

Analysis of the Influence of Digital Marketing on Increasing Customer Loyalty in the Industrial Era 4.0

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ABSTRACT

This study aims to analyze the impact of digital marketing strategies on customer loyalty within the e-commerce industry. As the e-commerce sector rapidly grows in the digital age, companies face intense competition and must implement effective strategies to attract and retain customers. This research focuses on key digital marketing strategies, including social media use, content marketing, personalization, and customer data utilization, and examines how these elements influence customer loyalty. The study also reviews the tools and methods e-commerce companies use to enhance loyalty, such as loyalty programs, behavior monitoring, and tailored marketing campaigns. Case studies of successful e-commerce companies that have improved customer loyalty through these strategies are analyzed, alongside a review of existing literature supported by statistical data. The findings show that effective digital marketing strategies positively impact customer loyalty by leveraging social media, engaging content, personalized experiences, and strategic use of customer data. These approaches help build strong, lasting relationships between e-commerce companies and their customers, leading to reduced churn rates, improved retention, and increased sales. The article provides valuable insights for e-commerce businesses looking to design and implement effective digital marketing strategies, offering a competitive edge in the crowded digital marketplace.

Keywords: digital marketing, customer, loyalty.

INTRODUCTION

The advent of new technologies and the proliferation of internet access have fundamentally transformed consumer behavior, prompting a shift towards e-commerce platforms as the primary avenue for fulfilling consumer needs (Mondir et al., 2023). This has intensified the competitive landscape within the industry, with a multitude of e-commerce entities vying to gain and retain customers.

In the context of intense competition in the e-commerce sector, digital marketing strategies have emerged as a pivotal factor in the success of businesses in this domain. Digital marketing encompasses the utilisation of digital technologies and platforms for the promotion of products and services, the attraction of prospective customers, and the cultivation of robust relationships with existing clientele.

Customer loyalty is of great importance to the long-term prosperity of e-commerce companies. It is observed that customers who are content with the shopping experience and perceive a sense of affiliation with the brand often develop into regular patrons who are inclined to return for subsequent purchases (Efendi & Dirgantara, 2023). Consequently, it is essential for e-commerce enterprises to comprehend and assess the efficacy of digital marketing techniques in fostering customer loyalty.

Prior research has demonstrated that digital marketing strategies can have a favorable impact on customer loyalty. For instance, the effective utilization of social media can facilitate more intimate interactions between companies and customers, whereas pertinent content marketing can enhance brand awareness and foster trust. The personalization of the customer experience has also been demonstrated to elevate customer retention rates and loyalty.

Nevertheless, further analysis is required to ascertain the impact of digital marketing strategies within the context of the e-commerce industry. The industry is characterised by rapid evolution and change, and e-commerce companies must therefore understand the latest trends and effective tools and methods for increasing customer loyalty (Uva et al., 2024).

In light of the aforementioned, the present article strives to conduct an in-depth examination of the influence of digital marketing strategies on customer loyalty within the e-commerce industry. By adopting this

approach, it is hoped that the article will furnish e-commerce companies with valuable insights for the design of effective marketing strategies, the improvement of customer relationships, and the attainment of competitive advantage within the context of an increasingly saturated market.

The term "customer loyalty" is defined as the degree to which customers are inclined to choose and continue interacting with a company or brand in preference to alternative options in the market (Lukito & Ruslim, 2024). It is shaped by a number of factors, including positive experiences, high levels of customer satisfaction, the establishment of trust, and the formation of mutually beneficial relationships between customers and companies.

There are multiple factors that contribute to customer loyalty. Primarily, customer satisfaction is a crucial element. When customers are pleased with the product or service provided by the company, they are more likely to return to make future purchases or utilize the service. This satisfaction can encompass various aspects, including product quality, competitive pricing, timely delivery, excellent customer service, and an overall positive experience.

