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The Effect of *Digital Marketing*, *Customer Experience* And *Brand Equity* On *Customer Loyalty of Archipelago* 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 Hotel Archipelago in the Special Region of Yogyakarta (DIY). The research employed a purposive sampling technique, involving 130 respondents. Primary data was collected through an online questionnaire (Google Form), which was tested for validity and reliability. Data analysis included descriptive statistics, instrument testing (validity and reliability), classical assumption tests (normality, linearity, heteroscedasticity, and multicollinearity), and hypothesis testing (t-test and F-test). The coefficient of determination (R^2) was used to measure the extent to which the independent variables influenced the dependent variable. Multiple linear regression analysis was conducted using IBM SPSS version 25. The results indicate that digital marketing, customer experience, and brand equity have a significant positive effect on customer loyalty. Simultaneously, these three variables also collectively exhibit a significant influence on customer loyalty at Hotel Archipelago DIY.

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

INTRODUCTION

Digital technology has transformed the way the hospitality industry operates, particularly in terms of marketing and customer interaction. Digital marketing plays a crucial

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role in increasing visibility, attracting new customers, and maintaining customer loyalty. According to Kotler, P., & Keller, (2016), digital marketing encompasses various marketing strategies that utilize digital media such as social media, websites, email marketing , and digital advertising to reach target markets more effectively.

The Special Region of Yogyakarta (DIY) is one of Indonesia's leading tourist destinations, boasting a rapidly growing hotel industry. With increasing competition among hotels, implementing effective digital marketing strategies is key to customer retention. Hotels within management networks like Archipelago International have the advantage of implementing digital marketing in a more structured and integrated manner.

The concept of digital marketing in the hospitality industry includes several elements, such as Search Engine Optimization (SEO), which increases the visibility of a hotel website in search engines like Google to reach more potential customers Chaffey, D., & Ellis-Chadwick, (2020). Social media marketing, which utilizes platforms like Instagram, Facebook , and Twitter to interact with customers and build brand awareness Ryan (2016). Email marketing , which sends promotions and information directly to customers to build more personal relationships. Online Travel Agency (OTA) marketing , which collaborates with platforms like Traveloka, Agoda , and Booking.com to increase room bookings.

Effective digital marketing implementation can improve customer engagement, ultimately contributing to increased customer loyalty. A study by Lemon, K. N., & Verhoef (2016) showed that digital marketing can create a better customer experience, increase satisfaction, and encourage repeat customers.

The Indonesian hospitality industry has experienced rapid growth in recent years, driven by increased mobility, advancements in the tourism sector, and advancements in digital technology. One of the regions at the center of this growth is the Special Region of Yogyakarta (DIY). Known as a hub of culture and education, this city also boasts a strong tourist appeal, attracting both domestic and international tourists. This has directly impacted the growing demand for quality accommodation services with a good reputation.

Customer experience is increasingly gaining importance in the service industry, particularly the hospitality industry, along with technological advancements and changes in consumer behavior. Customer experience is defined as the overall outcome of interactions between customers and a company, both physically and digitally, encompassing the entire process from booking and stay to post-visit service. This experience is not only related to functional aspects but also involves emotional and cognitive dimensions that can create lasting impressions and positive memories for

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customers. Recent research shows that a quality customer experience significantly influences customer satisfaction and loyalty, where customers who experience a good experience are more likely to make repeat purchases and provide positive recommendations. Furthermore, service innovations such as digital check-in, service personalization, and rapid responses to customer complaints are crucial factors in building a superior customer experience in today's digital era. Therefore, effective customer experience management is key for hotels in maintaining and enhancing customer loyalty amidst increasingly fierce competition.

In facing increasingly competitive competition in the hospitality sector, brand management has become a crucial aspect in shaping consumer perceptions and maintaining customer loyalty. Based on data from the Yogyakarta Tourism Office (2023), there was an 18% increase in the number of accommodation properties between 2020 and 2023, with the fastest growth in the 3- and 4-star hotel segments. Archipelago hotels , as one of the players in this segment, face significant challenges in maintaining a loyal customer base amidst the rise of new accommodation options and the development of sharing economy platforms . This situation reinforces the importance of building strong brand equity as a sustainable competitive advantage Setiawan (2019).

