

*Faculty of Economy
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***Influence Analysis of Social Media Consumer's Loyalty in Tourism
Business and Holiday***

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ABSTRACT

The purpose of this research was to examine consumer loyalty to Nusa Jaya Indofast travel Services Company that was chosen as their vacation provider. The independent variable of this study was consumers actively using social media and passive consumers of social media. The dependent variable of this study was effective loyalty and conative loyalty.

The samples of this study are people who are active and passive in social media such as Facebook and Line social media. The way to obtain respondents from this study is by collecting online questionnaires. The target of respondents were given questionnaires were 80 people. This study used a way to analyse the data of the validity test and the reliability test, the Structural model (Inner Model), and the Goodness of Fit Model.

The results of this study prove that passive consumers have significant positive effect on effective loyalty, as well as occurred to active consumers of social media. Passive consumers also have significant positive effect on conative loyalty and active consumers have negative effect on conative loyalty.

Keyword: *Social Media, Loyalty, Promotion, Suggesting*