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**Analysis of Online Customer Loyalty Travel Agents in Jakarta:
How do Social Media Marketing, Customer Relationship
Management, and Customer Value Play a Role?**

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ABSTRACT

This study aims to analyze how social media marketing, customer relationship management, and customer value contribute to customer loyalty and their impact on customer satisfaction. Using a quantitative approach, data was collected through questionnaires from 226 respondents who are users of online travel agent services Traveloka in Jakarta. The data analysis technique employed is Structural Equation Modeling (SEM) with the assistance of AMOS and SPSS software. The study results reveal that social media marketing strategies and customer relationship management play a significant role in enhancing customer loyalty as well as their satisfaction. Additionally, customer value is also proven to be a crucial factor in strengthening customer loyalty, which ultimately contributes to increased customer satisfaction. These findings emphasize that effective digital marketing, strong customer engagement, and providing added value can foster customer loyalty, which in turn positively impacts their satisfaction in using online travel agent services.

Social Media Marketing, Customer Relationship Management, Customer Value, Customer Loyalty, Customer Satisfaction, Online Travel Agent.

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INTRODUCTION

The internet's ability to provide instant access to information has created a new paradigm in society. One of the most significant changes is the shift in consumer preferences toward online shopping platforms, which offer convenience without the need to visit physical store locations (Astuti et al., 2023). Based on a comprehensive study released by APJII (Indonesian Internet Service Providers Association) for the 2024 period, it was revealed that the number of active internet users in Indonesia has reached 221.5 million. The rapid growth in internet users has created new opportunities for companies to market their products through digital platforms. Among the various digital services available, the tourism sector stands out in leveraging the internet, particularly in providing reservation services for transportation such as flights

and trains, as well as accommodation bookings like hotels. Prasetyo et al. (2024) emphasize that internet penetration continues to show significant growth in the tourism industry. The increasing tendency of travelers to use internet-based services in planning their trips has paved the way for the emergence of a new platform known as Online Travel Agent (OTA) (Putro, 2022).

Social media marketing adopt a multi-channel approach by integrating traditional and digital media, including television and various social media platforms. Promotional distribution is optimized through multiple digital touchpoints, such as mobile applications, websites, and direct email marketing, enabling the efficient and targeted dissemination of discounts (Diekson et al., 2023). However, the effectiveness of this strategy can be hindered if customer satisfaction is not well maintained, potentially leading customers to switch to competitors. Digital transformation has compelled companies to implement more adaptive strategies, one of which is integrating Customer Relationship Management (CRM) to strengthen long-term relationships with customers through various initiatives, such as loyalty programs. Conversely, weaknesses in CRM implementation can negatively impact customer value, potentially reducing customer loyalty (Agustia et al., 2023).

According to Octavia et al. (2024), creating customer value is a fundamental element that influences customer loyalty in the online travel agent. However, the shift in consumer behavior post-pandemic shows an increase in selectivity when choosing travel services, along with higher expectations for the benefits gained from each transaction. On the other hand, according to Simanjuntak and Purba (2020), customer satisfaction plays a crucial role in maintaining customer loyalty in the online travel agent. An imbalance between satisfaction and customer loyalty can hinder long-term loyalty, especially if the value received no longer meets user expectations (Apriani & Rahmidani, 2022). This situation has significant implications for the company's digital marketing strategies and customer relationship management. Negative feedback shared through public review platforms can quickly damage the brand's reputation and erode customer trust in the services offered.

A quick response and effective solutions from the company can play a crucial role in maintaining customer loyalty, even in the face of negative experiences they may encounter (Danisa, 2023). When customers face problems or disappointments, receiving prompt responses and satisfactory solutions can help minimize the negative impact on their perception. This indicates that the company cares and is committed to ensuring customer satisfaction, which ultimately strengthens the bond and maintains their loyalty. A strong social media marketing strategy not only helps manage brand reputation but can also

be utilized to build closer relationships with customers. By actively engaging on social media, companies can create more personal experiences, understand customer needs and preferences, and deliver relevant and engaging messages. This can enhance customer satisfaction, foster a sense of ownership, and ultimately strengthen long-term customer loyalty.

Based on the various issues identified through user reviews and in-depth analysis, it is crucial to conduct further research on the impact of social media marketing, customer relationship management, customer value, and customer satisfaction on customer loyalty. This study is necessary to empirically measure the extent of the impact of each of these variables on customer loyalty, thereby providing strategic recommendations that are targeted and effective for online travel agents to improve their services.

RESEARCH METHOD

This study applies a quantitative approach with data collection through questionnaires distributed to 226 respondents who are users of the Traveloka online travel agent in Jakarta. The study uses a non-probability sampling technique with purposive sampling. Data analysis was performed using the SPSS application to test validity and reliability, as well as the Structural Equation Modeling (SEM) method operated through AMOS software.

