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MARKETING | RESEARCH ARTICLE

The Effect of Online Marketing Strategies and Digital Media in Increasing Customer Loyalty and Sales Quantity

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Abstract: The internet is a technological means that really helps human life in all aspects, With the development of the internet and digital media, it has greatly changed the patterns and paradigms of human life, one of them in the world of product marketing. With the internet, it can expand the range of communication between humans, so that aspects of product marketing can be carried out anywhere and anytime. The purpose of this study was to determine the effect of online marketing strategies and digital media in increasing customer loyalty and product sales quantity. The method used in this research is quantitative research, and the quantitative method used is Structural Equation Model Partial Least Square (SEM PLS). Relationship of Online Marketing Strategies and Digital Media has a positive influence on customer loyalty (Y1) and Sales Quantity (Y2). The p-value obtained is $0.000 < \alpha 0.05$, then H1 is accepted. The p-value obtained is $0.023 < \alpha 0.05$, then H2 is accepted. And then Relationship Customer Loyalty (Y1) has a standardized coefficient obtained of 3.928, indicating that Customer Loyalty (Y1) has a positive influence on Sales Quantity (Y2). The p-value obtained is $0.000 < \alpha 0.05$, then H3 is accepted.

Keywords: Online Marketing Strategies, Customer Loyalty, Sales Quantity.

JEL Classification Code: M1, M21, M31

1. Introduction

In an increasingly advanced digital era, the role of online marketing strategies and digital media is becoming increasingly important to increase customer loyalty and sales quantity for companies and brands (Chen, 2020). The internet has changed the way businesses operate, and customers are no longer just looking for high-quality products or services, but also enjoyable and relevant experiences. In this context, online marketing and digital media have become the backbone in achieving these goals. This paper will discuss various online marketing strategies and the use of digital media in increasing customer loyalty and sales quantity and review the positive impact that companies can achieve through this approach. Marketing has undergone tremendous changes in the past few decades. With the increasing use of the internet, consumers have shifted from traditional media to digital platforms. To survive and thrive, companies must adapt to these changes by implementing online marketing strategies and utilizing digital media wisely. In this context, the utilization of social media, email marketing, content marketing, and SEO (Search Engine Optimization) techniques are key to achieving broader marketing goals.

One of the advantages of online marketing is its ability to provide a personalized and relevant experience for each customer. Through proper consumer data collection, companies can better identify customer preferences and behaviors, thus tailoring their messages and offers more accurately (Baishya & Samalia, 2020; Hsu & Lin, 2015). This personalization creates a strong bond with customers, increases satisfaction levels, and ultimately increases customer loyalty. In addition, online marketing strategies also enable direct interaction with customers through multiple channels, facilitating more effective two-way communication (Baishya & Samalia, 2020; Quach et al., 2020; Shen et al., 2017). Along with increasing customer loyalty, improving the quality of user experience



is also a crucial goal. A website or app that is user-friendly and easy to navigate will attract more customers and increase retention rates. In addition, a good experience in online shopping also affects customers' perception of the brand, and this can differentiate a company from its competitors (Kozielski et al., 2017; Martini et al., 2013; Rezaei et al., 2014). In this case, the use of digital media such as videos, images, and engaging visual content also plays an important role in creating an engaging experience for customers. While some may argue that email is obsolete in the world of digital marketing, the truth is, email marketing is still one of the most effective marketing tools in building customer loyalty (Chen, 2020; Gerber et al., 2016). The right email marketing, such as sending regular newsletters with useful content, exclusive offers for loyal customers, and reminders about favorite products, can help companies stay in touch with customers on an ongoing basis. Another advantage of email marketing is that it is relatively low cost compared to other marketing media and can provide a high ROI (Return on Investment).

