The Influence of Content Marketing Strategy and Promotion on Customer Loyalty at TOP Advertising

Deric Vesuvius[1] Petrus Loo[2]
Sekolah Tinggi Ilmu Ekonomi Eka Prasetya[1,2]
Jl. Merapi No. 8, Pusat Ps., Medan Kota District, Medan City, North Sumatra 20212
dericverse06@gmail.com

ABSTRACT

This study aims to analyze the influence of Content Marketing Strategy and Promotion on Customer Loyalty at TOP Advertising. This study uses a quantitative method with primary data obtained through distributing questionnaires to 126 respondents using a saturated sample method. The results show that Marketing Strategy has a positive and significant effect on Customer Loyalty with a t value of 1.660 > t_{table} 1.657 and a significance level of 0.000 < 0.05. Meanwhile, Promotion does not havse a significant effect on Customer Loyalty, with a t value of 0.843 < t_{table} 1.657 even though it has a significance level of 0.000 < 0.05. Simultaneously, Marketing and Promotion Strategy does not have a significant effect on Customer Loyalty, indicated by the Fcount value of 1.770 < F_{table} 3.07 with a significance of 0.000 < 0.05. The results of the determination coefficient (R^2) test of 0.427 indicate that 42.7% of the variation in Customer Loyalty can be explained by Marketing and Promotion Strategy, while the remaining 57.3% is influenced by other factors outside this study, such as service quality, trust, and customer satisfaction.

Keywords: Content Marketing Strategy, Customer Loyalty, Promotion, TOP Advertising, Marketing

INTRODUCTION

In increasingly fierce business competition, companies must not only attract new customers but also maintain loyalty. Customer loyalty encourages repeat purchases, recommendations, and reduces switching to competitors. Focusing solely on satisfaction may increase short-term satisfaction but not loyalty. Customers are key assets influencing company success, with diverse and evolving needs over time.Content marketing aims to build long-term relationships with customers through relevant and useful information. One example is that Top Advertising markets its products through social media platforms such as Instagram by posting the products they sell. According to Ajina (2019) shows that strategically created content can increase customer trust and engagement, ultimately driving loyalty. According to Siti Julaeha (2024) found that engaging and communicative content can shape positive perceptions of a brand. According to Sari & Ali (2024) note that content encouraging customer interaction strengthens brand relationships. This strategy adds value by focusing on both functional and emotional customer experiences, enhancing satisfaction and trust through transparent communication. Promotions are also key to attracting attention and encouraging purchases. They include advertising, discounts, coupons, gifts, and loyalty programs. Well-managed promotions foster positive brand perception, satisfaction, and repeat purchases. Personalized offers, such as rewards based on purchase history, increase engagement

Meanwhile, promotions remain a crucial tool for attracting attention and encouraging purchases. Promotion is a crucial element of the marketing mix, aiming to communicate

the value of a product or service to consumers and influence purchasing decisions. Promotions can take many forms, including advertising, price discounts, coupons, gifts, and even customer loyalty programs. In relation to loyalty, promotions serve not only as a momentary attraction but also as a means to strengthen long-term relationships with customers. Well-managed promotions can foster positive brand perceptions, increase satisfaction, and encourage repeat purchases. For example, loyalty programs that offer points or rewards can create a sense of engagement because customers feel they are receiving additional benefits with each transaction. Furthermore, personalized promotions, such as special offers based on purchase history, can provide a more relevant experience for customers. Thus, promotions not only serve as a strategy to attract new customers but also contribute significantly to maintaining the loyalty of existing customers. According to Taris & Purwanto (2022) Sales promotions such as discounts and instant gifts can have a positive impact on customer loyalty. According to Wicaksana & Ardyan (2024) emotional and personalized promotions can boost word-of-mouth and loyalty. For example, TOP Advertising offers free design revisions and exclusive deals for long-term clients, and seasonal promotions or bundled packages during festive periods provide more competitive rates.

One interesting company to study is TOP Advertising Medan, which operates in the advertising and marketing sector. The company employs various content marketing and promotional strategies to help its clients reach their target markets more effectively. This study aims to examine the extent to which these strategies influence customer loyalty. From a management perspective, this research is expected to provide a deeper understanding of how integrated marketing strategies can foster long-term relationships with customers. The results are also expected to offer practical insights for businesses, particularly in the advertising industry in Medan.

