

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* Instagram dan *service quality* Universitas Trunodjoyo Madura terhadap *brand loyalty* mahasiswa melalui *customer engagement* sebagai variabel mediasi. Penelitian dilatarbelakangi oleh pentingnya pengelolaan media sosial dan kualitas layanan dalam membangun hubungan jangka panjang antara perguruan tinggi dan mahasiswa di era digital. Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode survei. Populasi penelitian adalah mahasiswa aktif Universitas Trunodjoyo Madura yang memiliki akun Instagram, mengikuti akun Instagram resmi universitas, serta pernah menggunakan layanan yang disediakan universitas. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 170 mahasiswa. Analisis data dilakukan menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan Smart-PLS versi 4.

Hasil penelitian menunjukkan bahwa *social media marketing* Instagram dan *service quality* berpengaruh positif dan signifikan terhadap *customer engagement* mahasiswa Universitas Trunodjoyo Madura. *Customer engagement* juga terbukti berpengaruh positif dan signifikan terhadap *brand loyalty* mahasiswa. Selain itu, *social media marketing* Instagram berpengaruh positif dan signifikan terhadap *brand loyalty* baik secara langsung maupun melalui *customer engagement*. Sementara itu, *service quality* tidak berpengaruh signifikan secara langsung terhadap *brand loyalty*, namun berpengaruh signifikan melalui *customer engagement* sebagai variabel mediasi penuh. Temuan ini menegaskan bahwa *customer engagement* memiliki peran penting dalam menjembatani pengaruh *social media marketing* Instagram dan *service quality* terhadap peningkatan *brand loyalty* mahasiswa Universitas Trunodjoyo Madura.

Kata Kunci: *Social Media Marketing, Service Quality, Customer Engagement, Brand Loyalty, Perguruan Tinggi.*

ABSTRACT

This study aims to analyze the influence of Instagram social media marketing and service quality at Universitas Trunodjoyo Madura on students' brand loyalty through customer engagement as a mediating variable. The study is motivated by the importance of social media management and service quality in building long-term relationships between higher education institutions and students in the digital era. This research employed a quantitative approach using a survey method. The population consisted of active students of Universitas Trunodjoyo Madura who have Instagram accounts, follow the university's official Instagram account, and have used the services provided by the university. The sampling technique used was purposive sampling, involving 170 respondents. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.

The results indicate that Instagram social media marketing and service quality have a positive and significant effect on customer engagement among students of Universitas Trunodjoyo Madura. Customer engagement also has a positive and significant effect on students' brand loyalty. Furthermore, Instagram social media marketing has a positive and significant effect on brand loyalty, both directly and indirectly through customer engagement. Meanwhile, service quality does not have a significant direct effect on brand loyalty but has a significant indirect effect through customer engagement as a full mediating variable. These findings highlight the important role of customer engagement in mediating the influence of Instagram social media marketing and service quality on enhancing students' brand loyalty at Universitas Trunodjoyo Madura.

Keywords: *Social Media Marketing, Service Quality, Customer Engagement, Brand Loyalty, Higher Education.*