

Digital Marketing Strategies and Their Impact on Customer Satisfaction and Brand Loyalty

Customer
Satisfaction and
Brand Loyalty

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ABSTRACT

This study examines how digital marketing strategies influence customer satisfaction and brand loyalty in four-star hotels in Jakarta, Indonesia. Using a quantitative approach with the SEM-PLS method, the research analyzed responses from 330 hotel guests. The study investigated key variables including service quality satisfaction, digital engagement, social media engagement, online presence perception, and digital promotions. Findings show that service quality, online presence perception, promotion effectiveness, and social media engagement significantly affect customer satisfaction with digital marketing. However, digital engagement and digital promotions showed no significant effect. Moreover, customer satisfaction with digital marketing was not found to have a significant influence on brand loyalty. These findings suggest that while digital strategies can enhance satisfaction, they do not automatically translate into loyalty. Hotel managers are encouraged to strengthen service quality and digital credibility to improve guest experience. This research contributes to understanding the effectiveness of digital marketing practices in the hospitality industry and provides practical guidance for enhancing customer interaction and satisfaction.

Keywords: Brand Loyalty, Customer Satisfaction, Digital Marketing, Four-Star Hotels, Hospitality Industry.

ABSTRAK

Penelitian ini mengkaji bagaimana strategi pemasaran digital memengaruhi kepuasan pelanggan dan loyalitas merek pada hotel bintang empat di Jakarta, Indonesia. Dengan pendekatan kuantitatif menggunakan metode SEM-PLS, penelitian ini menganalisis tanggapan dari 330 tamu hotel. Variabel utama yang diteliti meliputi kepuasan kualitas layanan, keterlibatan digital, keterlibatan media sosial, persepsi kehadiran online, dan promosi digital. Hasil penelitian menunjukkan bahwa kualitas layanan, persepsi kehadiran online, efektivitas promosi, dan keterlibatan media sosial berpengaruh signifikan terhadap kepuasan pelanggan terhadap pemasaran digital. Namun, keterlibatan digital dan promosi digital tidak memiliki pengaruh signifikan. Selain itu, kepuasan pelanggan terhadap pemasaran digital tidak secara signifikan memengaruhi loyalitas merek. Temuan ini menunjukkan bahwa meskipun strategi digital dapat meningkatkan kepuasan, hal tersebut tidak serta-merta menghasilkan loyalitas pelanggan. Manajemen hotel disarankan untuk memperkuat kualitas layanan dan kredibilitas digital untuk meningkatkan pengalaman tamu.

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Penelitian ini memberikan kontribusi dalam memahami efektivitas praktik pemasaran digital di industri perhotelan serta memberikan panduan praktis untuk meningkatkan interaksi dan kepuasan pelanggan.

Kata kunci: *Loyalitas Merek, Kepuasan Pelanggan, Pemasaran Digital, Hotel Bintang Empat, Industri Perhotelan.*

INTRODUCTION

In the ever-evolving landscape of the hospitality industry, the integration of digital technologies has become a strategic necessity. Digital tools are no longer optional enhancements but essential components that shape service delivery, customer interaction, and competitive positioning. Particularly in urban hubs such as Jakarta, the capital of Indonesia and a major tourism and business center, four-star hotels face increasing pressure to adopt digital marketing strategies to remain relevant in a saturated market. The rapid shift in customer behavior toward online platforms demands that hotels optimize their digital presence and offer seamless customer experiences across digital channels (Chen & Chang 2023).

Many star-rated hotels in Indonesia have responded to these demands by enhancing their digital infrastructure. This includes the implementation of integrated hotel management systems, digital check-in and check-out services, and online booking platforms. Simultaneously, there has been a notable rise in the use of digital marketing techniques such as search engine optimization (SEO), social media marketing, influencer partnerships, and online reputation management. These strategies are employed to attract, engage, and retain customers through targeted, measurable, and interactive communication (Sirait & Murdianingrum 2020). However, despite these efforts, the ability of digital marketing to foster long-term brand loyalty remains uncertain and underexplored in the Indonesian hotel sector.

