

From Likes to Loyal: An Analysis of the Influence of Social Media, Trust Levels, and Communication Mediated by Customer Bonding on Loyalty at CV. Rumah Lamongan

Anisah Ernarningsih^{1*}, Wiwik Handayani², Arief Bachtiar³
University of Pembangunan Nasional Veteran East Java

Corresponding Author: Anisah Ernarningsih anisahlmg79@gmail.com

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ABSTRACT

This study to purpose for examines the influence of social media, trust level, and communication on customer loyalty with customer bonding as a mediating variable. Social media enhances effective communication and trust between the company and its customers, thereby strengthening customer loyalty. Customer bonding reinforces the emotional connection between customers and the company, which in turn increases loyalty. The results indicate that social media, trust, and communication have a positive and significant impact on customer loyalty through customer bonding at CV. Rumah Lamongan. This research is included in the type of quantitative research with a correlational design. The research method used was primary data collection through a questionnaire in the form of a Google Form. The research findings conclude that: (1) Social Media positively contributes to loyalty, (2) The level of trust positively contributes to loyalty, (3) Communication does not positively contribute to loyalty, (4) Social Media contributes to loyalty through customer bonding, (5) The level of trust contributes to loyalty through customer bonding, (6) Communication contributes to loyalty through customer bonding.

INTRODUCTION

The construction industry in Indonesia significantly supports economic growth. In 2021, its contribution to GDP reached IDR 1,149 trillion, or 5.04%. By 2022, this contribution increased to IDR 1,585.22 trillion, or 8.51%, driven by major infrastructure projects such as toll roads and airports. Despite positive growth, industry players face challenges such as competition and economic fluctuations. With over 500 registered construction service companies, most of which are small to medium-sized, effective strategies are needed to maintain competitiveness and market share. Construction services need to enhance loyalty through appropriate marketing strategies and customer relationship management, or customer bonding. Understanding the impact of factors such as social media, trust, and communication on loyalty is essential for developing effective marketing strategies.

Social media has significantly transformed the business landscape (Haudi et al., 2022). As an interactive platform, social media plays a key role in cultivating relationships between companies and customers. Social media marketing not only enhances customer loyalty but also enables companies to share creative content, engage directly with customers, target audiences effectively, and monitor market trends. A strong presence on social media helps companies like CV. Rumah Lamongan increase visibility, strengthen customer engagement, and achieve marketing goals effectively (Ebrahim, 2020). Trust is the belief customers have in the reliability, integrity, and capability of a company. It is crucial in motivating decisions to use services and reinforcing loyalty. Customers who trust a company are more likely to choose its products, engage repeatedly, and recommend them to others. Trust creates a secure environment and adds value to customers, supporting companies in maintaining market share. Building and maintaining trust are crucial for long-term success, reinforced through customer experiences with the company (Pranata & Winarko, 2023).

Communication is pivotal in CV. Rumah Lamongan's effective marketing strategy. Through effective communication, they can clearly convey information about their construction services, innovative designs, and competitive advantages to prospective customers. Two-way communication, especially in the digital era, enables direct interaction with potential clients, addressing inquiries, and building strong relationships. This not only creates a positive perception of the company's quality and reliability but also reinforces trust and enhances long-term customer loyalty. Transparent communication via social media helps CV. Rumah Lamongan be perceived as an honest and fair business by customers (Cheng et al., 2021). Customer bonding, or the attachment with customers, forms a strong foundation for long-term engagement between CV. Rumah Lamongan and its clients. This encompasses aspects such as project sustainability, competitive financial offerings, and innovative designs. Such bonding, whether social, financial, or structural, not only builds sustainable relationships but also adds value for customers (Lestariningsih et al., 2023). CV. Rumah Lamongan can use customer bonding

as a mediating variable in their marketing strategy, highlighting its importance in driving loyalty.

The initial approach to loyalty focused on consumer behavior such as purchasing patterns, yet it was limited in its comprehensive measurement as it solely considered buying actions. A newer approach involves attitudes, preferences, and psychological commitment to the company to broaden the understanding of loyalty. Loyalty encompasses a commitment to choose CV. Rumah Lamongan in the future, regardless of circumstances, encompassing both behaviors and attitudes. This illustrates the loyalty and attachment built through positive experiences and strong relationships. CV. Rumah Lamongan needs to focus on effective marketing strategies, quality services, and open communication to maintain and enhance customer loyalty, thereby achieving long-term success (Haudi et al., 2022).

