

## **ABSTRACT**

*MSMEs are the driving force of the regional economy, including in West Java. The growth of MSMEs in Karawang Regency has increased and has great potential, but it still lags behind other regions such as Bogor or Bandung. The culinary sub-sector contributed 28.40% to Karawang's creative industry GRDP in 2023, making it the most dominant sector. This indicates that there is increasingly strong competition in the culinary business in Karawang Regency, one of which is Sayapku SME, a fast food business specializing in chicken wings. The problem identified in this study is the challenge of maintaining customer loyalty amid declining social media promotion interactions and complaints about employee service. This study aims to determine the effect of social media marketing and people on customer loyalty through customer satisfaction as an intervening variable. The method used was descriptive and verificative research with a sample size of 100 respondents. The data collection techniques used were observation, interviews, and questionnaires distributed to Sayapku customers. The data analysis methods used were path analysis, coefficient of determination analysis, and hypothesis testing. The results showed that in structure I, social media marketing and people had a simultaneous effect on customer satisfaction of 87.2%, while partially, social media marketing had an effect on customer satisfaction of 40.4% and people had an effect on customer satisfaction of 46.7%. In structure II, social media marketing, people, and customer satisfaction simultaneously influence customer loyalty by 87.4%, while partially, customer satisfaction influences customer loyalty by 45.8%.*

**Keywords:** *Social Media Marketing, People, Customer Satisfaction and Customer Loyalty*