

ABSTRAK

Media sosial tidak hanya menjadi sarana komunikasi, tetapi juga medium strategis dalam membangun citra dan loyalitas merek. Salah satu contohnya terlihat pada strategi pemasaran yang dijalankan AZKO melalui akun Instagram @azko.id setelah proses *rebranding* dari ACE Hardware Indonesia. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh tingkat terpaan *social media marketing* di Instagram terhadap *brand loyalty* pelanggan AZKO pasca *rebranding*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei kepada 385 responden di Daerah Istimewa Yogyakarta berupa pelanggan AZKO yang pernah terpapar akun Instagram @azko.id. Instrumen penelitian berupa kuesioner disusun berdasarkan indikator variabel terpaan media (frekuensi, durasi, dan atensi) serta *brand loyalty* (*cognitive*, *affective*, *conative*, dan *behavioral*). Hasil penelitian menunjukkan bahwa tingkat terpaan *social media marketing* Instagram @azko.id berpengaruh signifikan terhadap *brand loyalty* pelanggan AZKO, dengan kontribusi sebesar 52,4%. Indikator durasi menjadi aspek paling dominan, diikuti oleh atensi, yang menunjukkan bahwa meskipun frekuensi paparan tidak selalu tinggi, audiens tetap meluangkan waktu dan perhatian terhadap konten yang disampaikan. Secara umum, tingkat *brand loyalty* pelanggan tergolong tinggi, namun masih terdapat keraguan pada aspek *behavioral loyalty* akibat hambatan eksternal seperti ketersediaan produk dan kualitas layanan. Dengan demikian, *conative loyalty* menjadi tahap loyalitas tertinggi yang telah dicapai pelanggan, sementara transisi menuju *behavioral loyalty* belum sepenuhnya terwujud. Hasil penelitian ini menegaskan relevansi *Theory Of Planned Behavior*, bahwa niat positif belum selalu terwujud dalam perilaku aktual.

Kata kunci: Terpaan Media, *Brand Loyalty*, *Social Media Marketing*, *Rebranding*

ABSTRACT

Social media today serves not only as a means of communication but also as a strategic medium for building brand image and loyalty. One example can be seen in the marketing strategy implemented by AZKO through its Instagram account, @azko.id, following its rebranding from ACE Hardware Indonesia. This study aims to determine the extent to which the level of exposure to social media marketing on Instagram influences customer brand loyalty toward AZKO after the rebranding process. The research employs a quantitative approach with a survey method involving 385 respondents in the Special Region of Yogyakarta, consisting of AZKO customers who have been exposed to the @azko.id account. The research instrument was developed based on indicators of media exposure (frequency, duration, and attention) and brand loyalty (cognitive, affective, conative, and behavioral). The results indicate that the level of exposure to social media marketing on Instagram @azko.id has a significant influence on AZKO customers' brand loyalty, contributing 52.4%. The duration indicator emerged as the most dominant factor, followed by attention, suggesting that even when exposure frequency is not high, audiences still devote time and attention to the content presented. Overall, customers' brand loyalty is relatively high, although there remains uncertainty in the behavioral loyalty aspect due to external constraints such as product availability and service quality. Consequently, conative loyalty represents the highest level of loyalty achieved by customers, while the transition toward behavioral loyalty has not been fully realized. These findings affirm the relevance of the Theory of Planned Behavior, which explains that positive intentions do not always translate into actual behavior.

Keywords: Media Exposure, Brand Loyalty, Social Media Marketing, Rebranding