

The Influence of Social Media-Based Marketing Strategies and Customer Engagement on MSME Customer Loyalty in Gedong Tataan, Pesawaran Regency

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Abstract

This study aims to analyze the relationship between online-based marketing strategies and Customer Engagement on consumer trust in MSMEs in Gedong Tataan District, Pesawaran Regency. Advances in digital technology have encouraged MSME actors to utilize online media as a means of maximizing product marketing while simultaneously establishing strong relationships with consumers. This study employed a quantitative method using a survey approach. The population consisted of customers of MSMEs in Gedong Tataan District, with a sample of 100 respondents selected using the purposive sampling method. Data were collected through questionnaires using a Likert scale. Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS), including validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination (R^2). The results showed that social media-based marketing strategies had a positive and significant effect on customer loyalty. Customer Engagement also had a positive and significant effect on customer loyalty. Furthermore, social media-based marketing strategies and Customer Engagement simultaneously had a positive and significant effect on customer loyalty. The findings indicate that utilizing social media as a marketing strategy and increasing consumer engagement and interaction with MSMEs can contribute to higher customer loyalty. Therefore, MSME actors should optimize their online marketing strategies and build sustainable relationships with customers to enhance competitiveness and maintain customer loyalty in the era of digitalization.

Keywords: Social Media Marketing Strategy, Customer Engagement, Customer Loyalty, UMKM, Digital Marketing.

INTRODUCTION

The progress of the digitalization era has changed the marketing paradigm which initially used traditional methods to market using digital technology. A form of such

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transformation is the increasing use of social media as a medium in communicating for marketing which makes companies build direct relationships with customers. Social media such as Instagram, TikTok, Facebook, and WhatsApp Business not only function as a medium for marketing, but also as an interaction space that makes the exchange of information, experiences, and the formation of long-standing relationships between companies and customers. According to (Bilgin, 2018), promotional activities through social media are able to increase through social media to increase brand awareness, brand image, and brand loyalty, so that social media has become the most important thing to maintain business continuity in the era of digitalization.

Consumer loyalty is an indication of promotional success, which is the most important for the continuity of a business. Consumers with loyalty are not only able to buy repeatedly, but will be willing to recommend to other potential customers and have an emotional attachment to a brand. (Wistiasari, 2026) explained that consumer trust is the result of a mixture of brand awareness, customer satisfaction, and customer engagement formed through positive experiences in a sustainable manner. So that the company is not enough to focus on selling, but must be able to develop long-term relationships with consumers.

The role of MSMEs as a main pillar of the Indonesian economy makes increasing business competitiveness a necessity that cannot be ignored. Data from the Pesawaran Regency Cooperatives and MSMEs Office (2024) shows that the number of MSMEs in Pesawaran Regency has increased from 7,394 units since 2022 to 7,983 in 2023 (Pesawaran, 2024). In Gedong Tataan District itself, there are around 1,036 MSME units dominated by micro businesses. The increase in the number of business actors reflects the increasing competition in acquiring and retaining customers, so a maximum promotional design is needed to maintain consumer confidence.

As digitalization develops, MSME movers begin to use social media as a medium in promoting and marketing goods (Bowo, 2024) stating that social media has a significant influence on changes in customer actions, especially at the stage of searching for data, evaluating goods, and making policies in buying. In addition, (Iqbal, 2025) explained that the design of effective online promotion needs to be able to integrate content quality, relationships between customers, and customer experience in order to increase loyalty in a sustainable manner. This opinion is strengthened by (Kresna, 2025) who emphasizes that the success of digital marketing is highly determined based on the potential of entrepreneurs to develop relationships with consumers through social media.

However, the use of social media by most MSMEs still faces various obstacles. (Pratama, 2023) and (Lestari, 2025) found that MSME actors still have difficulty managing content consistently, increasing customer interaction, and maintaining customer loyalty in the long term. The use of social media in some MSMEs is still limited to being a product



storefront so that the communication that occurs is more one-way and has not been able to relate to consumers and brands.

This condition is closely related to the concept of Customer Engagement. In a modern marketing perspective, customers are no longer considered to be someone who receives messages passively, but to be partners who actively participate in creating value with the company. (Do, 2020) explains that customer engagement behavior is a form of customer interaction that will have a good or bad impact on the relationship between customers and the company.

