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Social Media Marketing and Brand Heritage as Determinants of Customer Loyalty toward Cap Pohon Pinang Marquisa Syrup in Medan

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ABSTRACT

This paper explores how Social Media Marketing and Brand Heritage shape the Customer Loyalty of Cap Pohon Pinang Marquisa Syrup consumers in Medan City. A quantitative explanatory design with a cross-sectional survey was adopted; 130 respondents selected by purposive sampling completed questionnaires, and multiple linear regression in IBM SPSS Statistics served to analyze the data. Social Media Marketing was found to positively influence Customer Loyalty ($t = 7.456$; $p < 0.001$), and Brand Heritage was likewise found to have a positive influence ($t = 2.612$; $p = 0.010$). Considered together, the two variables significantly affect Customer Loyalty, as reflected by an F-value of 38.092 with $p < 0.001$, and an R Square of 0.375 shows that 37.5% of the variance in Customer Loyalty is explained by them. The results emphasize that social media marketing efforts should be combined with a brand's historical strength, reputation, and authenticity so that customer loyalty is preserved.

Keywords: Social Media Marketing, Brand Heritage, Customer Loyalty, Marquisa Syrup, Medan.

INTRODUCTION

The beverage industry, including fruit syrup, continues to grow. Grand view research (2023) projected that the global flavored syrup market would reach US$70.16 billion by 2030, with a 3.6% compound annual growth rate.

Badan Pusat Statistik (2024b) reported 5.28 million food and beverage service businesses in Indonesia, indicating intense competition. In Medan, 278 large and medium-sized industrial companies were listed Badan Pusat Statistik (2024a). One is PT Maju Jaya Pohon Pinang, producer of Cap Pohon Pinang Marquisa Syrup, a North Sumatran product competing with Kurnia, Sarang Tawon, Marjan, Noerlen Marquisa, and ABC Syrup.

Founded in 1982, the company offers 27 stock keeping units (SKUs), uses modern production technology, distributes across Sumatra, Java, Kalimantan, Bali, and parts of Eastern Indonesia, and has introduced ready-to-drink products.

Despite its long history and broad distribution, company data show sales rose from Rp8.50 billion in 2021 to Rp11.60 billion in 2025, while target achievement fell from 93.50% in 2022 to 92.73% in 2023, 91.25% in 2024, and 89.23% in 2025. This shortfall may reflect suboptimal Social Media Marketing and underused Brand Heritage.

The company was founded in 1982 and offers 27 *stock keeping units* (SKUs). It employs modern production technology, distributes its products across Sumatra, Java, Kalimantan, Bali, and parts of Eastern Indonesia, and has introduced innovations like *ready-to-drink* products.

Social Media Marketing enables information sharing, interaction, and consumer experience exchange (Yadav & Rahman, 2018). Digital media contributes to culinary MSME success Nainggolan et al. (2025), while promotion and word-of-mouth affect responses in Medan's beverage sector Wijaya et al. (2026). Brand heritage may also help established brands maintain relationships.

Brand Heritage connects a brand with its history, continuity, and (Urde et al., 2007; Pecot & Barnier, 2017; Bansal et al., 2025). For established local products, it can provide differentiation, credibility, and authenticity when communicated consistently. Its combined role with Social Media Marketing in explaining loyalty toward historic local beverages remains unclear.

Social Media Marketing research links online activities to consumer relationships and loyalty (Yadav & Rahman, 2018; Yasmin et al., 2024; Banerji & Singh, 2024), whereas Brand Heritage research emphasizes authenticity, trust, equity, and Brand Loyalty (Pecot et al., 2019; Rindell & Pinto Santos, 2021; Bansal et al., 2025). These variables are rarely examined together, and Brand Heritage is more often linked to Brand Loyalty than Customer Loyalty.

In Medan, prior studies examined digital media in culinary MSMEs Nainggolan et al. (2025) and marketing factors affecting urban culinary purchase decisions Sagala et al. (2026), but not how social media and historical brand strength work together to build Customer Loyalty. This study combines both variables for Cap Pohon Pinang Marquisa Syrup.

