The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

Adelina Mustika Ningrum[1], Rofiaty[2], Wahdiyat Moko[3]
[1,2,3] University of Brawijaya, Malang, Indonesia

ABSTRACT: This research aims to test and analyze the influence of social media marketing on customer loyalty, test and analyze the influence of corporate image on customer loyalty, test and analyze the influence of social media marketing on customer satisfaction, test and analyze the influence of corporate image on customer satisfaction, test and analyze the influence customer satisfaction on customer loyalty, testing and analyzing customer satisfaction mediates the influence of social media marketing on customer loyalty, and testing and analyzing customer satisfaction mediates the influence of corporate image on customer loyalty. The sample in this study was 150 respondents. The data analysis technique uses SEM-PLS. The analysis results show that social media marketing has an effect on customer loyalty. Corporate image influences customer loyalty. Social media marketing influences customer satisfaction. Corporate image influences customer satisfaction. Customer satisfaction influences customer loyalty. Customer satisfaction mediates the influence of social media marketing on customer satisfaction. Customer satisfaction mediates the influence of corporate image on customer satisfaction.

KEYWORDS: Social Media Marketing, Corporate Image, Customer Satisfaction, Customer Loyalty

I. INTRODUCTION

Technological developments, especially social media, have changed the way consumers interact with hotels. Consumers now find it easier to access information about hotels via social media. This provides an opportunity for hotels to build relationships with consumers, and increase consumer satisfaction. Customer loyalty is an important factor in business success. Loyal consumers tend to make repeat purchases, promote hotel products or services to others, and provide positive feedback. One of the factors that influences customer loyalty is customer satisfaction. Customers who are satisfied with the products or services they receive are more likely to be loyal. Customer satisfaction can be influenced by social media marketing and corporate image.

The Grand theory reference used in this research is social exchange theory. This theory focuses on the principle that individuals in a relationship exchange benefits and costs. In the context of customer loyalty, customers are loyal to the company because they feel they receive benefits that are greater than the costs incurred. Social media marketing and corporate image can provide benefits to customers, which in turn can increase customer satisfaction. High customer satisfaction can increase customer loyalty.

The tourism business in Indonesia continues to increase day by day. This can be seen from the development of the tourism business with the growth of tourist attractions, hotels, restaurants, accommodation, travel agencies and others. The hotel industry is a service industry that combines products and services. Building design, interior and exterior of hotel rooms and restaurants, the atmosphere created in hotel rooms, restaurants and the food and drinks sold along with all existing facilities are examples of the products being sold. Meanwhile, the services sold are the hospitality and skills of hotel staff or employees in serving customers.

The hotel business in Indonesia is growing rapidly and is influencing Indonesia's strong economy, the growth of a new middle class, and high levels of profit referring to hotel growth. The need for hotels is increasing, as evidenced by the increase in the number of hotels and also the number of rooms. Starting from meetings between individuals to large ones that require function room and ballroom facilities, holidays just to enjoy hotel facilities and facilities, enjoy hotel food menus, traditional to international performances and many more complete, luxurious and sophisticated facilities that form one series. services for the satisfaction of guests who come to the hotel.

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

In accordance with Menparpostel Decree No. KM 37/PW.340/MPPT. 86 which contains the Business Regulations and Classification of Hotels, Chapter I, Article I, Paragraph (6) in the SK (Decree Letter) states that:
"Hotel is a type of accommodation that uses part or all of the building for accommodation, food, drink and other services for the public which is managed on a commercial basis."
A hotel is a building that is managed commercially with the aim of providing facilities such as lodging services to the general public by purchasing according to the provisions of each hotel. The hotel also provides other facilities such as providing food and drinks, room service, clothes washing services, and others. The facilities provided are used by customers who stay overnight at the hotel or can also use certain facilities (Rachmadizal et al., 2022). Central Bureau of Statistics (BPS) records the amount hotel starred in Indonesia as many as 3,763 units in 2022. This number has increased by 6.87% compared to 2021, namely 3,521 units.
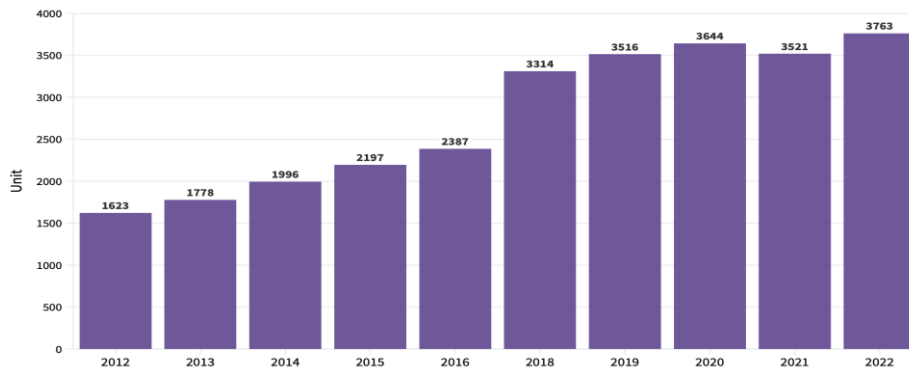

Figure 1. Statistics on the number of star hotels in Indonesia
Source: Central Statistics Agency (2022)

In the tourism and hospitality business, marketing is a very important function for its development goals. With the increase in the hotel and tourism business, currently marketing is highly considered by management in the hotel business because of increasing competition in the hotel business which will encourage marketing strategies towards customer satisfaction.

According to Tjiptono (2014: 145), marketing strategy is a fundamental tool designed to achieve company goals by developing sustainable competitive advantages across the markets entered, and marketing programs used to serve these target markets. These marketing strategies and tactics must of course be able to contribute to achieving the company's goals, namely increasing sales volume and being able to compete in any circumstances, especially during times of unfavorable economic and political conditions by increasing customer satisfaction thereby providing an increase in customer loyalty.

The increasing number of hotels has led to intense competition between one hotel and another. This competition makes the hotel business try to provide the best to attract tourists to stay at the hotel. One strategy that hotels can use to maintain their existence is by marketing via the internet, namely digital marketing (Rachmadizal et al., 2022). The large number of internet users makes digital marketing a marketing strategy that is considered efficient in promoting their business (Ilyas et al., 2021). Goldfarb & Tucker (2019) said companies can optimize digital marketing strategies with the Internet and enable significant business expansion.

The development of the internet from year to year has changed human living habits. These developments change the way businesses promote products and services online. The wide variety of platforms that the Internet provides to users, has enabled them to communicate virtually online, without having to interact in person (Valerio et al., 2019). Based on data released by We Are Social, the number of Indonesian internet users in early 2023 will reach 213 million (Figure 2). This figure has experienced growth when compared to the same period in 2022. We Are Social states that Indonesian internet users spend 7 hours 42 minutes a day.

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)
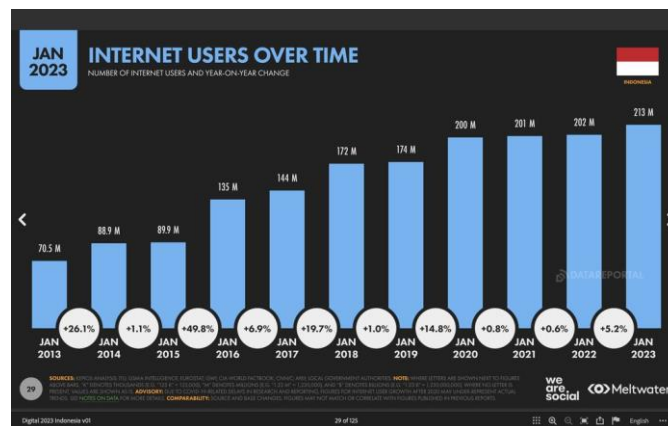

Figure 2. Statistics of Internet Users in Indonesia for January 2023
Source: We Are Social (2023)

One form of digital marketing strategy using the internet is Social Media Marketing (SMM). Social Media Marketing (SMM) is the process by which companies create, communicate, and provide online marketing offers through social media platforms to build and maintain customer relationships by facilitating interactions, sharing information, offering purchase recommendations about existing products and services(Yadav & Rahman, 2018).

A phenomenon that has occurred at the end of this decade is changes in customer behavior before purchasing a product by first searching for information about hotels via social media, so that customers compare one product with another. This is coupled with the phenomenon where every customer can upload whatever the customer wants, whether personal or a product from a brand, so that, consciously or not, customers have become promotional agents for a brand through social media. Today's society has made social media part of their lifestyle for socializing. Social media is a form of promotion through digital media that can encourage customer loyalty to existing hotel brands in the long term and can make hotels successful in the future. For example, the hotel informs customers of new services and products via Instagram social media.