Social media has become a very powerful platform for interacting with customers and building a loyal fan community. Through social media, companies can communicate directly with customers, respond quickly to queries and complaints, and gather valuable feedback. Creative and unique content campaigns on social media can also increase brand awareness and support efforts to increase sales. Expertise in managing social media and understanding the culture and ethics on these platforms are the keys to success in optimizing the use of social media in online marketing strategies. It is undeniable that content is king in online marketing. Relevant and high-quality content can increase customer attraction to brands, increase trust, and establish authority in a particular industry. An effective content marketing strategy involves the use of engaging and informative blogs, articles, infographics, and videos. Through this content, companies can provide solutions to customer problems, add value, and build solid relationships with the target market. SEO or Search Engine Optimization is a technique used to increase the visibility of a company's website on search engines like Google. By ranking higher in organic search results, companies can increase the amount of visitor traffic, increase brand awareness, and expand the potential customer base. Therefore, understanding and optimizing SEO strategies is key to increase sales and customer loyalty.

The internet is a technological means that really helps human life in all aspects. With the development of the internet and digital media, it has greatly changed the patterns and paradigms of human life, one of them in the world of product marketing. With the internet, it can expand the range of communication between humans, so that aspects of product marketing can be carried out anywhere and anytime. Over the past twenty years, the development of information technology and a knowledge economy have made customer loyalty in the hotel industry a central issue for marketing scholars. By efficiently handling customer profiles through customer equity management, companies could maximize the lifetime value of each customer as one of their assets (Nuseir, 2016). The world of digital media is changing at a phenomenal pace. Its constantly evolving technologies, and the way people are using them, are transforming not just how we access our information, but how we interact and communicate with one another on a global scale. It's also changing the way we choose and buy our products and services (Farrar, 2010). This may be a physical product, or it may be your service proposition. The key here is that something is developed that people want to buy. Some businesses begin with a product and then try to force that on an audience. If there is no demand for your product and no one is interested, then you will not be able to create demand. One of the best examples of how buyer bargaining power has changed in the digital age is the increased use of social media and review sites to openly rate and discuss products, pricing and customer service provided by businesses. Many consumers will include reviews within their decision-making process and will not buy products that match their requirements if the reviews from their peers are negative (Kingsnorth, 2016).

According to research by Wearesocial in January 2015 there were circa 3 billion active internet users in the world (about 42 per cent of the population) and 2 billion of those were active on social media – so two-thirds of all internet users. Also interesting is that 81 per cent of those active users are active on a mobile device (Kingsnorth, 2016). According to recent statistics for January 2020, 4.54 billion people are active internet users, encompassing 59 % of the global population. Social media usage has become an integral element to the lives of many people across the world. In 2019 2.95 billion people were active social media users worldwide. This is forecast to increase to almost 3.43 billion by 2023 (Dwivedi et al., 2020). So, it is doubtful that there are really any businesses who can

truly say that none of their target audience are using social. Reason number one for getting involved is to be where your customers are. After all, if you owned a chain of shops and a brand-new shopping centre was opened that was attracting phenomenal crowds, you would probably open there too. Social media message characteristics are important for advertisers. For example, used motivation theory within a tourism context to conclude that completeness, relevance flexibility, timeliness of the argument, quality and trustworthiness of source credibility, have a positive impact on user satisfaction (Dwivedi et al., 2020). Customer loyalty is very dependent on the latest information provided by a product, with the updated information obtained, customer loyalty will persist in the product. Likewise with the quantity of products sold by producers to consumers, with the involvement of online marketing and digital media, it is hoped that the quantity of sales will also increase with increasing information. The purpose of this study was to determine the effect of online marketing strategies and digital media in increasing customer loyalty and product sales quantity.