In addition to satisfaction, emotional attachment is also a significant factor affecting customer loyalty. If customers form an emotional connection with a brand or company, they are more likely to maintain a long-term relationship. Factors such as alignment with brand values, personalized experiences, and positive interactions with the brand can reinforce this emotional attachment (Kelvin & Novani, 2023)

Moreover, trust is a crucial element in fostering customer loyalty. Customers must have confidence in the company and believe that the product or service they purchase will meet their expectations. Factors such as transparency, integrity, and company reputation influence customer trust (Indah Yani & Sugiyanto, 2022).

The value of customer loyalty for a company is significant, as loyal customers tend to contribute more to the company's revenue and profitability. They can serve as a dependable source of revenue, generate repeat sales, act as brand ambassadors by recommending products to others, and enhance the overall perception of the brand (Nadila & Windasari, 2022).

In the context of the e-commerce industry, where competition is intense, it is of paramount importance to retain existing customers (Rizi et al., 2023). Consequently, e-commerce companies frequently employ digital marketing strategies with the objective of enhancing customer loyalty. These strategies encompass loyalty programs, personalized experiences, customized marketing campaigns, and active interaction through social media.

Literature Review

Digital marketing, also known as e-marketing, represents a systematic approach to the promotion of products and brands via digital media and electronic communication channels. This process is frequently referred to as "online marketing," "internet-based marketing," or "web marketing" in popular discourse. The objective of digital marketing is to promote a brand, develop its image and preferences, increase sales, and expand market share through internet marketing, which is cost-effective. With regard to the domain of digital marketing, the array of available media is considerable. These include social media, video marketing, advertisements, official company websites, and email marketing. As defined by (Kathiravan & Prabu, 2024), digital marketing encompasses the utilization of digital-based media for the purpose of branding, including, but not limited to, social media, blogs, email, websites, and AdWords. It can be concluded that e-marketing is part of e-commerce. Based on the aforementioned definition, it can also be concluded that digital marketing is a subset of marketing that utilizes the internet as a medium. Activities can be carried out through computers or other internet-capable devices, including social media network applications, videos or photos, websites or blogs, mobile applications, YouTube, email marketing, and AdSense.

(Aldi & Adisaputra, 2024) posits that in digital marketing, it comprises three essential components, namely:

1. Traffic refers to the number of visitors to digital media utilized in digital marketing, such as website or social media (e.g., Instagram) traffic.
2. Conversion refers to the establishment of a relationship between users or consumers and a business or company.
3. The term "engagement" can be used to indicate how a company can establish a relationship with its target audience, or consumers.
4. Engagement may be understood as a means of establishing a relationship with the intended target

consumer.

As Kotler in (Mukhtar et al., 2023) notes, there are several key indicators of digital marketing, including:

1. The level of attraction, or the extent to which potential customers are interested in the products or services offered.
2. The optimization of curiosity is a method of attracting potential customers through the elicitation of interest in the products or services on offer.
3. The level of commitment, which concerns the ability to persuade potential customers of the value of the product or service being offered.
4. Affinity level: The extent to which the service or product offered aligns with consumer expectations and contributes to the long-term marketing objectives of the company.

The findings of (Aldi & Adisaputra, 2024) study indicate that digital marketing exerts a notable yet incomplete influence on consumer loyalty. It can be inferred that optimized digital marketing strategies may potentially enhance consumer loyalty.

The findings of (Yessi Claudia Sianipar et al., 2023) study indicate that there is a dearth of descriptive literature on the nexus between digital marketing and consumer loyalty. However, the verifiable literature does suggest that digital marketing exerts a partial and simultaneous influence on consumer loyalty.

The concept of consumer loyalty plays an instrumental role in business operations. (Nengsih et al., 2024) postulates that consumer loyalty can serve as a key indicator of a marketing strategy's efficacy and the quality of the output generated by a company. When consumers are satisfied with the service or product they have acquired, they are more likely to express a positive response to the company in question.

