

THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED ENJOYMENT, BRAND TRUST FROM VIDEO REELS AS A SOCIAL MEDIA MARKETING STRATEGY ON CUSTOMER LOYALTY OF RETAIL STORE IN SUMMARECON MALL KELAPA GADING



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ABSTRACT

Amid rapid digitalization, social media has become a key platform where brands compete for consumer attention. This study explores how Instagram Reels affect customer loyalty by enhancing perceived usefulness, enjoyment, and brand trust in Summarecon Mall Kelapa Gading retail stores. Using a quantitative approach with purposive sampling, data was gathered from 111 respondents via surveys and analyzed using SmartPLS 4.1.0.9. The results indicate that social media marketing has a positive effect on perceived usefulness and enjoyment, whereas its influence on brand trust is negligible. Perceived usefulness strongly influences both brand trust and enjoyment. The study highlights Instagram Reels as an effective tool for boosting customer loyalty and offers insights for retail businesses and mall management. However, the sample primarily consists of young, active Instagram users, potentially underrepresenting the broader market. Ultimately, effective content is not just visually appealing but also builds meaningful customer connections.

Keywords: Social Media Marketing; Perceived Usefulness; Perceived Enjoyment; Brand Trust; Customer Loyalty

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INTRODUCTION

Amid the era of globalization where digital technology can be accessed and used by almost everyone, information is developing and growing rapidly and its distribution is getting faster (Sari & Prasetya, 2022). Strategic transformation is an essential step for companies in facing the ever-changing market dynamics (Hamzah & Putri, 2020). Social media is the right platform to convey business information, especially for online-based businesses (Sulaeman, 2020). Digital marketing success requires resources to create quality content and build networks that can attract consumer attention (Soekandar & Pratiwi, 2023). In 2025, Meta revealed that Instagram had reached 103 million users in Indonesia. The latest data also shows that this number of users allows Instagram to reach 36.3% of the total population in this country (theglobalstatistic, 2025). A study by Sisova (2023) shows that Reels are effective because they attract attention in the first 1-4 seconds, especially through entertaining content rather than obvious promotions.

Emplifi's study (2023) shows that brands' use of Instagram Reels increased by 86% in 2023, with 87% of brands using the Instagram Reels content format for ad placement. Although the percentage of ads on Reels is still relatively small at 11%, this format has been shown to reach a wider audience and increase engagement compared to static content. Therefore, retail businesses that do not immediately utilize the Reels feature risk missing out on opportunities to reach a broader market and optimise customer loyalty.

Although data from the Indonesian Shopping Center Management Association (APPBI) shows the distribution of the number of malls in Jakarta, the relevance to this study is the strategic position of Summarecon Mall Kelapa Gading as one of the largest shopping centers in North Jakarta with competition that drives the need for effective social media marketing strategies such as Instagram Reels. The selection of Summarecon Mall Kelapa Gading as the research location was based on the fact that this mall is known as one of the largest shopping centers in North Jakarta, with around 400 tenants operating in it as listed in the directory (malkelapagading.com, 2025). It is known that the number of followers of the Instagram account @mkglapiazza, namely the Summarecon Mall Kelapa Gading account, has reached 181,000 followers. In comparison, the number of followers of the TikTok account mkglapiazza has only reached 54,000 followers. One potential strategy is to utilize Instagram Reels which can attract consumers' attention through dynamic and engaging content, while also helping to build customer loyalty. This collaboration allows tenants to take advantage of brand awareness from followers of the @mkglapiazza account, thereby increasing a wider reach. However, many tenants still have not utilized this marketing strategy optimally.