Apart from Social Media Marketing, Corporate Image is a factor that can influence Customer Loyalty (Widiastuti & Trianasari, 2020). Like hotels in general, the Grand Mercure Malang Mirama Hotel strives to provide good service. This is reflected in the presence of positive guest comments about the hotel's services as a whole, so that the hotel is able to build a positive perception or image in the minds of customers. However, maintaining the image that has been built is a challenge that must be faced amidst intense competition between hotels. Moreover, there are still complaints from guests staying at the Grand Mercure Malang Mirama Hotel. This can be seen from the hotel guest complaints contained in the Google review of the Grand Mercure Malang Mirama Hotel. However, the hotel does not necessarily just ignore the complaints that occur. The hotel is always making improvements and evaluating the provision of comfort to guests. This is also intended to increase the intention of hotel guests to come and stay again.

This research adds the construct of Customer Satisfaction as a mediator variable for Social Media Marketing and Corporate Image on Customer Loyalty. Customer satisfaction is the level of customer satisfaction with a brand or company (Ilyas et al., 2021). Good Social Media Marketing (SMM) will increase customer loyalty. Customer loyalty is encouragement from consumers who feel satisfied with a brand or company. Likewise with Corporate Image, the better the image given by the public, the customer satisfaction will increase so that it can increase customer loyalty.

II. LITERATURE REVIEW

A. *Social Exchange Theory*

Social Exchange Theoryor Social exchange theory focuses on the principle that individuals in a relationship exchange benefits and costs. In the context of customer loyalty, customers are loyal to the company because they feel they get benefits that are greater than the costs incurred. These benefits can include product quality, reasonable prices, good customer service, company reputation, and so on. Social Exchange Theoryconceptualized by Homans (1958) which states that interaction is a form of exchange that involves at least two individuals exchanging tangible and intangible activities.

Social media marketing can provide benefits to customers in various ways, such as: increasing brand awareness, building relationships with customers and providing useful information. These benefits can increase customer satisfaction, which in turn can increase customer loyalty. Corporate image can provide benefits to customers in various ways, such as: reflecting the quality

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

of products or services, and reflecting the values espoused by the company. These benefits can increase customer satisfaction, which in turn can increase customer loyalty. Customer satisfaction is the level of customer satisfaction with the product or service they receive. Customer satisfaction can be influenced by various factors, such as: product or service quality, price, service and communication. Utilizing social media marketing and a good corporate image can improve product or service quality, reasonable prices, good customer service and effective communication. These things can increase customer satisfaction.

Based on Social Exchange Theory, it can be concluded that social media marketing and corporate image can influence customer loyalty through customer satisfaction. Social media marketing and corporate image can provide benefits to customers, which in turn can increase customer satisfaction. High customer satisfaction can increase customer loyalty.

B. *Social Media Marketing*

Social media marketing is social media marketing that refers to a group of internet-based applications that are built on the ideology and technological foundations of Web 2.0 and that enable the creation and exchange of user-generated content (Cheung et al,2020). Social media marketing is a type of marketing that can be done to increase brand awareness using tools from the social web that can be done anywhere (Bilgin, 2018). Social media marketing is used across sectors and refers to leveraging social media technology, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. (Sharma & Kumar, 2018).

Marketer in Social Media Marketing uses available social media data with three general functions: opinion mining, advertising, and customer relations (Jacobson et al., 2020). First, Marketers engage in opinion mining, which involves leveraging large swathes of social media data to uncover knowledge, insights, and patterns derived from structured and unstructured data. Marketers then extract actionable patterns to use to achieve strategic business goals and provide competitive advantage. Second, the use of social media in marketing has contributed to the ability of businesses to communicate, collect data, and provide personalized responses and solutions to customers (Jacobson et al., 2020).

Third, developing strong relationships with customers is the main goal of Social Media Marketing (Soler-Labajos & Jiménez-Zarco, 2016). As a tool for customer relations, social media is used to attract customers with user-generated content, engage customers using two-way social interactions online, and retain customers through building relationships with other members (Jacobson et al., 2020). An important part of effective customer relationships is conveying pertinent information in a timely manner and forming personalized relationships with customers (Peppers & Rogers, 2017).

Based on the definition explained, it can be concluded that social media marketing is a process carried out by companies in creating and promoting activities related to online marketing on social media platforms that offer value to their stakeholders. Social media marketing is a marketing strategy for goods and services using social media to build relationships, communities, transactions and exchange information with consumers and potential consumers.

C. *Corporate Image*

The ever-increasing competition in modern society means that companies no longer compete only in the dimensions of product, function, specifications and quality, but also in the areas of image, brand and company reputation. Corporate Image is the image that appears in the minds of the target masses that each particular company wants to achieve (Bozkurt, 2018). Corporate Image is the accumulation of all judgments that exist in the minds of the target mass regarding adjectives associated with a particular company (Çetin and Tekiner, 2015).

Image is recognized as a stakeholder perception based on short-term impressions of a company while Corporate Image refers to the specifications of the product or service produced. It includes the achievements and impacts that the company has achieved since its founding, behavior in the relationship between employers and workers, sense of responsibility towards the environment, personal experiences with the company, informing people according to their level of understanding about the company, and the impact created on the target masses by the company (Küçüksüleymanoğlu, 2015).

Corporate Image not only related to beliefs, thoughts and impressions about the company, but also related to the name of the organization, impressions of its architectural structure, products and services, traditions, ideology and quality (Bozkurt, 2018). Thus, company image can be defined as the result that emerges after customers make a comparison of various company qualities.

D. *Customer Satisfaction*

Customer Satisfaction has become one of the important characters that must be the focus in marketing management. A company's competitive advantage is satisfying clients better than its competitors, exceeding clients' needs, and wanting better than its competitors (Minta, 2018). Customer Satisfaction resulting from subjective evaluations that the selected company

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

meets or exceeds expectations (Bloemer & de Ruyter, 1998). Customer Satisfaction defined as the degree to which a product/service meets or exceeds customer expectations (Fornell et al., 2016). Customer Satisfaction it is also the client's atmosphere/attitude towards a product/service after use.

According to Kotler & Armstrong (2001), Customer Satisfaction depends on the estimated performance of products/services in providing value, relative to buyer expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. If performance exceeds expectations, customers will be very satisfied or happy. Kotler & Keller (2016) say that Customer Satisfaction is the customer's perception of product/service performance and customer expectations. Customer Satisfaction is a significant outcome of marketing activities that acts as a link between various steps of buyers' purchasing behavior (Jamal & Naser, 2002).

From the definition above, it can be concluded that Customer Satisfaction is the feeling that arises from customers after consuming a product or experiencing a company's services accompanied by the fulfillment of customer expectations. To be able to create Customer Satisfaction, companies must know the things that can create customer satisfaction. Because by creating customer satisfaction, it will be able to improve the partnership relationship between the company and its customers.

E. *Customer Loyalty*

According to Griffin (2018) loyalty is continuous purchasing behavior. Meanwhile, according to Lovelock and Wright (2017) loyalty refers to repeat purchasing behavior and the desire to promote such as recommending or inviting or providing testimonials. According to Griffin (2018) loyalty has the following four characteristics: repurchase regularly, buy products or services at the same place, refer or recommend to others, and cannot be influenced by competitors to move.

Customer Loyalty characterized as behavior in which customers have a desire to consistently repurchase goods or services they like (Oliver, 1999). Customer Loyalty is very important for an organization/company and is also important for customers because customers will place their loyalty on products or services to deliver more prominent value compared to the company's competitors (Reichheld, 1996). As a result, customer loyalty can be a major source of sustainable growth and profits and a strong asset for an organization/company (Anderson and Mittal, 2000). Based on this definition, it can be concluded that Customer Loyalty is a customer's attitude towards carrying out goods/service transactions in the same place and carried out consistently.

F. *Hypothesis*

The hypothesis to be tested is formulated as follows:

H1 : Social Media Marketing has a positive and significant effect on Customer Loyalty

H2 : Corporate Image has a positive and significant effect on Customer Loyalty

H3 : Social Media Marketing has a positive and significant effect on Customer Satisfaction

H4 : Corporate Image has a positive and significant effect on Customer Satisfaction

H5 : Customer Satisfaction has a positive and significant effect on Customer Loyalty

H6 : Customer Satisfaction Mediating Social Media Marketing Relationships with Customer Loyalty

H7 : Customer Satisfaction Mediating the Relationship between Corporate Image and Customer Loyalty

III. RESEARCH METHODS

A. Research Population and Sample

Population refers to the entire group of people, events, or things of interest that researchers Sekaran & Bougie (2016:236) wish to investigate. Population is the broadest level, where a group of individuals has one characteristic that differentiates them from other groups. The general population in this research is customers of 5-star hotels in Malang City. The population in this study is an unlimited population, that is, the population is not known for certain because it has no quantitative limits.