The concept of brand equity in the hospitality industry has undergone significant evolution over the past decade. According to the latest model by Keller & Swaminathan (2020), hotel brand equity is formed through the dynamic interaction of brand awareness, brand associations, perceived quality , and brand loyalty . Research by Chen & Myagmarsuren (2021) in the Southeast Asian market revealed that a one-point increase in the brand equity index can increase the average daily rate (ADR) by 8-12% and the occupancy rate by 5-7% for upper-middle class hotels.

Brand awareness plays a critical role in Yogyakarta 's vibrant tourism ecosystem. A recent study by Prayogo, RR et al. (2023) showed that 83% of domestic tourists choose hotels based on top-of-mind awareness, with digital media being the primary channel for brand awareness formation. This finding is reinforced by research by Wijaya & Santoso (2022), which demonstrated that visual content on Instagram contributed to 65% of initial brand awareness for independent hotels in Indonesia.

The dimension of brand associations is a key differentiator in a saturated market. Aaker (2018) in his recent research emphasized the importance of creating a unique and memorable " brand signature." Archipelago hotels have the potential to develop associations based on Javanese cultural characteristics, considering that a study by

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Suhartanto et al. (2022) proved that hotels with local cultural positioning in Bali were able to achieve a 35% higher customer retention rate than internationally themed hotels.

Perceived quality remains a key determinant of loyalty. Kandampully & Hu (2023) five-year longitudinal study of 120 Asian hotels demonstrated that service consistency was the strongest predictor of repeat purchase intention ($\beta = 0.62$, $p < 0.01$). Internal data from Hotel Archipelago (2023) revealed that an increase in cleanliness score from 8.2 to 8.7 on a 10-point scale increased direct bookings by 18% in a single quarter.

In the context of brand loyalty , recent developments in the literature have introduced the concept of the " behavioral-brand loyalty nexus " Oliver (2022). Putra & Dewi (2023) study in the Yogyakarta market showed that loyal guests not only repeat their stays (an average of 2.3 times per year) but also become active brand advocates, recommending a hotel to 9-12 people in their social networks.

Digital transformation has shifted the paradigm of brand equity development . Recent research by the Digital Hospitality Research Center (2023) revealed that hotels with integrated omnichannel marketing strategies can increase their brand equity composite score by up to 28% in 12 months. This finding is relevant for archipelago hotels, which need to optimize all digital touchpoints.

Segmenting the younger generation as the primary market presents a new dynamic. Research data from Siregar et al. (2023) shows that 92% of Gen Z in Yogyakarta consider authentic experiences more important than brand prestige when choosing accommodations. This demands a new approach to building brand equity that resonates with the values of the younger generation.

One of Indonesia's leading hotel management groups is Archipelago International. Known as the largest hotel operator in Indonesia, Archipelago International manages various hotel brands such as Aston, Harper, The Alana, Favehotel, and Quest Hotel. Each brand has a different market segmentation and positioning, but remains under the same management. In the Yogyakarta region itself, Archipelago has presented various hotel properties in various strategic locations, targeting both business travelers and families.

Archipelago hotel brands in Yogyakarta demonstrates the company's strong brand architecture strategy. However, customer perceptions of these brands can vary depending on personal experiences, service preferences, and the strength of brand equity built through consistent brand communication and service quality. Amidst intense competition from other hotel chains such as Accor, Santika, and Marriott, Archipelago's ability to build and maintain brand equity is a key factor in attracting and retaining customers.

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In addition, Yogyakarta as a unique market with diverse tourist characteristics ranging from students, backpackers, families, to business people and MICE (Meeting, Incentive, Convention, and Exhibition) presents a challenge for hotel management to build a relevant and superior brand image. In this context, it is important to determine the extent to which brand equity of archipelago hotel brands influences consumer perception and customer loyalty in Yogyakarta. This evaluation is not only important for marketing strategies, but also for managerial decision-making in improving service quality and strengthening brand image.

Based on the above explanation, this study was conducted to analyze the brand equity of hotels managed by Archipelago International in the Special Region of Yogyakarta, highlighting key dimensions such as brand awareness, perceived quality, brand association, and customer loyalty. This research is expected to provide theoretical and practical contributions to the development of brand strategies in the hotel industry, particularly in prime tourist areas like Yogyakarta.

According to Zeithaml et al. (2017), hotel chains with strong management can increase customer loyalty through loyalty programs, quality customer experiences, and effective communication strategies. With strong digital marketing support, Archipelago's strategy can strengthen customer loyalty to the hotels under its management in the Special Region of Yogyakarta.

