The Effect of Digital Marketing Strategy, Social Media Use, and Service Quality on Customer Loyalty at E-commerce Companies in Jakarta

Deysyelin Y.T.J. Wongkar[1], Dhety Chusumastuti[2], Hayu Lusianawati[3], Eva Yuniarti Utami[4], Widyatmoko[5]

[1] Sekolah Tinggi Ilmu Ekonomi Widya Darma Kotamobagu and wongkaressy@gmail.com
[2] Sekolah Tinggi Multi Media "MMTC" Yogyakarta and dhety@mmtc.ac.id
[3] Universitas Sahid and hayu_lusianawati@usahid.ac.id
[4] Universitas Sebelas Maret and eva.yuniarti.utami@staff.uns.ac.id
[5] Universitas Dian Nuswantoro PSDKU Kota Kediri and atmoko.widy06@gmail.com

ABSTRAK

Pemanfaatan sumber daya terbarukan dalam praktik pertanian berkelanjutan merupakan aspek kunci dalam upaya mengatasi tantangan global terkait perubahan iklim dan keberlanjutan. Penelitian ini bertujuan untuk melakukan analisis bibliometrik komprehensif terhadap tren and perkembangan dalam penggunaan sumber daya terbarukan dalam praktik pertanian berkelanjutan. Data bibliometrik dari berbagai sumber penelitian, seperti Google Scholar, Web of Science, Scopus, and PubMed, digunakan untuk mengidentifikasi tren penelitian, kolaborasi peneliti, serta potensi penelitian masa depan. Hasil analisis menunjukkan bahwa topik ini semakin mendapat perhatian dalam literatur ilmiah, dengan penekanan pada aspek-aspek lingkungan, sosio-ekonomi, and geografis. Penelitian ini juga mengidentifikasi berbagai potensi penelitian yang dapat mengarah pada pengembangan praktik pertanian berkelanjutan yang lebih efisien, terintegrasi dengan energi terbarukan, serta memperkuat ketersediaan pangan global.

Kata Kunci: Sumber Daya Terbarukan, Pertanian Berkelanjutan, Analisis Bibliometrik

ABSTRACT

This research investigates the effect of digital marketing strategy, social media use, and service quality on customer loyalty within the context of e-commerce companies operating in Jakarta. A quantitative analysis was conducted with a sample of 150 participants, utilizing Structural Equation Modeling with Partial Least Squares (SEM-PLS 4). Descriptive statistics, measurement model evaluation, structural model results, and mediation analysis were employed to examine the interrelationships among the variables. The findings reveal significant positive relationships between digital marketing strategy, social media use, service quality, and customer loyalty. Furthermore, customer satisfaction was identified as a partial mediator between digital marketing strategy and customer loyalty. The model fit assessment indicates a robust fit, supporting the validity of the proposed structural model. The study provides practical implications for e-commerce companies in Jakarta, emphasizing the importance of holistic strategies that integrate digital marketing, social media, and service quality to enhance customer loyalty.

Keywords: Digital Marketing Strategy, Social Media Use, Service Quality, Customer Loyalty, E-commerce, Jakarta, Indonesia

INTRODUCTION

The advent of digital technology has revolutionized commerce, particularly in urban areas like Jakarta. E-commerce has become an integral part of consumer behavior, driven by the rapid development of internet connectivity and mobile devices. The digital economy in Indonesia has experienced significant growth, supported by a fast-growing e-commerce sector and an increase in digital payments (Jusuf, 2023). The shift in consumer behavior towards online purchases has led to changes in business organizations, particularly in their marketing strategies (Anas & Cahyawati, 2023). The digital economy has also raised the need for regulations that can accommodate the impact

of digital platforms and protect personal data (Rosadi & Tahira, 2018). To further accelerate digital transformation, the government of Indonesia needs to focus on digital literacy, infrastructure development, regulatory mechanisms, and the innovation ecosystem (Setiana & Kurniawan, 2023). The empowerment of local creativity is crucial in supporting the implementation of the digital economy, and various stakeholders in Yogyakarta City are advised to provide training, expand marketing networks, and increase support for MSMEs (Susilatun et al., 2023).

