

CHAPTER 5 – CONCLUSIONS AND RECCOMENDATIONS

5.1 Conclusions

The following conclusions can be drawn from the research based on the problems that have been formulated, the results of the analysis and hypothesis testing performed in the previous chapter:

1. Customer Engagement and Social Media Marketing Activities (X) have a direct and significant relationship (Y). According to this case study, social media marketing can affect customer engagement levels by participating in social media activities.
2. The Social Media variables Marketing (X) and Brand Loyalty have a direct and significant relationship (Z). This illustrates how properly executed social media marketing campaigns can affect consumer brand loyalty.
3. The Customer Engagement Variable (Y) has a direct and significant influence on Brand Loyalty (Z). This demonstrates how active or passive participation in customer engagement can affect the level of brand loyalty.
4. Customer Engagement (M) partially mediates the relationship between Social Media Marketing (X) and Brand Loyalty (Y). This shows that customer engagement in social media marketing activities has a significant impact on brand loyalty as mediated by those activities, and that the likelihood of brand loyalty is increased by more effective and efficient customer level engagement in those activities.

5.2 Research Limitation

This research was conducted at the 4-star Accor Hotel Tangerang. This research was conducted in a cross-sectional period in 2019 - 2022. So that it will represent the situation at the time the research was conducted, so that the causal relationship between variables cannot be fully identified. In addition, this research

uses a descriptive and cross-sectional study that only analyzes individual public guests of international hotel chains in Tangerang, Indonesia. In addition, this study only focuses on individual public guests who follow Instagram of Accor hotels in Tangerang, Indonesia as the unit of analysis. As a result, the findings of this study are only representative of Accor hotels in Tangerang, Indonesia and may represent limited preferences of customers with a certain demographic profile. A larger number of samples may also produce different results.

5.3 Recommendations

Based on the preceding conclusions, several recommendations can be made that are expected to benefit both the company and other parties.

1. According to the research findings, the social media platform Instagram has received a positive response from consumers who follow the Instagram accounts @novoteltangerang, @mercurealamsutera, and @mercurebsdcity. Because followers agree that they are interested in the 4-star Accor Hotel and have high curiosity about the hotel via its Instagram account, the company can continue to be active and consistently share the latest information about or matters relating to hotel information with his Instagram followers, increasing brand loyalty.
2. The company is expected to maintain the above-mentioned conditions and improve service on the item that still has a low value, namely, Instagram account followers remain relatively passive due to the low level of participation from Instagram account followers in providing comments, questions, or entering through the comment column on Instagram, as well as the low intention of followers to share content related to hotel information to fello. The lack of followers' knowledge that they can interact directly with the hotel through the comments column feature and direct messages, as well as the lack of questions or input that the 4-star Accor hotel responds to in a courteous manner directly through Instagram, is known to be the cause of each hotel's Instagram account having passive followers. As a result, the company must increase two-way interaction by actively responding to questions or statements and input provided by followers via column feature comments or direct messages. Thus,

followers and candidates' consumers who visit the Instagram account page 4-star Accor hotels can feel closer and learn about hotel information, and the positive feedback given by the brand they like will generate consumer interest to engage and participate actively on the Instagram account 4 star Accor hotel in Tangerang.

3. Given that the independent variables in this study play a significant role in influencing brand loyalty, the findings of this study can be used as a guide for future researchers to analyze and expand this research by taking into account additional variables that are different from the ones that were included in it. This is because social media marketing affects customer engagement only 44.7% of the time, while the remaining 55.3% is influenced by variables other than those studied. Aside from social media marketing and customer engagement, which influence brand loyalty by 37.8%, there are still 62.2% of other factors that influence customer engagement. There are still other factors that influence brand loyalty, which means that further research can be conducted.