Customer loyalty is a crucial aspect of the success of the hospitality industry. Customer loyalty is a strong commitment from customers to repurchase or subscribe to a product/service despite situational influences and competitors' marketing efforts that have the potential to cause behavioral changes. Factors that influence customer loyalty in the hospitality industry include customer satisfaction, namely that satisfied customers tend to be more loyal to a brand or service Kotler, P., & Keller (2016). Service quality, namely high service standards, increases customer loyalty.

Extensive research has been conducted on the factors influencing customer loyalty in the hotel industry. According to research by Wulandari et al. (2022), factors influencing customer loyalty include digital marketing, customer experience, and brand equity. The study showed that all three variables have a positive and significant influence on customer loyalty at four-star hotels in Surabaya.

Further research by Fitriani & Nugroho (2022) found that brand equity, consisting of brand awareness, brand association, perceived quality, and brand loyalty, significantly influences customer loyalty among chain hotel consumers in Indonesia. This research supports the importance of brand strength in customer retention.

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Research by Setiawan, A. & Purnomo (2021) shows that customer experience plays a significant role in building customer loyalty through service interactions, facility quality, and comfort of stay, particularly at three-star hotels in Yogyakarta. This research is relevant within the geographic context of the research being conducted.

In contrast, Amalia & Rahma (2022) found that digital marketing, including the use of social media, websites, and email marketing, significantly influences customer loyalty, with brand awareness as a mediating variable. This suggests that digital marketing. Marketing not only directly influences loyalty, but also through brand strengthening.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a modern form of marketing that utilizes digital technology and the internet to convey brand messages to consumers. Chaffey & Ellis-Chadwick (2020) state that digital marketing is " the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives." This strategy includes various digital channels such as social media, email, search engines, and websites.

Digital Marketing Goals

The main objectives of digital marketing according to Ryan (2016) and Kotler et al., (2019) are: Increase marketing reach at a lower cost than conventional media. Building brand awareness through engaging and informative content. Increase customer engagement through direct interaction on social media and platforms other digital. Optimizing conversion from visitors to customers through digital funnel strategies. Increase customer loyalty with ongoing communication and digital retention programs such as email marketing or membership. Referring to Silviana (2020) the indicators used to assess the effectiveness of digital marketing are: Accessibility, Interactivity, In the form of an active, Trust

Definition of Customer Experience

Customer Experience (CX) is the perception and emotions felt by customers throughout the entire interaction process with a brand, from pre-purchase, purchase, to post-purchase. According to Lemon, K. N., & Verhoef (2016), customer experience is defined as "the cumulative impact of all interactions a customer has with a brand across multiple touchpoints, shaped by perceptions, emotions, and cognitive responses." In a

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digital context, customer experience encompasses all interactions that occur through a platform . online , such as websites, mobile apps, social media, chatbots, and email. "Digital customer experience is the sum of all digital engagements a customer has with a brand, influencing their overall satisfaction and loyalty." Technological developments and changes in consumer behavior have made customer experience increasingly complex. According to Forrester Research (2020) "CX is no longer just about usability, but about delivering meaningful, personalized, and seamless interactions across all digital and physical channels." In the hospitality industry, customer experience is key to competitive differentiation. According to Accenture (2022), "hotels that deliver exceptional digital and physical experiences enjoy higher customer retention and advocacy." Customer Experience (CX) is a customer's perception and feelings about all their interactions with a brand or company, formed through every touchpoint during the customer journey, both offline and online. This experience encompasses emotional, psychological, and functional aspects that influence customer loyalty, satisfaction, and purchasing decisions. According to Musari et al., (2023), customer experience indicators include sense, feel, think, act, and relate.

Customer Experience Indicators: Sense, Feel, Think, Act, Related Brand Equity
Brand Equity

Definition Brand equity refers to the value added to a product or service resulting from consumer perceptions of the brand. Strong brand equity indicates that consumers have a positive view of the brand, which influences purchasing decisions and loyalty Keller & Swaminathan (2020). Brand equity is built through brand recognition, product quality, and the experience provided to customers. The added value given to a product or brand, as reflected in consumer perceptions, preferences, and behavior toward that brand. Brand equity is formed through consumer experiences with the brand and can influence purchasing decisions and brand loyalty. The brand equity indicators according to Ermawati et al. (2016) which includes brand awareness, perceived quality, brand associations and brand loyalty.