A sample is a subgroup or subset of a population. By studying samples, researchers must be able to draw conclusions that can be generalized to the population of interest. Sekaran & Bougie (2016:237). In this research, if the population is very large or the number of 5-star hotel customers is not known for certain, then the researcher can use a sample size in accordance with established theory. So researchers use sampling techniques (Hair et al., 2014), namely determining the number of samples according to the sample size which must be equal to or greater than:

1) The number of indicators used to measure variables is multiplied by ten.

2) The largest number of structural paths that lead to each variable of the conceptual framework model is multiplied by ten.

3) The ideal sample size for a study is 100-200 respondents.

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

Based on these rules, this research determined a sample using 15 indicators for each variable multiplied by 10 (15 The number of indicators is multiplied by 10, because according to (Hair et al., 2014), the ideal sample size for a study is 100-200 respondents.

The sampling technique used in this research is a non-probability sampling technique, namely purposive sampling. According to Sekaran & Bougie (2016:248), purposive sampling is a non-probability sampling design where the required information is collected from a special or specific target or group of people on a rational basis. There are two main types of purposive sampling, namely sampling based on certain considerations (judgment sampling) and quota sampling (quota sampling). In this study the author used judgment sampling as the basis for sampling. Judgment sampling involves a wide selection of research subjects who have the best position or are in the most advantageous place in providing information, have knowledge based on their own experiences and processes so that they can provide good data or information to researchers by determining the characteristics of respondents who are considered appropriate in this research, namely:

1) Male Female
2) Aged > 20 years
3) Have stayed at the 5 Star Hotel in Malang City more than 3 times.
4) Following the 5 Star Hotel Instagram account in Malang City
5) Willing to be a research respondent

B. Data analysis method

This research uses data analysis with quantitative methods, namely a form of analysis that is presented in numbers that can be measured and calculated. The level of measurement used in measuring variables is the Likert scale, namely to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. According to Sekaran & Bougie (2016), in quantitative research researchers present detailed information about specific results from descriptive and inferential statistical analysis. Data collection was carried out by distributing questionnaires to all samples in this study, then the data would be analyzed using Partial Least Squares (PLS) with the Structural Equation Model (SEM) analysis technique.

IV. RESEARCH RESULTS AND DISCUSSION

A. Respondent Characteristics

Respondents in this study were customers of 5-star hotels in Malang City who had stayed at least 3 times. This questionnaire was distributed to respondents online via Google Form. There were 150 respondents who filled out the questionnaire completely and correctly. Based on the results of the research carried out, the following characteristics were obtained:

Table 1. Respondent Characteristics

Information	Amount	Percentage
Gender		
Man	68	45.33
Woman	82	54.67
Age		
20-25	24	16.00
26-31	54	36.00
32-37	32	21.33
38-43	22	14.67
>43	18	12.00
Work		
Student/Students	15	10.00
Businessman	24	16.00
Private sector employee	61	40.67
Housewife	6	4.00
BUMN	23	15.33
Civil servants	21	14.00
Other	0	0.00
Frequency of enjoying and purchasing 5 Star Hotel products in Malang City during the last three months		
3-5 times	73	48.67
6-9 times	51	34.00

9-10 times	24	16.00
>10 times	2	1.33
Income per Month		
< Rp. 3 million	8	5.33
Rp. 3-5 Million	13	8.67
Rp. 5-7 Million	68	45.33
Rp. 7-9 Million	34	22.67
9-11 Million	16	10.67
> Rp. 11 Million	11	7.33
Hometown		
Malang city	18	12.00
Malang Regency	23	15.33
Outside the Malang area (East Java)	94	62.67
Outside East Java	15	10.00

Source: Primary data processed, 2023.

B. *Inferential Statistical Analysis*

Structural Equation Modeling (SEM) is an analytical tool used to simultaneously test multiple exogenous and endogenous variables that have many indicators. This research uses Structural Equation Modeling (SEM) data processing techniques based on Partial Least Square (PLS). The PLS software used in this research is SmartPLS version 3.0. In PLS there are three stages, namely the outer model analysis stage, the inner model analysis stage, and the hypothesis testing stage (Hussein, 2015). Partial Least Square (PLS) analysis tests the influence of social media marketing, corporate image, customer satisfaction, and customer loyalty.
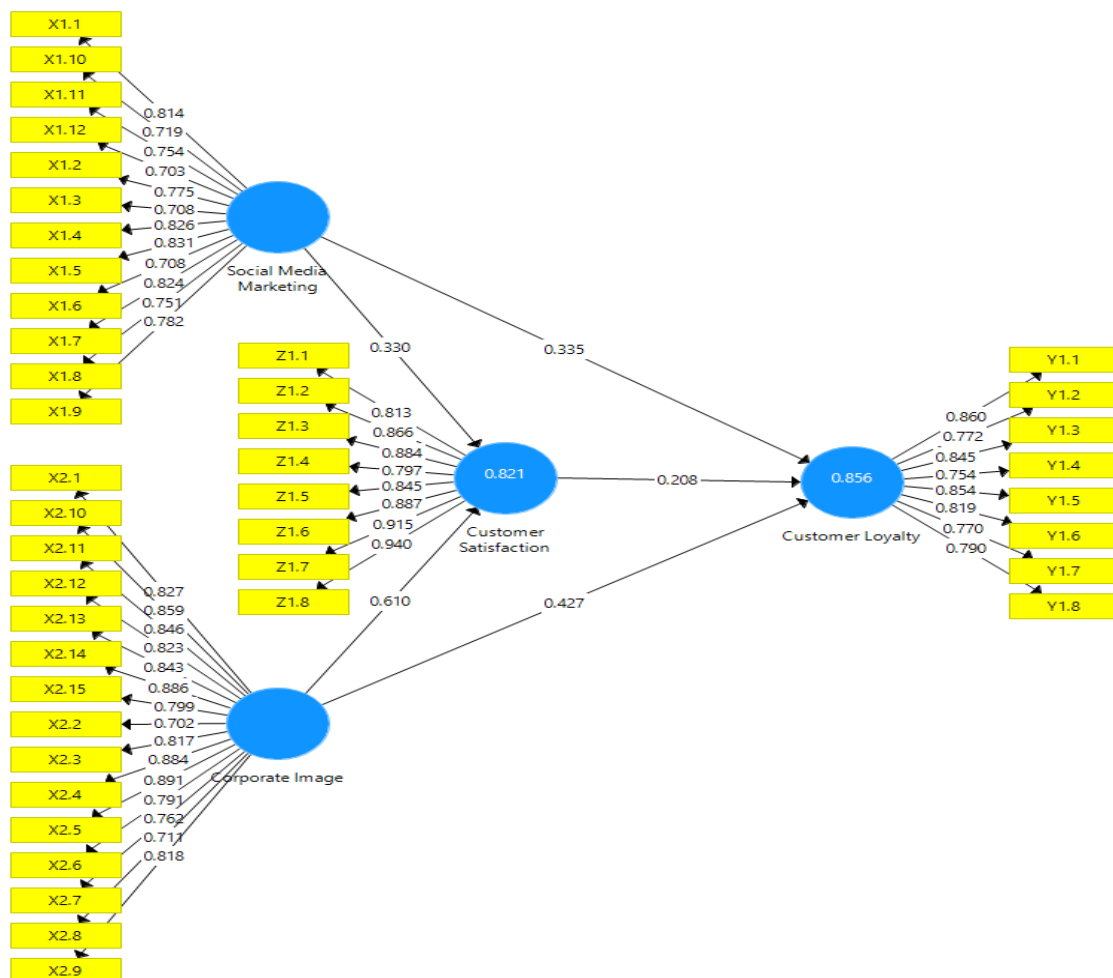

Figure 3. Outer Loading Value of Valid Research Items
Source: PLS Output Results, 203.

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

Path models in research are used to provide an overview of the relationship between variables and indicate the level of significance in hypothesis testing. From Figure 3 it can be seen that social media marketing influences customer satisfaction by 33.1%, social media marketing influences customer loyalty by 24%, corporate image influences customer satisfaction by 55.1%, corporate image influences customer loyalty by 26.4%, customer satisfaction affects customer loyalty by 24%.

C. *Evaluation of the Measurement Model (Outer Model)*

Measurement model analysis is used to determine the validity and reliability of a construct. An individual reflective measure can be said to be high if it correlates above 0.60 with the construct being measured (Ghozali and Latan, 2015). There are three things to assess the outer model, namely convergent validity, discriminant validity, and composite reliability.

