

ABSTRACT

Ainun Nuril Cahya Mulya, The Influence of Social Networking Service Marketing on Loyalty Intention. Under the guidance of Dr. Suyono, S.E., M.S.M.

This research is motivated by the significant growth of the Micro, Small and Medium Enterprises (MSME) sector, especially those managed by women entrepreneurs, as well as a paradigm shift in the world of marketing which is increasingly leading to digitalization and the use of social networking services (SNS) as an important tool in achieving target market. This research aims to 1) analyze social networking service marketing on female MSME customer loyalty; 2) identify factors that influence the intention to be loyal to female MSMEs.

The subjects of this research are female customers of MSME product businesses in Bangkalan. This type of research uses quantitative methods. The sampling technique used in this research was purposive sampling with a sample size of 105 respondents.

Based on the results of the t test, the SNS Marketing Activities variable partially has a significant positive effect on brand equity, value equity and relationship equity. And the relationship equity variable partially has a significant positive effect on loyalty intention. And the brand equity and value equity variables partially have a significant negative effect on loyalty intention.

Keywords : Social Networking Service, Loyalty intention, brand equity, value equity, relationship equity

ABSTRAK

Ainun Nuril Cahya Mulya, Pengaruh Pemasaran *Social Networking Service* Terhadap *Loyalty Intention*. Dibawah bimbingan Dr. Suyono, S.E., M.S.M.

Penelitian ini dilatar belakangi oleh pertumbuhan signifikan sektor Usaha Mikro, Kecil dan Menengah (UMKM), khususnya yang dikelola oleh pelaku usaha wanita, serta pergeseran paradigma dalam dunia pemasaran yang semakin mengarah ke digitalisasi dan penggunaan *social networking service* (SNS) sebagai alat penting dalam mencapai target pasar. Penelitian ini bertujuan 1) menganalisis pemasaran *social networking service* terhadap loyalitas pelanggan UMKM wanita; 2) mengidentifikasi faktor – faktor yang mempengaruhi niat untuk loyal pada UMKM wanita.

Subjek penelitian ini adalah Pelanggan Pelaku Usaha Wanita Produk UMKM di Bangkalan. Jenis penelitian ini menggunakan metode kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling* dengan jumlah sampel sebanyak 105 responden.

Berdasarkan hasil uji t bahwa variabel SNS Marketing Activities secara parsial berpengaruh positif signifikan terhadap *brand equity*, *value equity* dan *relationship equity*. Dan variabel *relationship equity* secara parsial berpengaruh positif signifikan terhadap *loyalty intention*. Dan variabel *brand equity* dan *value equity* secara parsial berpengaruh negatif signifikan terhadap *loyalty intention*.

Kata Kunci : *Social Networking Service, Loyalty intention, brand*

equity, value equity, relationship equity