

# ***Analysis of the Influence of Social Media Marketing, Brand Experience, and Brand Image on Brand Loyalty at Uniqlo Fashion***

**By Andya Syalaisha Rizkika**

## **Abstract**

*The fashion industry is an important aspect of people's lifestyles in expressing themselves. Over time, the development of the fashion industry in Indonesia has also increased and created business competition in this industry. There is a phenomenon that occurs and affects brand loyalty in Uniqlo fashion, so the formulation of the problem is whether social media marketing, brand experience, and brand image affect brand loyalty. This study includes quantitative research with the aim of knowing, analyzing, and proving the influence of social media marketing, brand experience, and brand image on brand loyalty. The sample in this study was 100 respondents who were Uniqlo consumers aged  $\geq 18$  years who bought Uniqlo products more than twice, had seen Uniqlo social media, and were also active in South Jakarta. Sampling was carried out using a purposive sampling technique, which was then analyzed descriptively and inferentially using SmartPLS 4.0 software. The results of this study indicate that (1) social media marketing has a significant effect on brand loyalty, (2) brand experience has a significant effect on brand loyalty, and (3) brand image does not have a significant effect on brand loyalty.*

**Keywords:** *social media marketing, brand experience, brand image and brand loyalty*

# **Analisis Pengaruh Pemasaran Media Sosial, Pengalaman Merek, dan Citra Merek Terhadap Loyalitas Merek Pada Fashion Uniqlo**

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## **Abstrak**

Industri *fashion* menjadi aspek penting dalam gaya hidup masyarakat dalam mengekspresikan diri mereka. Seiring berjalannya waktu, perkembangan industri *fashion* di Indonesia turut meningkat dan menimbulkan persaingan bisnis dalam industri ini. Terdapat fenomena yang terjadi dan memengaruhi loyalitas merek pada *fashion* Uniqlo sehingga diperoleh rumusan masalah berupa apakah pemasaran media sosial, pengalaman merek, dan citra merek berpengaruh terhadap loyalitas merek. Penelitian ini termasuk penelitian kuantitatif dengan tujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh pemasaran media sosial, pengalaman merek, dan citra merek terhadap loyalitas merek. Sampel dalam penelitian ini sebanyak 100 responden yang merupakan konsumen Uniqlo berusia  $\geq 18$  tahun yang membeli produk Uniqlo lebih dari dua kali, pernah melihat media sosial Uniqlo, dan juga beraktivitas di Jakarta Selatan. Pengambilan sampel dilakukan dengan teknik *purposive sampling* yang selanjutnya dianalisis secara deskriptif dan inferensial menggunakan *software* SmartPLS 4.0. Hasil dari penelitian ini menunjukkan bahwa (1) pemasaran media sosial berpengaruh signifikan terhadap loyalitas merek, (2) pengalaman merek berpengaruh signifikan terhadap loyalitas merek, (3) citra merek tidak berpengaruh signifikan terhadap loyalitas merek.

**Kata Kunci:** pemasaran media sosial, pengalaman merek, citra merek, dan loyalitas merek