

The Effect of Social Media Marketing To Brand Loyalty (Case Study at the University of Budi Luhur Jakarta)

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ABSTRACT : *Social media marketing is one medium that can be used to build and maintain brand loyalty. This study aims to determine the effect of campaigns advantageous offer, offer relevant contents, offer popular content, appears on various platforms, offer applications on social media brand loyalty conducted at the University Budi Luhur, Jakarta. Data analysis used regression method with 325 respondents. The sampling technique used a proportional random sampling. Validity and reliability tests are used in testing instruments. The results of this study indicate that offer advantageous campaigns, offer relevant contents, offer popular content, appears on various platforms, offer applications on social media has a significant influence on brand loyalty. The benefit of social media marketing is one of them as a customer relationship management. Suggestions for further research are able to use variables such as trust and service quality.*

Key Words: *loyalty, scial media, marketing*

I. INTRODUCTION

The advances in information technology will allow consumers to view, search or even enroll in a college that consumers want. It would be make it easier for marketers to market the newest product. In addition, consumers also benefit by not need to come to the location of the place. Registration can be done by means of online, call, or by sending an email. Robinson (2007) defines social media is a tool used for communication has the attributes of Web 2.0. Users of social media can be participatory, collaborative and sharing of knowledge through the features on social media. Through social media, businesses can promote products and create an online community for consumers who love the brand used (Zarella, 2010; Kaplan and Haenlein, 2009; Weinberg, 2009).

Social media is different from traditional marketing methods, thus requiring special attention and strategies for achieving loyalty (Erdogmus and Cicek, 2012: 1355). Based on previous studies of Erdogmus and Cicek (2012: 1353) titled The Impact of Social Media Marketing on Brand Loyalty research shows that brand loyalty of consumers obtained from social media because it is: First, when the brand offers a campaign that benefits (advantageous campaigns) on social media. Second, the brand has content that is relevant or appropriate in social media. Third, it content to popular or favored by social media users. Erdogmus & Cicek (2012: 1355) popularity of social media platforms and content among consumers becomes friends is important for customers to engage with brands on social media. Fourth, these types of applications are to access social media. Erdogmus & Cicek (2012) the number of social media platform is become impossible to engage with consumers, marketer need to analyze their consumer targets and decided to participate in the most effective platform to communicate with the communication.

The problems of traditional marketing techniques are effective, because many people have a better ability to block that information. The second thing is that the traditional advertising-through television, for example, only build one-way conversations: the sender to the receiver. On the other hand target market wants and expects a two way conversation. They want to provide feedback. Companies, especially private universities need to pay attention to the use of social media as a media campaign that is very important. For the majority of Indonesian society has made social media as part of their lifestyle. According to the magazine January 2012 issue of Marketing Mix, using social media we can interact, share information, and discuss with each other. Interactions were initially one-way to two-way interaction, from the initial interaction of vertical to horizontal, from the first "one to many" to "many to many". If this concept is understood and applied, given the challenges of managing the college at the present situation is how to manage the situation so that a force. This means that the task managers how to keep the messages conveyed by internal parties to the internal university has the power to support positioning that want to build.

According to Marketing magazine edition in August 2015, the development of marketing trends, where marketers should be able to build and maintain a relationship that has been built up by consumers, and consumers want to get the treatment that is more personal, like friendships, romantic relationships / family relationship is not transactional. Thus, it can be said that social media helps companies to build brand loyalty through the network, conversations, and build community (McKee, 2010). Practice management education

institutions are now experiencing a fundamental paradigm shift with the increasing importance of quality management (total quality management) to ensure that its customers are satisfied. In other words, most colleges later adopted the concept of students as customers.

Social media

In this case, social media marketing at the University of Budi Luhur, Jakarta can be used for promotional activities, with the aim of informing for the public about the products in Universitas Budi Luhur, differentiate products from Budi Luhur University by product education, emphasizing value received by the community on the products offered and stabilize the existence and significance of Budi Luhur University as well. This study discusses the influence of social media marketing on brand loyalty. Restrictions problem is more emphasis on the variables studied alone. The variables studied in this research is a social media marketing, brand loyalty at the University Budi Luhur with samples studied were all student of the University of Jakarta Budiluhur 2013-2014 school year.

According to Kaplan and Haenlein social media is Social media is a group of Internet-based application that's built on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user Generate Content within this general definition, there are various types of social media that need to be distinguished further. However, although most people would probably agree that wikipedia, youTube, Facebook, and Second Life are all part of this large group, there is no systematic way in the which different social media applications can be Categorized. (Kaplan & Haenlein, 2010: 61) It can be concluded from the above definition that social media is an application that requires an Internet connection with web 2.0 is able to make user data exchange to communicate with each other quickly.