This study specifically focuses on TOP Advertising Medan's implementation of content marketing and promotional strategies, investigating their impact on customer loyalty. The novelty of this research lies in analyzing the combined effect of content marketing and personalized promotions, providing practical implications for building long-term customer relationships in the Indonesian advertising context.

LITERATURE REVIEW
Content Marketing Strategy

A content marketing strategy is not merely about producing and distributing content but involves designing content that meets the informational needs of a targeted audience, supporting each stage of the consumer journey—awareness, consideration, and loyalty. This view is supported by content marketing is an innovative strategy that helps companies remain competitive through value-based communication and consistent delivery. In today's digital landscape, consumers avoid direct sales messages, making social media, blogs, videos, and email essential for delivering informative, educational, or entertaining content that builds trust and brand visibility (Intan N N & Nugrahani, 2021), According to Nurhaniya et al., (2024) argues that social media marketing, implemented through blogs, small sssocial networks, social bookmarking, and content sharing, helps create awareness, perception, memory, and action toward brands, illustrating how content can influence consumer behavior.

Alzaanin & In, (2020) emphasize that digital content marketing provides a strategic framework for growth by integrating consumer education and digital communication. To complement these findings According to Siti Julaeha, (2024), adds that content marketing fosters meaningful connections between producers and consumers, strengthening brand loyalty. Together, these perspectives indicate that content

marketing enhances brand awareness, builds trust, and fosters sustainable customer loyalty.

Indicators of content marketing strategy include:

1. Relevance of content: Aligning content with the needs and interests of the target audience.
2. Engagement: Encouraging interaction and participation through informative or entertaining content.
3. Consistency: Delivering content regularly across digital platforms to build trust and brand recognition.

Promotion

Promotion is a key element of the marketing mix, aimed at informing, persuading, and reminding consumers to encourage purchases. Effective promotion not only increases short-term sales but also builds long-term relationships by communicating product advantages, expanding market reach, and differentiating brands. Theoretically, the AIDA Model (Strong, 1925) guides consumers through attention, interest, desire, and action; the Hierarchy of Effects Model (Lavidge & Steiner, 1961) emphasizes cognitive, affective, and behavioral responses; and Integrated Marketing Communications (Schultz, 1993) stresses consistent messaging to strengthen brand image and loyalty.

Recent research supports these theories in modern digital contexts. For example, Rahma & Kustini, (2024) applied the AIDA framework to social-media promotion and demonstrated its effectiveness for event services. Alzaanin & In, (2020) found social media promotion significantly influences consumer intentions, while Fajarwati et al., (2024) demonstrate that combining promotion with customer experience shapes long-term behavior. Additionally, Hafid, (2024) shows internet marketing and social influence strengthen brand image and loyalty.

Indicators of promotion strategy include:

1. Message clarity and appeal: Effectively communicates product value and benefits.
2. Channel consistency: Ensures uniform messaging across platforms.
3. Engagement and interaction: Encourages consumer response and participation.
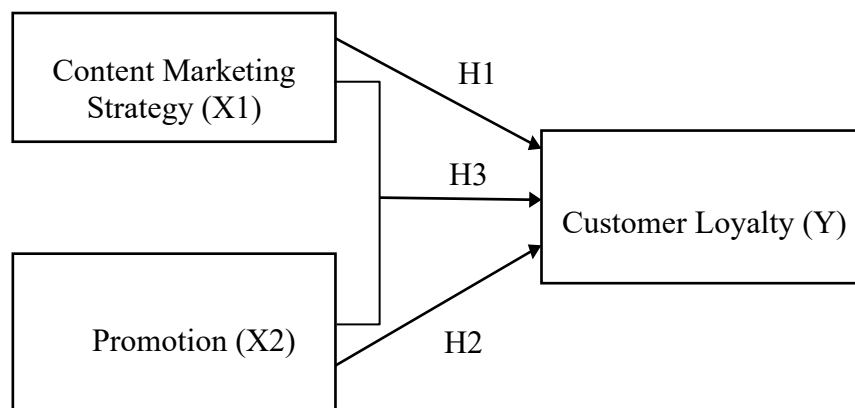
Customer Loyalty