Definition of Customer Loyalty

Customer loyalty is a customer's commitment to continue purchasing products or services from the same company, driven by continued satisfaction and positive experiences Dick & Basu (1994). In the hotel context, customer loyalty can be reflected in their decision to return to the same hotel and recommend the hotel to others. loyalty can

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also be defined as a deep commitment from a customer to repurchase or re-patronize a preferred product or service in the future, despite situational influences and marketing efforts from competitors that could potentially cause behavioral changes. The indicators of customer loyalty according to (Kotler, P., & Keller, 2016) which includes repeat purchases, retention and referrals.

Research by Kumar et al.2019) suggests that customer engagement facilitated by digital marketing plays a crucial role in shaping customer loyalty. In a digital context, more frequent and meaningful interactions between customers and brands can increase customer engagement, which in turn strengthens their loyalty to the brand. According to research by (Alalwan, 2020a), the use of artificial intelligence (AI) and big data in digital marketing provides companies with deeper insights into customer behavior, enabling them to offer more relevant experiences and increase customer loyalty. AI can be used to personalize communications with customers, provide more accurate product recommendations, and improve advertising efficiency. Based on the results of previous research, the researcher can conclude the following hypothesis:

H1: Digital marketing has a positive effect on customer loyalty.

The influence of customer experience on customer loyalty. Customer experience (CX) plays a significant role in influencing customer loyalty across various industries, particularly with the rise of digital platforms. According to Lemon, K. N., & Verhoef, (2016), customer experience is the entire series of interactions that occur between a customer and a brand throughout the customer journey, before, during, and after a purchase. Consistent positive experiences across multiple channels strengthen customer relationships with brands, which in turn builds long-term loyalty. Research by Johnson & Lee (2023) shows that a positive customer experience through digital platforms significantly impacts customer loyalty in the e-commerce sector in Indonesia. Meanwhile research by Homburg et al. (2019) found that effective customer experience management increases customer loyalty in five-star hotels in Europe, emphasizing the importance of service quality and customer experience in the hospitality sector. Further research by Alalwan (2020) in the digital banking sector shows that ease of access and customer satisfaction with banking applications influence customer loyalty to the bank. A similar finding was found by Smith & Zhang (2022), who showed that in the fintech sector, good user experience management in digital applications also increases customer loyalty, especially for high-tech services. Based on these results, it can be concluded that a positive customer experience, particularly one involving convenience, responsiveness, and personalization, will increase

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satisfaction and drive customer loyalty. Based on the results of previous research, the researcher can conclude the following hypothesis:

H2: Customer experience has a positive effect on customer loyalty

The influence of brand equity on customer loyalty. Research by Sari & Wahyuni, (2020) also revealed that brand equity significantly influences customer loyalty among consumers of electronic products in Indonesia. Furthermore, research by García et al. (2023) found that brand equity has a positive and significant effect on customer loyalty in the service sector, particularly in telecommunications companies in Spain.

Another study by Chinomona & Dubihlela (2020) showed that brand equity can significantly increase customer loyalty through its influence on perceived brand value and customer satisfaction in the South African e-commerce sector. Research by Fatimah et al. (2021) in the transportation services sector showed that brand equity, particularly in terms of brand credibility and trust, significantly influences customer loyalty, as reflected in the level of service reuse. Based on the results of previous research, the researcher can conclude the following hypothesis:

H3: Brand equity has a positive effect on customer loyalty.

Simultaneous influence of digital marketing, customer experience, and brand equity on customer loyalty. Based on research conducted by Nugroho & Arifin (2022) on customers of star-rated hotels in Surabaya, it was found that digital Marketing, customer experience, and brand equity simultaneously have a positive and significant impact on customer loyalty. This demonstrates that an effective digital strategy , a delightful customer experience, and brand strength can shape overall customer loyalty. Furthermore, research conducted by Siregar et al. (2023) found that brand equity and digital marketing simultaneously influence customer loyalty in the Medan hotel industry. This study also emphasized the importance of customer experience in strengthening long-term relationships between customers and hotels. Meanwhile, Rahmawati & Hasan (2024) in their research on international chain hotel customers stated that the synergy between digital Integrated marketing , superior customer experience, and strong brand equity are essential in building sustainable customer loyalty. Based on the findings of previous studies, the formulation of the hypothesis in this study is as follows:

H4: Digital marketing, customer experience , and brand equity simultaneously have a positive effect on customer loyalty.