This study examines current social media relationships and Brand Heritage to expand research on Customer Loyalty toward historic local beverages. Its objective is to analyze their effects on Customer Loyalty among Cap Pohon Pinang Marquisa Syrup consumers in Medan City.

By combining present-day relational activities on social media with the historical strength of Brand Heritage, this study is expected to broaden research on Customer Loyalty and to supply evidence on historic local beverage brands. Its objective is to analyze how Social Media Marketing and Brand Heritage influence the Customer Loyalty of Cap Pohon Pinang Marquisa Syrup consumers in Medan City.

LITERATURE REVIEW

Relationship Marketing Theory emphasizes long-term relationships based on continuing value (Gronroos, 1994). Commitment–Trust Theory identifies trust and commitment as foundations of successful relationships and loyalty (Morgan & Hunt, 1994). Social Media Marketing supports communication and interaction; Brand Heritage may strengthen trust and commitment through history, continuity, credibility, and authenticity.

Vilkaite-Vaitone & Skackauskiene (2020) define Customer Loyalty as an enduring consumer–company relationship shaped by consumer characteristics, service quality, experience, and environmental conditions. In food and beverage businesses, service quality can sustain relationships and encourage repeat purchases (Husna et al., 2025).

Customer Loyalty

According to Vilkaite-Vaitone & Skackauskiene (2020), Customer Loyalty is a lasting relationship between consumers and a company that is shaped by consumer characteristics, service quality, experience, and environmental conditions. Within the food and beverage sector, Husna et al. (2025) showed that service quality generates loyalty because it sustains relationships and encourages repeat purchases.

Rahayu and Harsono (2023), So et al. (2025), Pereira et al. (2025), and Vilkaite-Vaitone and Skackauskiene (2020) describe Customer Loyalty is consumers' commitment and positive relationship with a brand, reflected in continued choice, repeat purchases, and favorable attitudes. Ing et al. (2020) operationalized it through repatronage intention, positive word-of-mouth, and commitment, covering behavioral and attitudinal loyalty. Here, it means continuing to choose and purchase the syrup, recommend it, and maintain a relationship with the brand.

Repatronage intention, positive word-of-mouth, and commitment were used by Ing et al. (2020) to operationalize Customer Loyalty; these capture the behavioral as well as the attitudinal dimensions that are relevant to Cap Pohon Pinang Marquisa Syrup.

For this study, Customer Loyalty is therefore understood as the commitment of consumers to keep choosing and purchasing Cap Pohon Pinang Marquisa Syrup, to

pass on positive experiences and recommendations, and to preserve their relationship with the brand. Indicators adapted from Ing et al. (2020) are used to measure it.
Repatronage Intention is the inclination to buy again in the future; here, it reflects consumers' intention to repurchase Cap Pohon Pinang Marquisa Syrup.
Positive Word-of-Mouth is willingness to speak favorably about a product and recommend it to others, including sharing positive experiences of Cap Pohon Pinang Marquisa Syrup.
Commitment is consumers' attachment to their chosen brand and reluctance to switch; here, it reflects continued loyalty despite available alternatives.

Social Media Marketing
Digital media help companies reach consumers and build (Lazuardi et al., 2022; Loo et al., 2025). Social Media Marketing uses platforms to provide information, stimulate interaction, and cultivate relationships (Loo, Purba, et al., 2025). Prior studies link these activities to stronger relationships and Customer Loyalty (Yasmin et al., 2024; Banerji and Singh, 2024).
Following Yadav and Rahman (2018), Social Media Marketing provides information, encourages interaction, delivers relevant and current content, and facilitates experience sharing. It is both a promotional tool and a space for building relationships.
In this study, Social Media Marketing means consumers' perceptions of how a brand provides information, enables interaction, personalizes communication, shares current content, and facilitates word-of-mouth. Its five dimensions are Interactivity, Informativeness, Personalization, Trendiness, and Word-of-Mouth (Yadav & Rahman, 2018).
Interactivity is the ability of social media to support information exchange between the company and consumers and among consumers about Cap Pohon Pinang Marquisa Syrup.
Personalization means tailoring social media information and content to users' needs and preferences.
Informativeness refers to relevant, accurate, useful, and adequate product information, including information about the syrup's features, benefits, promotions, and activities.
Trendiness concerns timely social media content about product innovations, offers, and brand activities.
Word-of-Mouth refers to consumers sharing experiences, ratings, suggestions, and recommendations about the syrup through social media.