Customer satisfaction and brand loyalty are two key performance indicators in hospitality that digital marketing aims to influence (Bursan, 2024; Manurung & Elisabeth, 2024; Miaty et al., 2024). While digital platforms enable real-time communication and promotional campaigns, the extent to which these tools enhance customer satisfaction and subsequently translate into brand loyalty varies across contexts. Past research has produced mixed findings; some studies highlight a direct correlation between digital satisfaction and loyalty, while others suggest that satisfaction alone is insufficient to ensure repeat patronage (Cobanoglu et al. 2021). Moreover, customer feedback on digital platforms reveals a recurring challenge: hotels may excel in digital engagement but fall short in delivering consistent service quality, thus undermining the overall experience (Arifah et al., 2024; Rahmawati & Aguilika, 2024; Parasari et al., 2025).

Despite the growing body of literature on digital marketing in hospitality, research specific to Indonesian four-star hotels remains limited. Most existing studies focus on Western contexts or broader service sectors, often overlooking localized customer expectations and cultural nuances. This lack of context-specific research presents a critical gap. In particular, there is limited empirical evidence on how variables such as service quality satisfaction, digital engagement, online presence perception, and social media interaction influence digital marketing satisfaction and brand loyalty within Jakarta's competitive hospitality market.

This study seeks to fill that gap by analysing the impact of digital marketing strategies on customer satisfaction and brand loyalty in four-star hotels in Jakarta. Using the Structural Equation Modelling–Partial Least Squares (SEM-PLS) approach, the study evaluates data from 330 hotel guests to assess the relationships among key digital marketing components. These include service quality satisfaction (SQS), digital engagement satisfaction (DES), recommendation likelihood (RL), digital promotions

(DP), online presence perception (OPP), promotion effectiveness (PE), and social media engagement (SME). By examining both direct and indirect effects on digital marketing satisfaction (DMS) and brand loyalty (BL), the research provides a comprehensive understanding of how digital strategies influence customer outcomes in an Indonesian urban context.

The relevance of this study lies in its practical and theoretical contributions. From a managerial perspective, it offers actionable insights for hotel operators seeking to improve customer retention through digital means. From an academic standpoint, it advances the discourse on digital marketing by providing evidence from an emerging market context where digital transformation is still in progress. The findings are expected to help bridge the gap between digital marketing initiatives and actual customer behavior in hospitality, thus offering a nuanced perspective that can inform both local practices and broader marketing theory.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Digital Marketing

Digital marketing utilizes internet-based technologies to promote products and services, fundamentally transforming marketing approaches since the 1990s. The word "Digital Marketing" was previously known as 'online marketing', 'internet marketing', or 'web marketing'. Worldwide digital marketing has been the most used word and has taken off in the sector, particularly since 2013. Digital marketing enables organizations to contact their target customers where they already spend time: on the internet. It takes different forms, including search engines, websites, social media, and mobile apps. Kalaij et al. (2025) found that digital marketing strategies significantly influence customer loyalty in the beauty industry. Similarly, Octavian et al. (2025) emphasized the role of digital-based service marketing in improving customer engagement and competitive advantage. Digital marketing, in its dynamics form, comprises a wide range of factors that all contribute to the main objective of consumer satisfaction and brand loyalty (Gumilang et al., 2024; Mukti et al., 2024). According to (Alam, 2023) research, factors that contribute to digital marketing include Service Quality Satisfaction (SQS), Digital Engagement Satisfaction (DES), Recommendation Likelihood (RL), Digital Promotions (DP), Online Presence Perception (OPP), Promotions Effectiveness (PE), and Social Media Engagement (SME). These dimensions define the user experience in the digital realm of hotel services.

Service Quality Satisfaction (SQS)

Service Quality Satisfaction (SQS) is a key factor in molding customer perception and satisfaction. In the case of four-star hotels, the efficacy of digital engagement tactics in providing a superior service experience is critical. Beyond the physical facilities, mentioned that the digital landscape is an extension of the hotel's dedication to service excellence. (Sutriani et al., 2024) demonstrated that service quality positively affects customer satisfaction and loyalty in the fashion retail sector. Additionally, Kalaij et al. (2025) highlighted the impact of service quality on customer loyalty in the beauty industry. In the context of service-based industries, client satisfaction about service quality is a critical component (Torres, 2014; Prakash, 2019). It describes the degree to which a business's level of service meets or beyond a customer's expectations. (Fazora et al. 2024) mentioned that numerous elements, including the service's usability and technical competence as well as the provider's general reputation, affect this level of satisfaction. Although studies have different definitions of what constitutes satisfactory service quality it refers to the customer's overall perception of the organization's and its services' relative qualities. Service quality satisfaction is a complex idea with many facets, and aspects like tangibility, assurance, accessibility, responsiveness, and empathy are all crucial in

influencing how a client views the quality of the services they receive (Fatati & Okdinawati 2021).