CV. Rumah Lamongan is a construction service company in Lamongan, offering services such as drafting, renovations, and interior/exterior design. They recognize the importance of social media as a useful tool for marketing. The purpose of this study is to investigate the impact of social media marketing, trust levels, and communication with customer bonding as a mediator on loyalty at CV. Rumah Lamongan. Previous studies indicate that factors like customer bonding can mediate the connection between loyalty, trust, communication, and social media. This research is anticipated to provide CV with valuable insights into the role of social media, trust, communication, and customer bonding in enhancing loyalty. Rumah Lamongan and companies like it have optimized their use of social media and communication strategies to build relationships with customers and keep their loyalty.

Table 1.1 Number of Services Sold by CV. Rumah Lamongan

No.	Type of Service	Year 2021	Year 2022	Year 2023
1.	Image Services	65	67	54
2.	Interior & Exterior Services	142	137	116
3.	Renovation Services	31	35	33
		238	239	203

Source: Secondary data from CV. Rumah Lamongan

Based on Table 1.1, the number of services sold by CV. Rumah Lamongan indicates a decline/fluctuation in sales, suggesting that the company faces challenges in maintaining or increasing customer interest and trust, as well as building strong loyalty. This is likely influenced by factors such as lack of customer trust in the company, ineffective communication, or insufficient customer bonding between the company and its clients. Therefore, it is crucial to analyze and deeply understand these factors to identify appropriate solutions to address the decline or fluctuation in sales and maintain a competitive market share.

LITERATURE REVIEW

The theory used in this research is Consumer Behavior Theory, which involves the process of selecting and using products to meet needs, closely related to marketing that focuses on understanding consumer behavior (Nugraha). Consumer motivation, influenced by product, price, service, and location, drives actions to fulfill needs (Alfiah). Consumer perception is affected by internal and external factors such as experience and product appearance (Rojiati). Integrated marketing communication, including advertising and sales promotion, aims to disseminate information to maximize customer value (Fathihani). Reference groups influence purchasing decisions through value, normative, and informational impacts (Lestari); (Putri Nugraha et al., 2021)

The Relationship Between Social Media and Loyalty.

Social media marketing provides advantages for CV. Rumah Lamongan, including increased company exposure, consumer growth, and the potential for building new partnerships. These activities can also enhance CV. Rumah Lamongan's position in internet search results, strengthen its image as a quality construction service provider, and boost sales. Additionally, social media marketing tends to be more cost-effective, helping CV. Rumah Lamongan reduce overall promotion costs (Jumhury Maharani & Ichsanuddin Nur D, 2023). Therefore, social media marketing has a significant impact on loyalty levels (Haudi et al., 2022).

One key factor in this relationship is the trust built through interactions on social media platforms. Positive interactions on social media significantly contribute to loyalty. Good responses to customer feedback, providing relevant and engaging content, and attention to customer needs can help create an emotional connection between customers and CV. Rumah Lamongan, thereby increasing loyalty. By building trust and creating positive interactions through social media platforms, the company can strengthen loyalty and establish stronger long-term relationships (Ebrahim, 2020). According to (Haudi et al., 2022) and (Ebrahim, 2020), social media marketing has a significant and positive impact on brand loyalty. The researcher then formulates the following hypothesis for the study:

H1: Social Media meaningfully affects Reliability

The Relationship Between Trust and Loyalty

Trust plays a crucial role in influencing loyalty towards CV. Rumah Lamongan. When customers have a high level of trust in a company, they tend to be more loyal to it. This trust can be built through various factors, including positive experiences with the company, effective communication, corporate integrity, and the credibility of information sources (Ardianta et al., 2024). In social media marketing, trust is a key factor in building and maintaining loyalty. Customers need to believe that CV. Rumah Lamongan provides accurate and honest information, offers quality products or services, and treats customers fairly. Therefore, trust plays a significant role in shaping loyalty towards the company. Efforts to build trust should be a primary focus for CV. Rumah Lamongan in its social media marketing strategy to enhance loyalty

(Ebrahim, 2020; Apriliani et al., 2020). According to research (Ebrahim, 2020; Haudi et al., 2022), the trust variable has a positive and significant effect on loyalty because the relationship between trust and customer loyalty is very strong. The researcher then formulates the following hypothesis for the study:

H2: Loyalty is influenced by trust in a significant and positive way.