Various previous studies have explained that Customer Engagement contributes an important role in realizing customer loyalty. (Wang, 2020) found that the use of online platforms can maximize consumer engagement through personal and interactive experiences. (Bozkurt, 2021) also stated that the interactivity of social media felt by customers has a positive effect on customer engagement behavior, while (Li, 2020) explained that customer emotional attachment is the main factor that encourages the formation of customer engagement behavior. Furthermore, (Kimfa, 2024) and (Wijaya, 2024) conclude that promotional activities on social media and customer engagement can maximize consumer trust through a positive customer experience.

Based on the initial observations of researchers in Gedong Tataan District, most MSME actors have used social media as promotional materials through Instagram, Facebook, TikTok, and WhatsApp Business. However, its use is still dominated by product promotion activities and has not been directed at efforts to build sustainable relationships with customers. The low intensity of two-way interaction, the lack of use of interactive features, and the lack of optimal customer relationship management show that there is a gap between the potential of social media to become an infrastructure in marketing products and marketing practices carried out by MSME actors.

In addition to this empirical phenomenon, there are differences in research. The majority of previous research was carried out in large companies, modern services, and national digital platforms, while research on the influence of design in marketing on the basis of social media and Customer Engagement on consumer trust in MSMEs at the regional level, especially in Gedong Tataan District, is still relatively limited. Previous research also examined the direct influence of marketing social media on consumer trust without integrating Customer Engagement as a factor that explains the process of forming customer loyalty. In fact, (Hollebeek, 2014) and (Dessart, 2015) emphasized that Customer Engagement is the most important relationship and the most important mechanism in connecting digital promotion with consumer trust.

Based on this description, this research aims to analyze the relationship between social media-based marketing strategies and Customer Engagement on the trust of MSME consumers in Gedong Tataan District, Pesawaran Regency. The results of the



research are expected to be able to contribute to developing promotional science, especially digital marketing, and be used as reference material for MSME drivers in designing promotional concepts, based on social media that are able to increase consumer involvement and build consumer trust in a sustainable manner.

METHOD

This study uses quantitative methods and surveys in analyzing the relationship between promotional trends and social media and customer engagement to the trust of MSME consumers in Gedong Tataan District, Pesawaran Regency. The population in this research is all MSME customers in Gedong Tataan District, Pesawaran Regency. The sample determination uses a purposive sampling technique, which is a sampling technique according to a characteristic that has been applied by the author. The total sample used was 100 respondents, namely customers who had made purchases at MSMEs in Gedong Tataan District and had experience interacting with social media used by MSME actors.

The research data is composed of primary data and secondary data. Primary data is obtained through the distribution of questionnaires with a likert scale of five levels, while secondary data is obtained through literature studies, documentation, and various literature sources that are in line with the research explanation. Data will be collected through observation, questionnaire distribution, documentation, and literature studies.

Before the data analysis was carried out, the research instrument was tested using validity tests and reliability tests to ensure that each statement item was able to measure the research variables accurately and consistently. Furthermore, a classical assumption test was carried out which included the normality test, the multicollinearity test, the autocorrelation test, and the heteroscedasticity test as requirements in multiple linear regression analysis.

The analysis techniques used include multiple linear regression analysis to determine the influence of social media-based marketing strategies and Customer Engagement on customer loyalty. Hypothesis testing was carried out through a partial test (t-test) to determine the influence of each independent variable on the dependent variable, a simultaneous test (F test) to determine the influence of the two independent variables together, and a determination coefficient (R^2) to determine the large contribution of independent variables in explaining customer loyalty variations.

RESULT

Research Results

MSMEs in Gedong Tataan District, Pesawaran Regency are a business sector that plays an important role in supporting the regional economy. Along with the



development of information technology, most MSME actors have run social media, namely *Instagram*, *Facebook*, *TikTok*, and *WhatsApp Business* as a medium for marketing, communication, and product promotion. The use of social media is expected to maximize promotional access, build relationships with customers, and encourage the creation of customer loyalty through more intensive interactions.