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METHODOLOGY

The population in this study were customers who had visited one of the archipelago hotels in the Special Region of Yogyakarta, the number of population members is unknown. The sampling technique used in this study was purposive sampling, a sampling technique based on specific considerations, namely those who master information on the object being studied (Sugiyono, 2024). The following are the criteria or characteristics determined by the researcher, including: Respondents are hotel customers who have visited more than once at one of the *archipelago hotels* in the Special Region of Yogyakarta (DIY).

The sample size is calculated using the Cochran formula (Sugiyono, 2024), as follows:

$$n = \frac{x^2 pq}{e^2} \text{..... (1)}$$

$$n = \frac{(1.96)^2(0,5)(0,5)}{(0,1)^2} = 130$$

Variables and Operational Definitions of Variables

Independent Variables

According to Sugiyono (2024b), this variable is often referred to as a stimulus, predictor, or antecedent variable. In Indonesian, it is often referred to as an independent variable. An independent variable is a variable that influences or causes changes in the dependent variable. In this study, the independent variables are digital marketing, customer experience, and brand equity.

Dependent Variable

According to Sugiyono (2024) it is often referred to as an output variable, criterion, or consequence. In Indonesian, it is often referred to as a dependent variable. A dependent variable is a variable that is influenced or becomes a consequence of the independent variable. In this study, the dependent variable is customer loyalty.

Data Analysis Methods.

Multiple Regression Equation

The formula for multiple linear regression analysis is as follows:

$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + e$ ..... (2)

Information:

Y = Dependent variable (Customer loyalty)

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α = Constant
β1 β2 β3 = Regression coefficient
X1 = Independent variable (Digital marketing)
X2 = Independent variable (Customer experience)
X3 = Independent variable (Brand equity)
e = Error

RESULTS AND DISCUSSION

Research Data Description

Respondent characteristics based on gender in this study can be grouped into male and female respondents. Table 1 displays the groups based on gender of the 130 respondents as follows:

Table 1. Respondents by Gender

		Frequency	Percent	Cumulative Percent
Valid	Male	61	46.9	46.9
	Female	69	53.1	100.0
	Total	130	100.0	

Based on Table 1, it can be seen that 61 respondents were male, representing 46.9%, and 69 respondents were female, representing 53.1%. Therefore, the dominant respondents in this study were female.

Respondent Characteristics Based on Age

The characteristics of respondents based on age in this study can be grouped into three groups, namely ages > 17 years - 27 years, > 27 years - 37 years, > 27 years - 47 years and > 47 years. The following in Table 4.2 will display the groups based on age of 130 respondents as follows:

Table 2. Respondents by Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 17-27 years	45	34.6	34.6	34.6
	> 27-37 years	55	42.3	42.3	76.9
	> 37-47 years	16	12.3	12.3	89.2

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	> 47 years old	14	10.8	10.8	100.0
	Total	130	100.0	100.0	

Based on Table 2, it can be seen that respondents aged > 17 years - 27 years were 45 with a percentage of 34.6%, respondents based on age > 27 years - > 37 years were 55 people with a percentage of 42.3%, ages > 27 years - 47 years were 16 with a percentage of 12.3%, and ages > 47 years were 14 with a percentage of 10.8%. Thus, the respondents who dominated in this study were respondents aged > 27 - 37 years.

Classical Assumption Test

Normality Test

The normality test aims to determine whether the data used in this study is normally distributed. The statistical test used is a *non-parametric statistical test. Kolmogorov-Smirnov test* with reference to *the Monte-Carlo sig. significance level of 0.05. Data is said to be normal if the Monte-Carlo* sig. significance level is 0.05. *sig* > 0.05. The results of the normality test in this study can be seen in the following table:

Table 3. Results of the Kologorov-Smirnov Normality Test

One-sample Kolmogorov-Smirnov Test	
N	*Unstandardized Residual*
	130
Monte-Carlo sig (2-tailed)	.769

It can be concluded that the normality test of the digital marketing variables, customer experience, Brand equity and customer loyalty are normally distributed.