Brand Heritage
Brand Heritage is a dimension of brand identity expressed through a brand's track record, longevity, core values, symbols, and meaningful history (Urde et al., 2007). Literature also emphasizes continuity, inherited values, authenticity, and relevance (Bansal et al., 2025; Balmer, 2017; Pecot & Barnier, 2017; Brunninge, 2023).
Brand Heritage is difficult for competitors to imitate and can provide differentiation, authenticity, and credibility. For this syrup, it concerns perceived history, continuity, reputation, establishment, and authenticity. The five indicators adapted from Merchant and Rose (2013) are Brand Endurance, Brand Continuity, Brand Reputation and Trust, Brand Heritage and Establishment, and Brand Authenticity.
Brand Endurance is a brand's ability to survive over time and through changing circumstances; here, it concerns the syrup brand's ability to withstand challenges and change.
Brand Continuity is the belief that a brand will endure into the future, reflecting perceptions that Cap Pohon Pinang Marquisa Syrup can continue from its past into the future.
Brand Reputation and Trust refer to perceptions that a brand has a positive image and is reliable, reflecting the reputation and trust built around the syrup over time.
Brand Heritage and Establishment mean that a brand has a recognizable background and heritage and is seen as stable and established.

Brand Authenticity is the perception that a brand remains genuine and retains distinctive characteristics over time.

Hypothesis Development

Social Media Marketing and Customer Loyalty

Social Media Marketing can reinforce consumer–brand relationships through information, interaction, personalization, current communication, and experience sharing (Yadav & Rahman, 2018). These relationships can encourage repurchase, positive word-of-mouth, and commitment.

Yasmin et al. (2024) found that Social Media Marketing Activities positively affect Customer Loyalty. Banerji and Singh (2024) linked this effect to relationship quality (commitment, trust, and satisfaction), while Andika et al. (2024) highlighted brand experience, trust, and love. More favorable perceptions of these activities are therefore expected to correspond with greater loyalty.

H_1: Social Media Marketing positively affects the Customer Loyalty of Cap Pohon Pinang Marquisa Syrup.

Brand Heritage and Customer Loyalty

Brand Heritage reflects a brand's enduring history, continuity, values, and identity, which provide differentiation, credibility, and authenticity (Urde et al., 2007). Nostalgic corporate storytelling and brand attitudes are also associated with perceived Brand Heritage (Riskos et al., 2022). Positive perceptions of history and continuity may strengthen trust, commitment, and loyalty.

Wicaksono and Kurniawati (2024) found a positive relationship between Brand Heritage and Brand Loyalty, while Yildiz and Koç (2017) identified indirect pathways to loyalty. These findings support the contribution of brand history, continuity, and identity to loyalty.

H_2: Brand Heritage positively affects the Customer Loyalty of Cap Pohon Pinang Marquisa Syrup.

Social Media Marketing, Brand Heritage, and Customer Loyalty

Social Media Marketing and Brand Heritage provide complementary foundations for consumer–brand relationships. Social media supports interaction, information, and current communication (Yadav & Rahman, 2018), while Brand Heritage contributes history, continuity, identity, and credibility (Urde et al., 2007; Merchant & Rose, 2013). Together, they may help a brand remain digitally relevant while retaining its historical values.