Customer loyalty is the drive to make repeat purchases, which is formed through consistent positive interactions and experiences with the products or services offered by a company. According to Loo et al., (2020) , loyal customers are highly satisfied and enthusiastic about recommending products to others. Building loyalty takes time, as repeated purchases foster trust and commitment. Consumer loyalty According to Heart & Parlewen (2017) define customer loyalty as a deliberate commitment to continue repurchasing products or services despite changing circumstances. Retaining existing customers is often more efficient than attracting new ones, contributing to financial performance, market position, and long-term business sustainability. According to(Khoironi et al., 2018) explain that loyal customers engage with products, brands, and stores, positively impacting the company. Beyari, (2025) shows that digital strategies, including AI-enabled experiences, enhance retention, engagement, and satisfaction.

According to Rezeki et al., (2021) emphasize that loyalty relates to contract renewals and positive brand perception. Expectancy Disconfirmation Theory supports this, suggesting loyalty forms when expectations are met or exceeded. This is supported by recent evidence: meta-analysis by Schiebler et al., (2025) confirms that exceeding expectations increases satisfaction, while Latif & Bashir, (2024) demonstrate that service quality and satisfaction foster long-term loyalty, repeat purchases, and positive word-of-mouth.

Indicators of customer loyalty include:

1. Repeat purchase behavior: Frequency and consistency of repurchases.
2. Engagement and advocacy: Willingness to recommend and engage with the brand.
3. Commitment and trust: Emotional attachment and confidence in the brand's reliability.

Figure 1. Conceptual Framework

The hypothesis in this study is:

H1: Content marketing strategy has a positive and significant effect on customer loyalty at TOP Advertising.
H2: Promotion has a positive and significant effect on customer loyalty at TOP Advertising.
H3: Content marketing and promotional strategies simultaneously have a positive and significant effect on customer loyalty at TOP Advertising.

RESEARCH METHOD

This study employed a quantitative approach using primary data in the form of numbers analyzed statistically. Data were collected through distributed questionnaires from June 1 to September 30, 2025. The population and sample size were 126. According to Wahyuni et,al (2022) The type of data used in this Research is quantitative data. According to Loo (2021) Data collection techniques are methods used to gather real-world data for research. These techniques require strategic and systematic steps to obtain valid data that reflects reality.

According to Jaya (2019) he population is the total number of objects or subjects with certain characteristics determined for the study. A sample is a subset of the population that represents its characteristics. This study focused on customers using Top Advertising's services and applied a saturated sampling technique with 126 respondents. In the research, data analysis and testing consist of:
1. Descriptive Statistics
2. Classical Assumption Test:
      a. Normality Tests
      b. Heteroscedasticity Test
      c. Multicollinearity Test
      d. Autocorrelation Test
3. Multiple Linear Regression Analysis
4. Hypothesis Testing
      a. T-test
      b. F test
c. Test of the Coefficient of Determination (R2)

RESULTS

Validity Test

According to Ghozali (2021) validity testing measures whether a questionnaire accurately captures what it is intended to measure. A questionnaire item is considered valid if **rcount > rtable** and the value is positive. For this study, the rtable value is 0.361, calculated using degrees of freedom (df) = N – 2 = 30 – 2 = 28. The results of the validity test for the research variables are shown in the table below.

Table 1. Marketing Strategy Validity Test Results (X1)

Question Details	r_{count}	r_{table}	Criteria	Information
1	0.713	0.361	$r_{count} > r_{table}$	Valid
2	0.785	0.361	$r_{count} > r_{table}$	Valid
3	0.748	0.361	$r_{count} > r_{table}$	Valid
4	0.721	0.361	$r_{count} > r_{table}$	Valid
5	0.764	0.361	$r_{count} > r_{table}$	Valid
6	0.707	0.361	$r_{count} > r_{table}$	Valid
7	0.764	0.361	$r_{count} > r_{table}$	Valid
8	0.720	0.361	$r_{count} > r_{table}$	Valid
9	0.780	0.361	$r_{count} > r_{table}$	Valid
10	0.830	0.361	$r_{count} > r_{table}$	Valid

Source: Processed data, 2025

All Corrected Item-Total Correlation values for the Marketing Strategy variable exceed the rtable (0.361), indicating that all questionnaire items are valid for use in the research.

