

ABSTRAK

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PENGARUH *INTENSIVE DISTRIBUTION*, *SOCIAL MEDIA PROMOTION*, PADA *BRAND LOYALTY* DAN *E-WOM* MELALUI *BRAND LOVE* PADA PELANGGAN CIRCLE K DI SURABAYA

xvii + 134 halaman: 16 gambar; 48 tabel; 2 lampiran

Penelitian ini bertujuan untuk menganalisis pengaruh *Intensive Distribution* dan *Social Media Promotion* terhadap *Brand Loyalty* dan *Electronic Word of Mouth* (eWOM) melalui *Brand Love* pada pelanggan Circle K di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik non-probability sampling, yaitu snowball sampling. Jumlah responden yang diteliti sebanyak 120 orang dengan kriteria pria dan wanita berusia 18–60 tahun yang pernah berbelanja di Circle K Surabaya dalam enam bulan terakhir. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS 26.0. Hasil penelitian menunjukkan bahwa *Intensive Distribution* dan *Social Media Promotion* berpengaruh signifikan terhadap *Brand Love*. Selain itu, *Brand Love* juga berpengaruh signifikan terhadap *Brand Loyalty* dan e-WOM. Temuan ini mengindikasikan bahwa perusahaan ritel seperti Circle K perlu memperhatikan persebaran toko dan promosi media sosial yang konsisten untuk membangun hubungan emosional dengan pelanggan, yang pada akhirnya dapat meningkatkan loyalitas merek dan e-WOM positif.

Kata Kunci: distribusi intensif, promosi media sosial, brand love, loyalitas merek, e- WOM

Referensi: 55 (1983-2024)

ABSTRACT

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THE INFLUENCE OF INTENSIVE DISTRIBUTION, SOCIAL MEDIA PROMOTION, ON BRAND LOYALTY AND E-WOM THROUGH BRAND LOVE ON CIRCLE K CUSTOMERS IN SURABAYA

xvii + 134 pages: 16 images; 48 tables; 2 attachments

This study aims to analyze the effect of Intensive Distribution and Social Media Promotion on Brand Loyalty and Electronic Word of Mouth (eWOM) through Brand Love for Circle K customers in Surabaya. This research uses a quantitative approach with non-probability sampling techniques, namely snowball sampling. The number of respondents studied was 120 people with the criteria of men and women aged 18-60 years who had shopped at Circle K Surabaya in the last six months. Data were collected through questionnaires and analyzed using multiple linear regression with the help of SPSS 26.0 software. The results showed that Intensive Distribution and Social Media Promotion have a significant effect on Brand Love. In addition, Brand Love also has a significant effect on Brand Loyalty and e-WOM. These findings indicate that retail companies such as Circle K need to pay attention to store distribution and consistent social media promotion to build emotional relationships with customers, which in turn can increase brand loyalty and positive e-WOM.

Keywords: intensive distribution, social media promotion, brand love, brand loyalty, e-WOM

References: 55 (1983-2024)