The Relationship Between Communication and Loyalty

Effective communication can influence loyalty. Good communication can enhance satisfaction, which in turn strengthens bonds and loyalty. Marketing communication plays a crucial role in influencing loyalty (Sangperm & Pungpho, 2021). To achieve its marketing objectives, CV. Rumah Lamongan needs to design and implement an effective marketing communication strategy (Amanda et al., 2023). Loyalty is significantly improved by communication (Hasan, 2019; Sangperm & Pungpho, 2021; Sakti, 2023). The researcher then formulates the following hypothesis for the study:

H3: Loyalty is significantly impacted by communication

The Relationship Between Social Media and Loyalty through the Mediation of Customer Bonding

Social media is a marketing strategy that uses social media platforms to interact with customers, promote products or services, and build relationships with the target audience. In terms of loyalty, social media serves as an intermediary that can strengthen the bond between the company and customers, potentially influencing loyalty levels significantly (Pranata & Winarko, 2023). Being active on social media allows companies to build closer connections, provide valuable content, and respond directly to customers (Udayana et al., 2021).

Customer bonding, or the relationship between the company and consumers, can be strengthened through consistent interactions, providing relevant content, offering effective support, and responding promptly to customer feedback (Jasin, 2022). According to Udayana et al. (2002), customers are more likely to remain loyal to a business and maintain a long-term relationship with it if they have a sense that they are valued and engaged through social media. Lestariningsih et al., 2023; Udayana et al., 2021; Sangperm & Pungpho, 2021; Apriliani et al., 2020; Ika et al., 2023; Hasan, 2019) found that customer loyalty was higher when customer bonding was implemented well. The researcher then formulates the following hypothesis for the study:

H4: Social Media has a significant and positive effect on Loyalty through the mediation of Customer Bonding.

The Relationship Between Trust and Loyalty through the Mediation of Customer Bonding

Consumer trust can be defined as the belief or confidence consumers have in a company's integrity, reliability, and quality (Haudi et al., 2022). This trust can be formed through positive experiences, recommendations from others, information provided by the company, and interactions with the company through various channels, including social media. Meanwhile,

customer bonding refers to the deeper relationship between customers and CV. Rumah Lamongan (Lestariningsih et al., 2023). Customer bonding can be formed through positive interactions, value alignment, satisfying experiences, and mutual dependency between customers and CV. Rumah Lamongan (Ika et al., 2023). Strong customer bonding can enhance loyalty (Apriliani et al., 2020; Sangperm & Pungpho, 2021), leading customers to consistently choose and use the company's products or services (Pranata & Winarko, 2023). Based on this, the researcher proposes the following research hypothesis:

H5: Trust has a significant and positive effect on Loyalty through the mediation of Customer Bonding.

The Relationship Between Communication and Loyalty through the Mediation of Customer Bonding

Communication through channels such as advertising, sales promotions, and digital marketing plays a significant role in shaping loyalty towards CV. Rumah Lamongan. In this process, customer bonding acts as a mediator that facilitates social and economic relationships between the company and its customers. The messages conveyed through communication not only aim to influence perceptions, attitudes, and behaviors but also to form emotional bonds. Successful customer bonding creates strong and positive relationships, allowing customers to feel a deeper engagement with the company (Lestariningsih et al., 2023). With these bonds, loyalty to CV. Rumah Lamongan increases, creating loyal customers who are likely to maintain long-term relationships (Apriliani et al., 2020; Ika et al., 2023). Thus, through the role of customer bonding as a mediator, communication can be key to strengthening emotional ties and enhancing loyalty (Sangperm & Pungpho, 2021). Based on this, the researcher proposes the following research hypothesis:

H6: Communication has a significant and positive effect on Loyalty through the mediation of Customer Bonding.