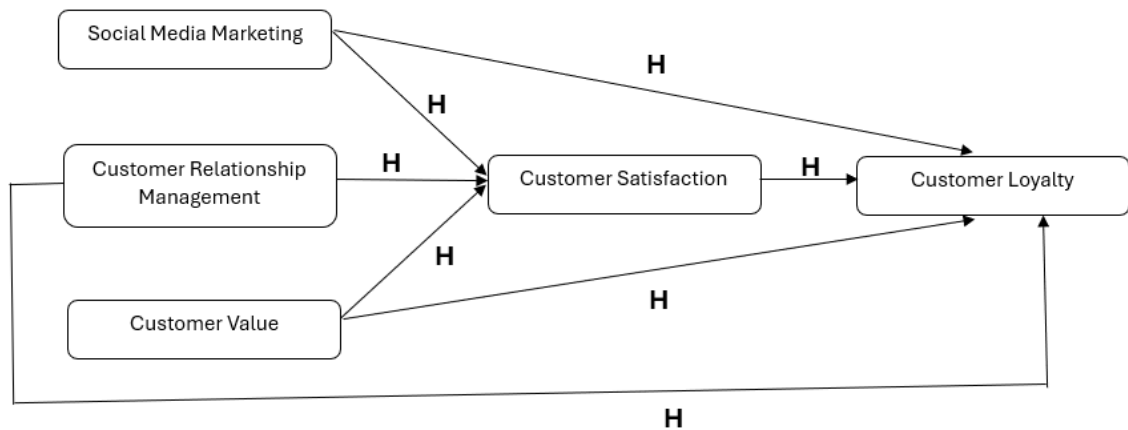


Figure 1.
Theoretical Framework

Based on the picture above, the hypotheses in this study are:

- H1: Social Media Marketing has a significant effect on Customer Loyalty
- H2: Social Media Marketing has a significant effect on Customer Satisfaction
- H3: Customer Relationship Management has a significant effect on Customer Satisfaction
- H4: Customer Relationship Management has a significant effect on Customer Loyalty

- H5: Customer Value has a significant effect on Customer Satisfaction
 H6: Customer Value has a significant effect on Customer Loyalty
 H7: Customer Satisfaction has a significant effect on Customer Loyalty

RESULT AND DISCUSSION

Respondent Characteristics

From table 1, it can be concluded that users of the online travel agent Traveloka in Jakarta are dominated by those who are 21 years old, female, residing in South Jakarta, holding a Bachelor's degree (S1), unmarried, and already employed.

Table 1.
Respondent Characteristics

Gender		
Male	86	38.1%
Female	140	61.9 %
Total	226	100 %
Age		
18 Years	5	2.2 %
19 Years	11	4.9 %
20 Years	22	9.7 %
21 Years	46	20.4 %
22 Years	35	15.5 %
23 Years	27	11.9 %
24 Years	20	8.8 %
25 Years	28	12.4 %
26 Years	18	8 %
27 Years	14	6.2 %
Total	226	100 %
Domicile		
North Jakarta	44	19.5 %
South Jakarta	68	30.1 %
West Jakarta	46	20.4 %
East Jakarta	39	17.3 %
Central Jakarta	29	12.8 %
Total	226	100 %
Education Level		
< High School	0	0%
Senior High School	67	29.6 %

Diploma	24	10.6 %
Bachelor (S1)	124	54.9 %
Postgraduate (S2/S3)	11	4.9 %
Total	226	100 %
Marital Status		
Unmarried	182	80.5 %
Married	42	18.6 %
Divorced	2	0.9 %
Total	226	100 %
Employment Status		
Not yet working	81	35.8 %
Work	145	64.2 %
Doesn't work	0	0 %
Total	226	100%

Validity and Reliability Test

Based on the results of exploratory factor analysis for each variable, it shows that the constructs of social media marketing, customer relationship management, customer value, customer loyalty, and customer satisfaction have loading factor values > 0.50 , AVE values > 0.50 , and Cronbach's alpha values > 0.70 . Therefore, it can be concluded that each indicator item has very good validity and reliability, with significant loading factor values.

Table 2.
Validity and Reliability Test Results

Grain	Loadings Factor	Average Variance Extrated	Cronbach's Alpha
Social Media Marketing			
SCM 1	0.839	0.672	0.877
SCM 2	0.816		
SCM 3	0.845		
SCM 4	0.809		
SCM 5	0.791		
Customer Relationship Management			
CRM 1	0.859	0.679	0.881
CRM 2	0.759		
CRM 3	0.840		
CRM 4	0.830		

Grain	Loadings Factor	Average Variance Extrated	Cronbach's Alpha
CRM 5	0.828		
Customer Value			
CV 1	0.863	0.684	0.880
CV 2	0.791		
CV 3	0.858		
CV 4	0.820		
CV 5	0.799		
Customer Loyalty			
CL 1	0.874	0.670	0.873
CL 2	0.758		
CL 3	0.822		
CL 4	0.788		
CL 5	0.846		
Customer Satisfaction			
CS 1	0.833	0.693	0.888
CS 2	0.851		
CS 3	0.778		
CS 4	0.843		
CS 5	0.856		

Full Model

The test results indicate that the model has not yet met the goodness of fit criteria, as shown by index values such as P=0.000, GFI=0.880, and AGFI=0.853, which are below the standard. Therefore, further model adjustments are required to meet the necessary fit indicators, allowing the hypothesis testing to be conducted.