In the context of digital marketing, customer satisfaction with service quality is important. By offering a smooth and interesting experience across several digital platforms, digital marketing techniques seek to increase client happiness. According to (Siswadi et al. 2023) increased client loyalty is a result of this satisfaction, and service-based businesses depend on this for success. There is a strong correlation between contentment with digital marketing and satisfaction with service quality. The goal of digital marketing is to give consumers a satisfying experience since this affects how well they perceive the quality of the services they receive. Customers are more likely to consider the service quality as excellent when they are pleased with the digital marketing efforts, which increases customer satisfaction and loyalty. In conclusion, in service-oriented businesses, customer satisfaction with service quality is critical. Numerous elements impact it, and it is intimately related to brand loyalty and happiness with digital marketing. Customer loyalty and retention are directly impacted by service quality, making it a crucial factor in the success of service-based businesses.

H1: Service Quality Satisfaction (SQS) has a positive and significant effect on Digital Marketing Satisfaction (DMS).

Digital Engagement Satisfaction (DES)

Digital Engagement Satisfaction (DES) emphasizes the value of interactive and personalized experiences. As users navigate four-star hotels' digital interfaces, the level of engagement and happiness received from these encounters becomes an important predictor of overall satisfaction and loyalty (Vo et al. 2022). In the world of digital marketing, customer satisfaction is everything. It is an important success factor for digital marketing companies since it influences customer retention, brand reputation, and revenue growth. Digital marketing companies may improve their reputation and develop long-term relationships with consumers by prioritizing their needs, providing quality services, and providing outstanding customer care. In the digital age, where customers have access to a wealth of information and choices, businesses must work harder to deliver a great customer experience, making customer satisfaction even more important. Loyal consumers because of high satisfaction can help businesses develop and generate more income. As a result, customer satisfaction is not only crucial, but also a critical driver of success in the digital marketing landscape (Colibri 2022; Bachri et al. 2023).

Digital marketing has transformed how businesses communicate with their customers, enabling personalized experiences, increased engagement, and bespoke messaging, so greatly affecting customer happiness. Customer satisfaction is an important success factor for digital marketing firms. By prioritizing customer demands, providing quality services, and providing outstanding customer support, agencies may develop long-term relationships with consumers and improve their reputation. As a result, digital engagement satisfaction is an important facet of business success, particularly in the digital era, because it can lead to increased customer satisfaction and business prosperity.

H2: Digital Engagement Satisfaction (DES) has a positive and significant effect on Digital Marketing Satisfaction (DMS).

Recommendation Likelihood (RL)

The concept of recommendation likelihood (RL) describes the possibility that a client will make a purchase depending on the advice they get. This notion holds significant importance in the field of digital marketing, especially when it comes to customized marketing tactics that involve making recommendations specific to each customer based on their behavior and interests (Basimakopoulou et al., 2022). Digital marketing and the possibility of recommendations have a direct relationship. Customer happiness and loyalty have been demonstrated to increase dramatically when personalized

recommendations are incorporated into digital marketing campaigns. This is so that recommendations like these have a higher chance of aligning with the tastes of the target audience, which raises the possibility of a sale and builds brand satisfaction and confidence.

The idea that recommendation likelihood is a key factor in brand loyalty and pleasure with digital marketing is supported by scientific research. For example, research by Alzoubi and Alshurideh (2020) discovered that consumer trust in certain products allows research engines to obtain some personal data to increase the likelihood of recommendations, which in turn motivates consumers to participate in a variety of quality-related feedback and interactions (Alzoubi et al. 2020). In conclusion, suggestion likelihood is a crucial idea in digital marketing that has an immediate impact on client loyalty and pleasure. Digital marketers may promote client satisfaction and loyalty by fostering trust, increasing the possibility of a purchase, and fostering a personalized recommendation system into their campaigns.

H3: Recommendation Likelihood (RL) has a positive impact on Digital Marketing Satisfaction (DMS).