Referring to the background description explained previously, the problems in this study is not yet known to what extent the use of content on Instagram Reels provides a pleasant experience for consumers. The use of Instagram Reels content to build consumer loyalty to the brand of each tenant in Summarecon Mall Kelapa Gading is still not optimal. The lack of research on the effectiveness of Instagram Reels content in increasing customer interest and loyalty to tenants in Summarecon Mall Kelapa Gading. The lack of active use of Instagram Reels content to improve consumer experience, engagement, and loyalty to businesses in Mall Kelapa Gading. This study focuses on Instagram Reels as a social media platform used in digital marketing strategies because this format has great potential to attract consumer attention through dynamic, visual, and relevant content. The research is limited to the retail industry in shopping centres, especially tenants located in Summarecon Mall Kelapa Gading because this mall is one of the largest shopping centres in North Jakarta with a high level of visits and tight retail

business competition. This research focuses on local audiences, especially consumers located in Jakarta and its surroundings, considering that most visitors to Summarecon Mall Kelapa Gading come from this area, so it is relevant to use it as a research target to understand their behavior and loyalty.

This study aims to analyze the influence of perceived benefits and enjoyment from Instagram Reels content on customer loyalty at retail stores in Summarecon Mall Kelapa Gading. To examine the influence of brand loyalty formed through social media marketing using Instagram Reels on customer loyalty at Summarecon Mall Kelapa Gading retail stores. To measure the effectiveness of social media marketing strategies through Instagram Reels in building customer loyalty in a competitive environment at Summarecon Mall Kelapa Gading.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Social Media Marketing, In the field of marketing, social media serves as a space for individuals to connect with others and exchange information or emotions (Kaplan & Haenlein, 2010). Meanwhile, according to Anggrenita and Santer (2022) quoted in Susilo et al. (2023), social media is a collection of platforms based on the internet and technology, which facilitate the exchange of content generated by its users. in the market. Social Media has created fundamental changes. Social Media Marketing also builds trust and loyalty to a company's brand. In addition, social media makes it easier for consumers to get information related to the products offered by the company (Puspaningrum, 2020). Written by Jalal Rajeh Hanaysha (2022), referring to Jo (2013), social media marketing can be measured in three indicators: Advertisements, Information, and Events.

Technology Acceptance Model (TAM) is an approach used to understand a person's behavior in predicting the acceptance and use of technology or information systems (Solomon, 2020). The purpose of the TAM model is stated by Suryatenggara and Dahlan (2022), that TAM is used to evaluate user behavior and attitudes in using technology based on its level of usefulness (perceived usefulness) and ease of use (perceived ease of use). In August 2020, mid-year, Instagram launched a new feature called Reels, which had initially been tested in Brazil. Reels enables users to capture and share short videos lasting up to 15 seconds (Ananda & Halim, 2022).

Instagram defines Reels as short videos that can be easily created and enjoyed on Instagram. This feature is a fun way to connect with the community through videos entertaining and inspiring others to participate. Reels is also the best media for creators to find active, engaged communities with interests that align with theirs (Instagram, 2020).

Perceived usefulness describes the degree to which users believe that utilizing and receiving support from technology can enhance their performance and perceived usefulness is a key factor in system acceptance, as it relates to productivity, effectiveness, and the overall advantages in boosting user performance (Tahar et al., 2020). According to Kim et al. (2021), there are several indicators used to measure the influence of the perceived usefulness variable, namely Helpful, Problem Solving, Effective.

Derived from flow theory, perceived enjoyment refers to the value customers receive in the form of subjective experiences such as pleasure and agility. The goal is to meet and satisfy customers' hedonic needs and emotional search and obtain pleasure, such as happiness, joy, and fantasy (Rouibah et al., 2021). Perceived enjoyment emphasizes the pleasure or enjoyment experienced by consumers when making purchases or browsing online shopping sites. This experience is usually influenced by the quality of the appearance or attractive website design and the variety of products and