Yasmin et al. (2024) and Banerji and Singh (2024) linked Social Media Marketing Activities to Customer Loyalty. Wicaksono and Kurniawati (2024) and Yildiz and Koç (2017) supported the role of Brand Heritage, while Andika et al. (2024) showed that social media marketing can shape loyalty through consumer–brand relationships. However, the factors have generally been studied separately, leaving their combined effect untested.

For Cap Pohon Pinang Marquisa Syrup, social media can maintain relevance and consumer connection, while Brand Heritage reinforces identity, credibility, and continuity. Their combination is expected to strengthen Customer Loyalty.

H_3: Social Media Marketing and Brand Heritage have a simultaneous effect on the Customer Loyalty of Cap Pohon Pinang Marquisa Syrup consumers.

Research Conceptual Framework

This study positions Social Media Marketing and Brand Heritage as independent variables and Customer Loyalty as the dependent variable. Social Media Marketing may increase loyalty through information, interaction, communication, and experience sharing; Brand Heritage may strengthen it through history, continuity, credibility, and authenticity. Figure 1 presents H1 and H2 as the individual effects and H3 as their combined effect on Customer Loyalty among consumers in Medan City.

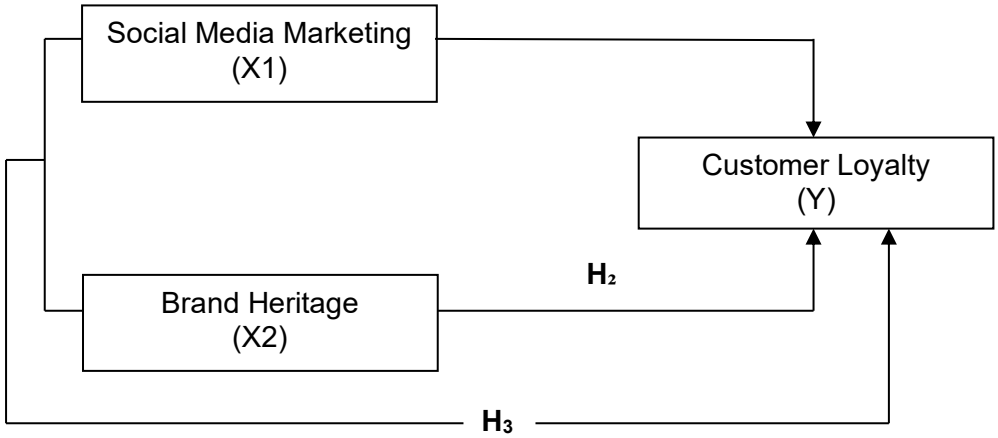


Figure 1. Conseptual Framework of the Study
Source: Developed by the researcher (2026)

RESEARCH METHOD

This quantitative explanatory study used a cross-sectional survey to examine the effects of Social Media Marketing and Brand Heritage on Customer Loyalty. Data collected at one point reflect respondents' circumstances at the time of the survey.
Primary data came from structured questionnaires completed by eligible consumers of Cap Pohon Pinang Marquisa Syrup, supplemented by interviews conducted before the survey. Secondary sources included Statistics Indonesia, company reports, scientific journals, and relevant documents.
The population comprised consumers of Cap Pohon Pinang Marquisa Syrup in Medan City (Sinaga, 2022). Because its size was unknown, purposive non-probability sampling was used (Amruddin et al., 2022). Respondents were at least 18, had purchased and consumed the product within 12 months, and knew its social media activities. Following Hair et al. (2022), 13 indicators required a sample of 130 respondents.
A closed-ended questionnaire used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Social Media Marketing was measured by Interactivity, Informativeness, Personalization, Trendiness, and Word-of-Mouth (Yadav & Rahman, 2018); Brand Heritage by Brand Endurance, Brand Continuity, Brand Reputation and Trust, Brand Heritage and Establishment, and Brand Authenticity (Merchant & Rose, 2013); and Customer Loyalty by Repatronage Intention, Positive Word-of-Mouth, and Commitment (Ing et al., 2020).

