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Exploring the Impact of Digital Marketing Strategies and Customer Perception on Brand Loyalty: Evidence from Eiger Store Jember

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Abstract: This study explores the influence of social media marketing, customer experience, and influencers on brand loyalty among Eiger customers in Jember. As digital marketing continues to evolve, understanding how these factors shape consumer loyalty is crucial for businesses. Using a quantitative approach, this research employs multiple linear regression analysis on data collected from 120 respondents through purposive sampling. The findings indicate that social media marketing significantly enhances brand loyalty by fostering stronger engagement and trust. Similarly, customer experience plays a vital role in shaping consumer perceptions, as positive interactions create emotional connections that encourage long-term commitment. Furthermore, influencers serve as key opinion leaders whose credibility and appeal strengthen consumer trust and loyalty toward the brand. These results highlight the importance of a well-integrated digital marketing strategy that prioritizes interactive social media engagement, consistent and meaningful customer experiences, and collaborations with relevant influencers. By optimizing these factors, businesses can enhance customer retention and maintain a competitive edge in an increasingly dynamic marketplace.

Keywords: Social Media Marketing, Customer Experience, Influencer Marketing, Brand Loyalty, Digital Engagement, Consumer Trust, Digital Marketing Strategy

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1. Introduction

In the current digital era, technological advancements have changed the way companies interact with their consumers. One of them is the internet, which serves not only as a means of disseminating information and communication but also as a means for the continuity of business for every company [1]. This has led the business world to shift to marketing strategies that leverage digital technology, becoming one of the main channels for reaching consumers widely and effectively. The ease offered by digital technology presents a challenge in maintaining consumer loyalty, with easy access to information, they can quickly switch from one brand to another [2]. While this advancement enhances accessibility and purchasing efficiency, it also creates challenges for businesses in maintaining consumer loyalty. The abundance of choices and the speed at which information spreads on digital platforms increase competition, requiring brands to continuously innovate and strengthen their engagement strategies. Therefore, companies must focus on delivering personalized experiences, consistent brand interactions, and value-driven services to retain customer trust and loyalty amidst the

rapidly evolving digital landscape [3]. This shows that companies need to focus not only on products but also on how they interact and build strong relationships with their consumers in the digital world.



Source : Meltwater 2024 [4]

Figure 1. Internet Usage Data in Indonesia.

Based on the latest research from We Are Social in collaboration with Hootsuite, in 2024, around 139 million people will be using social media. The presence of social media serves as an impetus that allows consumers to connect directly with brands by reading reviews from other customers or obtaining recommendations from people considered influential. These reviews, often shared publicly, influence purchasing decisions by offering insights into the quality, reliability, and overall experience with the brand. Consumers trust the opinions of others who have had firsthand experiences, and these reviews help in forming perceptions about a product or service [4].

Companies are currently utilizing social media for promotion or marketing. Social media marketing has become a key strategy in building brand awareness and strengthening customer loyalty [5]. Through digital platforms such as Instagram, Facebook, and YouTube, companies can market their products more broadly and directly interact with their consumers. The advantage of social media in marketing lies in its ability to reach target markets more effectively and efficiently compared to conventional marketing methods [6]. Eiger, as one of the renowned outdoor equipment brands in Indonesia with a store in Jember City, faces the challenge of maintaining customer loyalty amidst increasingly competitive industry competition. Consumers today are not only looking for quality products but also memorable experiences, whether through online or offline interactions. When brands fail to create meaningful connections through digital platforms, consumers may feel disengaged and unappreciated [7]. This lack of emotional connection can lead to reduced brand loyalty, prompting consumers to explore alternatives that offer a more satisfying experience. As a result, many customers switch to competitors that provide stronger engagement, better digital interactions, and a more personalized approach to meeting their needs. To address this challenge, businesses must optimize their digital presence by fostering authentic relationships, enhancing user experience across online channels, and ensuring consistent communication [8]. By doing so, brands can strengthen consumer attachment, reduce the likelihood of switching, and build long-term loyalty in an increasingly competitive market. As a result, many consumers switch to other brands because they feel less connected to the brand digitally [9].

The current challenge is how to understand factors such as social media marketing, customer experience, and influencers contributing to the level of customer loyalty for Eiger in the city of Jember. With the right analysis, the company can optimize its marketing strategy to be more effective in building relationships with its consumers.

2. Materials and Methods

This research was conducted at Eiger Store Jember using a quantitative method. Quantitative research is a research method based on positivism (concrete data), where the research data consists of numbers that will be measured using statistics as a calculation testing tool, and then linked to the problem being studied to produce a conclusion. This research examines the influence of Social Media Marketing, Customer Experience, and Influencers on Brand Loyalty at Eiger Store Jember.