As (Gillespie, 2024) asserts, consumer loyalty can be understood as an attitude or action exhibited by consumers who demonstrate a proclivity to engage in repeat purchases with a specific company and product category.

This attitude is not contingent on environmental conditions, competitor marketing strategies, or other factors that might prompt consumers to switch brands.

As outlined by Yang and Peterson in (Gillespie, 2024), the dimensions of consumer loyalty can be defined as follows:

1. The consumer may decline the offer or select an alternative product.
2. Repeat purchase, or the tendency to make consistent or repeated purchases.
3. Referrals, or recommendations to colleagues or acquaintances regarding the products they utilize, the advantages of said products, or the services they employ.

As evidenced by the aforementioned dimensions of consumer loyalty, the following indicators may be observed:

1. Repeat purchase, or repeated acquisitions of a product or brand, is indicative of consumer loyalty.
2. Retention is the act of maintaining a favorable image of a company or product in the face of negative influences or perceptions.
3. Referrals, or the act of providing references or recommendations for products or services offered by specific companies.
4. They do not intend to change their current position or are reluctant to switch.

METHOD

This study employs a review of the existing literature as its research method. The term "literature research" is used to describe an approach that involves the analysis and synthesis of information that has already been gathered in relevant literature. This approach does not entail the collection of primary data; instead, it emphasizes the critical analysis of relevant literature sources, as evidenced by the works of (Sugiyono., 2017). In this context, the desk research method can be employed to analyze the impact of digital marketing strategies on customer loyalty in the e-commerce industry. This analysis can be conducted through the following steps:

1. Identify Research Objectives: It is essential to define the research objectives in a clear and specific manner. For instance, the objective may be to analyze the impact of particular digital marketing strategies on customer loyalty, as well as the factors that influence it.
2. Identify Keywords and Sources of Information: Determine pertinent keywords to search for pertinent literature related to the research topic. Utilize reputable academic databases and online libraries to search for suitable sources, such as scholarly journals, books, conference proceedings, and publications. These

sources may include, for example, scientific journals, books, conference proceedings, research reports, and related articles.

3. **Source Selection:** The literature sources found should be evaluated based on their relevance, reliability, and credibility. Sources that are directly related to the research topic and provide quality information should be selected.
4. **Literature Analysis and Synthesis:** Critically examine the selected literature sources. Identify the principal findings, concepts, theories, and approaches that emerge in the literature with regard to the impact of digital marketing strategies on customer loyalty. Synthesise the information from the various sources and identify any patterns, similarities, or differences that emerge.
5. **Drafting and Writing the Article:** Utilize the information and findings from the literature analysis to draft a scholarly article. Incorporate the theoretical background, analytical methods, and key findings that substantiate the assertions presented in the article.
6. **Writing Conclusions and Recommendations:** Synthesize the key findings from the literature analysis to conclude the impact of digital marketing strategies in increasing customer loyalty in the e-commerce industry. Based on the findings, provide recommendations for improvement or development of digital marketing strategies that are more effective in increasing customer loyalty.

The desk research method enables researchers to gain a comprehensive and detailed understanding of the research topic by examining existing literature.

RESEARCH RESULTS AND DISCUSSION

Digital marketing strategies have been demonstrated to exert a considerable influence on the enhancement of customer loyalty within the e-commerce sector. As evidenced by the research conducted by (Kelvin & Novani, 2023), (Suardhita et al., 2024), and (Risandi et al., 2024), digital marketing strategies have been shown to significantly influence customer loyalty in the e-commerce industry for several key reasons:

Wide Accessibility and Reach: Digital marketing strategies afford companies the ability to reach potential customers on a global scale. The internet provides an unparalleled level of global access, enabling companies to reach a far larger audience than they could through traditional channels. With greater reach, companies can cultivate relationships with new customers and expand their existing customer base.

