

## Customer Loyalty In Relation To Digital Marketing

**Miranti Miranti**

Universitas Muhammadiyah Luwuk

E-mail : [mirantimira102003@gmail.com](mailto:mirantimira102003@gmail.com)

**Masysyarah Nurul Pratiwi B.Koto**

Universitas Muhammadiyah Luwuk

E-mail : [masysyarahnurul2403@gmail.com](mailto:masysyarahnurul2403@gmail.com)

**Andini Al Rasid**

Universitas Muhammadiyah Luwuk

E-mail : [andinialrasid@gmail.com](mailto:andinialrasid@gmail.com)

Corresponding author : [mirantimira102003@gmail.com](mailto:mirantimira102003@gmail.com)

**Abstract:** Research The attitude of online customers regarding the deployment of digital marketing is one issue that impacts this study. Customer loyalty, brand recognition, and purchase choices make up the consumer's opinion on digital marketing implementation. In this study, there were 88 customers who actively utilized internet purchasing. They utilized SPSS 12 to do correlation analysis, t-tests, and F tests. This study found that brand awareness has a favorable and substantial impact on digital marketing implementation. Customer loyalty and purchase choices have a beneficial but not substantial impact on digital marketing deployment. The most prominent variable correlation test yields a correlation value of 0.774 for brand awareness, and 0.448 for customer loyalty and purchase choices. This research found that digital marketing can only be effective if consumer loyalty is maintained, the price is reasonable, the desired brand or brands are available, and there is a solid service system in place. As a consequence, customers will choose to continue utilizing digital marketing.

**Keywords:** Loyalty, Brand, Purchase Decision, Digital Marketing

### INTRODUCTION

The worldwide coronavirus epidemic has impacted business and consumer behavior. Many businesses have closed or reduced expenditure as a result of the virus, and consumers are expected to limit their budgets (Moridu, 2019).

According to Yusuf (2020), the worldwide COVID-19 pandemic has transformed customers', workers', residents', and society's perspectives, as well as their beliefs and behaviors. As a consequence, the crisis has altered what and how people purchase, hastening substantial structural changes in the consumer products sector. The purpose of this study is to examine the link between customer loyalty, brand awareness, and purchase choices in the context of online consumer digital marketing. The significance and value of this study may be used by company owners or SMEs since it can assist entrepreneurs understand the efficiency of digital marketing in reaching out to prospective consumers and influencing their behavior when interacting with business customers. Furthermore, company owners may acquire information about client behavior by conducting analysis and questionnaire surveys,

which directly assists business owners in adjusting their advertising material depending on changes in online consumer behavior.

According to Kurhayadi (2021), brand awareness is a crucial component in marketing operations because customers are overwhelmed by the amount of marketing efforts, causing them to adopt mental shortcuts to make choices, therefore cementing the company brand in the customer's brain. Aside from that, brand awareness may be defined as customers' capacity to continue buying items as a result of online and offline marketing activities (Moridu, 2020). Brand awareness may be achieved via digital marketing tactics such as social media marketing and search engine optimization, since both advertising campaigns can lead to effective brand recognition in online businesses. Meanwhile, Layoo (2017) discovered that brand familiarity influences customer choices in his research. As a consequence, this study demonstrates that strong brand recognition leads to a direct link with the digital marketing platform.

Moridu (2018) found that customers value authenticity in social media since it reflects the brand's true identity rather than attempting to control its image. This kind of relationship enhances brand impression, builds commitment, and impacts purchase decisions (Edward, 2019). Individuals are more likely to engage in this action after a positive encounter (Yusuf, 2019). Consumers' determined purchase intention is one of the keys used by marketing managers to predict future sales and determine how their actions can influence consumer purchasing behavior, so consumers frequently have the intention to buy a product within a specific time interval (Moridu, 2021). with a high degree of interaction, resulting in a direct relationship with the digital marketing platform.

## **METHOD**

Based on the techniques used to gather data, this study is classified as descriptive. The goal of employing a descriptive research strategy is to uncover new meanings, characterize the links between hypotheses, and determine the frequency of occurrence of anything while classifying data. The study's population consists of Luwuk Regency customers. Samples were drawn using a purposive sample approach under particular circumstances, namely customers who are predisposed to use online purchasing media. The sample size was found as 88 persons.