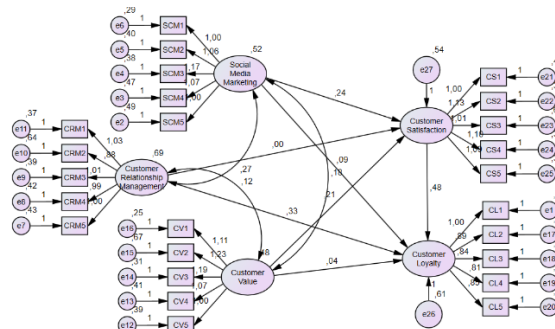


Figure 2.
AMOS Full Model

Table 3.
AMOS Full Model Test Results

Index	Cut of Value	Result	Model Evaluation
P	≥ 0.05	0.000	Lack of Fit
CMIN/DF	≤ 2.00	1.444	Fitted
GFI	≥ 0.95	0.880	Lack of Fit
RMSEA	≤ 0.08	0.044	Fitted
AGFI	≥ 0.90	0.853	Lack of Fit
TLI	≥ 0.90	0.956	Fitted
CFI	≥ 0.95	0.961	Fitted

Fitted Model

Figure 3 shows the test results after modification by eliminating several indicators from each variable. The results indicate a P value of 0.608, CMIN/DF of 0.949, GFI value of 0.956, AGFI value of 0.934, CFI value of 1.000, TLI value of 1.004, and RMSEA value of 0.000. Thus, it can be concluded that this research model is appropriate or fit.

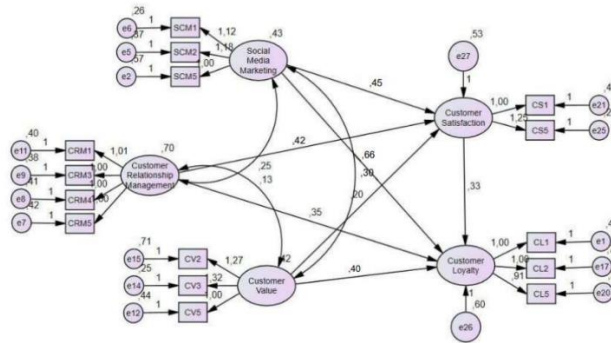


Figure 3.
Fitted Model AMOS
Table 4.

AMOS Fitted Model Test Results

Index	Cut of Value	Result	Model Evaluation
P	≥ 0.05	0.608	Fitted
CMIN/DF	≤ 2.00	0.949	Fitted
GFI	≥ 0.95	0.956	Fitted
RMSEA	≤ 0.08	0.000	Fitted
AGFI	≥ 0.90	0.934	Fitted
TLI	≥ 0.90	1.004	Fitted
CFI	≥ 0.95	1.000	Fitted

Hypothesis Test

Table 5 presents the results of the hypothesis testing in this study. The hypothesis is accepted if the Critical Ratio (C.R.) value is > 1.96 and the P value is < 0.05 . Conversely, if the Critical Ratio (C.R.) value is < 1.96 and the P value is > 0.05 , then the hypothesis is considered rejected.

Table 5.
Hypothesis Test Results

Hypothesis	Independent Variable	Bound Variable	C.R (t-value)	P	Standardized Regression Weight	Hypothesis Test Results
H1	Social Media Marketing	Customer Loyalty	2.493	0.013	0.141	Accepted
H2	Social Media Marketing	Customer Satisfaction	4.294	***	0.250	Accepted
H3	Customer Relationship Management	Customer Satisfaction	8.192	***	0.405	Accepted
H4	Customer Relationship Management	Customer Loyalty	4.997	***	0.257	Accepted
H5	Customer Value	Customer Satisfaction	4.349	***	0.284	Accepted
H6	Customer Value	Customer Loyalty	2.336	0.019	0.156	Accepted
H7	Customer Satisfaction	Customer Loyalty	6.209	***	0.450	Accepted

Relationship Social Media Marketing and Customer Loyalty

Based on the analysis results, it was found that social media marketing has a significant positive influence on customer loyalty, with a CR value of $2.493 > 1.96$ and a P value of $0.013 < 0.05$. The standardized regression weight (SRW)

was recorded at 0.141. These results indicate that improving the quality of social media marketing aligns with an increase in customer loyalty on online travel agent platforms. This finding is consistent with the study by Zelia and Sabur (2023), which revealed that social media marketing has a positive and significant relationship with customer loyalty. It is also in line with the research conducted by Situmorang and Muchtar (2021) as well as Firmansyah (2023), which found that social media marketing has a positive and significant impact on customer loyalty.

