients (a)

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	16.149	5.201		3.105	.003
	Service quality	.548	.096	.544	5.721	.000
a. Dependent Variable: y						

From the results in Table 9 above, it can be seen that the obtained t value = 5.721. Meanwhile, for t table with a significance level of 0.05, the value of t table = 1.66488. A comparison between the two produces: tcount > ttable (5.721 > 1.66488). The t significance value for the service quality variable is 0.000 and this value is smaller than the probability of 0.05 (0.000 < 0.05). So this test shows that

Ha is accepted and Ho is rejected. This means that there is an influence of service quality on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency.

3. The influence of sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency

Testing using the help of the SPSS 22.0 for Windows program obtained the following results:

Table 10 Coefficients (a)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	16.149	5.201	3.105	.003
	promosi penjualan	.353	.112	.330	3.156
a. Dependent Variable: y					

From the results in Table 10 above, it can be seen that the obtained t value = 3.156. Meanwhile, for t table with a significance level of 0.05, the value of t table = 1.66488. A comparison between the two produces: tcount > ttable (3.156 > 1.66488). The significance value of t for the sales promotion variable is 0.002 and this value is smaller than the probability of 0.05 (0.002 < 0.05). So this test shows that Ha is accepted and Ho is rejected. This means that there is an influence of sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency.

4. The influence of Instagram advertising media, service quality and sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency

Testing using the help of the SPSS 22.0 for Windows program obtained the following results:

Table 11 ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	942.533	3	314.178	15.451	.000 ^b
	Residual	1565.689	77	20.334		
	Total	2508.222	80			
a. Dependent Variable: y						
b. Predictors: (Constant), promosi penjualan , kualitas pelayanan, media iklan instagram						

From Table 11 above, with the results of data analysis using SPSS calculations, the Fcount is 15,451. This shows Fcount (15,451) > Ftable (2.72) and a significance level of 0.000 < 0.05. The test results show that the significance value of the simultaneous test (F test) is 0.000, thus the significance value obtained is smaller than the specified probability α (0.000 < 0.05). So H0 is rejected and Ha is accepted. So it can be concluded that there is an influence of Instagram advertising media, service quality and sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency.

DISCUSSION

1. The influence of Instagram advertising media on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency

The results of this research show that there is an influence of Instagram advertising media on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, which can be proven from the comparison between the two which produces: $t_{count} > t_{table}$ ($-2.442 > 1.66488$). The significance value of t for the service quality variable is 0.012 and this value is smaller than the probability of 0.05 ($0.017 < 0.05$).

The results of this research are in accordance with Untari & Fajariana (2018) who stated that Instagram is a smartphone application specifically for social media which is one of the digital media which functions almost the same as Twitter, but the difference lies in taking photos in the form and place to share information towards its users. Instagram can also provide inspiration for its users to increase their creativity because it has features that can make photos more beautiful, more artistic and better. The results of this research are supported by previous research conducted by (Effendy et al., 2021) which shows that there is an influence of Instagram social media marketing on consumer loyalty.

2. The influence of service quality on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency

The results of this research show that there is an influence of service quality on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, which can be proven from the comparison between the two which produces: $t_{count} > t_{table}$ ($5.721 > 1.66488$). The significance value of t for the work professionalism variable is 0.000 and this value is smaller than the probability of 0.05 ($0.000 < 0.05$).

The results of this research are in accordance with the definition according to Tjiptono (2018) "Service quality focuses on efforts to fulfill consumer needs and desires as well as the accuracy of delivery to balance consumer expectations". According to Rusdi, Parawangi, & Malik (2021) that: Quality is a combination of traits and characteristics that determine the extent to which output can meet customer needs, so it is the customer who determines and assesses to what extent these traits and characteristics meet their needs.

The results of this research are supported by previous research conducted by Putri, Utomo, & Mar'ati (2021), the results of which show that there is an influence of service quality on customer loyalty.

