



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

Faculty of Psychology, Bhayangkara University, Greater Jakarta
Jakarta, 16 December 2025

The Role of Social Media as a Psychological Strategy in Increasing Consumer Loyalty

Adinda Nur Oktafia Rosadi¹

¹Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia, 202210515014@mhs.ubharajaya.ac.id

Corresponding Author: 202210515014@mhs.ubharajaya.ac.id

Abstract: Social media has become a key driver shaping consumer behavior in the digital era. The dynamics of interactions on these digital platforms increasingly influence customer loyalty, a valuable asset for any brand. Psychologically, mechanisms such as social proof, the need for affiliation, and positive reinforcement play a significant role in the loyalty-building process. Brands leverage visual content, storytelling, and community-based campaigns to create experiences that are not only informative but also emotional. Platforms like Instagram, TikTok, and X/Twitter enable brands to create spaces for intense and informal interactions. This study aims to examine the role and effectiveness of social media as a psychological strategy in building customer loyalty. The study highlights various social media tactics, such as promotions, discounts, and the use of influencers, that successfully capture consumer attention. Social media enables faster, more personal, and two-way interactions, opening up opportunities for companies to build emotional closeness that was previously difficult to achieve through traditional media. Consumers tend to be more loyal when they feel valued, listened to, and included in the communication process. Social media algorithms play a crucial role in amplifying this effect by displaying relevant content tailored to individual preferences, making the consumer experience more personalized. Leveraging influencers offers significant potential for increasing sales and brand loyalty, although effectiveness may vary across individuals. This study concludes that social media is influenced not only by product quality but also by a brand's ability to create strong psychological connections through digital communication, offering significant opportunities to foster customer loyalty through various psychological mechanisms.

Keywords: Social Media, Consumer Loyalty, Psychological Strategy.

Introduction

In today's digital era, many businesses, particularly micro, small, and medium enterprises (MSMEs), utilize social media as a means to market their products to a wider audience (Sari, 2025). Social media plays a crucial role as an effective marketing tool

because it enables businesses to reach consumers more widely and efficiently across Indonesia. Platforms such as Instagram, TikTok, and Facebook serve not only as a platform for interaction between producers and consumers, but also as a platform for interaction between producers and consumers. Consumer characteristics in the digital era are also highly diverse, ranging from consumers who are more selective in considering various aspects before making a purchase to consumers who are impulsive. This situation encourages businesses to adapt how to implement appropriate marketing strategies to align with consumer behavioral characteristics, particularly in Indonesia.

Marketing strategies in the current digital era often involve influencers to attract followers, so that recommendations provided will shape positive perceptions of a product. This phenomenon demonstrates how social and psychological factors significantly influence consumer purchasing decisions. By implementing the right marketing strategy, businesses are expected to be able to attract consumer interest and build long-term relationships with them. The results of a study by Isnanto and Saputro (2024) stated that customer loyalty is one of the main factors that determine the success and long-term sustainability of a business (Isnanto & Saputro, 2024) [2]. Maintaining service quality is a major factor that influences companies in maintaining customer loyalty (Afandi et al., 2019) [3]. This is because loyal customers not only make repeat purchases, but are also likely to recommend products to others, thereby helping to improve the image and reach of the business market.

Based on the explanation above, utilizing social media plays a crucial role in building customer loyalty (Afandi et al., 2019). In this context, consumer psychology plays a crucial role in understanding how customer-brand interactions develop in today's digital era. Customer loyalty is built not only through product quality but also through emotional experiences, trust, and psychological attachment that arise from interactions on social media. The use of influencers as a digital marketing strategy also has a significant impact on perception and increases customer loyalty. Recommendations from influencers often shape consumers' initial trust in a brand. However, true customer loyalty doesn't stop with the initial purchase decision; it grows when consumers feel trust, satisfaction, and a positive emotional connection with the product or service.

Literature Review

Talent management is a strategic approach to human resource management that aims to identify, develop, and retain high-potential employees so they can make optimal contributions to the organization. This approach focuses not only on meeting current workforce needs but also on preparing human resources to face future organizational dynamics and challenges. Numerous studies have shown that talent management has a consistent and significant impact on improving employee performance across various sectors.