The study included 100 respondents, namely MSME consumers in Gedong Tataan District, Pesawaran Regency. Respondents were decided to use *purposive sampling* techniques according to the characteristics that had been applied, namely customers who had made purchases from MSMEs and had interacted with social media used by business actors. The characteristics of the respondents showed that the research was conducted on customers who have the practice of using social media as a medium to obtain data on goods or communicate with MSME actors, so that it is based on the purpose of the research.

Furthermore, before the hypothesis test was carried out, the research instrument was tested through validity and reliability testing. The results of this test explained that all explanatory items in the variables of Social Media-Based Marketing Strategy, *Customer Engagement*, and customer trust were considered valid and reliable so that they could be used as research instruments. After that, a classical assumption test was carried out which included normality, multicollinearity, autocorrelation, and heteroscedasticity tests in explaining that the regression method included the required explanations.

Test Results Instrumen

Validity Test

Table 1. Validity Test Results

Variabel	Number of Items	Range r Table	Range r Calculate	Remarks
Marketing Strategy (X_1)	10	0,476–0,695	0,4227	Valid
<i>Customer Engagement</i> (X_2)	12	0,515–0,725	0,4227	Valid
Customer Loyalty (Y)	12	0,460–0,617	0,4227	Valid

Based on the results of the validity test, all the explanatory items of the variables Marketing Strategy (X_1), *Customer Engagement* (X_2), and Customer Loyalty (Y) have a calculated value of r which is higher than the r table (0.4227). The r score calculated in the Marketing Strategy variable is in the range of 0.476–0.695, the *Customer Engagement variable* is in the range of 0.515–0.725, while the Customer Loyalty variable is in the range of 0.460–0.617. So that all explanatory items are said to be valid and can be used as a research instrument.

Results of the Feasibility Test**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Reliabilitas
Marketing Strategy	0,785	High
<i>Customer Engagement</i>	0,713	High
Customer Loyalty	0,749	High

From the results of the reliability test, the Social Media-Based Marketing Strategy variable had a Cronbachs Alpha score of 0.785, the *Customer Engagement* variable of 0.713, and the Customer Loyalty variable of 0.749. All Cronbach's Alpha scores exceeded the minimum limit of 0.70, which makes the research instrument considered reliable and positively internally consistent. So that all instruments can be used to collect research information.

Classical Assumption Test Results**Normality Test****Table 3. Normality Test Results**

Tests of Normality							
		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
Code		Statistic	df	Sig.	Statistic	df	Sig.
Groups	Marketing Strategy	0,125	100	0,001	0,964	100	0,408
	<i>Costumer Engagment</i>	0,101	100	0,014	0,975	100	0,550
	Customer Loyalty	0,118	100	0,001	0,976	100	0,559
a. Lilliefors Significance Correction							

From the results of the normality test with Kolmogrov-Smirnov and Shapiro-Wilk, the variables of Marketing Strategy were 0.408, *Customer Engagement* was 0.550, and Customer Loyalty was 0.559. All of these significant scores exceeded 0.05, so it was concluded that the data of each variable was distributed normally. So that the research data was able to include an explanation of normality that was appropriate to be used in multiple linear regression analysis.



Multicollinearity Test**Table 4. Multicollinearity Test Results**

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Collinearity Statistics	
		B	Std. Error	Beta		Tolerance	VIF
	(Constant)	44,143	6,544		6,745		
1	Marketing Strategy (X1)	0,105	0,100	0,105	1,044	0,995	1,005
	<i>Customer Engagement</i> (X2)	0,092	0,089	0,104	1,036	0,995	1,005
a. Dependent Variable: Loyalitas Pelanggan (Y)							

From the results of the multicollinearity test, the Marketing Strategy variable will have a tolerance value of 0.995 and VIF of 1.005. Meanwhile, the *Customer Engagement variable* will have a tolerences value of 0.995 and VIF of 1.005. The tolerences score of the two variables exceeds 0.10, while the VIF score is less than 10.

This result explains that there is no full relationship between independent variables in the research method. So that the regression method will be free from the symptoms of multicollinearity, which makes the variables Marketing Strategy and *Customer Engagement* will be used simultaneously in analyzing their influence on the loyalty of MSME customers in Gedong Tataan District, Pesawaran Regency.

