

ABSTRACT

This research is done to find out how much effect of the Burger King ID Social Media Line towards loyalty in Jabodetabek. Burger King ID Line account is the most active account compared to similar business and account with the most adders compared to other similar business which is still using Line. The purpose of this research is to find out and analyze how much effective the Burger King ID Social Media Line partially and simultaneous are to customers' loyalty in Jabodetabek. The method used in this research is quantitative with a descriptive associative type of research. Sampling is done with Probability Sampling. With 400 respondents. Data analysis techniques used are descriptive analysis, classic assumption testing, and multiple linear regression analysis, determination coefficient, and hypothesis testing. The result of hypothesis testing t-Test showed $t_{count} \geq t_{table}$ namely understanding (X1): $3,562 \geq 1,962$, pleasure (X2): $4,681 \geq 1,962$, influencing attitude (X3): $5,966 \geq 1,962$, good social relations (X4): $3,510 \geq 1,962$ dan actions (X5): $4,379 \geq 1,962$. Also, hypothesis testing results by using F Test indicate that Fcount score is greater than Ftable that is equal to $92.716 > 2,2368$, and F significant score is $0,000 < 0,05$ (5%).

Keywords: *Social Media Effectiveness, Customer Loyalty, Line@.*