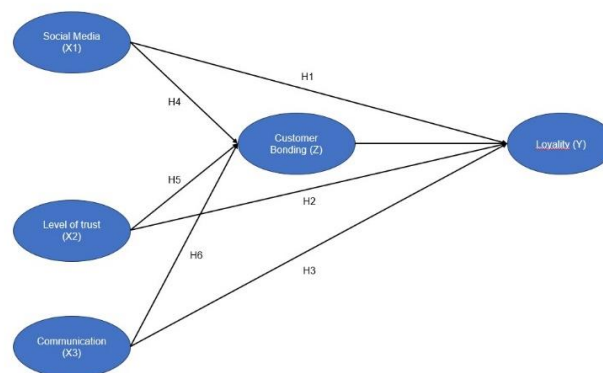


Figure 1. Conceptual Framework

METHODOLOGY

This research is included in the type of quantitative research with a correlational design. The research method used was primary data collection through a questionnaire in the form of a Google Form. The research object is CV

customers. Rumah Lamongan with 88 customers. The population and sample use the census method. Calculation of sample size using the SEM method. Data collection techniques through observation, literature review and questionnaires. Sugiyono (2020) explained that observation as a data collection technique has certain characteristics compared to other techniques. Quoting from Hasan Iqbal (2019), data processing and calculations use the Partial Least Square (PLS) program. The analysis steps using the Partial Least Square (PLS) method are as follows: Designing a Measurement Model (outer model), Designing a Structural Model (inner model), Path Diagram Construction, Convergence of Path Diagrams to Systems of Equations, Estimation: outer model and inner model, Evaluate Goodness of Fit and Hypothesis Testing (Resampling Bootstrapping), Hasan Iqbal (2019).

RESEARCH RESULTS

Table 1. Description of Respondents

Number of Profiles 100%		
Gender:		
Man	60	68,2
Woman	28	31,8
Age:		
Age 20-30 years	39	44,3
Age 31-40 years	30	34,1
Education:		
Diploma/S1	58	65,9
Work:		
Etc	29	33
Private employees	26	29,5
Years as a consumer:		
2022	22	25

Source: Data Source 2024

Based on Table 1, it is evident that the highest number of respondents are male, aged 20-30 years, with a diploma or bachelor's degree. The highest number of respondents work in various other professions. The most significant number of customers joined in the year 2022.

Table 2. Variable Description

Indicator	Skor					Mean	Faktor Loading
	1	2	3	4	5		
	STS	TS	N	S	SS		
Social media: Entertainment	3	13	20	43	8	3,4598	0,805

Interaction	6	3	4	65	9	3,7816	0,896
Trendiness	0	3	18	38	28	4,0460	0,560
Customization	9	11	26	35	6	3,2069	0,616
Word Of Mouth	12	13	30	32	0	2,9425	0,160
Level of trust:							
Consistency	0	9	17	50	11	3,7241	0,593
Honesty	3	0	2	36	46	4,4023	0,894
Transparency	0	3	3	60	21	4,1379	0,886
Effective Communication	4	32	42	7	2	2,6667	-0,106
Communication:							
Establish friendly and continuous communication	7	31	28	21	0	2,7241	0,711
Provide the information consumers need	9	27	23	26	2	2,8276	0,735
Have a positive attitude towards consumers	12	26	16	32	1	2,8161	0,656
Customer Bonding:							
Show respect	5	0	5	53	24	4,0460	0,758
Understanding consumer needs	9	29	21	24	4	2,8276	0,553
Providing the best service	0	5	20	58	4	3,7011	0,727
Loyalty:							
Reuse Intention	0	3	26	52	6	3,7011	0,876
Loyalty to the Company	0	3	13	59	12	3,9195	0,938
Willingness to Recommend	0	3	10	55	19	4,0345	0,858

Source: Data Source 2024

Hypothesis Testing Results

The quality of constructs was measured through tests of their validity and reliability to make sure they are useful. Cronbach's Alpha and Composite Reliability were used to measure reliability. The objective of the reliability test is to guarantee that the constructs do not have any measurement bias. For convergent validity, factor loadings and the Average Variance Extracted (AVE) method were used, and for discriminant validity, the square root of AVE was used.