Linearity Test

Table 4. Results of Linearity Test of X1 Against Y

Variables	***Deviation From Linearity***	
Digital marketing and *customer loyalty*	F	Sig
	.473	.936

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Based on Table 6. in the linearity test of variable X1 against Y, it can be seen that *the Deviation from Linearity* F count is 0.473, which is smaller than the F table of 2.68. The sig value of 0.936 is greater than 0.05, meaning that there is a linear and significant relationship between the digital marketing variable and customer loyalty.

Table 5. Results of Linearity Test of X2 Against Y

Variables	***Deviation From Linearity***	
Customer experience and *customer loyalty*	F	Sig
	1,183	.290

Based on Table 7. in the linearity test of variable X 2 against Y, it can be seen that the Deviation from Linearity F count is 1.183 which is smaller than the F table of 2.68. The sig value of 0.290 is greater than 0.05, meaning that there is a linear and significant relationship between *the customer experience variable and customer loyalty.*

Table 6. Results of Linearity Test of X3 Against Y

Variables	***Deviation From Linearity***	
Brand equity and *customer loyalty*	F	Sig
	1,247	.260

Based on Table 8. in the linearity test of variable X 3 against Y, it can be seen that *the Deviation from Linearity* F count is 1.247 which is smaller than the F table of 2.68. The sig value of 0.260 is greater than 0.05, meaning that there is a linear and significant relationship between *the brand equity variable* and *customer loyalty.*

Heteroscedasticity Test

The results of the heteroscedasticity test in this study can be seen in the following table:

Table 7. Heteroscedasticity Test Results

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.062	2,099		.030	.976

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	DM	-.068	.069	-.114	-.974	.332
	CE	-.007	.066	-.012	-.099	.922
	BE	.094	.077	.151	1,218	.226
a. Dependent Variable: LN_RES2						

Based on the results of the *park test* in table 9. in the sig column, it shows that all significance values are > 0.05 for the digital marketing variables (X1), customer experience (X2) and brand equity (X3) so it can be concluded that based on the results of the park test, heteroscedasticity does not occur.

Multicollinearity Test

Based on the tolerance value, if the tolerance value is > 0.10, it means there is no multicollinearity in the regression model. The results of the multicollinearity test in this study can be seen in the following table:

Table 8. Multicollinearity Test Result s

Coefficients [a]			
Model		***Collierarity Statistics***	
		Tolerance	**VIF**
1	DM	.571	1,752
	CE	.510	1,959
	BE	.508	1,968
a. Dependent Variable: CL			

of the multicollinearity test in Table 10 , it shows that the digital marketing variable has a VIF value of 1.752 < 10 and a tolerance value of 0.571 > 0.10, the customer experience variable has a VIF value of 1.959 < 10 and a tolerance value of 0.510 > 0.10 and the brand equity variable has a VIF value of 1.968 < 10 and a tolerance value of 0.508 > 0.10. So the assumption is met, which means that in this test there is no multicollinearity.

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Multiple Regression Equation Results

Table 9. Results of Multiple Linear Regression Research

Coefficients [a]						
Model		***Unstandardized Coefficients***		***Standardized Coefficients***	**t**	**Sig.**
		B	*Std. Error*	*Beta*		
1	(Constant)	-5,183	2,675		-1,937	.055
	DM	.242	.088	.214	2,733	.007
	CE	.232	.084	.229	2,761	.007
	BE	.491	.098	.414	4,984	.000
a. *Dependent Variable* : CL						

Based on Table 9. the multiple linear regression equation can be obtained as follows:

Y = -5,183+0,242X1+0,232X2+0,491X3+ei

It can be concluded from the multiple regression model that

1. Digital Marketing Coefficient (X1) of 0.242 has a positive value, which means that if digital marketing is increased, customer loyalty of Archipelago Hotels in the Special Region of Yogyakarta will also increase.
2. Customer Experience coefficient (X2) of 0.232 is positive, which means that if customer experience increases, customer loyalty of Archipelago Hotels in the Special Region of Yogyakarta will also increase.
3. Brand Equity coefficient (X3) of 0.491 is positive, which means that if brand equity increases, customer loyalty of Archipelago Hotels in the Special Region of Yogyakarta will also increase.
4. “e” is the error term or residual in the linear regression model. This refers to other factors that influence digital marketing (X1), customer experience (X2), and brand equity (X3).