3. The influence of sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency

The results of this research show that there is a sales promotion on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, which can be proven from the comparison

between the two which produces: $t_{count} > t_{table}$ ($3.156 > 1.66488$). The significance value of t for the promotion variable is 0.002 and this value is smaller than the probability of 0.05 ($0.002 < 0.05$).

The results of this research are in accordance with Muliani & Wardhani (2020) who define the meaning of promotion as follows, Promotion is an activity carried out by a company to communicate product benefits and as a tool to influence consumers in purchasing activities or using services according to their needs. Meanwhile, according to Azizah & Prasetio (2019) stated that: "Promotion is one of the priority components of marketing activities which informs consumers that the company is launching a new product that tempts consumers to carry out purchasing activities." Promotion is important in marketing a product so that consumers will be interested and make purchases of the product, so a promotion needs to be designed to be as attractive as possible and the information conveyed can be easily understood by the public.

The results of this research are supported by previous research conducted by Effendy et al., (2021) in their research showing that there is an influence of sales promotions on customer loyalty.

4. The influence of Instagram advertising media, service quality and sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency

The results of this research show that there is Instagram advertising media, service quality and sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, which can be proven from the results of SPSS calculations, an F_{count} of 15,451. This shows F_{count} ($15,451 > F_{table}$ (2.72)) and a significance level of $0.000 < 0.05$. The test results show that the significance value of the simultaneous test (F test) is 0.000, thus the significance value obtained is smaller than the specified probability α ($0.000 < 0.05$).

The results of this research are in accordance with Wardana (2019) who stated the following definition of loyalty: "Loyalty is used in a business context, to describe a customer's willingness to always use the company's products in the long term, especially if they use them exclusively, and recommend the company's products to friends and partner."

Loyal customers are an important company asset that must be maintained (Budiono, 2020). Loyal customers have several characteristics that can show how loyal customers are to a product or service (Hanjaya & Setiawan, 2022). As stated by (Philip. Kotler, 2017) loyal customers have the following characteristics:

- a. Satisfaction: Stay with the company as long as expectations are met
- b. Repeat purchase: Returning to the company to buy again
- c. Word of Mouth/Buzz: Promotes its reputation to let other people know about the company.
- d. Evangelism: Convincing other people to buy the company's products
- e. Ownership: Feeling responsible for the company's continued success.

The characteristics of customer loyalty above show that the company is able to provide what customers want, so that customers do not hesitate to continue to trust the company. The results of

this research are supported by previous research conducted by Rendy Gulla, Sem George Oroh, and Ferdy Roring (2015). The results of their research show that there is an influence of Instagram advertising media, service quality and sales promotions on customer loyalty.

CONCLUSION

1. There is an influence of Instagram advertising media on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, which can be proven from the comparison between the two which produces: $t_{count} > t_{table}$ ($-2.442 > 1.66488$). The significance value of t for the Instagram advertising media variable is 0.017 and this value is smaller than the probability of 0.05 ($0.017 < 0.05$).
2. There is an influence of service quality on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, which can be proven from a comparison between the two which produces: $t_{count} > t_{table}$ ($5.721 > 1.66488$). The significance value of t for the work professionalism variable is 0.000 and this value is smaller than the probability of 0.05 ($0.000 < 0.05$).
3. There is an influence of sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, which can be proven from the comparison between the two which produces: $t_{count} > t_{table}$ ($3.156 > 1.66488$). The significance value of t for the promotion variable is 0.002 and this value is smaller than the probability of 0.05 ($0.002 < 0.05$).
4. There is an influence of Instagram advertising media, service quality and sales promotions on customer loyalty for Nyoklat Classic drink products in Tulungagung Regency, which can be proven from the results of SPSS calculations obtained by F_{count} of 10,296. This shows F_{count} ($15,451 > F_{table}$) (2.72) and a significance level of $0.000 < 0.05$. The test results show that the significance value of the simultaneous test (F test) is 0.000, thus the significance value obtained is smaller than the specified probability α ($0.000 < 0.05$).

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