1) Convergent Validity

Convergent validity is used to determine the validity of each relationship between indicators and latent variables. Convergent validity can be determined by looking at the loading factor value. A research instrument is said to meet validity testing if it has a louder loading value above 0.60 (Chin, 1995) in Hartono and Abdillah (2009); Ghozali and Latan (2015). The following are the outer loading results for each indicator belonging to each exogenous and endogenous latent variable which can be seen in the following table.

Table 2. Convergent Validity Test Results Through Outer Loading

Variable	Indicator	Items	Outer Loading	Cut Off	Information
Social media marketing (X1)	Entertainment	X1.1	0.814	0.60	Valid
		X1.2	0.775	0.60	Valid
	Interaction	X1.3	0.708	0.60	Valid
		X1.4	0.826	0.60	Valid
		X1.5	0.831	0.60	Valid
	Trendiness	X1.6	0.708	0.60	Valid
		X1.7	0.824	0.60	Valid
	Customisation	X1.8	0.751	0.60	Valid
		X1.9	0.782	0.60	Valid
	EWOM	X1.10	0.719	0.60	Valid
		X1.11	0.754	0.60	Valid
		X1.12	0.703	0.60	Valid
Corporate image (X2)	Cleanliness	X2.1	0.827	0.60	Valid
		X2.2	0.702	0.60	Valid
	Layouts	X2.3	0.817	0.60	Valid
		X2.4	0.884	0.60	Valid
	Atmosphere	X2.5	0.891	0.60	Valid
		X2.6	0.791	0.60	Valid
		X2.7	0.762	0.60	Valid
	Location	X2.8	0.711	0.60	Valid
		X2.9	0.818	0.60	Valid
	Employee	X2.10	0.859	0.60	Valid
		X2.11	0.846	0.60	Valid
	Product	X2.12	0.823	0.60	Valid
		X2.13	0.843	0.60	Valid
	Pricing	X2.14	0.886	0.60	Valid
		X2.15	0.799	0.60	Valid
Customer satisfaction (Z)	Product quality	Z1.1	0.813	0.60	Valid
		Z1.2	0.866	0.60	Valid
	Price	Z1.3	0.884	0.60	Valid
		Z1.4	0.797	0.60	Valid
	Service Quality	Z1.5	0.845	0.60	Valid
		Z1.6	0.887	0.60	Valid
	Emotional Factors	Z1.7	0.915	0.60	Valid
		Z1.8	0.940	0.60	Valid
Customer loyalty (Y)	Make regular purchases	Y1.1	0.860	0.60	Valid

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

		Y1.2	0.772	0.60	Valid
	Make purchases at the same place	Y1.3	0.845	0.60	Valid
		Y1.4	0.754	0.60	Valid
	Recommend products to others	Y1.5	0.854	0.60	Valid
		Y1.6	0.819	0.60	Valid
	Demonstrates immunity from competitor attraction	Y1.7	0.770	0.60	Valid
		Y1.8	0.790	0.60	Valid

Source: Primary data processed, 2023

Table 2 shows that all items in the variables are declared valid and have met the requirements of the convergent validity test. Convergent validity can also be determined through the Average Variance Extracted (AVE) value. An instrument is said to be convergently valid if it has an Average Variance Extracted (AVE) value for each variable greater than 0.50 (Chin, 1995) in *Hartono and Abdillah (2009); Ghozali and Latan (2015)*. The results of convergent validity testing based on the AVE value are shown in the following table:

Table 3. Average Variance Extracted (AVE) Results

Variable	AVE	Cut Off	Information
Social media marketing (X1)	0.589	0.50	Valid
Corporate image (X2)	0.671	0.50	Valid
Customerssatisfaction (Z)	0.757	0.50	Valid
Customer loyalty (Y)	0.654	0.50	Valid

Source: Primary data processed, 2023.

From Table 3, it can be seen that the variables used to explain the relationship between all indicators and the latent variables, namely social media marketing, transformational leadership, customer satisfaction and customer loyalty, are declared valid because they meet the AVE value, which is greater than 0.50. In this way, the indicator is declared valid for measuring the variable.

2) Discriminant Validity

Another factor that can be used to see validity is by looking at discriminant validity. Discriminant validity is a measurement model that is assessed based on cross loading measurements with the condition that the outer loading value must have a value that is greater than the correlation value of other variable indicators. The results of discriminant validity testing are shown in Table 4 below:

Table 4. Discriminant Validity Test Results (Cross Loading)

Items	Variable			
	Social media marketing (X1)	Corporate image (X2)	Customer satisfaction (Z)	Customer loyalty (Y)
X1.1	**0.814**	0.636	0.758	0.729
X1.2	**0.775**	0.703	0.676	0.696
X1.3	**0.708**	0.471	0.505	0.585
X1.4	**0.826**	0.759	0.724	0.794
X1.5	**0.831**	0.797	0.806	0.766
X1.6	**0.708**	0.645	0.545	0.591
X1.7	**0.824**	0.705	0.713	0.668
X1.8	**0.751**	0.513	0.561	0.601
X1.9	**0.782**	0.455	0.515	0.610
X1.10	**0.719**	0.652	0.618	0.601
X1.11	**0.754**	0.687	0.650	0.702
X1.12	**0.703**	0.674	0.617	0.631
X2.1	0.651	**0.827**	0.767	0.727
X2.2	0.680	**0.702**	0.510	0.740
X2.3	0.536	**0.817**	0.756	0.678
X2.4	0.782	**0.884**	0.816	0.820
X2.5	0.765	**0.891**	0.811	0.826

X2.6	0.624	**0.791**	0.739	0.708
X2.7	0.586	**0.762**	0.665	0.592
X2.8	0.571	**0.711**	0.579	0.535
X2.9	0.666	**0.818**	0.807	0.747
X2.10	0.673	**0.859**	0.783	0.770
X2.11	0.709	**0.846**	0.808	0.776
X2.12	0.725	**0.823**	0.646	0.708
X2.13	0.805	**0.843**	0.685	0.737
X2.14	0.825	**0.886**	0.768	0.850
X2.15	0.758	**0.799**	0.694	0.708
Z1.1	0.802	0.792	**0.813**	0.803
Z1.2	0.743	0.819	**0.866**	0.785
Z1.3	0.748	0.811	**0.884**	0.803
Z1.4	0.628	0.757	**0.797**	0.654
Z1.5	0.609	0.769	**0.845**	0.685
Z1.6	0.736	0.716	**0.887**	0.735
Z1.7	0.768	0.734	**0.915**	0.763
Z1.8	0.789	0.777	**0.940**	0.808
Y1.1	0.811	0.808	0.852	**0.860**
Y1.2	0.724	0.705	0.732	**0.772**
Y1.3	0.770	0.694	0.671	**0.845**
Y1.4	0.605	0.739	0.648	**0.754**
Y1.5	0.759	0.759	0.725	**0.854**
Y1.6	0.699	0.742	0.691	**0.819**
Y1.7	0.639	0.634	0.591	**0.770**
Y1.8	0.611	0.697	0.699	**0.790**

Source: Primary data processed, 2023.

The cross loading results in Table 4 above show that the outer loading value of each item is greater than the cross loading value. This shows that each indicator can be declared capable of measuring the latent variable corresponding to the indicator. The latent variable also meets the requirements for discriminant validity.

3) Composite Reliability

Composite reliability is a way to test the level of variable reliability with the condition that the Cronbach alpha value and composite reliability value are greater than 0.60 (Chin, 1995) in Hartono and Abdillah (2009); Ghozali and Latan (2015). The results of the reliability evaluation are used to see that indicators have consistency when used to measure a construct. The following are the composite reliability test results shown in Table 5 below:

Table 5. Cronbach's Alpha and Composite Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Cut Off	Information
Social media marketing (X1)	0.936	0.945	0.60	Reliable
Corporate image (X2)	0.965	0.968	0.60	Reliable
Customer satisfaction (Z)	0.954	0.961	0.60	Reliable
Customer loyalty (Y)	0.924	0.938	0.60	Reliable

Source: Primary data processed, 2023.

Based on Table 5 above, it is known that all variables consisting of social media marketing, corporate image, customer satisfaction, and customer loyalty have Cronbach's alpha values and composite reliability values of more than 0.60, so it can be concluded that all variables in this study have reliable. This also proves that all items used as instruments in the research are free from errors and suitable for use in further research.

D. *Structural Model Evaluation (Inner Model)*

Inner model testing can be done in 3 ways, namely: R-Square (R^2), Predictive Relevance (Q-Square/ Q^2), and Goodness of Fit (Gof).