Personalization and Customized Experience: Digital marketing strategies facilitate the collection of customer data and the comprehension of their preferences, behaviors, and needs. With a comprehensive understanding of customers, companies can deliver customized messages and offer a more personalized experience. This fosters an emotional bond between customers and brands, enhances customer satisfaction, and strengthens their loyalty.

Active Interaction and Engagement: Through social media, blogs, or other digital platforms, companies can interact directly with customers. This active interaction allows companies to provide prompt responses to customer queries or concerns, offer assistance, and cultivate closer relationships. Through continuous interaction, customers perceive that their concerns are heard, that they are valued, and that they are connected to the brand, which contributes to increased loyalty.

Digital Loyalty Program: Digital marketing strategies can be reinforced by the implementation of loyalty programs tailored to the needs of e-commerce customers. These programs can provide incentives, rewards, and unique experiences to loyal customers, thereby fostering higher engagement, increased purchase frequency, and the strengthening of emotional bonds with customers.

The aforementioned factors collectively present e-commerce companies with the opportunity to cultivate stronger customer relationships, enhance customer satisfaction, and reinforce customer loyalty through the implementation of effective digital marketing strategies. Companies that are adept at executing digital marketing strategies effectively are more likely to maintain and expand their market share within the e-commerce industry.

The implementation of more personalized and targeted digital marketing strategies has the potential to enhance customer satisfaction and foster stronger relationships.

As elucidated by (Nandy, 2023) and (Sharma, 2024), the implementation of more personalized and targeted digital marketing strategies can lead to an enhancement in customer satisfaction and the establishment of more robust relationships. This is due to the following reasons:

High Relevance: By personalizing digital marketing strategies, companies can send messages that are

relevant to customer preferences, needs, and behaviors. Through the analysis of customer data, companies can gain insight into their buying preferences, purchase history, interests, and other preferences. With this information, companies can craft appropriate marketing messages and offer relevant products or services. The success of delivering relevant messages increases the likelihood of a positive response from customers, which in turn increases customer satisfaction.

Personalized User Experience: The implementation of a personalized digital marketing strategy enables businesses to provide a unique and customized user experience, tailored to the needs and preferences of the customer. This could entail using the customer's name in communications, providing relevant product recommendations based on their preferences, or offering special discounts or promotions that align with their purchasing history. Such a personalized approach fosters the perception that the company genuinely understands and prioritizes the customer's needs, leading to enhanced customer satisfaction and the strengthening of the customer-brand relationship.

Increased Engagement: Personalized digital marketing strategies can facilitate active customer engagement. For instance, personalized emails, text messages, or app notifications can encourage customers to participate in surveys, product reviews, or other interactive content. By providing opportunities for customer engagement, companies can foster stronger customer relationships and foster a sense of brand ownership.

Positive Impression: When customers perceive that digital marketing strategies are tailored to their specific needs and interests, it fosters a positive impression of the company. Companies that are able to provide personalized, relevant, and valuable experiences through digital marketing strategies demonstrate a commitment to customer satisfaction and the provision of excellent service. This fosters stronger customer trust and loyalty.

Long-term Relationship Development: The implementation of personalized and targeted digital marketing strategies enables companies to cultivate long-term relationships with customers. By fostering continuous, customer-oriented communication, companies can retain existing customers, enhance retention rates, and increase purchase frequency. Through repeated interactions and repeated positive experiences, the relationship between customers and companies becomes stronger and more sustainable.

In conclusion, the implementation of more personalized and targeted digital marketing strategies enhances customer satisfaction by delivering pertinent messages, tailored experiences, and active engagement. Over time, this fosters the development of robust relationships with customers, thereby increasing brand loyalty. Such strategies can also be employed to enhance customer loyalty and increase customer brand loyalty.

The implementation of loyalty programs that are supported by digital technology has the potential to enhance the level of customer engagement and loyalty.