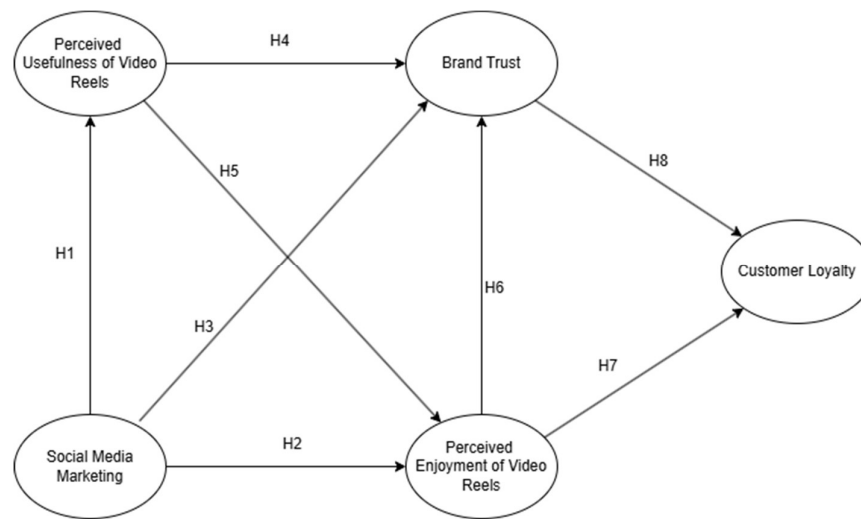
prices offered. (Arofah, 2022). According to Kim et al. (2021) there are indicators that will be used to measure the perceived enjoyment variable, namely Amusing, Enjoyable, and Exciting.

Brand trust refers to a brand's capacity to earn consumers' confidence and reliability, which stems from the assurance that the product delivers the value it promises (Yohana et al., 2020). Additionally, DAM (2020) defines brand trust as consumers' willingness to depend on a brand during uncertain situations, based on the expectation that the brand will fulfill its promises or generate positive outcomes. Kwon et al. (2020), state that the brand trust indicators are Relevance, brand consistency, and brand value.

Customer Loyalty is the level of customer commitment to continue to use a product or service consistently, such as making repeat purchases and remaining loyal despite the influence of situations or marketing steps that can affect their behavior (Amelia et al., 2023). Meanwhile, according to Tarigan (2024), customer loyalty is an essential factor that can be seen from the tendency of customers to make a product their primary choice when needed and recommend it to other users directly by word of mouth. Lee (2023) find indicators of customer loyalty are based on the theory that connects service quality, satisfaction, and perceived value, namely trust, commitment, and inertia.

Research Framework

The research framework in this study is shown in Figure 1.



Source: Constructed by authors for this study, 2025

Figure 1
Research Framework

Hypotheses

The hypotheses of this study are:

H1: Social media marketing has a significant effect on the perceived usefulness of video Reels mkglapiazza

H2: Social media marketing has a significant effect on perceived enjoyment of video Reels

H3: Social media marketing has a significant effect on brand trust of mkglapiazza

H4: Perceived usefulness of video Reels has a significant effect on brand trust of mkglapiazza

H5: Perceived usefulness of video Reels has a significant effect on perceived enjoyment of video Reels mkglapiazza

H6: Perceived enjoyment has a significant effect on brand trust of mkglapiazza

H7: Perceived enjoyment has a significant effect on customer loyalty of mkglapiazza

H8: Brand trust has a significant effect on customer loyalty of mkglapiazza

METHOD

This study is a type of quantitative research. Sugiyono (2024 : 15) explains that “research methods rooted in the philosophy of positivism are used to research specific populations or samples, the data collection are carried out using research instruments.” Quantitative data in this study is the number or number of individuals who have seen and watched Video Reels on the Instagram account @mkglapiazza. The purpose of the research method is to explain “control, and predict a phenomenon through data collection that focuses on numerical data” (Pardede et al., 2023 : 5). Primary data is a source that directly conveys its data to researchers, such as the form of results by filling out a questionnaire. Data collection was conducted using a self-administered questionnaire distributed to 111 respondents. The questionnaire aimed to assess the three indicators of brand trust—relevance, brand consistency, and brand value.

The population in this study were individuals who had watched video reels from the Instagram account (@mkglapiazza) who were domiciled in Jabodetabek. The criteria for research respondents include 17 - over 51 years. This age range was chosen because Kelapa Gading Mall is known as a Family Mall visited by various age groups. This study uses purposive sampling, a technique in nonprobability sampling that selects samples based on certain characteristics or qualities that are appropriate or relevant to the objectives and focus of the study (Pardede et al., 2023).