Relationship Social Media Marketing and Customer Satisfaction

The analysis results show that social media marketing has a positive and significant impact on customer satisfaction, with a CR value of $4.294 > 1.96$ and a P value (< 0.001) < 0.05 . The standardized regression weight (SRW) was recorded at 0.250. These findings align with studies conducted by Lokananta and Aquinia (2023), Firmansyah et al. (2023), and Triuspita et al. (2023), which revealed that social media marketing has a positive and significant influence on customer satisfaction. This finding illustrates that the better the quality of social media marketing strategies, the higher the level of customer satisfaction on online travel agent platforms.

Relationship Customer Relationship Management and Customer Satisfaction

Based on the analysis results, customer relationship management has been proven to have a positive and significant influence on customer satisfaction, with a CR value of $8.192 > 1.96$ and a P value (< 0.001) < 0.05 . The standardized regression weight (SRW) was recorded at 0.405. These findings align with the studies conducted by Nuraini et al. (2022), Susanto (2021) and Aisah and Sudaryanto (2022). This indicates that efforts to improve customer relationship management directly contribute to increasing customer satisfaction levels on online travel agent platforms, reflecting the importance of effective relationship management in creating a more satisfying customer satisfaction.

Relationship Customer Relationship Management and Customer Loyalty

The analysis results reveal that customer relationship management has a positive and significant influence on customer loyalty, with a CR value of $4.997 > 1.96$ and a P value (< 0.001) < 0.050 . The standardized regression weight (SRW) was recorded at 0.257. These findings align with studies conducted by Anwar et al. (2022), Ayang and Sugiat (2022), and Yulianti and Firmansyah (2023). This indicates that improvements in customer relationship management directly contribute to increasing customer loyalty on online travel agent platforms. It emphasizes the importance of implementing effective CRM strategies to maintain long-term relationships with customers.

Relationship Customer Value and Customer Satisfaction

The analysis results show that customer value has a positive and significant influence on customer satisfaction, with a CR value of $4.349 > 1.96$ and a P value (< 0.001) < 0.05 . The standardized regression weight (SRW) was recorded at 0.284. These findings align with studies conducted by Nigsih and Sutedjo (2024), Sabrina et al. (2023), and Setyawan and Nabhan (2023). This indicates that increasing the value provided to customers will directly impact the level of customer satisfaction with the services offered by online travel agent platforms.

Relationship Customer Value and Customer Loyalty

The analysis results show that customer value has a positive and significant impact on customer loyalty, with a CR value of $2.336 > 1.96$ and a P value of $0.019 < 0.05$. The standardized regression weight (SRW) was recorded at 0.156. These findings align with studies conducted by Lubis et al. (2020), Rompas et al. (2020), and Nurahmah et al. (2024). This indicates that the greater the perceived value by customers, the higher their loyalty to the services offered by online travel agent platforms. It emphasizes the importance of providing added value to customers to strengthen the relationship between customers and the platform.

Relationship Customer Satisfaction and Customer Loyalty

The analysis results show that customer satisfaction has a positive and significant influence on customer loyalty, with a CR value of $6.209 > 1.96$ and P (< 0.001) < 0.05 . The standardized regression weight (SRW) was recorded at 0.450. These findings align with studies conducted by Aprilianto et al. (2022), Daeng et al. (2022), and Violeta and Farida (2023). This indicates that increasing customer satisfaction levels is directly related to enhancing their loyalty to the services provided by online travel agent platforms. It emphasizes the importance of creating a satisfying customer experience to strengthen customer loyalty.

CONCLUSION

The research findings show that social media marketing plays a significant role in enhancing customer loyalty in online travel agents in Jakarta. Social media marketing activities, such as regularly updating engaging content and increasing customer interaction, have been proven to significantly improve customer satisfaction. Additionally, this study confirms that effective customer relationship management contributes to higher customer satisfaction. This strategy includes providing features that encourage customer loyalty, ultimately strengthening their commitment to online travel agent services.

Furthermore, the findings indicate that offering relevant and valuable benefits to customers can significantly enhance their satisfaction with online travel agent services in Jakarta. By providing features that simplify the user experience, customer loyalty can increase substantially. Finally, this study emphasizes that ensuring customer satisfaction through optimal service, prompt responses to complaints, and performance that meets customer expectations can effectively drive an increase in customer loyalty toward online travel agents.

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