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

1) Evaluation of the Coefficient of Determination (R-Square/ R²)

Assessing the model with PLS starts by looking at the R-Square for each dependent latent variable. The R-Square value will show the strength and weakness of the influence that the independent variable has on the dependent variable. Apart from that, R-Square will also show the strength and weakness of a research model. Table 6 shows the results of the inner model evaluation with the coefficient of determination (R^2):

Table 6. Inner Model Evaluation Results with Determination Coefficient (R²)

Influence			R-Square
Social media marketing (X1)	⟶	Customer satisfaction (Z)	0.821
Corporate image (X2)			
Social media marketing (X1)	⟶	Customer loyalty (Y)	0.856
Corporate image (X2)			
Customer satisfaction (Z)			

Source: Primary data processed, 2023.

The R-Square value is the coefficient of determination on the endogenous construct. Based on the obtained R-Square value in Table 5.16, it can be seen that the customer satisfaction variable is 0.821, which means that the influence of the social media marketing and corporate image variables on customer satisfaction is 82.1%. Meanwhile, the rest is explained by other variables outside the research model. Furthermore, the coefficient of determination is included in the strong category because it is above 0.67 (Chin, 1998:323). Furthermore, the influence of social media marketing, corporate image and customer satisfaction variables on customer loyalty is 0.856 or 85.6%. Meanwhile, the rest is explained by other variables outside the research model. Furthermore, the coefficient of determination is included in the strong category because it is above 0.67 (Chin, 1998:323).

2) Evaluation of Structural Models Through Predictive Relevance (Q-Square/ Q²)

Predictive Relevance (Q-Square/ Q^2) is a measurement of how well the observations made can provide results for the research model. The results of the Q^2 research in this study are as follows:

$$Q^2 = 1 - (1 - R1^2) \times (1 - R2^2)$$
$$= 1 - (1 - 0.821) \times (1 - 0.856)$$
$$= 1 - (0.179) \times (0.144)$$
$$= 0.974$$

Based on the calculation results above, it can be concluded that this research model is in the strong category and is suitable for hypothesis testing. As much as 97.4% of the customer loyalty variable can be predicted by the social media marketing, corporate image and customer satisfaction variables. Meanwhile, the remaining 2.6% is explained by other variables not included in the research model.

3) Evaluation of Structural Models Through Goodness of Fit (Gof)

Goodness of Fit (Gof) is a measurement of overall model accuracy and is considered a single measurement of the outer model and inner model. Table 7 presents the Goodness of Fit evaluation results:

Table 7. Goodness of Fit Evaluation Results

Variable	R-square (R²)	AVE
Social media marketing (X1)	-	0.589
Corporate image (X2)	-	0.671
Customer satisfaction (Z)	0.821	0.757
Customer loyalty (Y)	0.856	0.654
Average	**0.839**	**0.668**

Source: PLS Output Results, 2023.

Calculations for Goodness of Fit values are as follows:

$$\text{GoF} = \sqrt{\text{AVE x R}^2}$$
$$= \sqrt{0{,}668 \text{ x } 0{,}839}$$

= 0.749

From the calculation above, it can be seen that the GoF value is 0.749. It can be concluded that the structural model of this research generally has large GoF prediction properties (Ghozali and Latan, 2015: 83). This means that the model has a high ability to explain empirical data. Based on the R^2, Q^2, and GoF tests, it shows that the model in the research created is robust, so hypothesis testing can be carried out.

E. *Hypothesis Testing Results and Mediation Test Results*

1) **Direct Effect Test Results (direct effect)**

Hypothesis testing was carried out to determine the influence of social media marketing and corporate image variables on customer loyalty, both directly and indirectly through customer satisfaction variables. Therefore, hypothesis testing in this research is divided into two parts, namely direct influence testing and indirect influence testing using mediating variables. The criteria for hypothesis testing are seen through the results of the t-statistics test value and p-value. The hypothesis is declared accepted if the p-value is less than 0.05 and has a statistical value greater than the t-table, namely 1.96. The results of direct influence testing for the hypothesis are as follows:

Table 8. Direct Effect Test Results

Hypothesis	Connection	Path Coefficients	t- statistics	p-values	Information
H1	Social media marketing → Customer loyalty	0.335	5,450	0,000	Significant
H2	Corporate image → Customer loyalty	0.427	6.102	0,000	Significant
H3	Customer satisfaction → Customer loyalty	0.208	2,773	0.006	Significant
H4	Social media marketing → Customer satisfaction	0.330	4.103	0,000	Significant
H5	Corporate image → Customer satisfaction	0.610	7,929	0,000	Significant

Source: Primary data processed, 2023.

The test results in the table above are equipped with visualization through images with the coefficient values for each research hypothesis.
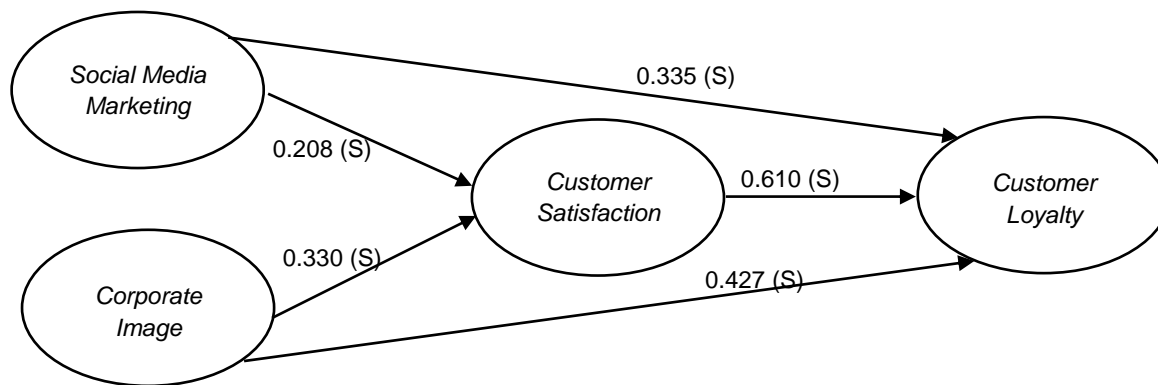

Figure 4. Direct Influence Path of Structural Model

Based on the path coefficient test results in Table 8 and Figure 4. above, the results of hypothesis testing can be described as follows:

Hypothesis 1: Social Media Marketing has a positive and significant effect on Customer Loyalty

Table 8 above shows the influence of social media marketing variables on customer loyalty. The results of the t-statistics value for the influence of social media marketing variables on customer loyalty are 5.450 and the p-value is 0.0 or the t-statistics value is (5.450 > 1.96) and the p-value is (0.000 < 0.05) and is declared significant. Apart from that, the path coefficient of the social media marketing variable on customer loyalty has a direct positive effect of 0.335, so it can be concluded that social media marketing has a positive and significant influence on customer loyalty, thus hypothesis 1 is accepted.

Hypothesis 2: Corporate Image has a positive and significant effect on Customer Loyalty

The results of data analysis in Table 8 show that the influence of corporate image on customer loyalty is significant with a t-statistics value of 6102 and a significance level (p-value) of 0.000. Considering the t-statistics value is >1.96 and the p-value is

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

<0.05. Furthermore, the results also show a path coefficient value with a positive value of 0.427. So it can be concluded that corporate image has a strong and significant influence on customer loyalty, thus hypothesis 2 is accepted.

Hypothesis 3: Social Media Marketing has a positive and significant effect on Customer Satisfaction

The results of data analysis in Table 8 show that the influence of social media marketing on customer satisfaction has a significant effect with a t-statistics value of 4.103 and a significance level (p-value) of 0.000. The t-statistics value is >1.96 and the p-value is <0.05. Apart from that, the path coefficient value of the social media marketing variable has a positive value of 0.330. So it can be concluded that social media marketing has a positive and significant influence on customer satisfaction, thus hypothesis 3 is accepted.

Hypothesis 4: Corporate image has a positive and significant effect on Customer Satisfaction

The results of data analysis in Table 8 show that the t-statistics value for the relationship between the corporate image variable and customer satisfaction is 7.929 and the p-value is 0.000. The t-statistics value is >1.96 and the p-value is <0.05, so it is declared significant. The results also show that the path coefficient value for the influence of corporate image on customer satisfaction has a positive value of 0.610. So it can be concluded that corporate image has a positive and significant influence on customer satisfaction, thus hypothesis 4 is accepted.

Hypothesis 5: Customer Satisfaction has a positive and significant effect on Customer Loyalty

The results of data analysis in Table 8 show a t-statistics value of 2.773 and a significance level (p-value) of 0.006 on the influence of customer satisfaction on customer loyalty. Considering the t-statistics value is >1.96 and the p-value is <0.05, it is declared significant. Apart from that, it is known that the path coefficient value of the influence of customer satisfaction on customer loyalty has a positive value of 0.208. So it can be concluded that customer satisfaction has a positive and significant influence on customer loyalty, thus hypothesis 5 is accepted.