**RESULTS AND DISCUSSION**

**Table 1.**  
Correlations

		Implementatio Digital Marketing	Customer Loyalty	Brand	Buying Purchase
Pearson Correlation	Implementation Digital Marketing	8,880	,448	,774	,271
	Customer Loyalty	,448	8,880	,475	,545
	Brand	,774	,475	8,880	,388
	Buying Purchase	,271	,545	,388	8,880
Sig. (1-tailed)	Implementation Digital Marketing	.	,000	,000	,000
	Customer Loyalty	,000	.	,000	,000
	Brand	,000	,000	.	,000
	Buying Purchase	,000	,000	,000	.
N	Implementation Digital Marketing	88	88	88	88
	Customer Loyalty	88	88	88	88
	Brand	88	88	88	88
	Buying Purchase	88	88	88	88

The table above shows that there is a link between the variables Customer Loyalty, Brand, Buying Purchase, and Digital Marketing Implementation. The variable with the largest association is Brand on Digital Marketing Implementation (0.774). Customer loyalty to digital marketing is 0.448, and purchasing to implement digital marketing is 0.271.

Discussion.

The findings of data processing revealed that the three independent factors, Customer Loyalty, Brand, and Buying Purchase, all had a favorable influence on Digital Marketing Implementation. Brand is the variable with the highest impact on the implementation of digital marketing, with a value of 0.929, and it is the only variable that has a positive and substantial effect on the implementation.

Product brand awareness may be accomplished quicker via digital platforms or digital marketing. In such cases, companies that have been well-known in offline media for many years may be less well-known in online media, and they may be unable to compete with new digital brands that have previously existed. The presence of the online world via numerous accessible platforms, including as websites, marketplaces, and even social media, may swiftly launch and expand companies that are already well-known in the public. Platforms and marketplaces are outlets that cannot be overlooked. The many services given, such as search, ratings, and reviews, provide extremely essential additional value to any current product brand.

Following the Covid-19 pandemic, people's purchasing power for products and

services has begun to stabilize; even some people who are accustomed to making online or digital purchases feel at ease and satisfied, thanks to the many features provided by online marketing, which include a wide range of brands of goods available. Online marketing medium. Consumers or respondents analyzed claimed that they could accurately determine the product pricing of the brand they were seeking for via internet marketing. According to the study findings, respondents are willing to make digital purchases since the numerous trade brands available are shown in online digital marketing, and contact with sellers is also possible on the online digital market platform. According to Nuridha (2019), the product's brand effects the usage of internet marketing implications since it allows buyers to discover the desired items more easily. According to the findings of this study, the higher a product's brand quality, the more searches for that brand occur in online marketing media.

Buying Purchase has a good but not substantial impact on Digital Marketing Implementation. In general, respondents utilize online media to see and search for the things they desire, but not all of them make the direct decision to purchase using online media. However, if respondents discover a product or service that they like, they often preserve the information and consider making an online purchase. Several factors influence this, including respondents' continued caution when making purchases due to fear of fraud, the goods purchased differing from the goods that arrive, the long waiting time, and the shipping costs charged, which make the goods appear expensive. According to respondents, the reason brands choose to buy in the online market is because the diversity of options influences buying purchases online, the shopping process saves time and energy, and there are often various types of promotions for various products and easy and varied payment method choices.

According to the findings of this study, there are two types of consumer behavior elements that influence purchase choices. First, consider external elements such as the marketing mix or marketing strategy, as well as the socio-cultural context. Second, internal elements, which place a greater emphasis on customer psychological considerations. External variables include cultural, social class, group, and familial characteristics, as well as marketing efforts by the corporation. Meanwhile, consumer psychological aspects include experience, personality, attitude, and belief, as well as self-concept.

Customer loyalty is an independent variable with a favorable but small impact on online marketing execution. Customer loyalty is the reciprocity that customers show after getting post-transaction satisfaction. This pleasure might take the shape of a product that fulfills expectations or excellent service. According to respondents, building customer loyalty

might be challenging owing to post-transaction issues after acquiring a product. Typically, the items depicted in online media do not precisely match the commodities that arrive after being bought. Expectations after buying items influence consumer loyalty in general. Customer loyalty while shopping online is tough to anticipate. Some respondents claimed that they are loyal to utilizing online markets because it is simple to access the market and can be done from anywhere as long as they have online telecommunication media or tools, and that with online tools and infrastructure, all markets and the business world are accessible. Given the many issues associated with online purchasing, there are numerous things that may be done to enhance client loyalty, including enhancing product quality, boosting consumer comfort, providing customer support, and offering appealing rewards or discount programs. Moridu (2018).

## CONCLUSION

Digital marketing refers to the use of digital media such as social media, websites, and online advertising. Digital marketing is often preferred over conventional marketing due to its many benefits. Customer loyalty, branding, and consumer purchasing decisions must all be addressed while doing digital marketing. Digital marketing may be effective provided customer loyalty is maintained, which is not a simple process. Maintaining customer trust by providing the proper pricing, desired brand, and excellent service will allow consumers to decide to continue utilizing digital marketing. It is critical to comprehend the intricacies of drawing people and enticing companies to purchase the items on offer. As a result, digital marketers must continue to learn about marketing tactics, digital marketing strategies, the benefits and drawbacks of digital marketing, and the business sector in general.

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