Measurement of Research Variables

The measurement of research variables was based on established scales. Social Media Marketing refers to consumers' perceptions of Cap Pohon Pinang Marquisa Syrup's social media activities in providing information, creating interaction, managing communication, presenting current content, and supporting experience sharing. It was measured through Interactivity, Informativeness, Personalization, Trendiness, and Word-of-Mouth, adapted from Yadav and Rahman (2018). Brand Heritage refers to consumers' perceptions of the brand's endurance, continuity, reputation and trust, heritage and establishment, and authenticity over time; its five indicators were adapted from Merchant and Rose (2013). Customer Loyalty refers to consumers' commitment to maintain their relationship with the syrup, reflected in repurchase intention, positive recommendations and communication, and continued choice. It was measured through Repatronage Intention, Positive Word-of-Mouth, and Commitment, adapted from Ing et al. (2020).

IBM SPSS Statistics was used for data processing. Analyses included instrument validity and reliability, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression (Ghozali, 2021; Sahir, 2022). Hypotheses were tested at 5% significance using t-tests for partial effects and an F-test for the simultaneous effect; R^2 measured the variance in Customer Loyalty explained by the model.

The following formula expresses the multiple linear regression model used in this study:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y = Customer Loyalty (dependent variable)
X1 = Social Media Marketing
X2 = Brand Heritage
A = Constant (intercept)
β1, β2 = Regression coefficients of X_1 and X_2
e = Error term

The regression model tests both the partial and simultaneous effects of Social Media Marketing and Brand Heritage on Customer Loyalty.

RESULTS

The respondent profile (Table 1) includes gender, age, education, purchase frequency, most-used social media platform, purchase location, and length of time knowing the brand.

Table 1.
Respondent Profile

Criteria	Number	Total
Gender		130
Male	56	
Female	74	
Age		130
18-24 years	17	
25-34 years	36	
35-44 years	47	
> 45 years	30	
Highest level of education		130
Elementary school	0	
Junior high school	7	
Senior high school/Vocational school	55	
Diploma	16	
Bachelor's degree (S1)	39	
Postgraduate (S2/S3)	13	
Purchase frequency		130
1-2 times	50	

3-4 times	55	
5-6 times	16	
> 6 times	9	
Most frequently used social media		130
Instagram	55	
TikTok	75	
Others	0	
Place of purchase		130
Souvenir shop	14	
Official distributor	17	
Supermarket/Minimarket	73	
Marketplace	26	
Length of time knowing the brand		130
< 1 year	5	
1-3 years	53	
4-6 years	49	
> 6 years	23	

A total of 130 respondents participated. The largest groups were women (74), respondents aged 35–44 (47), and senior high/vocational school graduates (55). Fifty-five respondents had purchased the product 3–4 times; TikTok was the most-used platform (75), and supermarkets/minimarkets were the most common purchase locations (73).

Table 2.
Descriptive Statistics

Variable	Min	Max	Mean	Standard Deviation
Social Media Marketing	12	47	30.93	7.38
Brand Heritage	13	47	29.33	7.49
Customer Loyalty	7	29	17.95	4.57

Mean scores were 30.93 (SD = 7.38) for Social Media Marketing, 29.33 (SD = 7.49) for Brand Heritage, and 17.95 (SD = 4.57) for Customer Loyalty. Responses varied across all variables; overall means were not directly compared because the variables used different numbers of items.

The instrument was piloted with 30 respondents before the main survey to assess item validity and reliability; results are presented in Table 3.

Table 3.
Validity and Reliability Test Results of the Instrument

Variable	Number of Items	Calculated r	Critical r	Cronbach's Alpha	Remarks
Social Media Marketing (X1)	10	0.694 - 0.858	0.361	0.926	Valid and Reliable

Brand Heritage (X2)	10	0.636 - 0.902	0.361	0.909	Valid and Reliable
Customer Loyalty (Y)	6	0.648 - 0.830	0.361	0.866	Valid and Reliable

All items for Social Media Marketing, Brand Heritage, and Customer Loyalty had calculated r-values above the critical value of 0.361 and were therefore valid. Cronbach's Alpha values were 0.926, 0.909, and 0.866, respectively, indicating that all three instruments were reliable and suitable for use.