This study determined the number of samples based on Roscoe's recommendations (Sugiyono, 2024 : 149) “for multivariate analysis, the ideal sample size is at least ten times the number of variables studied in statistical analysis such as multiple regression or correlation”. This study has 5 variables consisting of 4 independent variables and one dependent variable. So based on Roscoe's recommendations, a minimum of 50 people, or if described 10 times 5, will be included in the sample. Sugiyono (2024 : 142) also stated that “according to the formula from Isaac and Michael, based on a 10% error rate, if the population in the study is not known for certain, then the calculation of the sample size can be calculated by applying the formula from Cochran (1991) with a minimum sample result of 97 samples.”

To ensure the quality of the measurements and assess the relationships between the variables under study, this research conducted validity testing, reliability testing, and hypothesis testing as part of the data analysis process.

RESULTS AND DISCUSSION

Validity Test

At this evaluation stage, Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) method. This approach aims to determine whether the constructs exhibit adequate discriminant validity between pairs of reflective constructs, which is considered satisfactory when the HTMT value is less than 0.85 (Ghozali & Kusumadewi, 2023).

Table 1
Validity Test by HTMT

	BT	CL	PE	PU	SMM
BT					
CL	0,663				
PE	0,782	0,701			
PU	0,730	0,613	0,878		
SMM	0,599	0,526	0,766	0,787	

Source: Data Analyzed, 2025

From the table 1, found the results of the analysis that can be explained by looking at the HTMT value < 0.85 , it also meets the discriminant validity (Ghozali & Kusumadewi, 2023 : 148). In PU - PE, the results of 0.878 were still considered to meet the discriminant validity. In the analysis conducted by Roemer et al. (2021), the looser cutoff point is 0.90. Overall, all variables meet the criteria shown by the analysis results in table 1. However, there is one pair, namely Perceived Usefulness - Perceived Enjoyment with a value of 0.878 which is close to 0.90. Although close to the maximum limit, these results still show that the discriminant validity between the pair of constructs is acceptable.

The assessment of AVE (Average Variance Extracted) is conducted to show the extent to which the variance of the indicators can be explained by the construct. This evaluation is carried out in this testing step. A high level of convergent validity is indicated by an AVE score of at least 0.5, meaning that values greater than 0.5 are preferable. This indicates that more than half of the average variance of the indicators can be explained and accounted for by the latent variable (Ghozali & Kusumadewi, 2023).

Table 2
Validity Test by Average Variance Extracted (AVE)

	Cronbach's alpha	Composite	Composite	Average variance
BT	0,884	0,890	0,912	0,634
CL	0,943	0,944	0,952	0,687
PE	0,881	0,883	0,910	0,628
PU	0,874	0,879	0,905	0,613
SMM	0,917	0,919	0,931	0,600

Source: Data Analyzed, 2025

Based on Table 2, which has been analyzed, all constructs in this research test can be declared valid because they have an Average Variance Extracted (AVE) value > 0.50 (Ghozali & Kusumadewi, 2023 : 148). Thus, each construct has good representative ability in describing the latent variables in question.

Reliability Test

In this study, reliability testing refers to three main indicators: Cronbach's Alpha, Composite Reliability (rho_a), and Composite Reliability (rho_c). According to the criteria proposed by Ghozali and Kusumadewi (2023, p. 98), a construct is considered consistent or reliable when all values are greater than 0.70. Therefore, the following analysis results will demonstrate the extent to which the indicators in this model meet the established reliability standards.

Table 3
Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
BT	0,884	0,890	0,912
CL	0,943	0,944	0,952
PE	0,881	0,883	0,910
PU	0,874	0,879	0,905
SMM	0,917	0,919	0,931

Source: Data Analyzed, 2025

Based on table 3, the results of the data in the reliability test are found. Reliability measures whether respondents answer consistently and not randomly. The reliability value is seen from Cronbach's alpha, Composite reliability (rho_a), and According to Ghozali and Kusumadewi (2023, p. 98), composite reliability (pc) values should exceed 0.70 to be considered consistent or reliable. The table below presents the results for Cronbach's alpha, composite reliability (pa), and composite reliability (pc) for

each variable Brand Trust, Customer Loyalty, Perceived Enjoyment, Perceived Usefulness, and Social Media Marketing> 0.70 then it can be said to be reliable.