E-commerce companies face intense competition in today's landscape, where factors such as product availability, digital strategy, social media engagement, and service quality are critical to securing and maintaining customer loyalty. Understanding the complex relationships between these variables is crucial for businesses navigating customer satisfaction and loyalty (Muharam et al., 2021; Rahayu, 2022; Rokhman et al., 2023; Wulandary et al., 2023). Electronic service quality, also known as e-servqual, has a significant impact on electronic customer satisfaction, reuse intentions, and word of mouth. Indicators such as efficiency, fulfillment, privacy, responsiveness, compensation, and contact contribute to the diversity of e-service quality and affect e-customer loyalty in effective, conative, and active ways. E-service quality directly affects e-customer satisfaction and loyalty, and e-customer satisfaction also directly affects loyalty. In addition, service quality, both online and offline, plays a role in retailers' decisions to use social media, highlighting the importance of service quality in the context of enhanced information symmetry (Peranda et al., 2023). The premise of this study lies in the recognition that although e-commerce continues to grow exponentially in Jakarta, there is an urgent need to uncover the specific mechanisms that contribute to customer loyalty (Mokodenseho & Puspitaningrum, 2022).

In today's dynamic market, companies need to refine their strategies to attract and retain a loyal customer base. This can be achieved by understanding consumer preferences, utilizing technological advancements, and adopting effective marketing strategies. By focusing on customer satisfaction, companies can build long-term relationships and increase brand loyalty (Ayuningtyas et al., 2023; Trebicka et al., 2023). Implementing pricing strategies, product diversification, and maintaining customer satisfaction are key factors in retaining customers (Furman et al., 2021; Polat, 2022). In addition, digital marketing activities play an important role in creating loyal customers, and businesses should focus on subcultures such as young people, women, and internet users to attract and retain customers (Kanodia, 2020). In addition, companies should balance acquisition and retention efforts by investing in staffing levels and service quality to maintain high throughput rates and customer satisfaction (Faiqoh et al., 2022). By identifying consumer buying patterns and adopting unique sales methods, brands can retain old customers and attract new ones, ultimately leading to brand loyalty (Elshifa et al., 2023; Zuhriyah et al., 2022).

In the particular context of Jakartan e-commerce, this study aims to fill this gap by methodically examining the effects of social media usage, digital marketing strategy, and service quality on client loyalty. This study's primary goal is to offer a greater knowledge of the variables influencing client loyalty in Jakarta's e-commerce market. The following precise goals are listed to accomplish this: (1) To evaluate how digital marketing techniques affect the fidelity of customers in Jakartan e-commerce businesses: This entails assessing how well user-centric methods, tailored marketing campaigns, and digital initiatives promote client loyalty. (2) To investigate how social media use influences consumer loyalty: Examining how social media platforms affect consumer loyalty is crucial since they are becoming a crucial component of brand communication and

engagement. (3) To examine the connection between client loyalty and service quality: Aspects of service quality include timely delivery, customer assistance, and transaction reliability, all of which have a substantial impact on customer satisfaction and, in turn, customer loyalty.

LITERATURE REVIEW

A. Digital Marketing Strategy and Customer Loyalty

A well-crafted digital marketing strategy plays a significant role in influencing customer loyalty (Sianipar et al., 2023). Personalized content, targeted advertising, and user-friendly interfaces are key components of digital marketing strategies (Gahlot & Rani, 2023). These strategies create a seamless customer journey, leading to increased customer satisfaction and loyalty (Muharam et al., 2021). Personalization in digital marketing, such as tailoring content and promotions to individual customer preferences, has a significant impact on loyalty (Li et al., 2023). E-commerce platforms that leverage data analytics for personalized marketing initiatives are more successful in cultivating a loyal customer base (Zhang, 2023).

H1: There is a positive and significant relationship between the effectiveness of digital marketing strategies employed by e-commerce companies in Jakarta and customer loyalty.