Classical Assumption Tests

Normality was assessed using the One-Sample Kolmogorov–Smirnov test at a 0.05 significance level; results are shown in Table 4.

Table 4.
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	130
Asymp. Sig. (2-tailed)	0.200[c,d]

The Kolmogorov–Smirnov significance value was 0.200, above 0.05, indicating that the regression residuals met the normality criterion.

Figure 2 presents the Normal Probability Plot of Regression Standardized Residual.



Figure 2. Normal Probability Plot of Regression

The residual points generally followed the diagonal line, supporting the conclusion that the regression residuals were normally distributed.

Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values, as reported in Table 5.

Table 5.
Multicollinearity Test

Variable	Tolerance	VIF
Social Media Marketing	0.942	1.061
Brand Heritage	0.942	1.061

Tolerance was 0.942, above 0.10, and VIF was 1.061, below 10; therefore, no multicollinearity problem was indicated.

A scatterplot was used to assess whether the regression residuals had unequal variance; the results are shown in Figure 3.

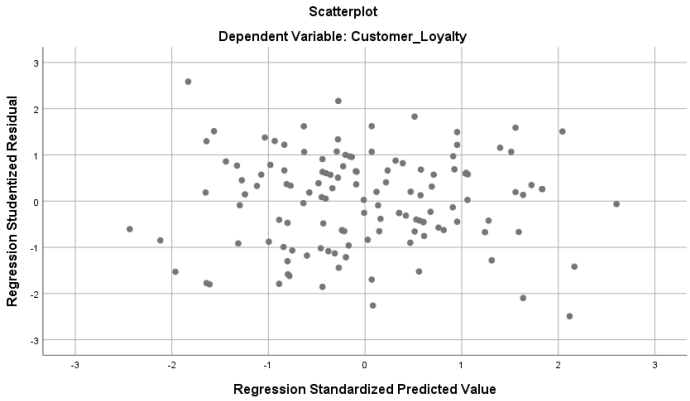


Figure 3. Scatterplot

The residuals showed no clear pattern in the scatterplot, providing no strong indication of heteroscedasticity.

Multiple linear regression was conducted to assess the effects of Social Media Marketing and Brand Heritage on Customer Loyalty; results appear in Table 6.

Table 6.
Multiple Linear Regression Test

Variable	B	Std. Error
Constant	4.261	1.681
Social Media Marketing	0.333	0.045
Brand Heritage	0.115	0.044

This equation was obtained from the multiple linear regression analysis:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 4.261 + 0.333X_1 + 0.115X_2 + e$$

The regression equation can be interpreted as follows:

1. The constant of 4.261 estimates Customer Loyalty when Social Media Marketing and Brand Heritage are both zero.
2. The Social Media Marketing coefficient (0.333) means Customer Loyalty increases by 0.333 units for each one-unit increase in Social Media Marketing, holding Brand Heritage constant.
3. The Brand Heritage coefficient (0.115) means Customer Loyalty increases by 0.115 units for each one-unit increase in Brand Heritage, holding Social Media Marketing constant.

The t-test assessed the partial effect of each independent variable on Customer Loyalty; results are shown in Table 7.

Table 7.
T-Test

Variable	t	p-value	Decision
Social Media Marketing	7.456	< 0.001	H_1 supported
Brand Heritage	2.612	0.010	H_2 supported

Social Media Marketing had a positive, significant effect on Customer Loyalty (B = 0.333; t = 7.456; p < 0.001), supporting H1. Brand Heritage also had a positive, significant effect (B = 0.115; t = 2.612; p = 0.010), supporting H2.

The F-test assessed whether Social Media Marketing and Brand Heritage jointly affect Customer Loyalty; results are shown in Table 8.