Hypothesis Testing

Hypothesis testing in this study was conducted to identify the existence of a relationship between the constructs that have been established in this research model. Referring to the criteria written by Ghazali (2016), a hypothesis is declared proven if the T-statistic value is >1.96 and the P-value is <0.05. By meeting these two requirements, the relationship between the variables can be statistically significant. The following are the results of the hypothesis testing based on the data analysis that has been carried out.

Table 4
Hypothesis Test

	Original sample (O)	T statistics (O/STDEV)	P values
BT -> CL	0,333	2,892	0,004
PE -> BT	0,469	3,959	0,000
PE -> CL	0,407	3,524	0,000
PU -> BT	0,269	2,254	0,024
PU -> PE	0,576	5,787	0,000
SMM -> BT	0,025	0,259	0,796
SMM -> PE	0,282	2,799	0,005
SMM -> PU	0,715	11,934	0,000

Source: Data Analyzed, 2025

The results of the hypothesis test using the inner model evaluation in Structural Equation Modeling (SEM), as shown in Table 4, indicate that Social Media Marketing (SMM) has a significant positive effect on Perceived Usefulness (PU). The coefficient value is 0.715, with a T-statistic of 11.934 (greater than the t-table value of 1.96) and a P-value of 0.000 (less than 0.05). In simpler terms, this means that if Social Media Marketing increases by 1 point, Perceived Usefulness will also increase by 0.715, assuming other factors remain the same. The relationship between constructs is stated to be strong and supports the acceptance of H1. Based on the results of the research hypothesis test, it is concluded that the first hypothesis H1 is accepted, which states that there is a positive and significant influence between Social Media Marketing on Perceived Usefulness. Comments were found that support that Social Media Marketing in the form of Reels influences the audience's interest in trying the brand promoted in the video and feels that the information about the menus displayed is very useful so that it becomes their recommendation when trying it later. These results are consistent with the theory and findings presented by Kwon (2020), who stated that social media enables active interaction between marketers and customers, thereby facilitating access to information. In addition, according to Ibrahim (2022), social media marketing can shape customers' positive perceptions of the benefits of social media, particularly in terms of ease of interaction.

Social Media Marketing (SMM) → Perceived Enjoyment (PE) there is a significant positive influence of Social Media Marketing on Perceived Enjoyment with a coefficient of 0.282, a T-statistic value of $2.799 > t$ table of 1.96 and a P-value of $0.005 < 0.05$. So this result means that every 1 point increase in Social Media Marketing will increase Perceived Enjoyment by 0.282, assuming other variables are constant. The relationship between constructs is stated to be moderate and supports the acceptance of H2. Although the power of influence is in the moderate category, these results still show that Social Media Marketing has an important role in creating a pleasant customer experience, especially in video reels. It can be seen that there is Reels content posted by Summarecon Mall Kelapa Gading, which provides a quiz so that it is delightful for the audience to follow until the end of the video to be able to answer the questions in the video. This is shown by the comments made by the audience showing creative and diverse answers by providing their views to respond to the Reels video. The findings of this study are consistent with Tarigan (2024) also stated that brand reputation built through social media plays a role in enhancing perceived enjoyment, as consumers feel more connected to the brand.

The results show that Social Media Marketing (SMM) does not have a significant (and slightly negative) effect on Brand Trust (BT). The path coefficient is 0.025, with a T-statistic value of 0.259 (which is lower than the t-table value of 1.96) and a P-value of 0.796 (which is greater than 0.05). In other words, Social Media Marketing does not significantly influence Brand Trust. The relationship of this construct is stated to be weak and does not support the acceptance of H3. Trust in a brand also cannot be directly formed after seeing content displayed on social media, but there are many factors that can form that trust. One thing that needs to be considered is the quality and service directly in the store, it could be that this is the main focus for consumers. Many things are promoted and highlighted in a video without showing the authenticity or original condition of the goods or services being sold, therefore transparency is an important thing to apply in a video facilitated by attractive visuals, it is miserable if the actual situation does not match the audience's expectations. Although previous studies conducted by Ibrahim et al. (2021), Yohana et al. (2020) showed that social media marketing can contribute positively to the formation of brand trust, different results were found in this study.