Table 3. Construct Validity and Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c_)	Average Difference Extracted (AVE)
Social Media (X1)	0.744	0.724	0.724	0.542
Level of Trust (X2)	0.750	0.738	0.724	0.645
Communication (X3)	0.870	0.873	0.920	0.549
Customer Bonding (Z)	0.705	0.753	0.821	0.570

Loyalty (Y)	0.719	0.796	0.841	0.794
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The test results indicate that the constructs (variables) of Social Media, Trust, Communication, Customer Bonding, and Loyalty have composite reliability values greater than 0.7, demonstrating their reliability (Hasan Iqbal M., 2019). For validity, the AVE values were used. The results show good validity, as the estimated AVE values are higher than the normal standard threshold of 0.50 (Hasan Iqbal M., 2019)

Table. 4 Outer Loading

	Social Media (X1)	Level of Trust (X2)	Communication (X3)	Customer Bonding (Z)	Loyalty (Y)
X1.1	0,799				
X1.2	0,903				
X1.3	0,544				
X1.4	0,648				
X2.1		0,595			
X2.2		0,893			
X2.3		0,886			
X3.1			0,704		
X3.2			0,740		
X3.3			0,663		
Y1					0,877
Y2					0,938
Y3					0,857
Z1				0,758	
Z2				0,560	
Z3				0,723	

Based on the outer loading table above, the Loading Factors are greater than 0.5, thus meeting the criteria for convergent validity (Hasan Iqbal M., 2019).

Structural Model Testing (Inner Model)

Table 5. R - Square

	R-square	R-square adjusted
Customer Bonding (Z)	0.562	0.546
Loyalty(Y)	0.572	0.551

According to Ghozali (2020), Q-Square measures how well the model's parameter estimates and observed values fit together. The model's predictive relevance is indicated by a Q-Square value greater than 0. Conversely, the model lacks predictive relevance if the Q-Square value is less than zero. The following formula is used to determine the predictive relevance value (Hair et al., 2019):

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2) \dots (1 - Rn^2)$$

Where R12, R22... Rn2 are the R-Square upsides of the endogenous factors in the model. The following is the Q-Square value calculated using the Stone-Geisser Q-Square Test formula, based on the R-Square values in Table 4.16 (Ghozali, 2020):

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2)$$

$$Q^2 = 1 - (1 - 0.562) (1 - 0.572)$$

$$Q^2 = 0.813$$

This study's Q-Square calculation result is 0.813, or 81.3%. Subsequently, it tends to be presumed that the model in this study has applicable prescient worth, meaning the model involved can make sense of 81.30% of the data in the examination information.

