

Analyzing the Impact of Social Media Marketing on Customer Loyalty: A Case Study of Jabarano Café Bandung

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Abstract

The purpose of this study is to learn about the talk at one café in Bandung and to draw conclusions from the findings. This study was conducted at Jabarano Cafe Bandung. There were 138 respondents in this survey. The research methodology combines quantitative and case study. This study's data was processed using the SPSS 27 application. The research findings are intended to create links between variables, study objects, factors, or other scientific tools that may be compared to prior scientific research. As a result, if a company implements a unique and new innovation, it will appear to increase visitors' trust in the cafe they are looking for, as long as the quantity of food and drinks is consistent and meets visitors' expectations. Be loyal. Social media marketing has a favorable and significant impact on customer loyalty at Jabarano Cafe Bandung. Social media marketing.

Keywords: Social Media Marketing, , Customer Loyalty, Café

Introduction

In this modern era, cafes are becoming more common and have a variety of functions, including places for snacks, drinks and social gatherings. Cafes often have attractive and comfortable interior designs. Furniture is usually made of wood or materials that give a warm and welcoming impression. The lighting is often soft, creating a suitable atmosphere for relaxing or chatting. Tables and chairs in cafes are usually arranged well to accommodate various types of groups, from visitors who come alone. From a cultural perspective, cafes have spread widely to become centers of social interaction where people can gather, talk, write, read, make jokes or just pass the time (Suganda, 2022).

Many cafes have added Wi-Fi and work facilities for more visitors many come. Cafes are growing rapidly, because of the various visitors who come, such as students, students, freelancers, and others. An addition that makes the cafe comfortable is the background music played over the loudspeakers. The type of music played can vary depending on the theme and

target visitors to the cafe. There is also acoustic music performed live on weekends. Cafes provide these facilities to support consumer comfort and satisfaction (Yusuf, 2023).

Social media marketing has become increasingly common since the early days of the internet. One of the first forms of social media marketing was via email. Companies started sending emails to their customers to promote products and services. Next, search engines such as Google emerged and became an important tool in the internet world, opening up new opportunities for companies that promoted their business through displaying advertisements. After that, increasingly interactive social media emerged to promote company products. Social media such as Facebook, Twitter, Instagram, and others (Yusuf, 2022).

Business startups often focus on acquiring new customers rather than retaining existing customers. Strategic changes in marketing are starting to recognize that retaining existing customers is often more cost-effective than acquiring new customers. Customer communication via electronic mail and social media allows companies to stay in touch with customers. By offering something interesting and the best, loyalty from customers is created (Bachtiar, 2022). The rise of social media such as TikTok and Instagram is said to be very useful because it can display content and carry out live broadcasts related to social media marketing which is used by many people. Jabarano Cafe Bandung does not yet have an application account, so the active activities of the cafe are not well known among the public. Social media in the form of Facebook is still relatively passive, because it rarely uploads interesting content from the cafe.

Social media marketing is a marketing strategy that involves leveraging the internet, mobile devices, social media, search engines, and other online platforms to establish customer relationships, promote brands, and influence consumer purchases or behaviors (Yusuf et al., 2022). Social media marketing is a marketing strategy that enables firms to target extremely precise audiences with individualized messages while also increasing marketing efficiency and allowing them to create stronger customer relationships (Ramdani et al., 2022). Social media marketing is a technique that allows firms to compete in global marketplaces at a lower cost

than traditional marketing, enabling small and medium-sized businesses to compete effectively with giant corporations (Suryanto et al., 2022).

Customer loyalty can be defined as continuing to buy products or services from one firm rather than switching to competitors. Maintaining a brand, store, and supplier based on good attributes. Saepudin (2022). Customer loyalty refers to a high level of dedication to a company's brand and can be a powerful indicator. Includes seamless cognitive, emotional, and conative characteristics (Cakranegara et al. 2023). Customer loyalty entails acquiring a large number of products or services and never becoming tired with them. Customers typically have access to a variety of discounts, programs, and rates. Maintain a long-term commitment to a product or service, despite of existing competitors.

Website traffic is a metric that comprises the number of visits, page views, time spent on a website, and visitor return rate. A conversion is a desired action, such as filling out a form, making a purchase, signing up for a newsletter, or downloading material. Social engagement in social media refers to the number of likes, comments, shares, and other interactions on an upload. Return on investment (ROI) is a metric for analyzing the entire performance of a social media campaign in terms of net profit vs marketing costs. Churn rate is a metric that measures how many customers abandon a product or service.

Reasonable prices and the value supplied by a product or service might affect the purchasing decisions of repeat customers. Customers may evaluate a strategic location while deciding whether to continue utilizing the product. Discounts, discounts, and appealing programs encourage clients to stay and be satisfied with the items or services they utilize. The description of the goods for sale must be clear and straightforward. buying convenience is a critical factor in a pleasant consumer experience, ensuring customers feel comfortable, calm, and satisfied when buying.

Methods

In this research, the author can determine the quantitative method used in this research. Quantitative methods are research that focuses on theoretical exploration, adding estimates to the variables in the research using numbers and also examining data using statistical schemes (Kushendar, 2022). Research located at Jabarano Cafe Bandung. The time has been determined for the research to be carried out approximately 3 months, from January to March 2024. Population is a place of generalization that is not separated from material or entities that have specific characteristics and capacities that are consistent for learning and conclusions can be drawn from. content by researchers (Kushendar et al., 2022).

Results and Discussion

Jabarano Cafe Bandung is a cafe in Bandung that allows you to relax and socialize with family, friends, and others while playing a variety of board games. Jabarano is the first cafe to make customers feel at ease by emphasizing their connection to nature. As a result, if a company implements a unique and novel innovation, it will be seen to increase visitors' trust in the cafe, as long as the quantity of food and drinks is consistent and meets visitors' expectations. Being loyal also increases the volume of café visits to gather and hang out with pals.

Conclusion

Following study and data analysis in relation to the problem formulation and research objectives, the following results were reached. Social media marketing has a favorable and significant impact on client loyalty at Board Games Cafe Bandung. Social media marketing, product variety, and innovation all have a good and significant impact. Board Game Cafe Bandung seen a considerable increase in client loyalty. It is envisaged that in future study, the data used will be broadened, such as by modifying and removing other research objects. Aside from that, for additional research, enhance the amount of data and the number of research samples.

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