2) Indirect Effect Test Results (Indirect Effect)

Indirect influence testing or what is usually called a mediation test aims to test the interval of the mediating variable based on existing theory (Baron and Kenny, 1986). Mediation tests were carried out on hypotheses six and seven to determine the significance value of the indirect effect. By conducting mediation testing, the role of customer satisfaction as a mediating variable can be determined. Below are presented the results of indirect hypothesis testing based on the PLS model:

Table 9. Indirect Effect Test Results

Hypothesis	Connection	Path Coefficients	t-statistic	p-values	Information
H6	Social Media Marketing → Customer Satisfaction → Customer Loyalty	0.069	2,168	0.031	Significant
H7	Corporate Image → Customer Satisfaction → Customer Loyalty	0.127	2,705	0.007	Significant

Source: Primary data processed, 2023.

Hypothesis 6: Customer Satisfaction Mediates the Effect of Social Media Marketing on Customer Loyalty

Based on the results of data analysis in Table 9, the t-statistics value is 2.168, this value is greater than the t-table value of 1.96 so it can be concluded that there is a significant influence between social media marketing on customer loyalty through customer satisfaction. The path coefficient has a positive sign of 0.069, which indicates that the influence of social media marketing on customer loyalty through customer satisfaction is directly proportional, namely the stronger/higher the social media marketing, the higher the level of customer loyalty, and vice versa.

The results of the direct test of social media marketing variables on customer loyalty obtained a t-statistics value of 5.450 and a path coefficient value of 0.335. So it can be concluded that social media marketing has a positive and significant effect on customer loyalty, because the t-statistics value is greater than the t-table (5.450 > 1.96). Furthermore, after conducting mediation testing, the t-statistics value was 2.168. The value from the direct test was 5.450, while after conducting the mediation test the t-statistics value was 2.168, which means there was a decrease in the effect if mediation was included. Therefore, it can be concluded that the influence of customer satisfaction as a mediating variable of social media marketing on customer loyalty is partial mediation. This is in line with the theory presented by Baron and Kenny (1986) which states that if the effect of the independent variable on the dependent decreases, but is not equal to zero by including the mediating variable, then partial mediation will occur.

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

Hypothesis 7: Customer Satisfaction Mediates the Effect of Corporate Image on Customer Loyalty

Based on the results of the mediation test, the t-statistics value was 2.705, this value is greater than the t-table value of 1.96, so it can be said that there is a significant influence of corporate image on customer loyalty through customer satisfaction. The positive path coefficient of 0.127 shows a directly proportional influence between corporate image on customer loyalty through customer satisfaction, which means that the better/stronger the corporate image of a 5-star hotel, the higher the level of customer loyalty, and vice versa.

The results of the direct test of the corporate image variable on customer loyalty obtained a t-statistics value of 6.102 and a path coefficient value of 0.427. So it can be concluded that corporate image has a positive and significant effect on customer loyalty, because the t-statistics value is greater than the t-table (2.084 > 1.96). Furthermore, after conducting mediation testing, the t-statistics value was 2.705. The value from the direct test was 6.102, while after conducting the mediation test the t-statistics value was 2.705, which means there was a decrease in the effect if mediation was included. Therefore, it can be concluded that the influence of customer satisfaction as a mediating variable for corporate image on customer loyalty is partial mediation. This is in line with the theory presented by Baron and Kenny (1986) which states that if the effect of the independent variable on the dependent decreases, but is not equal to zero by including the mediating variable, then partial mediation will occur.

B. DISCUSSION

1) The Influence Of Social Media Marketing On Customer Loyalty

Based on the research results, it is known that there is a positive and significant influence between social media marketing variables on customer loyalty. Hypothesis testing obtained positive and significant influence results, which meansThe better and more interesting the content presented and providing information that is easy for customers to understand on social media marketing can increase customer loyalty. Social media can not only help customers to get useful information, social media also helps hotels to communicate directly with customers.

Social media marketing is a tool used to market products online, mainly contributed by customers participating in providing input about hotels on social media. The use of social media marketing in marketing is an effort to attract customer attention through distributed content, because people's lives today cannot be separated from the use of social media. This shows that the marketing carried out on social media is in accordance with the information needed by hotel guests, the majority of guests staying at 5 star hotels come from outside the Malang area (East Java).

The social media marketing strategy implemented by 5 star hotels in Malang City has succeeded in creating high brand awareness. Through quality content presented creatively and informatively, hotels are able to attract the attention of potential customers, form a positive image, and communicate the unique value offered by the hotel. Furthermore, active interaction between hotels and customers via social media also contributes significantly to customer loyalty. Quick responses to customer questions, and the use of positive customer testimonials or reviews can strengthen the emotional bond between the customer and the hotel. The results of this study support Ilyas et al. (2021) who found that social media marketing had a positive effect on customer loyalty. This research too Muchardie et al. (2016) who found that online marketing communications had a positive effect on brand loyalty through social media platforms. Research conducted by İsmail (2017) found that social media marketing activities have an effect on brand loyalty. Then Ebrahim (2019) also found that Social Media Marketing had a positive effect on brand loyalty. In research by Yadav & Rahman (2018) and Amperawati (2023)also found that Social Media Marketing had a positive and significant effect on customer loyalty.

Social media marketing provides an effective platform for sharing guest experiences, positive reviews, and interesting photos regarding hotel services and facilities. This not only increases the trust of potential customers but also maintains the loyalty of existing customers. By presenting attractive and relevant offers, 5 star hotels can strengthen relationships with customers which will have a positive impact on the customer's decision to choose the hotel again on their next visit.

2) The Influence of Corporate Image on Customer Loyalty

The research results found that corporate image has a positive and significant influence on customer loyalty, meaning that the perception formed by customers of 5 star hotels in Malang City has a strong impact in maintaining customer loyalty. A positive corporate image will make customers more impressed and interested in the hotel. This can encourage customers to become loyal.

A positive company image encourages the formation of emotional bonds between customers and hotels. Customers who identify a hotel with a strong and positive image tend to feel more trusting, which in turn increases the likelihood of choosing that hotel again on their next visit. Customer loyalty is also closely related to the perception of consistency in the quality of services and facilities offered by the hotel, which creates expectations that can be maintained. When customers have a

positive perception of a hotel's brand identity and values, customers tend to prefer that hotel over other competitors. A positive corporate image is a determining factor in the customer decision making process, especially in the context of 5 star hotels in Malang City which target the market segment that is looking for an exclusive and luxurious staying experience. The results of this study support Widiastuti & Trianasari (2020) which suggests that there is a positive and significant relationship between corporate image and customer loyalty. Research by De Leaniz & del Bosque Rodríguez (2016) and Amperawati (2023) also found that corporate image has a significant and positive influence on customer loyalty. The results of this research do not support Okidarsyah (2012) who found that corporate image does not have a significant influence on customer loyalty. 5 star hotel in Malang City which has a positive corporate image because it offers high quality products and services and has friendly and professional employees. This can make customers feel comfortable when staying at the hotel, so they will be more inclined to stay at the hotel again.

3) The Influence of Social Media Marketing on Customer Satisfaction

From the research findings, it can be seen that social media marketing has a positive and significant influence on customer satisfaction. This can be interpreted as saying that the better the social media marketing carried out by a 5 star hotel in Malang City, the higher the level of customer satisfaction the hotel will get. Social media marketing carried out through social media platforms can effectively increase the level of customer satisfaction. The success of social media marketing in creating active interactions between customers and hotels can form closer relationships. Two-way communication that occurs through comments, direct messages, or participation via social media provides opportunities for customers to feel heard and valued. This can increase customer satisfaction by feeling involved in marketing activities.

Social media is also an effective platform for disseminating information about products or services, responding to customer questions, and providing solutions to problems that may arise. Speed of response and openness in responding to customer feedback can increase customer perceptions of the quality of service and support provided by the hotel. Through interesting, creative and relevant content, hotels can strengthen their brand identity and create a positive impression in the minds of customers. The results of this research support Jaya (2022) who explains that social media marketing has a positive influence on Customer Satisfaction. The research results also support this Lokananta & Aquinia (2023), Ramadhan & Yuliati (2019), Wibowo et al. (2022) and Amalia & Achmad (2023) that social media marketing has a positive influence on Customer Satisfaction. Social media marketing can help hotels to build better relationships with customers. Social media marketing can help hotels increase customer satisfaction by providing relevant information and answering questions. This can increase the possibility of customers returning to use hotel products or services.