Table 2. Promotion Validity Test Results (X2)

Question Details	r_{count}	r_{table}	Criteria	Information
1	0.791	0.361	$r_{count} > r_{table}$	Valid
2	0.788	0.361	$r_{count} > r_{table}$	Valid
3	0.792	0.361	$r_{count} > r_{table}$	Valid

4	0.752	0.361	$r_{count} > r_{table}$	Valid
5	0.771	0.361	$r_{count} > r_{table}$	Valid
6	0.777	0.361	$r_{count} > r_{table}$	Valid
7	0.757	0.361	$r_{count} > r_{table}$	Valid
8	0.825	0.361	$r_{count} > r_{table}$	Valid
9	0.802	0.361	$r_{count} > r_{table}$	Valid
10	0.839	0.361	$r_{count} > r_{table}$	Valid

Source: Processed data, 2025

All Corrected Item-Total Correlation values for the Promotion variable exceed the rtable (0.361), so all questionnaire items are valid for research use.

Table 3. Customer Loyalty Validity Test Results (Y)

Question Details	r_{count}	r_{table}	Criteria	Information
1	0.777	0.361	$r_{count} > r_{table}$	Valid
2	0.837	0.361	$r_{count} > r_{table}$	Valid
3	0.697	0.361	$r_{count} > r_{table}$	Valid
4	0.825	0.361	$r_{count} > r_{table}$	Valid
5	0.752	0.361	$r_{count} > r_{table}$	Valid
6	0.753	0.361	$r_{count} > r_{table}$	Valid
7	0.673	0.361	$r_{count} > r_{table}$	Valid
8	0.798	0.361	$r_{count} > r_{table}$	Valid
9	0.785	0.361	$r_{count} > r_{table}$	Valid
10	0.704	0.361	$r_{count} > r_{table}$	Valid

Source: Processed data, 2025

All Corrected Item-Total Correlation values for the Customer Loyalty variable exceed the rtable (0.361), indicating all questionnaire items are valid for research.

Reliability Test

According to Ghozali (2021) Reliability testing measures a questionnaire's consistency as an indicator of a variable. After validity testing, reliability testing assesses respondents' consistency. A Cronbach's alpha > 0.70 indicates the questionnaire is reliable. Results for each variable are shown in the table below:

Table 4. Marketing Strategy Reliability Test Results

Cronbach's Alpha	N of Items
0.913	10

Source: Processed data, 2025

The Marketing Strategy variable has a Cronbach's alpha of 0.909, exceeding 0.70, indicating acceptable reliability.

Table 5. Promotion Reliability Test Results

Cronbach's Alpha	N of Items
0.932	10

Source: Processed data, 2025

Based on the table above, it can be stated that the item value for the promotion variable is 0.879 or greater than 0.70 so that the reliability of this variable can be categorized as acceptable.

Table 6. Customer Loyalty Reliability Test Results

Cronbach's Alpha	N of Items
0.918	10

Source: Processed data, 2025

Based on the table above, it can be stated that the item value for the customer loyalty variable is 0.819 or greater than 0.70 so that the reliability of this variable can be categorized as acceptable.

Descriptive Statistics

According to Ghozali (2021) Descriptive statistics summarize data using measures such as mean, standard deviation, maximum, and minimum, which were used in this study.

Table 7. Descriptive Statistical Test Results

N		Minimum	Maximum	Mean	Standard Deviation
Marketing strategy	126	22	48	34.79	4,723
Promotion	126	26	48	36.38	5,036
Customer Loyalty	126	21	50	34.12	5,496
Valid N (listwise)	126				

Source: Processed data, 2025

The analysis involved 126 respondents from TOP Advertising. Content Marketing Strategy scores ranged 22–48 (mean = 34.79, SD = 4.72), Promotion 26–48 (mean = 36.38, SD = 5.04), and Customer Loyalty 21–50 (mean = 34.12, SD = 5.50).

Normality Test

According to Sahir (2021) The Normality Test checks if variables are normally distributed. Data is normal if the significance value > 0.05, and abnormal if < 0.05.