Results of Inner Weight

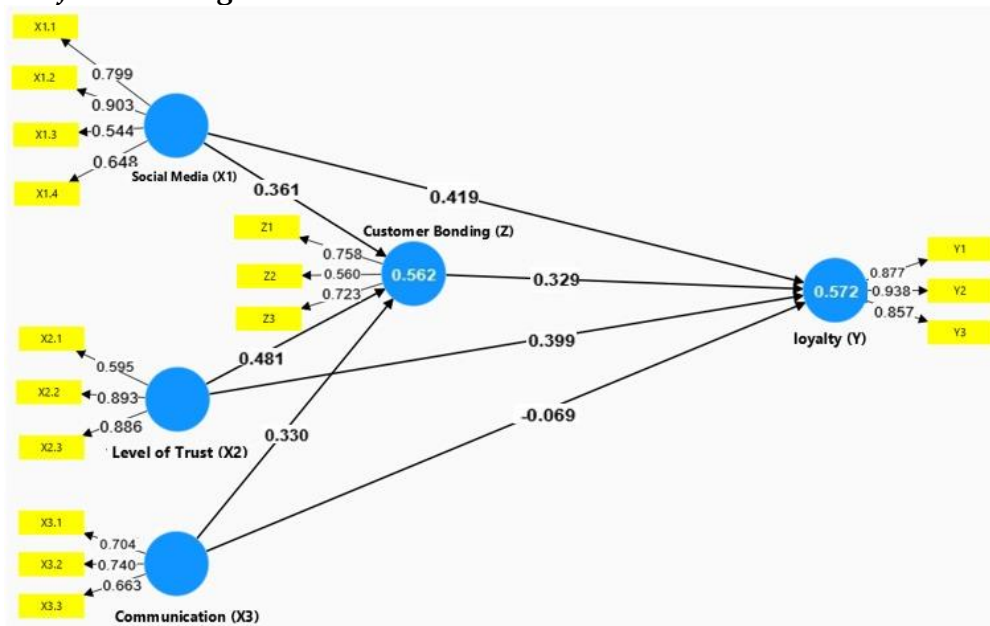


Figure 2. PLS Model Image

Direct Influence

Table 6 Causality Test (Inner Weight)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic (O/STDEV)	P values
Social Media(X1) -> Loyalty (Y)	0.419	0.403	0.105	3.992	0.000
Level of Trust (X2) -> Loyalty (Y)	0.399	0.379	0.129	3.094	0.002
Communication (X3) -> Loyalty (Y)	-0.069	-0.088	0.109	0.632	0.527

H1: Social media has a positive impact on loyalty that is significant, with a path coefficient of 0.419 and a p-value

that is less than or equal to 0.05 percent (Haudi et al., 2022); (Ebrahim, 2020).

H2: With a path coefficient of 0.399 and a p-value of 0.002 that is less than or equal to 0.05 percent, the level of trust has a significant positive effect on loyalty (Haudi et al., 2022; Ebrahim, 2020; Ardianta et al., 2024).

H3: There is a non-significant relationship between communication and loyalty, with a path coefficient of -0.069 and a p-value of 0.527 that is greater than the = 0.05 (5%).

Indirect Influence

Table 7. Causality Test (Indirect Effects)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic (O/STDEV)	P values
SocialMedia(X1) -> Customer Bonding (Z) -> Loyalty (Y)	0.108	0.010	0.044	2.483	0.015
Level of Trust (X2) -> Customer Bonding (Z) -> Loyalty (Y)	0.119	0.029	0.044	2.726	0.008
Communication (X3) -> Customer Bonding (Z) -> Loyalty (Y)	0.159	0.068	0.046	3.410	0.001

H4: Virtual entertainment meaningfully affects devotion through client holding with a way coefficient of 0.119 where the p-esteem = 0.008 is more modest than the $\alpha = 0.05$ (5%). (Pranata & Winarko, 2023; Udayana et al., 2021).

H5: The degree of trust meaningfully affects unwaveringness through client holding with a way coefficient of 0.159 where the p-esteem = 0.001 is more modest than the $\alpha = 0.05$ (5%), (Udayana et al., 2021).

H6: Customer bonding is influenced by communication, which has a path coefficient of 0.108 and a p-value less than or equal to 0.015, or 5%, of loyalty (Udayana et al., 2021).

DISCUSSION

Based on the results of the hypothesis tester, it shows that social media has a significant positive influence on customer loyalty. This indicates that CV's use of social media. Rumah Lamongan significantly increases customer loyalty. The results of this research are in accordance with research conducted by (Haudi et al., 2022), (Abdul Aziz, et al, 2023), (Fahmi et al, 2022) and (Ebrahim, 2020) which stated that social media marketing has a positive and significant effect on loyalty. Based on the results of the hypothesis tester, it shows that the

level of trust has a significant positive influence on customer loyalty. These findings indicate that customer trust in CV has increased. Rumah Lamongan significantly contributed to increasing their loyalty. The results of this research are in accordance with research conducted by (Haudi et al., 2022), (Apriliani et al., 2020), (Cuong, 2020), (Ardianta et al., 2024); (Yusuf & Purwanto, 2023) and (Ebrahim, 2020) which state that the level of customer trust relationship is a very strong relationship, meaning that the trust variable has a positive and significant effect on loyalty. Based on the hypothesis testing results, it is evident that communication does not have a significant influence on customer loyalty. This finding contrasts with previous studies (Sangperm & Pungpho, n.d., 2021; Amanda et al., 2023; Hasan, 2019), which suggest that marketing communication plays a crucial role in positively influencing loyalty. These studies indicate that effective and sustained communication fosters stronger customer relationships, thereby enhancing loyalty over time.