4) The Influence of Corporate Image on Customer Satisfaction

The research results found that corporate image has a positive and significant influence on customer satisfaction. This can be interpreted that the more positive the corporate image of 5 star hotels in Malang city, the higher the level of customer satisfaction that these hotels will get. Corporate image is the image or perception that customers have of a hotel. A positive corporate image will make customers more impressed and interested in the hotel. This can increase customer satisfaction.

5 star hotels in Malang city that offer high quality products and services will have a more positive corporate image. Friendly, professional and knowledgeable employees will provide a positive experience for customers, thereby improving the hotel's corporate image. Therefore, 5 star hotels in the city of Malang need to pay attention to these factors to improve the hotel's corporate image. By having a positive corporate image, 5 star hotels can increase customer satisfaction and maintain the hotel's position as the right choice for customers. The results of this research support Ferryanto & Watane (2015) who explain that corporate image has a close relationship with customer satisfaction. The results of this research also support Widiastuti & Trianasari (2020) and Ramadhan & Yuliati (2019) who found that corporate image has a positive and significant effect on customer satisfaction.

5) The Influence of Customer Satisfaction on Customer Loyalty

From the research results, it is known that customer satisfaction has a positive and significant influence on customer loyalty. This means that when customers feel satisfied with the products or services provided by the hotel, customers tend to be more inclined to remain loyal to stay and use the hotel's products. This positive and significant influence indicates that the level of customer satisfaction has a crucial role in forming and maintaining customer loyalty. Satisfied customers are not only more likely to make repeat purchases, but are also more likely to recommend the hotel's products or services to others.

These results reflect the importance of providing positive experiences to customers, whether through quality products, satisfactory service, or pleasant interactions. Customer satisfaction is the basis for building trust and emotional attachment, which

in turn can be a strong driving factor for customer loyalty. Customers who are satisfied with hotel products or services will be more likely to buy the hotel product or service again, will be more likely to recommend the hotel product or service to others and will be more resistant to temptation from competitors. This is supported by the majority of respondents who have stayed more than 3 times in the last three months, this means that customers are loyal to 5 star hotels in Malang City. The results of this research support Wahyuni (2021) and Anggraini & Juhanda (2023) which states that Customer Satisfaction has a positive and significant effect on Customer Loyalty.

6) Customer Satisfaction Mediates the Influence of Social Media Marketing on Customer Loyalty

The research results found that there is a positive and significant influence between social media marketing on customer loyalty. This shows that the quality of content presented by hotels via social media platforms has a very important role in building and maintaining close relationships with customers. Good social media marketing content that is easy to understand, interesting and conveys information clearly can be the key to increasing customer satisfaction and encouraging customers to become loyal.

Well-presented content on social media can create a positive impression of the hotel brand, create a strong visual appeal and provide useful information to potential customers. An active and effective presence on social media provides an opportunity for hotels to interact directly with customers, understand customer needs and respond quickly to questions or feedback.

With good quality content, hotels can build a positive brand image in customers' minds, provide added value through relevant information, and create positive experiences virtually. All of this can contribute directly to increased customer satisfaction, as customers tend to respond positively to content that adds value and meets customer expectations.

Furthermore, the positive relationship between social media marketing and customer loyalty indicates that interactions on social media are not only transactional, but also relational. By providing positive experiences through engaging content, hotels can build sustainable loyalty. Customers who feel connected and acknowledged through social media are more likely to remain loyal and can even promote the hotel to their own customer network. Thus, social media marketing is effective in hotels' efforts to strengthen relationships with customers, increase customer satisfaction, and ultimately, build sustainable customer loyalty. The results of this study support Anditya (2020), Darmadi et al. (2021), and Suryanti & Adi (2023) who found that the better the implementation of marketing via social media platforms will be able to increase consumer satisfaction which will then lead to increased consumer loyalty.

7) Customer Satisfaction Mediates the Influence of Corporate Image on Customer Loyalty

Customer satisfaction is able to mediate the corporate image variable on customer loyalty. The research results also show that there is a significant influence between corporate image on customer satisfaction and customer satisfaction on customer loyalty. From the results of this research, customer satisfaction acts as a partial mediator between corporate image and customer loyalty variables. These findings provide significant insight into how corporate image influences customer loyalty through customer satisfaction. The results of this research support Isnanudin (2020) who found that customer satisfaction mediates the influence of corporate image on customer loyalty. The results of this research also support Enggarwati (2017) where corporate image has a significant influence on customer loyalty through consumer satisfaction.

Corporate image has a significant influence on customer satisfaction. A positive or strong corporate image can create positive expectations in the minds of customers, shape perceptions regarding product or service quality, thereby influencing the level of customer satisfaction. This shows the importance of building and maintaining a good corporate image to increase the level of customer satisfaction. Then, the research results also reveal that customer satisfaction has a significant influence on customer loyalty. This shows that satisfied customers have a greater tendency to remain loyal and maintain a relationship with the hotel. Customer satisfaction is considered a strong predictor of loyalty levels, and these results support the concept that customer satisfaction plays an important role in the establishment and maintenance of long-term relationships with customers.

A positive corporate image will make customers feel impressed and interested in the hotel. This can increase customer satisfaction, which will ultimately encourage customers to continue using the company's products or services. High customer satisfaction will make customers feel comfortable and satisfied with the products or services that customers use. This can encourage customers to continue using the product or service, either repeatedly or on an ongoing basis. Apart from customer satisfaction, corporate image can also directly influence customer loyalty. This can happen because a positive corporate image can make customers feel confident and confident in the hotel. Overall, this research shows that corporate image and customer satisfaction are two important factors in increasing customer loyalty. 5 star hotels in Malang City need to pay attention to these two factors to increase customer loyalty.

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

C. Research Implications

The implications of this research are divided into two parts, namely practical and theoretical implications. Theoretical implications relate to the development of research results for future researchers related to social media marketing, corporate image, customer satisfaction and customer loyalty. The practical implications can make a managerial contribution to 5 star hotels in Malang City regarding social media marketing and corporate image in influencing customer loyalty and customer satisfaction as mediation for 5 star hotel customers in Malang City.

1) Theoretical Implications

The theoretical implications of the results of this research can provide a valuable contribution to the development of theory in various related fields, especially in the context of social media marketing, corporate image, customer satisfaction and customer loyalty. Some possible theoretical implications that can be identified through this research involve a deeper understanding of the relationships between variables and the potential for more complex moderating or mediating factors.

a. Development of Social Media Marketing Theory: This research can stimulate the development of new theories related to the effects of social media marketing on customer loyalty. Future research can explore more deeply the mechanisms of influence of content, frequency and type of interaction on social media on the formation of customer loyalty.

b. Corporate Image Theory: The theoretical implications of this research can also provide a foundation for the development of a more comprehensive corporate image theory. Further research could explore specific elements in corporate image that have a significant impact on customer satisfaction and customer loyalty.

2) Practical Implications

This research provides a practical contribution to marketing management practitioners, which can be used to find out what factors must be maintained, improved and enhanced regarding social media marketing and corporate image variables in creating customer satisfaction and increasing customer loyalty. This research will provide managerial implications related to the findings obtained as follows:

a. Optimizing Social Media Marketing Strategy: Research findings highlight the importance of quality, easy-to-understand and interesting content in increasing customer satisfaction and customer loyalty. Marketing management practitioners can utilize these results to optimize social media marketing strategies, including curating relevant content, identifying effective social media platforms, and understanding customer needs and preferences on those platforms.

b. Managing and Establishing a Positive Corporate Image: The practical implication is the need to focus on establishing and maintaining a positive corporate image. Marketing management practitioners can manage corporate image through careful marketing campaigns, responsiveness to customer feedback, and consistency of brand messages across various marketing channels.

c. Responsive Management towards Customer Satisfaction: In the context of customer satisfaction being a mediator, management needs to understand and respond to customer needs quickly and efficiently. Practitioners can develop effective customer feedback systems, provide responsive customer service, and actively monitor feedback received via social media.

d. Increased Direct Interaction with Customers: Research results show that direct interaction with customers via social media can influence customer satisfaction and customer loyalty. Therefore, management can increase direct interaction efforts, such as responding to comments to get closer to customers.

e. Loyalty Program Development: The practical implication is the expansion or improvement of customer loyalty programs. Management can use these findings to develop programs that are more effective in increasing loyalty, perhaps by including incentives or additional benefits that can strengthen customer engagement.

By combining these findings in marketing management practices, 5 star hotels in Malang City can more effectively build and maintain positive relationships with customers, strengthen their corporate image, and ultimately, increase customer loyalty.