As (Kurniawan et al., 2023) posit, loyalty programs supported by digital technology can enhance customer engagement and loyalty for the following reasons:

Incentives and rewards are another factor contributing to increased customer engagement and loyalty. Digital loyalty programs frequently offer customers incentives, including special discounts, reward points, or exclusive products or gifts. These incentives motivate customers to interact more frequently with the company, make more purchases, and acquire additional benefits. As a result, loyalty programs create a powerful motivation for customers to maintain brand engagement and loyalty.

Personalization in Offers and Communications: Digital loyalty programs facilitate the sending of tailored offers and communications based on customer preferences and purchase history. By leveraging customer data obtained through loyalty programs, companies can deliver relevant and engaging offers, thus offering a personalized experience to customers and increasing brand engagement.

Active Interaction through Digital Platforms: Digital loyalty programs frequently engage customers through digital platforms, including mobile apps, websites, and social media. These platforms allow customers to track their reward points, view exclusive offers, and participate in special content and events. These active interactions foster heightened engagement with the brand, strengthen the customer's emotional bond with the company, and encourage long-term loyalty.

Psychological Impact: Digital loyalty programs have a significant psychological impact on customers. Those who engage in loyalty programs tend to feel a sense of value and attention from the brand, which in turn fosters a sense of affiliation and increases the customer's perception of value. This can lead to a stronger emotional attachment to the company and a greater likelihood of maintaining loyalty.

Data Collection and Analysis: Digital loyalty programs afford companies the opportunity to collect

valuable customer data, including preferences, purchasing habits, and other pertinent information. By analyzing this data, companies can gain a deeper understanding of customer behavior, enabling them to take relevant actions, such as crafting customized offers or improving the customer experience. Consequently, digital loyalty programs assist companies in enhancing customer satisfaction and strengthening customer loyalty through actions informed by more comprehensive insights about customers.

In conclusion, loyalty programs powered by digital technology provide customers with incentives, rewards, and personalized experiences, facilitate active interactions, influence customers psychologically, and provide valuable data benefits. These factors increase customer engagement with the brand, strengthen emotional bonds, and help build strong and long-term loyalty.

Engagement with the customer via digital platforms, such as social media or chatbots, can enhance customer loyalty.

In the studies conducted by (Wisnel et al., 2022) and (Wirtz, 2024), it was demonstrated that engagement through digital platforms such as social media or chatbots can lead to an increase in customer engagement and the strengthening of customer loyalty. This is due to the following reasons:

a. Real-time Engagement: Active interaction through digital platforms affords customers the opportunity to engage with brands in real time.

Such platforms afford customers the opportunity to engage with brands in real time. Social media and chatbots allow customers to interact directly with the company, facilitating prompt responses to their queries, requests, or issues. Direct communication with the company engenders a greater sense of engagement and enhances customer satisfaction.

Ease of Access and Affordability: Digital platforms such as social media or chatbots offer customers the convenient option of accessing them at any time, regardless of location. Customers have the flexibility of interacting with brands through their mobile devices or personal computers, without geographical restrictions. This ease of access allows customers to engage with brands more consistently, increasing their level of engagement with the company.

Personalization and Customization: Social media and chatbots can be customized to provide a personalized experience to customers. Through the use of smart algorithms and the analysis of customer data, companies can present relevant content and offers that are tailored to customer preferences. When customers receive content and solutions that align with their needs, they feel cared for and valued, which creates a positive experience and strengthens brand loyalty.

Potential for Enhanced Interaction and Engagement: Social media and chatbots afford customers the opportunity to engage in discussions, share content, and participate in online communities. Customers can leave reviews, comments, or share their experiences with brands. This kind of interaction strengthens the bond between the customer and the company, and builds a robust community of users around the brand. Actively engaged customers tend to exhibit higher levels of loyalty.