Perceived Usefulness (PU) → Brand Trust (BT) there is a significant positive influence of Perceived Usefulness on Brand Trust with Path Coefficients of 0.269, with a T-statistic value of $2.254 > t$ table of 1.96 and P-values $0.024 < 0.05$. This means that a 1-point increase in Perceived Usefulness will increase Brand Trust by 0.269, assuming other variables are constant. The relationship between constructs is stated as moderate and supports the acceptance of H4. Although the influence is at a moderate level, this proves that the perception of benefits felt by consumers towards Video Reels plays a role in increasing their trust in the Brand. The research analysis results that was carried out directly also strengthen the influence of Perceived Usefulness on Brand Trust by showing Reels that promote tenants currently taking place in a particular event. This is reinforced by the presence of talents who are directly involved in trying or tasting the food or goods that are being promoted. These findings are also in line with research stating that perceived usefulness refers to an individual's belief that the use of a technology or product can enhance effectiveness and provide tangible benefits (Latifah et al., 2020).

Perceived Usefulness (PU) → Perceived Enjoyment (PE) there is a significant positive influence of Perceived Usefulness on Perceived Enjoyment with Path Coefficients of 0.576, with a T-statistic value of $5.787 > t$ table of 1.96 and a P-value of $0.000 < 0.05$.

This means that a 1-point increase in Perceived Usefulness will increase Perceived Enjoyment by 0.576, assuming other variables are constant. The relationship between constructs is stated as strong and supports the acceptance of H5. It can be said that the greater the benefits felt by users from Reels videos, the higher their level of enjoyment when accessing them. This strong influence reflects that informative and easy-to-understand Reels videos can increase the enjoyable experience for users. It is known that the number of likes, comments, and shares in a reel video that displays information about a Retail Store Brand at Summarecon Mall Kelapa Gading. It is known that with the information provided in the Reels video, many people share it again with other accounts, so that this shows the usefulness of a Reels Video by displaying attractive visuals so that many people like the video and recommend it. And some comments show good interaction from a Reels Video. This is also reinforced by the opinion of Basuki et al. (2022), who stated that there is a significant relationship between perceived usefulness and perceived enjoyment.

Perceived Enjoyment (PE) → Brand Trust (BT) there is a significant positive influence of Perceived Enjoyment on Brand Trust with Path Coefficients of 0.469, with a T-statistic value of 3.959 > t table of 1.96 and a P-value of 0.000 < 0.05. This means that a 1 point increase in Perceived Enjoyment will increase Brand Trust by 0.469, assuming other variables are constant. The relationship between constructs is strong and supports the acceptance of H6. Thus, hypothesis H6 is accepted because it meets the statistical criteria, and the relationship between the two variables is stated to be quite strong. Practically, this shows that a pleasant experience when accessing marketing content plays an important role in shaping customer trust in a brand. Delivering promotions and promo details that are conveyed clearly and honestly can build customer trust because they feel they are not being lied to by marketing strategies. In addition, the visualization of the in-store shopping experience shown in the video such as interactions between customers and staff, the store atmosphere, and the process of trying out products helps the audience imagine their own experiences when visiting the store. Tarigan (2024) also demonstrated that enjoyable experiences when interacting with digital content can enhance both loyalty and confidence in the brand.