Population is a generalized area or region consisting of objects and subjects that have certain characteristics chosen by the researcher to be studied and draw conclusions [10]. The population in this study is Eiger consumers in the city of Jember. The sample is a part of the number and characteristics determined by the researcher from the population [11]. Due to the large population and the unknown number of samples, the researcher calculates the minimum sample size using the formula of the indicator multiplied by the margin of error, with the calculation as follows:

$$\begin{aligned} \text{Sample} &= \text{Indicator} \times \text{margin of error} \\ &= 12 \times 10 \\ &= 120 \end{aligned}$$

The required sample size for this study is 120 respondents, and the total collected sample also consists of 120 respondents..

In this study, the sampling process was conducted using a non-probability sampling technique with a purposive sampling method, where samples were selected based on specific criteria. A questionnaire containing relevant indicator questions from several variables was then distributed online to Eiger consumers in Jember City until the required sample size of 120 respondents was reached.

3. Results

Respondent After distributing the questionnaire to respondents and conducting the analysis, the researcher found the following results:

1. *Social Media Marketing (X1)*, The calculation results show that the Social Media Marketing variable has a t-value of 14.838 with a significance value of <0.001. Since the significance value is below 0.05, the path coefficient of Social Media Marketing is considered positive and significant. It can be concluded that the Social Media Marketing variable has a positive and significant influence on the Brand Loyalty variable among Eiger consumers in Jember.

This finding reinforces that Eiger's promotional activities through social media play a crucial role in increasing brand loyalty and attracting consumers to shop. This study aligns with the research conducted by [12], which states that Social Media Marketing has a significant influence on Brand Loyalty. This is not only due to its ability to expand market reach and attract more potential consumers but also because it facilitates more personal and continuous interactions between the brand and its customers [13]. With the right marketing strategy, social media enables companies to establish two-way communication, foster higher engagement, and enhance customer trust and loyalty toward the brand [14]. Additionally, engaging and relevant content strengthens the emotional connection between consumers and the brand, making them more likely to remain loyal and recommend the brand to others [8].

2. *Customer Experience (X2)*, The calculation results indicate that the Customer Experience variable has a t-value of 26.934 with a significance value of <0.001. Since the significance value is below 0.05, the path coefficient of Customer Experience is considered positive and significant. It can be concluded that the Customer Experience variable has a positive and significant influence on the Brand Loyalty variable among Eiger consumers in Jember. This significant relationship emphasizes that positive consumer experiences when interacting with products or services play a crucial role

in enhancing brand loyalty. Therefore, efforts to improve various aspects of customer experience, such as friendly service, a comfortable atmosphere, and easy accessibility, can drive customer loyalty.

This study aligns with the findings of [15] in their research on Mie Gacoan, Dr. Mansyur Branch, Medan, which highlights that a positive customer experience, both in-store and through interactions with staff, significantly contributes to increasing brand loyalty. A consistent and satisfying experience creates an emotional bond between customers and the brand, ultimately encouraging them to remain loyal. When customers feel valued, receive friendly service, and experience comfort in every interaction with the brand, they tend to develop a more favorable perception of it. A consistent and satisfying experience not only builds trust but also fosters a deeper emotional connection between customers and the brand. This bond strengthens long-term relationships, motivating customers to continue choosing and recommending the brand to others, as well as increasing their likelihood of repeat purchases.

3. Influencer (X3) – The calculation results show that the Influencer variable has a t-value of 7.596 with a significance value of <0.001. Since the significance value is below 0.05, the path coefficient of the Influencer variable is considered positive and significant. It can be concluded that the Influencer variable has a positive and significant influence on the Brand Loyalty variable among Eiger consumers in Jember. This positive and significant relationship emphasizes that an influencer's appeal, expertise, and credibility are key factors in building Brand Loyalty. Therefore, companies must ensure that the influencers they collaborate with meet or exceed consumer expectations.

4. Discussion

This finding is consistent with previous research, such as that conducted by [16], which states that influencers have the ability to establish emotional connections with their audiences. Through authentic, relevant content that aligns with the values and lifestyles of their target audiences, influencers can create a more personal bond, making their messages more persuasive. As a result, influencers not only shape consumer opinions and perceptions of a brand but also foster deeper trust and emotional attachment. Consequently, consumers tend to be more loyal to brands promoted by their favorite influencers, increasing the likelihood of repeat purchases and encouraging word-of-mouth recommendations within their follower communities [17].

5. Conclusion

Based on the analysis conducted, the following conclusions can be drawn:

1. The hypothesis testing results for the first variable indicate that Social Media Marketing has a positive and significant influence on Brand Loyalty. This means that the better the Social Media Marketing activities, the higher consumer loyalty toward the brand.
2. The hypothesis testing results for the second variable indicate that Customer Experience has a positive and significant influence on Brand Loyalty. This implies that the better the Customer Experience, the higher consumer loyalty toward the brand.
3. The hypothesis testing results for the third variable indicate that Influencers have a positive and significant influence on Brand Loyalty. This suggests that the more effective an Influencer is in promoting a product, the higher consumer loyalty toward the brand.

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