Responsiveness and Problem Management: Social media and chatbots afford companies the ability to respond to customers in a timely manner, particularly in addressing customer complaints or issues. A prompt response and effective resolution enhance customer satisfaction and fortify the relationship with the brand. Customers feel valued and heard when their issues are addressed proactively, which strengthens their loyalty.

In conclusion, active interaction through digital platforms provides customers with the opportunity to engage directly with brands, receive immediate responses, and perceive a personalized experience. This fosters heightened engagement, strengthens emotional bonds, and enhances customer loyalty towards the brand.

The strategic utilization of customer data can facilitate the delivery of tailored messages and the provision of a superior customer experience.

As posited by (Mapila & Moloi, 2024) and (Sharma, 2024), the judicious and efficacious utilisation of customer data can facilitate the transmission of bespoke communications and the delivery of an enhanced customer experience. This is due to the following reasons:

Enhanced Customer Insight: The aggregation and examination of customer data enables organizations to gain a more profound understanding of consumer preferences, behaviors, and requirements. This data may encompass information such as purchase history, product preferences, demographics, communication

preferences, and previous interactions with brands. By developing a more nuanced comprehension of customers, organizations can devise communications that align more closely with their needs and desires.

Accurate Customer Segmentation: The utilisation of customer data enables organisations to undertake more precise customer segmentation. By categorising customers according to attributes such as preferences, purchasing habits, or demographics, organisations can segment customers with greater accuracy.

Companies can deliver messages that are appropriate for each customer segment based on purchasing habits or demographics. Proper segmentation allows companies to avoid generic messages and ensure that marketing messages reach customers in the most relevant way.

Experience Personalization: The use of customer data enables companies to provide a more personalized experience to customers. For instance, customer data can be employed to personalize websites, mobile apps, or emails by serving relevant and engaging content. Experience personalization fosters a stronger sense of connection between the customer and the brand, thereby increasing customer satisfaction.

Informed Decision-Making: The use of effective customer data provides companies with valuable insights and information for the formulation of marketing decisions. By examining customer trends, patterns, and preferences identified through data analysis, companies can devise more efficacious marketing strategies. Decisions based on data can assist organizations in the prudent allocation of resources, the optimization of marketing campaigns, and the realization of superior outcomes in terms of customer engagement and satisfaction.

The intelligent and effective utilisation of customer data enables organisations to disseminate bespoke communications and facilitate enhanced customer experiences. This approach fosters greater customer relevance, connectedness and satisfaction, thereby reinforcing the long-term relationship between customers and brands.

CONCLUSIONS

Digital marketing strategies play a pivotal role in fostering customer loyalty within the e-commerce industry. The application of digital technology enables businesses to offer tailored experiences, reinforce customer relationships, and cultivate long-term loyalty. The implementation of personalization is a fundamental aspect of an effective digital marketing strategy. By gaining insight into customer preferences and needs, companies can deliver tailored messages and offer products or services that align with the customer's requirements. Such an approach may result in enhanced customer satisfaction and a strengthened sense of loyalty. Loyalty programs that are powered by digital technology can be an effective tool for the purpose of increasing customer loyalty. By offering incentives, rewards, and unique experiences to their most loyal customers, companies can foster greater customer engagement and strengthen their customer relationships. Active interaction through digital platforms, such as social media or chatbots, represents a significant avenue for communication and engagement with customers. Such responsiveness enables companies to address customer queries and concerns promptly, provide support, and reinforce customer relationships. The judicious and efficacious utilization of customer data can confer a competitive advantage. By analyzing customer data, companies can gain insight into customer behaviors, preferences, and needs, which enables the delivery of relevant messages and the personalization of the customer experience. In order to leverage the potential of digital marketing strategies to enhance customer loyalty in the e-commerce industry, companies must adopt an approach that is innovative, responsive to trends, and focused on positive customer experiences. It is crucial for companies to remain apprised of technological and consumer trends and adapt to these changes in order to maintain and strengthen customer loyalty.

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