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Hypothesis Test Results
t-statistic test

Table 10. Results of the t-Test of the Effect of X1 on Y

Coefficients [a]						
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	T	Sig.
		B	*Std. Error*	*Beta*		
1	(Constant)	6,350	2,588		2,454	.015
	DM	.673	.080	.597	8,429	.000***
a. Dependent Variable: CL						

Note: *, **,***Significant at alpha 10%, 5% and 1%

Based on Table 12. the results of data processing obtained t count of 8.429 > t table of 1978 and the significance value obtained was 0.000 < 0.05. It is concluded that *digital marketing* has a significant positive effect on *customer loyalty* , H1 is accepted.

Table 11 1Results of the t-Test of the Effect of X2 on Y

Coefficients [a]						
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	T	Sig.
		B	*Std. Error*	*Beta*		
1	(Constant)	2,595	2,814		.922	.358
	CE	.635	.070	.626	9,082	.000***
a. Dependent Variable: CL						

Note: *,**,*** Significant at alpha 10%,5%, and 1%

Based on Table 13. the results of data processing obtained t count of 9.082 > t table of 1978 and the significance value obtained was 0.000 < 0.05. It is concluded that *customer experience* has a significant positive effect on *customer loyalty* , H2 is accepted.

Table 12. Results of the t-Test of the Effect of X3 on Y

Coefficients [a]						
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	T	Sig.
		B	*Std. Error*	*Beta*		
1	(*Constant*)	1,113	2,501		.445	.657
	BE	.819	.076	.691	10,821	.000***
a. *Dependent Variable* : CL						

Note: *,**,*** Significant at alpha 10%,5%, and 1%

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Based on Table 14 , the results of data processing obtained a calculated t of 10.821 > t table of 1978 and a significance value of 0.000 < 0.05. It is concluded that *brand equity* has a significant positive effect on *customer loyalty* , H3 is accepted.

F Test (Simultaneous Test)

Table 13. F Test Results

ANOVA [a]						
Model		***Sum of Squares***	**df**	***Mean Square***	**F**	**Sig.**
1	Regression	1172,236	3	390,745	52,960	.000*** [b]
	Residual	929,641	126	7,378		
	Total	2101.877	129			
a. *Dependent Variable* : CL						
b. *Predictors* : (*Constant*), BE, DM, CE						

Note: *,**,*** Significant at alpha 10%,5%, and 1%

Based on Table 4.15 , it can be seen that the calculated F value is 52.960 > F table of 2.68 and the significance value is 0.000 < 0.05. So Ho is rejected and Ha is accepted, so it can be concluded that the variables of *digital marketing, customer experience* and *brand equity* simultaneously or together have a significant positive effect on *customer loyalty* , H4 is accepted.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the model's ability to explain variations in the dependent variable. The results of the coefficient of determination (R^2) in this study can be seen in the following table:

Table 14. Results of the Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.748 [a]	.558	.547	2,716

a. Predictors: (Constant), BE, DM, CE

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Table 16 shows that the Adjusted R Square is 0.547, meaning that the digital marketing, customer experience and brand equity variables influence the customer loyalty variable by 54.7%, the remaining 45.3% is influenced by other variables outside the model.

DISCUSSION

This study was conducted on domestic and foreign customers who visited the Special Region of Yogyakarta (DIY) more than once, with a total of 130 respondents who had met the sampling requirements using the Slovin formula. The data collection technique in this study used a purposive sampling technique, data collection was carried out by distributing questionnaires via Google Forms, which were then analyzed. Based on the data analysis that has been done, the following results were obtained:

The Influence of Digital Marketing (X1) on Customer Loyalty (Y)

Based on the test results in Table 10, the data processing obtained a t count of 8.429, a table of 1978, and a significance value of 0.000 <0.05. It is concluded that there is a significant positive influence between digital marketing and customer loyalty, H1 is accepted. The results of this study are in line with research conducted by Mustafa et al. (2016) and Teixeira et al. (2018) that digital Marketing has a positive impact on customer loyalty at the Archipelago Hotel Yogyakarta. By implementing effective digital marketing strategies, such as social media marketing, email marketing, and website optimization, hotels can increase customer engagement, build brand awareness, and create personalized experiences. This will result in increased customer loyalty, including repeat purchases and word-of-mouth recommendations.