Autocorrelation Test Results**Table 5. Autocorgravation test results**

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.714a	.720	.711	2.716	1.169
a. Predictors: (Constant), <i>Customer Engagmt</i> (X2), Marketing Strategy (X1)					
b. Dependent Variable: Customer Loyalty (Y)					

From the results of the summary method, the regression model has a Durbin-Watson score of 1.169. This score is used as a basis for finding the existence of autocorrelation in the regression method by comparing it to the lower limit (dL) and upper limit (dU) scores in the Durbin-Watson table based on the total sample and total independent variables.

Referring to the results of the experiments obtained in this research, the regression method is said to have no signs of autocorrelation, so that the residues in the regression method are independent and meet an assumption in the multiple linear regression analysis. So that the regression method is suitable for use in the research hypothesis test.

Heterokedasticity Test Results

Table 6. Heterokedasticity Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	1,464	3,960		1,370	0,712
	Digital Marketing (X1)	0,239	0,061	1,064	3,637	0,526
	Pricing (X2)	0,246	0,054	1,087	3,857	0,394
a. Dependent Variable: Abs Res						

From the results of the heteroscedasticity test, the Marketing Strategy variable had a sign score of 0.526, while the *Customer Engagement* variable had a sign value of 0.394. These two sign scores exceeded 0.05, which makes a conclusion that there are no signs of heteroscedasticity in the regression approach.

The results of the test explain that the residual variation is constant at all levels of independent variable estimation. So that the regression method has included an explanation of homoskedasticity and is suitable to use multiple linear regression analysis and test the research hypothesis.

Results of Multiple Linear Analysis

Table 7. Results of Multiple Line Analysis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	44.143	6.544		6.745	.000
	Marketing Strategy	.105	.100	.105	1.044	.003
	Costumer_Engagment	.092	.089	.104	1.036	.009
a. Dependent Variable: Customer Loyalty						

$$Y=44,143+0,105X_1+0,092X_2$$

This regression similarity explains that a constant of 44.143 indicates a customer loyalty score when the Marketing Strategy and *Customer Engagement* variables are considered constant or zero. The regression coefficient of the Marketing Strategy variable (X_1) of 0.105 explains that each addition of a unit in an online-based promotion design can maximize consumer confidence by 0.105, so it is assumed that other variables are always constant. Meanwhile, the regression coefficient of the *Customer Engagement* variable (X_2) of 0.092 explains that each addition of a *Customer Engagement* unit can maximize customer loyalty by 0.092, which assumes that other variables are constant. These results indicate that Marketing Strategy and *Customer Engagement* have a positive influence on consumer trust, so that the more optimal the implementation of promotional strategies and the greater the consumer engagement ranking, customer loyalty tends to increase.

Hypothesis Test

Results of the t-test (partial)

Partial testing was carried out to find the relationship between each independent variable, namely social media-based marketing strategies and Customer Engagement, to the dependent variable, namely consumer trust. This test was carried out by juxtaposing a sign score, which had a significance level of 0.05. If the sign score < 0.05, then the research hypothesis was declared approved.

Table 8. Test Results t

Coefficients ^a			
Model		T	Sig.
1	(Constant)	6,745	0,000
	Marketing Strategy	1,044	0,003
	Customer Engagement	1,036	0,009
a. Dependent Variable: Customer Loyalty			

In the results of the t-test, the variable of Marketing Strategy had a sign value of 0.003, which is less than the total sign of 0.05. Therefore, the first hypothesis (H_1) was approved, so it was concluded that the marketing strategy had a positive and significant impact on the loyalty of MSME customers in Gedong Tataan District, Pesawaran Regency.

Furthermore, the *Customer Engagement* variable has a signature score of 0.009, also less than 0.05. Thus, the second hypothesis (H_2) is approved. These results explain



that *Customer Engagement* has a positive and significant impact on the loyalty of MSME customers in Gedong Tataan District, Pesawaran Regency.

The results of the test indicate that improving the quality of marketing strategies and increasing consumer participation can maximize consumer trust.