Furthermore, the hypothesis testing results demonstrate that social media significantly and positively impacts customer loyalty through customer bonding. This finding underscores the crucial role of customer bonding as a mediator in the relationship between social media activities and customer loyalty at CV. Rumah Lamongan. The results align with prior research (Lestariningsih et al., 2023; Udayana et al., 2021; Sangperm & Pungpho, 2021; Apriliani et al., 2020; Ika et al., 2023; Hasan, 2019), highlighting that effective implementation of customer bonding systems enhances loyalty. Moreover, the hypothesis testing results indicate that trust levels significantly and positively influence customer loyalty through customer bonding. This finding reinforces the pivotal role of customer bonding as a mediator in the relationship between trust levels and customer loyalty at CV. Rumah Lamongan. These findings are consistent with previous studies (Lestariningsih et al., 2023; Apriliani et al., 2020; Ika et al., 2023; Sangperm & Pungpho, 2021), emphasizing that through customer bonding mediation, communication serves as a key factor in strengthening emotional connections and ultimately boosting loyalty.

Based on the hypothesis testing results, it is evident that communication has a positive and significant impact on customer loyalty through customer bonding. This finding is supported by previous studies (Lestariningsih et al., 2023; Apriliani et al., 2020; Ika et al., 2023; Sangperm & Pungpho, 2021). The study indicates that direct communication does not directly influence customer loyalty at CV. Rumah Lamongan. However, when mediated by customer bonding, this relationship becomes significant. This underscores the importance of friendly, responsive, and informative communication, as well as the positive attitude of the company in building strong emotional connections with customers. Customer bonding strengthens the impact of communication on loyalty by making customers feel valued, understood, and supported, thereby increasing their likelihood of loyalty and recommending the company. Therefore, to enhance loyalty, sustained and strong customer bonding development is crucial alongside effective communication.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis and discussion conducted, the conclusions of this study are as follows. First, social media contributes to the customer loyalty of CV. Rumah Lamongan. The use of social media for entertainment, interaction, and trends has been shown to contribute to increased loyalty. Second, the level of trust contributes to customer loyalty, indicating that consistency, honesty, transparency, and effective communication from CV. Rumah Lamongan are crucial in building and maintaining customer loyalty. Furthermore, communication does not contribute to loyalty. The communication aspect needs improvement to be more effective in enhancing customer loyalty. However, social media contributes to customer loyalty through customer bonding. Customer engagement through social media that leads to emotional bonds can significantly increase loyalty. Additionally, the level of trust also contributes to customer loyalty through customer bonding. Relationships built on trust can be strengthened through customer bonding, ultimately enhancing customer loyalty.

Communication also contributes to customer loyalty through customer bonding. Emphasizing effective communication in building emotional bonds with customers is very important, as it can ultimately increase loyalty. This study has several limitations, including the use of a sample limited to the customers of CV. Rumah Lamongan, which may not fully represent the overall consumer population. Moreover, the measurement of variables such as loyalty and trust may not encompass all relevant dimensions, given their complexity and subjectivity. The research methods used also have limitations in capturing the more complex dynamics of consumer behavior, requiring more in-depth and diverse approaches in the future.

ADVANCED RESEARCH

As an implication of the findings of this study, several suggestions can be considered or utilized as material for future research. Firstly, enhancing interactions with tailored services through social media can be achieved by strengthening presence through relevant content, quick responses, and interactive campaigns. Utilizing customer data for personalization, segmentation, and integrated digital loyalty programs is also highly recommended. Secondly, increasing the level of trust through honesty implemented via open reporting and communication systems, ensuring that all claims and promises can be consistently fulfilled.

Furthermore, efforts to provide the information needed by consumers more effectively and promptly should be expanded. This can be achieved by implementing a more structured and responsive information management system, leveraging technology to provide quick and easy access to product information, company policies, and additional services. Additionally, enhancing interactions that show respect for customers with friendly and professional service is essential. Special training programs for employees focusing on interpersonal communication skills and sensitivity to individual customer needs are crucial. Facilitating platforms or events that allow customers to provide direct feedback is also a good step.

Moreover, customer loyalty can be strengthened by offering attractive incentives, increasing personal interactions, being responsive to customer feedback, conducting product education campaigns, and establishing strategic partnerships with other companies. Lastly, this study can serve as a reference for future researchers studying social media, trust levels, communication, customer bonding, and customer loyalty. Future researchers are expected to use the Corporate Reputation variable to make the research results more relevant and accurate.

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