Digital Promotions (DP) and Promotion Effectiveness (PE)

Digital Promotions (DP) and Promotion Effectiveness (PE) emphasize the importance of promotional actions in the digital domain. Whether through targeted campaigns, exclusive offers, or loyalty programmed, the effectiveness of digital promotions in influencing customer behavior and perception has become an important component of digital dynamics (Tabuena et al. 2022). Customer satisfaction and brand loyalty are greatly impacted by the efficient mix of digital promotion and promotion strategies. Building brand loyalty requires increased brand visibility, which is a result of effective digital promotion. Customer engagement is facilitated by interactive content and real-time feedback methods, and this is essential for fostering loyalty. Building trust with consumers through consistent branding and high-quality content encourages greater customer loyalty. Brands may develop enduring loyalty and repeat business by providing incentives and a satisfying experience.

To summaries, the efficacy of digital promotion and its digital platform are essential elements of a triumphant digital marketing approach. Brands may build brand awareness, engagement, trust, and repeat business by utilizing interactive, personalized, and targeted content. This will eventually boost customer satisfaction and brand loyalty (Afren 2024).

H4: Digital Promotions (DP) has a positive and significant effect on Digital Marketing Satisfaction (DMS).

H6: Promotion Effectiveness (PE) has a positive and significant effect on Digital Marketing Satisfaction (DMS).

Online Presence Perception (OPP)

Online Presence Perception (OPP) examines the significance of a hotel's digital footprint. The perception of the hotel's online presence has a huge impact on the user's overall pleasure, impacting their decision-making process and loyalty. Managing online reputation and understanding the significance of a digital footprint are also highlighted as crucial aspects in today's interconnected digital age (FasterCapital 2023). The significance of a hotel's digital footprint and online presence perception is a crucial aspect of its marketing strategy. A strong online presence can impact a user's overall pleasure, decision-making process, and loyalty. Digital marketing plays a vital role in enhancing a hotel's online presence, allowing businesses to reach potential guests on a global scale and drive bookings (Quintas-Mendes & Paiva 2023).

H5: Online Presence Perception (OPP) has a positive and significant effect on Digital Marketing Satisfaction (DMS).

Social Media Engagement (SME)

Social Media Engagement (SME) captures the ability of social platforms to shape customer opinions and promote a feeling of community. Successful social media interaction can improve a hotel's brand image and significantly boost customer satisfaction and loyalty (Cheung et al. 2021). Social media has revolutionized the way we connect, communicate, and consume information, making it a crucial part of our daily lives. The discipline of digital marketing has also been greatly impacted by the pervasiveness of social media platforms. The amount of connection and involvement that users have with a business or organization on different social media channels is referred to as social media engagement. Creating user-generated content, sharing, commenting, and like are just a few ways to become involved.

There is a complex relationship between social media involvement and pleasure with digital marketing. Customer satisfaction, brand awareness, and customer loyalty can all rise because of social media involvement done well. Brands may build a strong emotional bond with their audience through the constant delivery of meaningful and engaging content, which can enhance consumer happiness and loyalty. Furthermore, social media platforms give marketers access to insightful data and analytics that help them better understand their target market, customize their content and strategies, and assess the success of their campaigns.

H7: Social Media Engagement (SME) has a positive and significant effect on digital marketing satisfaction (DMS).

Digital Marketing Satisfaction (DMS) and Brand loyalty (BL)

Customers' level of happiness with a company's digital channels (Bachri et al. 2023), social media, email, and search engines, for example, is referred to as digital marketing satisfaction. The effectiveness of digital marketing initiatives, the applicability of the provided services and content, and the general user experience are some of the variables that affect this satisfaction. Digital marketing satisfaction has a big effect on businesses. Increased revenue and customer retention and loyalty are possible outcomes. Client satisfaction with digital interactions increases the likelihood that they will use the business again and refer others to it. This is so that businesses may interact with clients in a more tailored and focused way, which raises the possibility that they will satisfy their requirements and expectations.

Brand loyalty refers to a consumer's beneficial feelings and dedication to a particular company, which results in repeat purchases and a commitment to continue using its products or services over time (Liu et al. 2020). Several studies have investigated the relationship between digital marketing satisfaction and brand loyalty. According to one study, organizations should focus more on essential criteria to ensure that digital marketing has a good impact on consumer loyalty (Anber 2022). Overall, the study demonstrate that digital marketing satisfaction can improve brand loyalty, and that organizations should focus on essential factors to have an optimal effect.

H8: Digital Marketing Satisfaction (DMS) has a positive and significant effect on Brand Loyalty (BL).