Social media exists in many different forms, including social networks, internet forums, weblogs, social blogs, micro blogging, wikis, podcats, images, video, rating and social bookmarking (Kaplan and Haenlein: 2010; Weber, 2009). Kaplan and Haenlein create a classification scheme for the various types of social media in their business Horizon article published in 2010. According to Kaplan and Haenlein there are six types of social media: collaborative projects (eg Wikipedia), blogs and microblogs (eg Twitter), community content (eg youtube), social networking sites (eg facebook), virtual games (eg, word of warcraft), and virtual social (eg second life).

Social networking is a site where everyone can create a personal web page, then connect with friends to share information and communicate. The social networking among others likes Facebook, MySpace, Plurk, and Twitter. Social media invite anyone who is interested to participate by contributing and openly feedback, make comments and share information in a short time and unlimited. According to Weber, social media influence on branding. When marketers have a consumer, the marketer must conduct a conversation deepened, brand of the product that will be stronger, and vice versa. It became the core concept of traditional marketing and branding. Branding and marketing are talking about participation in social networks where the conversation between the consumer and the consumer will develop. Social media marketing is composed of an effort to use social media to persuade consumers about products and services from a company. Social media marketing is marketing using online communities, social networks, blog marketing and more. Unlike the traditional marketing, social media marketing (SMM) has three advantages:

- Social media provides a window for marketers who are not only useful for marketing products and services, but it is useful to listen to suggestions from consumers
- Social media is very easy for marketers to identify consumers based groups that can affect their view of a brand.
- Social media is executed without using the cost.

Brand Loyalty

Erdogmus & Ricek (2012) "the elements under brand loyalty measure included intention to berinteraksi more with the brand, intention to increase of sales from the brand, trust toward the brand, intention to get interactive with other brands through social media, and intention to recommend the brand to friends. "Elements of the brand loyalty include: the intention to interact more with the brand, the intention to improve (repeat purchase) to the brand, confidence in the brand, the intention to interact with the brand through social media, and the intention to recommend the brand to people other (friend).

II. RESEARCH METHODS

This study was included in the category of explanatory research (explanatory research) that describes a relationship between the variables through hypothesis testing (Ghozali, 2005: 2). This research was conducted in February 2014, and the research conducted at the University of Budi Luhur Jakarta. The analytical tool used in this research is regression calculated with SPSS software version 20 for Windows. Population is the sample unit to certain restrictions (universe), where its characteristics will be studied or estimated. The population is 1,729 (source: Number of Participants KRS: Card Study Plan Semester FY 2013/2014 BAK) Universitas Budi Luhur

Jakarta 2013-2014 school year. Consists of: Faculty of Engineering Information (724 students FTI), Faculty of Economics (371 students FE), Faculty of Social and Political Sciences (78 students Social), Faculty of Engineering (50 students FT), and the Faculty of Communication Sciences (506 students FIKOM). The sample is part of members of the population studied. The sample in this study is a student at the University of Budi Luhur Jakarta. In this study in determining who will be the respondent sample using the formula Slovin. Based on the number of samples calculated from the formula Slovin proficiency level, then the number of samples can be obtained from each faculty as follows:

Table1. Sample from Solvin Formula

Faculty (F)	Total	Presentation %=(□ F / □ JT) X 100%	Sample S = % X □ SS (SS= Sample Slovin)
FTI	724	42 %	137
FE	371	21 %	68
FISIP	78	5 %	16
FT	50	3 %	10
FIKOM	506	29 %	94
Total (JT)	1729	100%	325

Source: Data processed its own

Source data used are primary data and secondary data. Primary data obtained from questionnaires and secondary data from books, journals, internet articles, and magazines. The technique used is multiple linear regression analysis. Ghozali (2011: 13) argues multiple linear regressions is wanted to test the effect of two or more independent variables (explanatory) to the dependent variable. The model equations in this study are as follows:
 $Y = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5$

Information:

Y: Brand loyalty

β1: coefficient regression toward a campaign that benefits & frequency refurbished