Table 8.
F-Test

F	df1	df2	p-value	Decision
38.092	2	127	< 0.001	H_3 supported

The variables had a significant simultaneous effect on Customer Loyalty, F(2, 127) = 38.092, p < 0.001; therefore, H3 was supported.

The R Square value in Table 9 indicates how much variation in Customer Loyalty is explained by the two independent variables.

Table 9.
Coefficient of Determination

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
Social Media Marketing, Brand Heritage	0.612[a]	0.375	0.365	3.638

R^2 = 0.375 indicates that Social Media Marketing and Brand Heritage jointly explain 37.5% of the variance in Customer Loyalty in the sample; the remaining 62.5% is not explained by this model.

DISCUSSION

Discussion of H_1

Social Media Marketing had a positive and significant effect on Customer Loyalty, supporting H1. Consumers with more favorable views of the brand's social media activities were more inclined to continue choosing and repurchasing the syrup and recommending it.

Social media enables companies to share information, interact, publish current content, and encourage experience sharing. It therefore helps maintain consumer relationships rather than serving only as a promotional channel.

This finding aligns with Relationship Marketing Theory and with Yasmin et al. (2024) and Banerji and Singh (2024), who linked Social Media Marketing activities with Customer Loyalty.

Cap Pohon Pinang Marquisa Syrup needs active, adaptive social media communication to remain close and relevant to consumers, complementing the strength of its long-established brand.

Discussion of H_2

Brand Heritage had a positive and significant effect on Customer Loyalty, supporting H2. Consumers who more strongly recognized the brand's history, continuity, reputation, trust, establishment, and authenticity showed greater loyalty.

A long, consistent history can build trust in a brand's identity and quality, giving established brands a strength that new brands may not easily acquire.

The result is consistent with Relationship Marketing Theory and Commitment–Trust Theory, which emphasize trust and commitment in long-term relationships. It also aligns

with Wicaksono and Kurniawati (2024), whose findings connect Brand Heritage with Brand Loyalty and highlight the importance of history, continuity, and identity.
The company's history of more than four decades can be an advantage when consumers know and value its heritage, reputation, continuity, and authenticity.

Discussion of H_3
The F-test showed that Social Media Marketing and Brand Heritage jointly had a significant effect on Customer Loyalty, supporting H3. Together, they explained 37.5% of the variance in Customer Loyalty ($R^2 = 0.375$).
The two variables represent complementary strengths: social media creates present-day consumer connections, while Brand Heritage contributes history, continuity, reputation, and authenticity.
The company should not rely on history alone. Social media can communicate its heritage to current consumers, while social content becomes more distinctive when it conveys the brand's stories, history, and identity.
This finding addresses the gap created by prior research treating Social Media Marketing and Brand Heritage largely as separate streams by examining both in one model of Customer Loyalty toward a historic local brand.
The study thus tests two sources of consumer–brand relationships in one Customer Loyalty model: contemporary digital relationships and the brand's historical value.

CONCLUSION

Social Media Marketing and Brand Heritage each had a positive, significant effect on Customer Loyalty, and their combined effect was also significant. H1, H2, and H3 were supported. Together, the variables explained 37.5% of the variance in Customer Loyalty ($R^2 = 0.375$).
Theoretically, loyalty toward historic local brands may be associated with contemporary relationships formed through Social Media Marketing and historical strength represented by Brand Heritage.

RECOMMENDATION

PT Maju Jaya Pohon Pinang should strengthen Social Media Marketing through informative, interactive, current content that encourages consumers to share experiences and recommendations. Social media should maintain consumer relationships, not merely promote products.
The company should also incorporate Brand Heritage into social media storytelling, highlighting its history since 1982, product continuity, reputation, and distinctive characteristics so that contemporary consumers remain aware of and connected to the brand's heritage.
This study covers only Cap Pohon Pinang Marquisa Syrup consumers in Medan City and uses a cross-sectional design. Future research could include broader locations, longitudinal data, or additional variables to explain Customer Loyalty.

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