RESEARCH METHOD

The research methodologies used in this article provide an overview of the various types of quantitative research. This method is appropriate when the results are required to be based on bigger sample sizes that are representative of the population and when the research can typically be replicated or repeated, given its high reliability. This study focuses on four-star hotels as research subjects, with hotel guests as the population. The study ran from December 2023 to June 2024 at the DKI Jakarta, Indonesia. The study will explain the role of dimensions in digital marketing directly in digital marketing

satisfaction and brand loyalty. The measurement's instruments for all variables were adapted from previous study of Alam (2023), which SQS with 4 instruments, DES with 3 instruments, RL with 3 instruments, DP with 3 instruments, OPP with 3 instruments, PE with 5 instruments, SME with 3 instruments, DMS with 5 instruments, and BL with 4 instruments (Alam 2023).

To ensure sample representativeness, Hair's formula was applied, using the rule of 10 times the number of items (33 instruments), resulting in 330 samples. The sampling technique used was random sampling, a type of probability sampling that ensures each member of the population has an equal chance of being selected, making statistical inferences more reliable. Data collection was carried out through surveys, which served as the basis for analysis. The data were analyzed using Structural Equation Modelling-Partial Least Squares (SEM-PLS) with SmartPLS software. This method was selected to explore and measure complex relationships between variables within the digital landscape of the hotel industry. SEM-PLS is expected to yield in-depth insights into the factors affecting customer satisfaction and brand loyalty in four-star hotels adopting digital technologies (Hair et al., 2019).

RESULTS

The characteristics of the 330 guests who responded in this study obtained results that 53% were male, 47% were female. Judging from the highest age, which is 26-31 years old by 37%. The highest job characteristics are guests who work as entrepreneurs by 27%. The source of information obtained by respondents about 4-star hotels is highest based on website hotels at 53.5%. The highest length of stay of tourists during their stay was 1 - 2 days (45%). Furthermore, the reason for staying is because the hotel provides a clear explanation of room facilities and prices on social media at 34.8%, this is what makes respondents choose a hotel. The highest reason for respondent to stay is because of work at 76.9%. The frequency of respondents using hotel social media to find hotels to stay at 61.3%. Model Testing; Outer model testing seeks to determine the validity and reliability of a model. This test analysis will be examined from the influence of loading variables, average variance extracted (AVE), discriminant validity, and composite reliability.

Table 1. Factor Loading, AVE, CR and Cronbach α Result

Variable	Construct	Factor Loading	CR	AVE	Cronbach α
SQS	SQS1	0.943	0.944	0.895	0.882
	SQS2	0.949			
DES	DES2	0.970	0.857	0.752	0.724
	DES3	0.751			
RL	RL3	1.000	1.000	1.000	1.000
DP	DP1	0.836	0.870	0.691	0.781
	DP2	0.828			
	DP3	0.829			
OPP	OPP1	0.849	0.890	0.730	0.815
	OPP2	0.858			
	OPP3	0.856			
PE	PE3	0.802	0.882	0.713	0.805
	PE4	0.876			
	PE5	0.854			
SME	SME1	0.875	0.860	0.673	0.756
	SME2	0.841			
	SME3	0.741			
DMS	DMS2	0.734	0.876	0.640	0.811
	DMS3	0.843			
	DMS4	0.835			
	DMS5	0.784			
BL	BL1	0.895	0.919	0.741	0.882
	BL2	0.889			
	BL3	0.884			
	BL4	0.768			

Figure 1 shows the results of the structural model testing. The result found significant connections based on a non-parametric bootstrap approach.