Research by Masruroh et al. (2023) confirms that talent management and knowledge management simultaneously contribute positively to improving employee performance in the government sector. This aligns with the findings of Rahmayanti et al. (2024), which show that talent management has a significant impact on employee performance effectiveness in the banking sector. The implementation of appropriate talent management strategies, such as competency mapping, systematic training, and placement of employees according to their potential, has been shown to improve overall motivation and work performance.

Furthermore, Dermawan et al. (2022) found that talent management and knowledge management have a significant impact when implemented simultaneously. However, each

variable did not show a significant effect when tested individually. These findings emphasize the importance of integrating competency development and knowledge management policies as a unified system to improve work performance.

In the context of competency development, Agustiani and Sadana (2021) explain that talent management plays a role in improving employee competency, which in turn impacts performance quality. Competence is an important mediating variable linking talent management practices to performance outcomes.

Another study by Larasati and Cahyati (2024) broadens this perspective by including career management as a supporting variable. The results show that talent management and career management simultaneously have a significant impact on employee performance effectiveness, particularly in the retail and culinary sectors. These findings underscore that strategically designed career development can strengthen the relationship between individual potential and effective work performance.

Research Methods

This research uses a descriptive narrative method, reviewing the results of previous research through thematic and interpretive searches to gain a relevant understanding of the topic, namely consumer psychology and customer loyalty in the digital era. This approach focuses on qualitative description and analysis of research content, rather than statistical analysis. All data is obtained from credible scientific databases such as SINTA to ensure the quality and relevance of the sources used.

Result and Discussion

Social media serves as a tool for manufacturers to market their products by implementing various marketing strategies aimed at attracting customers and building loyalty. The use of social media has proven significant in increasing customer loyalty, particularly through collaborations with influencers who can reach a wider audience. The emergence of customer loyalty doesn't just happen instantly. However, it requires effort to build positive interactions between producers and consumers. This interaction creates a positive emotional experience and can foster consumer trust in a product—ultimately contributing to brand loyalty. Social media also provides significant opportunities for MSMEs to expand market reach and increase sales. The potential for a particular product to go viral on social media can help MSMEs significantly increase brand awareness. The word-of-mouth effect also plays a crucial role in this context. Consumers who are satisfied with a product are likely to recommend it to friends or family, especially if their shopping experience is supported by aspects such as brand collaborations with public figures, clear product information, and responsive customer service. Active interaction and solutions from store owners in responding to various questions can also contribute significantly to increasing consumer trust.

Conclusion

Social media has a significant influence on modern marketing, particularly for MSMEs, which can leverage it to increase sales and expand market reach. This broad reach allows for more effective product promotion. However, attracting customers and building brand loyalty requires a clearly structured marketing strategy including leveraging influencers, creativity, clear product information delivery, and responsive and informative interactions between

producers and consumers. Effective and transparent communication is crucial for building consumer trust and fostering long-term, mutually beneficial relationships.

Bibliography

- B. Isnanto and S. H. Saputro, "Analisis Pengaruh Faktor-Faktor Kunci Loyalitas Konsumen: Mengungkap Rahasia Keberhasilan Bisnis di Era Kompetitif," *ISOQUANT J. Ekon. Manaj. dan Akunt.*, vol. 8, no. 1, pp. 64–78, 2024, doi: 10.24269/iso.v8i1.2641.
- H. T. Sari, "Implementasi Strategi Social Media Marketing Dalam Meningkatkan Loyalitas Pelanggan Pada Umkm Di Kota Medan," *Jimk*, vol. 5, no. 1, pp. 2025–2058, 2025, [Online]. Available: <https://doi.org/10.51903/manajemen.v5i1.976>
- M. R. Afandi, T. Setyowati, and N. Saidah, "Dampak Kualitas Layanan Terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan Pada Dira Cafe & Pool Pontang Ambulu Jember," *J. Penelit. IPTEKS*, vol. 4, no. 1, p. 79, 2019, doi: 10.32528/ipteks.v4i1.2111.