β2: regression coefficient direction of relevant content

β3: coefficient regression towards popular content

β4: platform regression coefficient varying direction

β5: coefficient regression toward application in social media

X1: campaign that benefits & frequency refurbished

X2: relevant content

X3: popular content

X4: varied platform

X5: application in social media

III. RESULTS AND DISCUSSION

Multiple linear regression equation in this study is as follows:

$$Y = \beta + \beta_1x_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5$$

$$Y = 9.225 + 0,532X_1 + 0,040X_2 - 0,103X_3 + 0.535X_4 + 0.269X_5$$

The regression coefficient (b1) of 0,532 with a positive sign to show the campaign variables that are beneficial and frequency refurbished to increases brand loyalty when other variables are constant. The regression coefficient (b2) amounted to 0,040 with a positive sign indicates any variable relevant content will affect the increase in brand loyalty when other variables are constant. The regression coefficient (b3) of 0.103 with a negative sign indicates any variables popular content would not affect the increase in brand loyalty when other variables are constant. The regression coefficient (b4) amounted to 0,535 with a positive sign indicates any variable varying platforms will affect the increase in brand loyalty when other variables are constant. The regression coefficient (b5) amounted to 0.269 with a positive sign indicates each variable application in social media will affect the increase in brand loyalty when other variables are constant.

Table2. Result of R Square

Model	R	Rsquare	Adjusted R Square	Std. Error of the Estimate
1	.494 ^a	.244	.232	2.779

Source: SPSS

The amount of adjusted R2 of 0.232, meaning 23.2% of the variation of brand loyalty can be explained by the variation of the five independent variables, a campaign that gives benefits and frequency of updated, relevant

content, as well as popular content, varying platforms, and application in social media. While the rest (100% - 23.2% = 76.8%) is explained by other causes outside the model. Social media marketing can be concluded only contributed 23.2% to build loyalty, 76.8% of the promotional mix other activities such as sharing, chat, share information, update the calendar, schedule updates, share photos. Based on the results of testing the hypothesis in mind that the campaign benefits and frequency in social media has a significant influence on brand loyalty with the t value (3,845) with a significance (0.000) < probability (0.05). This is consistent with previous studies of Erdogmus and Cicek (2012) that a campaign that benefits have an impact on brand loyalty. Meanwhile, the frequency updated on previous research that has no effect, but in this study had an influence on brand loyalty. The campaign is said to be helpful can be viewed from two perspectives, namely consumers and companies. One program that has been ongoing campaign go green and anti-drugs.

Based on the results of hypothesis testing known that relevant content has no significant influence on brand loyalty with the t value (0.229) with significance (0.819) > probability (0.05). This is consistent with previous studies of Erdogmus and Cicek (2012) that the relevant content has an influence on brand loyalty. Based on the results of hypothesis testing known that popular content has no significant influence on brand loyalty with the t value (-0.700) with significance (0.485) > probability (0.05). This is in contrast with previous studies of Erdogmus and Cicek (2012) that popular content has an influence on brand loyalty. Longman Advanced American Dictionary (2007: 1222) defines popular is preferred by many people. While the content is defined as words or ideas are written in a letter, a book, and so on. Thus, the content is a popular social media users love of words or ideas submitted by any account. When discussing popular content should be linked to the value or the commitment of the company (in this case the universities, especially the University of Budi Luhur, Jakarta).

Based on the results of testing the hypothesis in mind that a varied platform has a significant influence on brand loyalty with the t value (3.485) with significance (0.001) > probability (0.05). This is consistent with previous studies of Erdogmus and Cicek (2012) that the relevant Platform has an influence on brand loyalty. Through, The company's are platform to work by creating a more attractive brand, participatory and engaging applications. Because, consumers think that social media is an exciting platform, and can share information with each other. Based on the results of hypothesis testing known that application in social media does not have a significant effect on brand loyalty with the t value (1,614) with a significance (0.107) > probability (0.05). This is in contrast with previous studies of Erdogmus and Cicek (2012) that alication in social media has an influence on brand loyalty. Application offered oleb brand in social media suggests that consumers need a brand that is packaged differently with other brands in social media with the creative talent, and varied.

IV. CONCLUSION

The purpose of this study was to determine the effect of a campaign that gives benefits and frequency of updated, relevant content, as well as popular content, which varies Platform and applications on social media to brand loyalty, a study at the University of Budi Luhur, Jakarta. Based on research that has been done can be concluded as follows: Campaign to benefit and updated on the frequency of social media has a significant influence on brand loyalty. The content relevant in social media is a significant influence to brand loyalty. Content popular in social media has a significant influence on brand loyalty. Platforms vary in social media has a significant influence on brand loyalty. Application in social media has an influence on brand loyalty.

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