

**Pengaruh Digital Marketing, Brand Experience, dan Kualitas
Pelayanan Terhadap Loyalitas Konsumen di Nelayan Kafe Delipark
Mall, Podomoro Medan**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing, brand experience, dan kualitas pelayanan terhadap loyalitas konsumen pada Nelayan Kafe Delipark Mall Podomoro Medan. Latar belakang penelitian ini didasarkan pada semakin ketatnya persaingan bisnis kuliner, khususnya kafe dan restoran, sehingga perusahaan perlu memahami faktor-faktor yang dapat meningkatkan loyalitas pelanggan. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan analisis regresi logistik biner. Populasi dalam penelitian ini adalah seluruh konsumen Nelayan Kafe Delipark Mall Podomoro Medan, dengan sampel sebanyak 100 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan uji validitas, reliabilitas, serta regresi logistik biner. Hasil penelitian menunjukkan bahwa digital marketing, brand experience, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas konsumen baik secara parsial maupun simultan. Nilai signifikansi masing-masing variabel berada di bawah 0,05. Hasil uji simultan menunjukkan nilai signifikansi sebesar 0,001, yang berarti model regresi layak digunakan. Nilai Nagelkerke R Square sebesar 0,437 menunjukkan bahwa variabel digital marketing, brand experience, dan kualitas pelayanan mampu menjelaskan loyalitas konsumen sebesar 43,7%, sedangkan sisanya sebesar 56,3% dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil penelitian, Nelayan Kafe Delipark Mall Podomoro disarankan untuk meningkatkan strategi digital marketing, memperkuat brand experience, dan mempertahankan kualitas pelayanan guna meningkatkan loyalitas konsumen.

Kata Kunci : Digital Marketing, Brand Experience, Kualitas Pelayanan, dan Loyalitas Konsumen

ABSTRACT

This study aims to analyze the influence of digital marketing, brand experience, and service quality on consumer loyalty at Nelayan Kafe Delipark Mall Podomoro Medan. The background of this research is based on increasingly intense competition in the culinary business, especially cafés and restaurants, requiring companies to understand factors that can improve customer loyalty. This research used a quantitative approach with binary logistic regression analysis. The population in this study consisted of all consumers of Nelayan Kafe Delipark Mall Podomoro Medan, with a sample of 100 respondents selected through purposive sampling technique. Data were collected through questionnaires and analyzed using validity tests, reliability tests, and binary logistic regression. The results showed that digital marketing, brand experience, and service quality had a positive and significant effect on consumer loyalty, both partially and simultaneously. The significance values of each variable were below 0.05. Simultaneous test results showed a significance value of 0.001, indicating that the regression model was feasible to use. The Nagelkerke R Square value of 0.437 indicated that digital marketing, brand experience, and service quality explained 43.7% of consumer loyalty, while the remaining 56.3% was influenced by other factors outside this study. Based on the research findings, Nelayan Kafe Delipark Mall Podomoro is recommended to improve its digital marketing strategies, strengthen brand experience, and maintain service quality to increase consumer loyalty.

Keywords: Digital Marketing, Brand Experience, Service Quality, Consumer Loyalty.