

**PENGARUH *DIGITAL MARKETING*, *CUSTOMER EXPERIENCE* DAN  
*BRAND EQUITY* TERHADAP *CUSTOMER LOYALTY* HOTEL  
ARCHIPELAGO GRUP DI DAERAH ISTIMEWA YOGYAKARTA (DIY)**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing*, *customer experience* dan *brand equity* terhadap *customer loyalty* di hotel archipelago grup, Daerah Istimewa Yogyakarta (DIY). Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah 130 responden. Data primer dikumpulkan melalui kuesioner *online* (*Google Form*) yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan uji deskriptif, uji instrumen (validitas dan reliabilitas), uji asumsi klasik (*normalitas*, *linearitas*, *heteroskedastisitas*, *multikolinearitas*), serta pengujian hipotesis (*uji t* dan *uji F*). Koefisien determinasi ( $R^2$ ) digunakan untuk mengukur seberapa besar variabel independen memengaruhi variabel dependen. Teknik analisis data menggunakan regresi linear berganda dengan bantuan perangkat lunak IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa *digital marketing*, *customer experience* dan *brand equity* berpengaruh positif terhadap *customer loyalty*. Secara simultan, ketiga variabel tersebut juga berpengaruh signifikan terhadap *customer loyalty* di hotel archipelago grup DIY.

**Kata Kunci:** *Digital Marketing*, *Customer Experience*, *Brand Equity*, *Customer Loyalty*, *Hotel Archipelago Grup*.



***THE INFLUENCE OF DIGITAL MARKETING, CUSTOMER EXPERIENCE  
AND BRAND EQUITY ON CUSTOMER LOYALTY AT ARCHIPELAGO  
GROUP HOTELS IN THE SPECIAL REGION OF YOGYAKARTA (DIY)***

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***Abstract***

*This study aims to analyze the influence of digital marketing, customer experience, and brand equity on customer loyalty at Archipelago Group Hotel in the Special Region of Yogyakarta (DIY). The sampling technique employed is purposive sampling, involving a total of 130 respondents. Primary data were collected through an online questionnaire (Google Forms) that has been tested for validity and reliability. Data analysis encompasses descriptive statistics, instrument testing (validity and reliability), classical assumption tests (normality, linearity, heteroscedasticity, and multicollinearity), and hypothesis testing (t-tests and F-tests). The coefficient of determination ( $R^2$ ) measures the extent to which the independent variables influence the dependent variable. Data analysis is conducted using multiple linear regression, processed quantitatively with IBM SPSS version 25. The results indicate that digital marketing, customer experience, and brand equity have a positive influence on customer loyalty. Furthermore, these three variables have a significant impact on customer loyalty at the Archipelago Group Hotel in DIY.*

***Keywords:*** *Digital Marketing, Customer Experience, Brand Equity, Customer Loyalty, Archipelago Group Hotel.*