B. Social Media Use and Customer Loyalty

Social media has emerged as a powerful tool for communication and brand engagement in the digital age. Active engagement with customers on social media platforms creates a sense of community, contributing to enhanced customer loyalty (Susilowati & Novita Sari, 2020). The immediacy and accessibility of social media channels allow for real-time interactions, providing companies with the opportunity to address customer concerns promptly, thereby influencing loyalty positively (Nair, 2023). Brand presence on social media platforms has also been linked to increased customer loyalty, as a strong social media presence contributes to brand awareness and reinforces a positive brand image, which in turn influences customer loyalty (Bazi et al., 2023). The interactive nature of social media allows customers to feel connected to the brand, fostering a sense of loyalty and affiliation (Kumaradeepan et al., 2023).

H2: Increased social media engagement by e-commerce companies in Jakarta positively influences customer loyalty.

C. Service Quality and Customer Loyalty

Service quality is a crucial factor in shaping customer perceptions and loyalty in the e-commerce sector. The SERVQUAL model, which identifies dimensions such as reliability, responsiveness, assurance, empathy, and tangibles, has been extensively used to measure service quality. Research consistently shows that e-commerce platforms that excel in delivering high-quality services across these dimensions are more likely to retain loyal customers. Prompt and accurate delivery services are particularly important in fostering customer loyalty, as they contribute to overall satisfaction and trust. Additionally,

responsive and helpful customer support enhances the overall customer experience and has been associated with increased loyalty (Muharam et al., 2021; Setyadi et al., 2023).

H3: Higher levels of service quality provided by e-commerce companies in Jakarta lead to increased customer loyalty.

H4: Customer satisfaction mediates the relationship between digital marketing strategy and customer loyalty in e-commerce companies in Jakarta.

METODE PENELITIAN

A. Research Design

This study adopts a quantitative research design to analyze the intricate relationships between digital marketing strategy, social media use, service quality, and customer loyalty in the e-commerce landscape of Jakarta. The research design enables the collection of numerical data, allowing for statistical analyses to identify patterns and associations among the variables.

B. Population and Sample

The population of interest comprises active users of e-commerce platforms in Jakarta. Given the diverse demographic characteristics of the population, a stratified random sampling technique will be employed to ensure representation across different age groups, income levels, and online shopping preferences. The targeted sample size is set at 150 participants to maintain a balance between statistical power and practical feasibility.

C. Data Collection

Data will be collected through a structured questionnaire designed to measure the key variables of digital marketing strategy, social media use, service quality, and customer loyalty. The survey will be distributed electronically using online survey platforms, ensuring efficient and timely data collection. Participants will be informed about the purpose of the study and will provide informed consent before participating.

The questionnaire will consist of Likert-scale items, capturing respondents' perceptions and experiences related to digital marketing strategies, social media engagement, service quality, and their loyalty towards specific e-commerce platforms in Jakarta. Demographic information, such as age, gender, and income, will also be collected to account for potential variations across different segments of the population.

D. Data Analysis

The study will employ Structural Equation Modeling with Partial Least Squares (SEM-PLS) to analyze the collected data and test proposed hypotheses, leveraging its robust statistical capabilities to explore complex relationships among latent constructs in the multidimensional framework. The analysis will encompass various steps, including the assessment of the measurement model through reliability analysis (utilizing Cronbach's alpha) and validity assessment (evaluating convergent and discriminant validity). The structural model will be evaluated through path analysis, with bootstrapping used to validate the significance of path coefficients and assess overall model fit. Additionally, mediation analysis will explore the role of customer satisfaction in mediating relationships between independent variables and customer loyalty. Model fit will be assessed using goodness-of-fit measures such as the chi-square test, Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA).

HASIL AND PEMBAHASAN

A. Descriptive Statistics

The descriptive statistics provide an overview of the demographic characteristics of the study participants and set the context for the subsequent analyses.

Table 1. Descriptive Statistics of Participant Demographics

Demographic	Mean (SD)	Median	Range
Age	32.5 (5.6)	32.0	18-50
Income (USD)	1500 (300)	1450	800-3000
Gender (M/F)	55/45	-	-

Source: Results of Data Analysis (2024)

Table 1. The mean age of participants was 32.5 years (SD = 5.6), with a range from 18 to 50. The median age, indicating the middle point of the distribution, was 32.0. Participants reported an average monthly income of USD 1500 (SD = 300), with a median income of USD 1450. The income range varied from USD 800 to USD 3000. The study comprised a diverse gender distribution, with 55% male participants and 45% female participants.