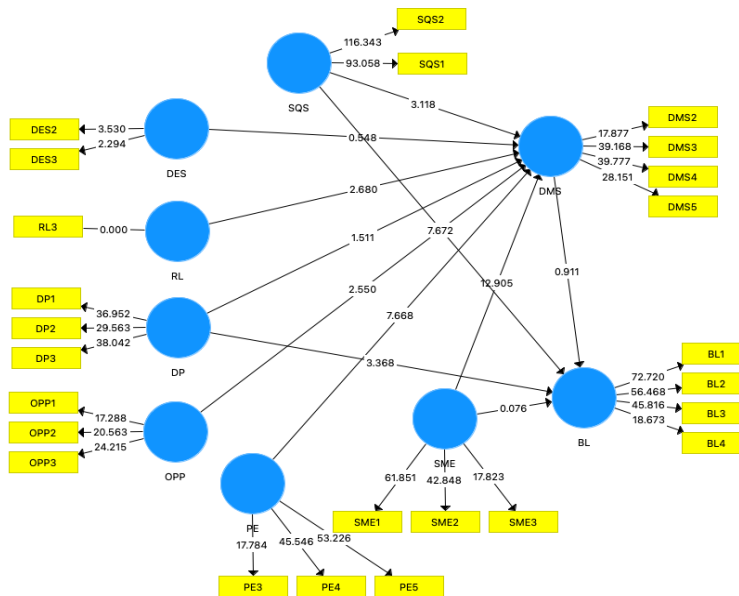


Figure 1. Inner Model

Table 2 displays specific hypothesis test results. The hypothesis test revealed that the second hypothesis had a t-statistic of $0.541 < 1.96$ and p value of $0.589 > 0.05$, the fourth hypothesis had a t-statistic of $2.731 > 1.96$ and p value of $0.126 > 0.05$, and the eighth hypothesis had a t-statistical value of $0.925 < 1.96$ and p value of $0.355 > 0.05$. These findings do not support either hypothesis. The first, third, fifth, sixth, and seventh hypotheses have t-statistic values greater than 1.96 and p-values less than 0.05, indicating that the hypothesis is supported.

Table 2. Path Coefficient and Hypothesis Testing Result

Path Coefficients	T-Statistic	P Value	Result
H1 SQS → DMS	2.953	0.003	Supported
H2 DES → DMS	0.541	0.589	Not Supported
H3 RL → DMS	2.731	0.007	Supported
H4 DP → DMS	1.532	0.126	Not Supported
H5 OPP → DMS	2.538	0.011	Supported
H6 PE → DMS	7.487	0.000	Supported
H7 SME → DMS	12.813	0.000	Supported
H8 DMS → BL	0.925	0.355	Not Supported

The first, third, fifth, sixth, and seventh hypotheses have t-statistic values greater than 1.96 and p-values less than 0.05, indicating that the hypothesis is supported.

DISCUSSION

Discussion. The first hypothesis demonstrated that Service Quality Satisfaction (SQS) has a positive and significant effect on Digital Marketing Satisfaction. Customers might enjoy a great experience when they receive high-quality service. Customers who are satisfied with the service have a positive opinion of their whole relationship with the hotel, including digital marketing operations. High-quality service can boost client trust in the company. This trust may enhance the relationship between customers and brands, increasing customer satisfaction across all company activities, including digital marketing. According to Ha (2021), customer satisfaction is the outcome of a succession

of customer encounters, implying that the total customer experience plays a critical role in molding satisfaction and loyalty.

The second hypothesis, digital engagement satisfaction, has a positive and significant effect to digital marketing satisfaction, which is not supported by respondents' experiences at four-star hotels. Some aspects that may have a role include the hotel industry's unique qualities and consumer preferences. Some reasons for this include the fact that customers who stay at a four-star hotel may have expectations about traditional services. If digital engagement initiatives do not align with customer expectations or preferences in this category, they may not perceive a major positive impact, and less personalized digital engagement may become an impediment. Customers at four-star hotels may expect a high level of personalization in service, and if digital interactions pay less attention to individual preferences or give a generic experience, the impact may be less favorable. The result supporting previous study done by Vo et al. (2022) when they review guest online review on hotel user. The study discovered that the customer's decision-making process has the most significant impact on guest reviews' online activity towards the hoteliers' service quality to promote positive customer satisfaction in dealing with online communication.

The third hypothesis is otherwise supported. Recommendation likelihood has a positive impact on digital marketing satisfaction because of the strong association between consumer satisfaction and good recommendations. Humans frequently use other people's experiences and behaviors to inform their own behavior. When several people suggest a product or service, it might be social proof that it is of good quality, which can boost consumer satisfaction. This explanation was support by the article written by Charlson (2022). She stated that customer reviews and product ratings assist new customers in understanding previous customers' positive experiences, allowing them to make informed judgements. The average customer reads ten internet reviews before making a purchase.

The fourth hypothesis was deemed unsupported. Although digital promotion has the power to improve user satisfaction in digital marketing, there are several reasons why it does not always receive positive and significant support. Excessive digital promotion may irritate users or be seen as spam, resulting in discontent. Too much irrelevant or invasive promotion can interrupt the user experience and reduce satisfaction. If digital promotion does not align with users' requirements or interests, it will not bring value. Promotional content that is unrelated to a user's preferences or needs may be ignored or even considered distracting. This is like the result of previous studies about how the digital marketing is not always capable to influence customer satisfaction (Bachri et al., 2023).