Figure 2. Normality Plot
Source: Processed data, 2025

Based on Figure 2 above, it can be explained that the data is spread along a diagonal line. The results of this test indicate that the data is normally distributed.
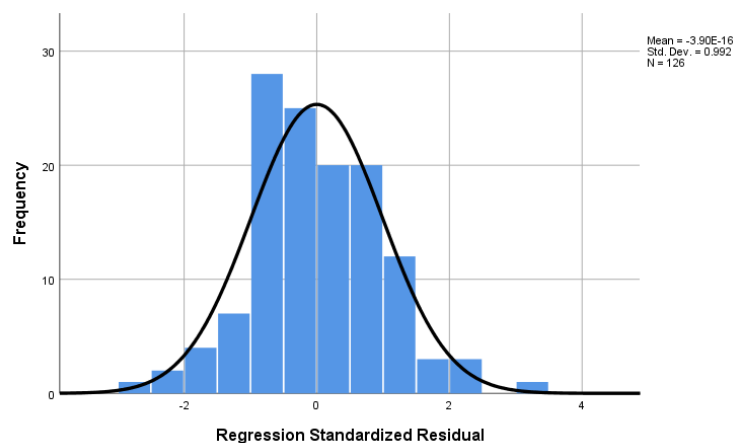

Figure 3. Histogram
Source: Processed data, 2025

Based on Figure 3 above, it can be explained that the data forms a curved line that tends to be symmetrical to the mean (U). The results of this test indicate that the data is normally distributed.

Heteroscedasticity Test

According to Sahir (2021) Heteroscedasticity testing checks for unequal variance of residuals. Data is non-heteroscedastic if the significance value > 0.05, and heteroscedastic if < 0.05.
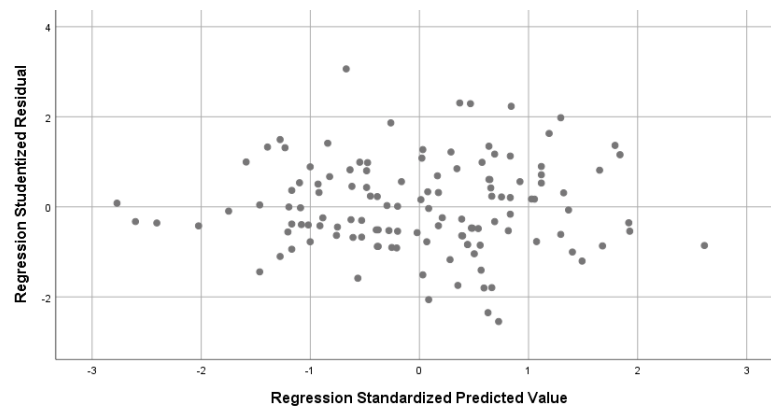
Figure 4. Scatterplot
Source: Processed data, 2025

Based on Figure 4 above, it can be explained that the data processing points are spread below and above the origin point (number 0) on the Y axis and there is no heteroscedasticity or homoscedasticity.

Multicollinearity T(est

According to Sahir (2021) Multicollinearity testing identifies significant correlations between independent variables using Variance Inflation Factor (VIF) and Tolerance (TOL).
According to Ghozali, (2021) Data does not experience multicollinearity if Tolerance ≥ 0.1 or VIF ≤ 10; otherwise, multicollinearity exists.

Table 8. Multicollinearity Test Results

Coefficientsa			
	Model	**Collinearity Statistics**	
		Tolerance	**VIF**
1	(Constant)		
	Marketing strategy	0.999	1,001
	Promotion	0.999	1,001

Source: Processed data, 2025

Based on the table above, the VIF value is 1.001 < 10 and the Tolerance value is 0.999 > 0.1, so it can be concluded that the independent variable Marketing and Promotion Strategy does not experience multicollinearity.

Multiple Linear Regression Analysis

According to Ghozali (2021) Multiple linear regression analysis is an analysis to determine the influence of more than one independent variable on one dependent variable.
The regression equation used in this study is as follows:

$$Y = α + β1X1 + β2X2 + e$$

Information:
Y   :Customer Loyalty
X1   :Marketing strategy
X2   :Promotion
α   :Constant

β1....β2   :Regression coefficient
e   :*Error*

Table 9. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	**Std. Error**	**Beta**
1	(Constant)	25,165	5,002	
	Marketing strategy	,172	,103	,148
	Promotion	,082	,097	,075

Source: Processed data, 2025

Based on the table above, it can be seen that the multiple linear regression analysis equation in this study is:

Customer Loyalty = 25.165 + 0.172 Marketing Strategy + 0.082 Promotion + e.