D. Research Limitations

Each research has its own limitations which make the research less than perfect. The limitations in the research are in collecting data using Google Form. The use of Google Form is a limitation in research because researchers cannot meet face to face with respondents, because perceptions of the questionnaire can be different because it is conducted online.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

This research was conducted to test and analyze the influence of social media marketing and corporate image on customer loyalty through the mediation of customer satisfaction. The results of the research analysis can be concluded as follows:

The Influence of Social Media Marketing and Corporate Image on Customer Loyalty is Mediated by Customer Satisfaction (Study of 5 Star Hotel Customers in Malang City)

1) Social media marketing can increase customer loyalty. This shows that social media is an effective communication channel for building relationships with customers. By using social media, hotels can interact with customers regularly, provide relevant information, and listen to customer feedback. This can increase and encourage customers to become loyal.

2) Corporate image can increase customer loyalty. This shows that hotels that have a positive image will be preferred by customers. Customers who have a positive image of the hotel will be more likely to buy the hotel's products or services repeatedly and will be more likely to recommend the hotel's products or services to others.

3) Social media marketing can increase customer satisfaction. By using social media, hotels can interact with customers regularly, provide relevant information, and listen to feedback from customers, this can increase customer satisfaction.

4) Corporate image can increase customer satisfaction. This shows that the hotel has friendly and professional employees and high quality products and services that will provide customer satisfaction.

5) Customer satisfaction can increase customer loyalty. This shows that satisfied customers are more likely to buy the hotel's products or services repeatedly, because customers feel confident that the product or service can meet the customer's needs and desires.

6) Customer satisfaction is able to mediate the influence of social media marketing on customer loyalty. The results of this research show that social media can be used to provide relevant information and answer customer questions. This can increase customer satisfaction and encourage customers to become loyal.

7) Customer satisfaction is able to mediate the influence of corporate image on customer loyalty. The results of this research show that high quality products and services will provide satisfaction to customers. Satisfied customers will be more likely to buy the hotel's products or services repeatedly. This is because customers feel confident that the product or service will meet the customer's needs and desires.

B. Suggestions

Based on the conclusions explained above, research suggestions that can be given are as follows:

1) The research results can be used to develop knowledge to enrich marketing management theory, especially related to customer satisfaction and customer loyalty.

2) For star hotel managers, it is best to maintain existing hotel facilities and always update them using social media marketing in order to provide comfort to hotel guests. The existence of social media marketing is expected to create customer satisfaction which in turn can increase customer loyalty, by greeting customers on social media and sending birthday greetings to customers.

3) Future researchers need to study social media marketing further because in this research it still has less influence than corporate image on customer loyalty through customer satisfaction, by developing the impact of social media marketing on customer loyalty through brand trust.

REFERENCES

1) Amalia, M. M., & Achmad, G. N. (2023). The influence of instagram marketing, brand ambassador and brand image towards customer satisfaction and customer loyalty on scarlett whitening product. In *Online) KINERJA: Jurnal Ekonomi dan Manajemen* (Vol. 20, Issue 1).

2) Amperawati, E. D. (2023). Analysis of Corporate Image in Mediating the Influence of Social Media Marketing and Visitor Value on Visitor Loyalty Lembang Begonia Flower Park, Indonesia. *Business, Management and Economics Engineering*, *21*(1), 356–366.

3) Anggraini, C. R., & Juhanda. (2023). Pengaruh Kualitas Produk Makanan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Di Ruby Restoran Royal Hotel N' Lounge. *Sadar Wisata: Jurnal Pariwisata*, *6*(1), 18–23. https://doi.org/10.32528/sw.v6i1.366

4) Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, *24*(4), 586–607. https://doi.org/10.1016/j.jcps.2014.05.002

5) Bilgin, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, *6*(1). https://doi.org/10.15295/v6i1.229

6) Bozkurt, M. (2018). Corporate Image, Brand and Reputation Concepts and Their Importance for Tourism Establishments. *International Journal of Contemporary Tourism Research*, 60–66. https://doi.org/10.30625/ijctr.461064

7) Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, *32*(3), 695–720. https://doi.org/10.1108/APJML-04-2019-0262

8) Fornell, C., Morgeson, F. V., & Hult, G. T. M. (2016). Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible. *Journal of Marketing*, *80*(5), 92–107. https://doi.org/10.1509/jm.15.0229

9) Goldfarb, A., & Tucker, C. (2019). *Digital marketing* (pp. 259–290). https://doi.org/10.1016/bs.hem.2019.04.004

10) Griffin, J. (2018). *Customer Loyalty : How to earn it how to keep it (Edisi Terjemahan)*. Erlangga.

11) Ilyas, G. B., Munir, A. R., Tamsah, H. T., Mustafa, H., & Yusriadi. (2021). THE INFLUENCE OF DIGITAL MARKETING AND CUSTOMER PERCEIVED VALUE THROUGH CUSTOMER SATISFACTION ON CUSTOMER LOYALTY. *Journal of Legal, Ethical and Regulatory Issues*, *24*.

12) Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, *53*, 101774. https://doi.org/10.1016/j.jretconser.2019.03.001

13) Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (12th ed.). PT. Indeks.

14) Lokananta, S. R., & Aquinia, A. (2023). Pengaruh Kualitas Layanan, Kualitas Produk dan Social Media Marketing Terhadap Kepuasan Pelanggan (Studi Kasus Pada Konsumen PT. Nasmoco Kaligawe Kota Semarang). *YUME : Journal of Management*, *6*(2), 83–93.

15) Minta, Y. (2018). Link between Satisfaction and Customer Loyalty in the Insurance Industry: Moderating Effect of Trust and Commitment. *Journal of Marketing Management*, *6*(2), 2333–6099. https://doi.org/10.15640/jmm.v6n2a3

16) Muchardie, B. G., Yudiana, N. H., & Gunawan, A. (2016). Effect of Social Media Marketing on Customer Engagement and its Impact on Brand Loyalty in Caring Colours Cosmetics, Martha Tilaar. *Binus Business Review*, *7*(1), 83. https://doi.org/10.21512/bbr.v7i1.1458

17) Peppers, D., & Rogers, M. (2017). *Managing Customer Relationships A Strategic Framework*. John Wiley & Sons, Inc.

18) Rachmadizal, R., Ayu, J. P., Bramundita, A. G. C., & Adam, F. (2022). Strategi Pemasaran Jasa Pada Hotel di Era New Normal. *Journal of Research on Business and Tourism*, *2*(1), 15. https://doi.org/10.37535/104002120222

19) Ramadhan, S., & Yuliati, A. L. (2019). Pengaruh Islamic Marketing dan Corporate Image terhadap Customer Satisfaction dan Customer Loyalty Luwak White Koffie. *Jurnal Wacana Ekonomi*, *18*(2), 1–8. https://journal.uniga.ac.id/index.php/JA/article/view/511

20) Sharma, K., & Kumar, P. (2018). Book review: Tracy L. Tuten and Michael R. Solomon, Social Media Marketing. *Vision: The Journal of Business Perspective*, *22*(2), 241–242. https://doi.org/10.1177/0972262918766148

21) Soler-Labajos, N., & Jiménez-Zarco, A. I. (2016). *Social CRM* (pp. 134–159). https://doi.org/10.4018/978-1-5225-0332-3.ch008

22) Suryanti, N. K., Nyoman, I., & Adi, R. (2023). Membangun Customer Loyalty melalui Customer Satisfaction yang dipengaruhi oleh Social Media Marketing, Service Quality, dan Experiential Marketing. *Jurnal Pendidikan Ekonomi Dan Kewirausahaan)*, *7*(1), 290–303. https://doi.org/10.29408/jpek.v7i1.17458

23) Valerio, C., William, L., & Noémier, Q. (2019). The Impact of Social Media on E-Commerce Decision Making Process. *International Journal of Technology for Business*, *1*(1), 1–9. https://doi.org/10.5281/zenodo.2591569

24) Wibowo, D. U., Yulianto, E., & Sunarti. (2022). Pengaruh social media marketing terhadap kesadaran merek, citra merek dan kepuasan konsumen. *Profit: Jurnal Administrasi Bisnis*, *16*(1), 130–137. https://profit.ub.ac.id/index.php/profit/article/view/2605

25) Widiastuti, P., & Trianasari. (2020). Pengaruh Corporate Image Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Di Hotel The Lovina Bali. *Bisma: Jurnal Manajemen*, *6*(2).

26) Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, *34*(7), 1294–1307. https://doi.org/10.1016/j.tele.2017.06.001

27) Zaenudin, U. (2023). Pengaruh Kualitas dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Paris Day Hotel Pamanukan. *Jurnal Cahaya Mandalika*, *4*(1), 739–755.