The fifth hypothesis, which claims that online presence perception has a positive and significant effect on digital marketing satisfaction, is supported. A positive perception of online presence can have a big impact on digital marketing satisfaction since it produces a favorable impression and fosters a pleasant interaction between users and brands. The fundamental concept of digital marketing success is to establish credibility and trust. If users believe a brand's online presence is legitimate and trustworthy, they are more likely to be pleased with their experience. Positive testimonials, favorable online reviews, and high-quality material can boost consumer trust. According to an article on Digital Marketing Skill, a positive online reputation can boost income in digital marketing by creating delighted clients who are more likely to become devoted patrons (Suryanto & Tyas, 2024).

The sixth hypothesis asserts that promotion effectiveness has a positive and significant effect on digital marketing satisfaction. This hypothesis is supported. A marketing approach that includes user-friendly offers or discounts may enhance traction and satisfaction. Users are likely to be satisfied when they believe they are receiving good value or benefiting from the campaign. Effective promotion can transmit commercial messages in a timely and effective manner. Clear, relevant, and easy-to-understand communications can improve user understanding, resulting in increased satisfaction. The result is in line with the study of Bachri et al. (2023).

The seventh hypothesis suggests that social media engagement has a positive and significant effect on digital marketing satisfaction. This hypothesis is supported. Social media engagement enables firms to interact directly with customers. A rapid and personalized response to customer inquiries or feedback can improve the overall experience and satisfaction. Social media enables brands to communicate using a variety of media, including text, photos, and video. Brands can increase satisfaction by catering to a wide range of user preferences through content variety. A systematic literature analysis on social media engagement and metrics, published in the *Italian Journal of Marketing*, emphasizes the necessity of better understanding social media interaction and using qualitative data to reflect customer voices. This highlights the importance of direct engagement and personalized replies in shaping customer satisfaction (Saputro, 2023)

The eighth hypothesis suggests that digital marketing satisfaction has a positive and significant effect on brand loyalty; nevertheless, this hypothesis is not substantiated. In a highly competitive industry, digital marketing satisfaction may be insufficient to sustain brand loyalty. Users can quickly switch to other brands that provide more value or a better experience. Regardless matter how satisfied you are with digital marketing, external factors such as economic shifts, industry trends, or global events can all have an impact on brand loyalty. This result similar to the study by Garcia et al. (2020). According to the research, while digital marketing and customer satisfaction are crucial, they may not be the only determinants of brand loyalty, particularly in highly competitive industries where external variables and added value from competing brands might have an impact on consumer loyalty. As a result, extra research and analysis may be needed to account for the varied character of customer loyalty in the context of digital marketing and competitive sectors (Garcia et al., 2020).

CONCLUSIONS

Based on the findings of the hypothesis analysis, it is possible to infer that for the dynamic digital used at hotel operational, some of the characteristics analyzed have a substantial influence on digital marketing satisfaction and brand loyalty, while others do not support the hypothesis. Service quality satisfaction, recommendation likelihood, perceived online presence, and promotion effectiveness have all been shown to have a positive and significant impact on digital marketing satisfaction.

Meanwhile, social media engagement has been found to increase digital marketing satisfaction while having no meaningful effect on brand loyalty. However, satisfaction with digital marketing has little impact on brand loyalty. Management must priorities enhancing service quality to improve customer satisfaction with digital marketing. Employee training, client monitoring, and feedback can all contribute to higher service quality. Increasing good customer recommendations or testimonials can be a successful tactic. Incentive programmed or marketing policies that encourage customers to suggest items or services might increase satisfaction with digital marketing. Increase your digital presence while focusing on credibility and trust. Brands must ensure that favorable internet reviews, testimonials, and high-quality material reinforce customers' positive perceptions of the Hotel's brand. The study has limits in generalizing, maybe because it focused on experiences at four-star hotels. The results may not be completely applicable to other businesses or industries with distinct features. Further research may examine into the impact of external factors, such as economic changes or industry trends, on brand loyalty in the context of digital marketing satisfaction levels, as well as conduct additional analysis using customer segmentation. These factors may have varying degrees of influence among the consumer categories.

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