F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,890	2	7,445	1,009	.004 ^b
	Residual	715,620	97	7,378		
	Total	730,510	99			
a. Dependent Variable: Customer Loyalty (Y)						
b. Predictors: (Constant), <i>Customer Engagement</i> (X2), Marketing Strategy (X1)						

From the results of the f test, it shows that the regression model has an F score of 1.009 against a sign score of 0.004. This sign score is at the sign level of 0.05, so H_3 is accepted. Therefore, it is concluded that online-based marketing strategies and customer loyalty simultaneously have a significant impact on the consumer confidence of MSMEs in Gedong Tataan District, Pesawaran Regency.

The results of the test explained that the increase in consumer loyalty is not only affected by something, but is the result of a mixture of maximum online promotion designs and high customer involvement. So MSME actors must combine these two things in marketing activities in order to be able to create sustainable relationships with customers and maximize business competition in the digitalization era.

Coefficient Determination Test

Table 9. Determination Coefficient Test Results (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 ^a	0,720	0,711	2,716
a. Predictors: (Constant), <i>Customer Engagement</i> (X2), Marketing Strategy (X1)				
b. Dependent Variable: Customer Loyalty (Y)				

From the results of the Summary Model, the R Square score was obtained as 0.720 or 72.0%. This result explores that the variables of marketing strategy and *Customer Engagement* simultaneously can state that the variance of consumer

perception is 72.0%, while the remaining 28.0% is affected by other things other than research methods that were not carried out in this research.

In addition, the Adjusted R Square score of 0.711 explained that after adjusting for the total independent variable and total research sample, the regression method was still able to explain that 71.1% of the variance was customer loyalty. So that the research method is able to express the relationship between marketing strategy, *customer engagement*, and customer loyalty of MSMEs in Gedong Tataan District, Pesawaran Regency.

DISCUSSION

The Influence of Social Media-Based Marketing Strategies on Customer Loyalty

The results of the study show that social media-based promotion strategies have a positive and significant impact on the loyalty of MSME customers in Gedong Tataan District, Pesawaran Regency, based on a sign score of 0.003 (<0.05). These findings indicate that the more effective the promotional design implemented through online media, the greater the consumer trust in MSMEs.

The Effect of Customer Engagement on MSME Customer Loyalty in Gedong Tataan, Pesawaran Regency

The results of the analysis explained that *Customer Engagement* had a positive and significant impact on the trust of MSME consumers in Gedong Tataan District, Pesawaran Regency, as evidenced by a sign score of 0.009 (<0.05). The findings explained that the higher the customer involvement in interacting with MSMEs, the greater the level of consumer trust. The results of the research show that the relationship between MSMEs and customers has developed from a transactional relationship to a relational relationship built through continuous interaction.

The Effect of Social Media-Based Marketing Strategies and Customer Engagement Simultaneously on MSME Customer Loyalty in Gedong Tataan, Pesawaran Regency

The results of this test explained that the sign score was 0.004 (<0.05), while the determination coefficient explained that the two variables were able to explain 72.0% of the variation in customer loyalty. This percentage illustrates that customer loyalty is mostly influenced by the effectiveness of the online promotional design and the level of customer engagement, while 28.0% is influenced by other things outside of the research method such as the quality of goods, the price of service quality, brand quality, customer satisfaction, or customer trust. The findings explain that customer loyalty is not only affected by the quality of digital marketing strategies or customer engagement separately,

but is the result of the synergy of these two variables to create a positive consumer experience.

CONCLUSION

Based on the results of the study, it was concluded that the Social Media-Based Marketing Strategy and *Customer Engagement* have a positive and significant impact on the loyalty of MSME customers in Gedong Tataan District, Pesawaran Regency, either partially or simultaneously. The results of the analysis explained that the implementation of an effective promotion strategy through social media can maximize the relationship between MSME actors and consumers through the delivery of interesting data, interactive communication, and easy access to product information. In addition, a high level of customer engagement also contributes to maximizing consumer trust through sustainable relationships, trust, and customer satisfaction. Simultaneously, these two variables can be explained by the majority of variations in consumer trust, so it is concluded that optimizing social media-based marketing designs supported by increasing *customer engagement* is the most important thing to support and maintain the trust of MSME customers.

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