

ABSTRACT

This research analyses the effect of bale advertisement program on Instagram @BTN in increasing the brand loyalty of Bank Tabungan Negara. It aims to measure the influence of Instagram advertisements on brand loyalty using quantitative research approach and survey method via an online questionnaire distributed to 384 respondents who are Instagram users and have viewed the Bale advertisement on Instagram. The research data was analysed using a non-parametric test via spearman test, as well as simple linear regression with robust standard errors to address heteroskedasticity. The advertisement variable (X), have gained a percentage at 86.36% of its continuum line. Meanwhile, the brand loyalty variable (Y) at 83.72%. The research results gave significant positive correlation between Bale program advertising and brand loyalty. Hence, it concludes that the Bale program advertisements on Instagram @BTN play a significant role in increasing brand loyalty, highlighting the effectiveness of advertising in building strong and long-term customer relationships for Bank Tabungan Negara.

Keyword: Advertisement, Brand Loyalty, Instagram