

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITY ON
BRAND LOYALTY THROUGH CUSTOMER ENGAGEMENT IN 4-STAR
ACCOR HOTEL TANGERANG**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITY ON BRAND LOYALTY THROUGH CUSTOMER ENGAGEMENT IN 4-STAR ACCOR HOTEL TANGERANG

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Social media platforms are now integrated into marketing strategies. This new technology creates a new mechanism and communication tool on which businesses can rely to interact and engage with current and potential customers. This study's goal is to investigate the effect of social media marketing (SMM) activities on brand loyalty via customer engagement. Data was collected and analyzed using structure equation modeling based on an online survey of 229 users who follow 4-star Accor hotels on the existing Instagram platform including member of the Accor 4-star hotel in Tangerang. According to the study's findings, Purposive sampling was used in the research. Data, Analysis in this research using the analysis technic model used structural equation model (SEM) with the smart PLS program. According to the finding of the study the Social Media activity has a positive and significant influence oc Brand Loyalty through customer engagement as intervening variable. This study also demonstrate that Customer Engagement have a positive relationship and significant effect on Brand Loyalty.

Keyword : Social Media Activity, Customer Engagement, Brand Loyalty



DEDICATION

I dedicate this works to my beloved family, friends and Accor Hotel as Hospitality
Industries



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