Perceived Enjoyment (PE) → Customer Loyalty (CL) there is a significant positive influence of Perceived Enjoyment on Customer Loyalty with Path Coefficients of 0.407, with a T-statistic value of 3.524 > t table of 1.96 and a P-value of 0.000 < 0.05. This means that a 1-point increase in Perceived Enjoyment will increase Customer Loyalty by 0.407, assuming other variables are constant. The relationship between constructs is strong and supports the acceptance of H7. This indicates that the greater the pleasure customers feel when accessing Reels videos, the higher their loyalty to the retail store. Based on the results of this test, it is stated that the H7 hypothesis is accepted and shows a fairly strong relationship between the variables. Very positive responses from the audience, seen in comments such as "My daughter must really like being taken to Miniso", show that after watching the video, the audience feels happy and wants to visit the store directly. In addition, comments such as "OMG Miniso, the products are really that cute, so you have to buy them all" indicate that customers feel familiar and satisfied with Miniso products, even showing a tendency to continue purchasing at the store. This proves that emotionally appealing visual content not only creates pleasure when accessing it, but also strengthens customer loyalty to the brand. In line with the findings of Akel & Armagan (2021) and Tarigan (2024), the enjoyment derived from using technology or applications has a positive impact on customer loyalty.

Brand Trust (BT) → Customer Loyalty (CL) there is a significant positive influence of Brand Trust on Customer Loyalty with Path Coefficients of 0.333, with a T statistic value of $2.892 > t$ table of 1.96 and a P-value of $0.004 < 0.05$. This means that a 1-point increase in Brand Trust will increase Customer Loyalty by 0.333, assuming other variables are constant. The relationship between constructs is stated to be moderate and supports the acceptance of H8. The influence of brand trust on customer loyalty can also be seen through the positive response of customers who have long used products from a brand who are consistently satisfied with the products' quality. This trust is built from repeated positive experiences so that customers make purchases and recommend them. This makes customers feel safe in making purchases and ultimately strengthens their loyalty to the brand. These findings are consistent with the view that trust is a fundamental and crucial foundation for building long-term relationships between a brand and its customers (Yohana et al., 2020; Widodo & Febrianti, 2021).

CONCLUSION AND SUGGESTION

This study tested eight hypotheses involving five variables four independent (Social Media Marketing, Perceived Usefulness, Perceived Enjoyment, Brand Trust) and one dependent (Customer Loyalty). The findings indicate that Social Media Marketing significantly influences both Perceived Usefulness and Perceived Enjoyment but has little effect on Brand Trust. Perceived Usefulness has a positive impact on both Perceived Enjoyment and Brand Trust, while Perceived Enjoyment significantly affects Brand Trust and Customer Loyalty. Additionally, Brand Trust has a positive influence on Customer Loyalty.

The findings highlight that helpful, problem-solving, and informative Instagram Reels increase loyalty, while enjoyable and entertaining content enhances customer experience. Together, perceived usefulness, enjoyment, and brand trust significantly boost loyalty toward retail stores at Summarecon Mall Kelapa Gading. Reels are an effective marketing tool that builds trust, shares information, promotes events, and strengthens customer relationships, ultimately encouraging repeat purchases and recommendations.

Based on the research findings, several suggestions are proposed for future development in this field. This study is expected to serve as a reference for future researchers interested in exploring the impact of social media marketing strategies on customer loyalty, particularly through Instagram Reels. Future studies are encouraged to expand the research model by adding variables such as Customer Satisfaction, Content Quality, or the role of Influencers to deepen understanding of the factors influencing customer loyalty. Researchers may also adopt a qualitative or mixed-method approach to gain in-depth insights into respondents' perspectives, reasoning, and considerations. Future research could broaden its scope beyond Summarecon Mall Kelapa Gading by including other malls or retail stores in the surrounding area for comparative analysis.

The following suggestions are practical steps for direct implementation in the field. Retail business owners or tenants operating in a competitive environment, such as Summarecon Mall Kelapa Gading, are encouraged to maximize the use of Instagram Reels as a promotional medium that is not only informative but also visually engaging and entertaining. Content should be made more interactive by focusing on usefulness, such as product tutorials, customer testimonials, and enjoyment through giveaways or event promotions, along with clear Calls To Action (CTA) to boost audience engagement. Furthermore, building brand trust should not rely solely on social media marketing; it also requires consistent service quality, transparency, and online and offline customer

experience. For the digital media management team at Summarecon Mall Kelapa Gading, it is recommended to conduct an in-depth evaluation of the most engaging Reels content that effectively drives in-store visits. This can help develop consistent and compelling content guidelines or templates to serve as a reference for collaborations between the mall's social media team and partnering brands.

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