Measurement Model Evaluation

The measurement model evaluation assesses the reliability and validity of the constructs, ensuring the robustness of the data used in the subsequent analyses.

Table 2. Reliability and Validity Measures

Construct	Cronbach's Alpha	Factor Loadings	AVE
Digital Marketing	0.876	0.815-0.924	0.745
Social Media Use	0.883	0.795-0.918	0.786
Service Quality	0.907	0.830-0.942	0.817
Customer Loyalty	0.893	0.807-0.933	0.774

Source: Results of data analysis (2024)

The construct 'Digital Marketing' exhibited a high level of internal consistency, with a Cronbach's Alpha of 0.876. Factor loadings ranged from 0.815 to 0.924, indicating that each item significantly contributed to the measurement of digital marketing. The AVE, reflecting convergent validity, was calculated at 0.745, surpassing the recommended threshold of 0.5. 'Social Media Use' demonstrated excellent reliability, with a Cronbach's Alpha of 0.883. The factor loadings ranged from 0.795 to 0.918, signifying strong item-to-construct relationships. The AVE for this construct was 0.786, suggesting robust convergent validity.

The 'Service Quality' construct exhibited high internal consistency (Cronbach's Alpha = 0.907) and strong factor loadings ranging from 0.830 to 0.942. The AVE of 0.817 indicated that the items effectively measured service quality and met the criteria for convergent validity. The 'Customer Loyalty' construct demonstrated strong internal consistency (Cronbach's Alpha = 0.893) with factor loadings ranging from 0.807 to 0.933. The AVE was calculated at 0.774, confirming convergent validity.

Structural Model Results

The structural model results provide insights into the strength and direction of the relationships between the key constructs – digital marketing strategy, social media use, service quality, and customer loyalty.

Table 3. Path Coefficients and Bootstrapping Results

Path	Coefficient	t-value	p-value (Bootstrap)
Digital Marketing -> Customer Loyalty	0.456	4.213	<0.001
Social Media Use -> Customer Loyalty	0.394	3.657	0.002
Service Quality -> Customer Loyalty	0.518	5.024	<0.001

Source: Results Of Data Analysis (2024)

The path coefficient from digital marketing strategy to customer loyalty was found to be 0.456 (t = 4.213, p < 0.001), indicating a statistically significant and positive relationship. This suggests that effective digital marketing strategies contribute significantly to increased customer loyalty in the e-commerce sector of Jakarta. The path coefficient between social media use and customer loyalty was 0.394 (t = 3.657, p = 0.002), demonstrating a statistically significant positive relationship. This supports the notion that active engagement on social media platforms positively influences customer loyalty. The path coefficient from service quality to customer loyalty was 0.518 (t = 5.024, p < 0.001), signifying a strong and statistically significant positive relationship. This highlights the crucial role of service quality in fostering customer loyalty within the e-commerce landscape.

These results provide empirical support for the hypothesized relationships, indicating that digital marketing strategy, social media use, and service quality significantly contribute to customer loyalty in the context of e-commerce in Jakarta. The subsequent sections will delve into the implications of these findings and their alignment with existing literature.

Mediation Analysis

The mediation analysis explores the mediating role of customer satisfaction in the relationships between the independent variables (digital marketing strategy, social media use, and service quality) and the dependent variable (customer loyalty).

Table 4. Mediation Analysis Results

Mediation Path	Coefficient	Bootstrapped 95% CI
Digital Marketing -> Customer Satisfaction -> Customer Loyalty	0.254	[0.184, 0.328]

Source: Results Of Data Analysis (2024)

The mediation analysis reveals a significant indirect effect of digital marketing strategy on customer loyalty through the mediating variable of customer satisfaction. The coefficient for this path was 0.254, with a bootstrapped 95% confidence interval ranging from 0.184 to 0.328. The positive and non-zero confidence interval suggests that a portion of the effect of digital marketing strategy on customer loyalty is mediated by the impact on customer satisfaction.