The constant (α) of 25.165 indicates that if Marketing Strategy and Promotion are zero, Customer Loyalty is 25.165 units. The regression coefficients show that a 1-unit increase in Marketing Strategy raises Customer Loyalty by 0.172, while a 1-unit increase in Promotion raises it by 0.082, assuming other variables remain constant.

t-test

According to (Ghozali, 2021) The t-statistic test shows how far the influence of one independent variable individually in explaining the dependent variable.

Table 10.t-Test Results

Model		T	Sig.
1	(Constant)	5,031	0,000
	Marketing strategy	1,660	0,000
	Promotion	0.843	0,000

Source: Processed data, 2025

Partial test results show that Marketing Strategy (X1) has t = 1.660 > 1.657 and p = 0.000 < 0.05, indicating a positive and significant effect on Customer Loyalty. Meanwhile, Promotion (X2) has t = 0.843 < 1.657 and p = 0.000 < 0.05, indicating no significant effect on Customer Loyalty.

F test

According to Ghozali (2021) The F statistical test aims to determine the influence of independent variables together on the dependent variable.

Table 11. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105,603	2	52,801	1,770	,000b
	Residual	3669,611	123	29,834		
	Total	3775,214	125			

Source: Processed data, 2025

Based on the results of the simultaneous analysis, it was obtained that the F_{count} value < F_{table} (1.770 < 3.07) with a significance level of 0.000 < 0.05. This indicates that simultaneously the Marketing Strategy and Promotion variables do not have a significant effect on Customer Loyalty at TOP Advertising. Thus, H0 is rejected and Ha is accepted.

Coefficient of Determination Test

According to Ghozali (2021) The coefficient of determination measures the model's ability to explain variation in the dependent variable. A value close to one indicates that the independent variables explain most of the variation.

Table 12. Results of the Determination Coefficient Test

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
,167a	,427	,012	5,462

Source: Processed data, 2025

The analysis results show an R Square value of 0.427. This indicates that 42.7% of Customer Loyalty at TOP Advertising is influenced by Marketing and Promotion Strategies, while the remaining 57.3% is influenced by other variables outside this study, such as service quality, customer trust, and customer satisfaction.

DISCUSSION

Marketing Strategy for Customer Loyalty

The Marketing Strategy variable (X1) has a t-value greater than t-table (1.660 > 1.657) with a significance level of 0.000 < 0.05. Thus, H0 is rejected and Ha is accepted, indicating that Marketing Strategy has a significant positive effect on Customer Loyalty at TOP Advertising. This research is in line with Setiayasa et al., (2024) And Darado et al., (2023) which states that Marketing Strategy has a significant influence on Customer Loyalty.

Promotion of Customer Loyalty

In the Promotion variable (X2), the t_{count} value < t_{table} (0.843 < 1.657) was obtained, with a significance level of 0.000 < 0.05. Therefore, H0 is rejected and Ha is accepted. Therefore, it can be concluded that Promotion partially does not have a positive and significant effect on Customer Loyalty at TOP Advertising.

Marketing and Promotion Strategies for Customer Loyalty

Based on the results of the simultaneous test, the F_{count} value < F_{table} (1.770 < 3.07) was obtained with a significance level of 0.000 < 0.05. So it can be stated that Marketing and Promotion Strategy does not have a significant effect on Customer Loyalty at TOP Advertising. Thus, H0 is rejected and Ha is accepted. with Setiayasa et al., (2024) And Darado et al., (2023)

CONCLUSION

The results of this study indicate that Marketing Strategy partially has a significant effect on Customer Loyalty at TOP Advertising, while Promotion does not show a significant partial effect. Simultaneously, Marketing Strategy and Promotion together also do not significantly influence Customer Loyalty. The coefficient of determination (R^2 = 0.427) shows that 42.7% of the variation in Customer Loyalty can be explained by these variables, while the remaining 57.3% is affected by other factors such as service quality, customer trust, and satisfaction. These findings imply that TOP Advertising should focus on enhancing content marketing and overall marketing strategies to strengthen loyalty, while also addressing other key factors like service quality and customer trust to more effectively retain clients and foster long-term relationships.

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