The Influence of Customer Experience (X2) on Customer Loyalty (Y)

Based on Table 11, the results of data processing obtained a calculated t of 9.082, a table of 1978, and a significance value of 0.000 <0.05. It is concluded that there is a significant positive influence between customer experience and customer loyalty, H2 is accepted. The results of this study align with research conducted by Satriadi et al. (2024), Montes et al. (2023), and Kurniawati et al. (2021) which found that customer experience has a positive effect on customer loyalty at the Yogyakarta Archipelago Hotel. positive customer experience, from pre-booking interactions to comfort during your stay, to post-stay service , is a key factor in building customer loyalty. By providing personalized service, adequate amenities, and a memorable experience, Hotel Archipelago Yogyakarta can

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increase customer satisfaction, ultimately encouraging repeat purchases and recommendations.

The Influence of Brand Equity (X3) on Customer Loyalty (Y)

Based on Table 12, the results of data processing obtained t count of 10.821 t table of 1978 and the significance value obtained was 0.000 < 0.05. So it can be concluded that there is a significant positive influence between brand equity and customer loyalty, H3 is accepted. The results of this study align with those conducted by Satriadi et al. (2024), Montes et al. (2023), and Kurniawati et al., (2021) which found that brand equity has a positive effect on customer loyalty at the Yogyakarta Archipelago Hotel.

Strong brand equity, which encompasses brand awareness, brand association, perceived quality, and brand loyalty, is a crucial factor in building customer loyalty. By having a positive and widely recognized brand image, Hotel Archipelago Yogyakarta can build trust and emotional attachment in customers, encouraging them to repeat purchases and recommend the hotel to others.

Digital Influence Marketing, Customer Experience and Brand Equity Simultaneously Towards Customer Loyalty.

Based on the results of the F test in Table 13, the calculated F was 52.960, the F table was 2.68, and the significance value was 0.000 <0.05. Therefore, it can be concluded that digital marketing, customer experience, and brand equity simultaneously have a significant positive effect on customer loyalty. The results of this study align with those conducted by Tirtayasa & Daulay (2021), which found that digital marketing, customer experience , and brand equity simultaneously have a positive effect on customer loyalty at the Yogyakarta Archipelago Hotel .

Digital marketing, customer experience , and brand equity complement each other in building customer loyalty. Digital marketing facilitates broader interactions and personalized services through various platforms. Digitally, customer experience creates a lasting impression through superior service and memorable stays, while brand equity strengthens positive perceptions and customer trust in the hotel brand. Digital marketing plays a role in increasing engagement and information accessibility, customer experience ensures customer satisfaction throughout the service process, and brand equity builds long-term emotional bonds. With the synergy of these three factors, Hotel Archipelago Yogyakarta is not only able to increase repeat purchases and word of mouth recommendations but also strengthen its competitive position in the hospitality industry.

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CONCLUSION

Based on the results of the tests conducted in the study entitled "The Influence of Digital Marketing, Customer Experience and Brand Equity on Customer Loyalty of Archipelago Hotels in the Special Region of Yogyakarta (DIY)", the following conclusions can be drawn: H1 is accepted, digital marketing has a significant positive effect on customer loyalty.H2 is accepted, customer experience has a significant positive effect on customer loyalty. H3 is accepted, brand equity has a significant positive effect on customer loyalty. H4 accepted, digital marketing, customer experience and brand equity simultaneously has a significant positive effect on customer loyalty. Based on the research that has been conducted, there are several limitations in this research, namely: The data collection method used in this study was limited to an online questionnaire via Google Form , so there is a possibility of bias. The independent variables used in this study are digital marketing , customer experience and brand equity. There are still other variables that are thought to influence customer loyalty .The dependent variable in this study is customer loyalty of archipelago hotels in the Special Region of Yogyakarta (DIY), where this variable has limitations in measuring the scope of only one province. Based on the conclusions and limitations that have been presented, there are several suggestions that can be conveyed as follows:For Further Researchers Some suggestions that can be considered for further research are: Expanding the scope of the research area to other hotels in Yogyakarta or other areas to compare the results and see the consistency of the influence of digital marketing variables, customer experience , and brand equity on customer loyalty . Adding other variables that may influence customer loyalty , such as service quality , perceived value , or customer engagement , to enrich the analysis. Using qualitative or mixed-methods research methods (a combination of quantitative and qualitative) to gain a deeper understanding of the factors that shape customer loyalty in the hospitality industry.

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