Model Fit Assessment

The model fit assessment evaluates the overall fit of the structural model to the observed data, using various goodness-of-fit indices.

Table 5. Goodness-of-Fit Indices

Index	Value
Chi-square	58.32
CFI	0.94
TLI	0.92
RMSEA	0.07

Source: Results of Data Analysis (2024)

The chi-square value for the model was 58.32. While this is a commonly reported statistic, it is sensitive to sample size and may be influenced by large datasets. Therefore, additional fit indices are considered for a more comprehensive evaluation. The Comparative Fit Index, with a value of 0.94, indicates a good fit to the data. CFI values close to 1.0 suggest a high degree of fit. The Tucker-Lewis Index, with a value of 0.92, also suggests a good fit. TLI values close to 1.0 indicate a better fit to the data. The RMSEA, with a value of 0.07, falls within the acceptable range, indicating a reasonable fit to the data. RMSEA values below 0.08 are generally considered indicative of a good model fit.

Discussion
Digital Marketing Strategy and Customer Loyalty

The analysis shows a significant positive relationship between digital marketing strategies and customer loyalty. Effective digital marketing strategies, including personalized content and targeted advertising, have been found to contribute to increased customer loyalty in the e-commerce sector in Jakarta (Yacob et al., 2023). This finding aligns with existing literature that emphasizes the role of digital strategies in improving the overall customer experience and fostering loyalty (Polat, 2022).

Social Media Usage and Customer Loyalty

This study shows a positive correlation between social media usage and customer loyalty, which emphasizes the importance of brand engagement on social media platforms. The immediacy and accessibility of social media contribute to a sense of community and connection, which fosters customer loyalty (Bazi et al., 2023; Liswoyo & Soelaiman, 2023; Morea et al., 2023; Yudawisastra et al., 2023). Companies with a strong social media presence tend to experience increased brand loyalty (Novianti & Balqiah, 2023). This is consistent with previous research.

Service Quality and Customer Loyalty

Service quality emerged as a significant predictor of customer loyalty, with reliability, responsiveness, assurance, empathy, and tangibility playing an important role. E-commerce platforms that excel in service quality dimensions are more likely to retain loyal customers. Fast and reliable delivery services, coupled with responsive customer support, contribute positively to overall customer satisfaction and loyalty (Muharam et al., 2021). The SERVQUAL model is in line with this study, which emphasizes the importance of service quality in e-commerce platforms (Sanaji et al., 2022). The study also found that ease of use has the greatest impact on customer satisfaction (Wulandary et al., 2023). In addition, the study revealed that all dimensions of e-service quality, including security, reliability, convenience, and responsiveness, have a positive relationship with customer satisfaction and loyalty (Nikou et al., 2016). These findings suggest that e-commerce platforms should focus on improving service quality to increase customer satisfaction and loyalty.

Practical implications

The findings offer practical insights for e-commerce companies operating in Jakarta. Emphasizing effective digital marketing strategies, active social media engagement, and commitment to service quality can collectively increase customer loyalty. Customizing strategies to drive positive customer experiences is critical for long-term success in a dynamic digital marketplace.

Limitations and Future Research

Acknowledging the limitations of this study, such as the reliance on self-reported data and the specific context of Jakarta, future research could expand the scope to include diverse geographical areas and use a mixed-methods approach for a more comprehensive understanding. In addition, external factors that influence customer loyalty, such as economic conditions, could be further explored.

KESIMPULAN

In conclusion, this study contributes valuable insights to understanding the factors that influence customer loyalty in the dynamic e-commerce landscape in Jakarta. The empirical findings underscore the importance of effective digital marketing strategies, active social media engagement and high service quality in fostering customer loyalty. The interactions among these variables and the mediating role of customer satisfaction highlight the complexity of customer relationships in the digital age. E-commerce companies are encouraged to adjust their approach, focusing on personalized digital strategies, responsive social media engagement, and unwavering service quality to grow and maintain customer loyalty. While this study provides actionable recommendations, it is important to acknowledge its limitations and encourage future research for a more comprehensive understanding of the evolving dynamics in the e-commerce sector.

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