2. Literature Review

2.1. Online and Digital Marketing

Marketing is a social and managerial activity, in which individuals and groups obtain what they need and want by creating, offering, and exchanging things of value with one another (Kotler & Keller, 2016). Traditionally, marketing always starts with segmentation a practice of dividing the market into homogenous groups based on their geographic, demographic, psychographic, and behavioral profiles. Segmentation is typically followed by targeting a practice of selecting one or more segments that a brand is committed to pursue based on their attractiveness and fit with the brand. Segmentation and targeting are both fundamental aspects of a brand's strategy. They allow for efficient resource allocation and sharper positioning. They also help marketers to serve multiple segments, each with differentiated offerings (Kotler et al., 2017). Digital marketing is a sales and branding activity that uses various web-based media such as email, websites, blogs, adwords, or social networks. The existence of digital marketing is caused by the development of internet-based communication technology and mobile technology. The existence of mobile technology, everyone who has an internet network, will easily get accurate information anywhere and anytime just in their hands (Sidi, 2018). The purpose of digital marketing is to make the company easily accessible to customers by being in the media with direct access to customers via the internet network. Commonly known as the horizontal approach, where when producers and customers are on the same line, both can reach each other, so that customer satisfaction can be met., because the customer must be served horizontally by the producer or service provider. This is because customers demand the same service from the same brand, if there are differences in service, customers may lose their loyalty. Digital marketing can help marketing to increase sales and profitability. Online and digital media provide minimal expenses and an increase in the quantity of products sold due to the extensive online internet network (Sidi, 2018). Digital and social media marketing allows companies to achieve their marketing objectives at relatively low cost (Ajina, 2019).

2.2. Customer Loyalty

Customer loyalty is defined as people who buy, especially those who buy regularly and repeatedly. A customer is someone who continuously and repeatedly comes to the same place to satisfy his desire by having a product or getting a service and paying for the product or service (Ritonga et al., 2018). The costs incurred by producers or companies to attract the attention of new customers are up to five times the cost of maintaining happy and loyal customers (Kotler & Keller, 2016). With these loyal customers the company can create about 80% of profits. To achieve an increase in customer loyalty today, companies must not only pay attention to the management of service and product quality, but also use digital marketing in their strategy (Sidi, 2018).

2.3. Sales Quantity

Sales quantity is defined as the number of products or services that can be sold and used by consumers or customers. This sales quantity is very dependent on the ability of a company to carry out good promotions to consumers. The number of sales can also be interpreted or defined as feedback from marketing run by the company. Sales have various meanings depending on the scope of the problem being discussed. Total sales are the amount offered by a company by industrial users using distributors (Ningtyas, et al., 2018).

2.4. Research Hypothesis

Based on the background of this research, several research hypotheses can be given as follows:

- H1: Online marketing strategies and digital media have a significant positive effect on customer loyalty.
- H2: Online marketing strategies and digital media have a significant positive effect on sales quantity.
- H3: Customer loyalty has a significant positive effect on the quantity of sales.

3. Research Method and Materials

The method used in this research is quantitative research, and the quantitative method used is Structural Equation Model Partial Least Square (SEM PLS). Source of data from the analysis of questionnaires given to producers and consumers of traditional food in Samarinda. This study examines the effect of online marketing strategies and digital media on customer loyalty and the quantity of sales of traditional food in Samarinda.

The data collected in this study used the following methods:

1. Field Work Research
 - a) Observation, namely direct observation of the object to be studied, is carried out by recording everything in the field related to the required data.
 - b) Interview, which is a way of collecting data through direct interviews with respondents by preparing a list of structured questions that are used to obtain information about respondents' assessments of the research object.
 - c) Questionnaire, which is a data collection technique carried out by the author by asking questions related to research variables to be filled in by respondents (consumers) to be studied in this case to traditional food customers, with the aim of obtaining data about the research object.
2. Library Research

That is done by collecting data that is related to the problem under study, which is taken from several marketing books and other references.

The sampling technique used is the purposive sampling method, namely the sampling method based on predetermined criteria.

3.1. Hypothesis Test

Hypothesis testing using the structural equation method (SEM) with the PLS (Partial Least Square) approach. The PLS approach is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. The PLS approach is a variant-based SEM statistical method designed to solve multiple regression when specific data problems occur, such as missing data (missing values) and small research sample sizes. The SEM method has better analytical and predictive abilities than path analysis and multiple regression because SEM is able to analyze to the deepest level of the variables or models studied. The SEM method is more comprehensive in explaining research phenomena. Meanwhile path analysis

and multiple regression are only able to reach the level of latent variables so that they have difficulty in parsing or analyzing empirical phenomena that occur at item levels or latent variable indicators (Raihan, 2019). The analysis of the PLS SEM is carried out in three stages, namely:

1. Outer Model Analysis

- Convergent Validity. The value of convergent validity is the value of the loading factor on the latent variable with its indicators. Expected value >0.7 .
- Discriminant Validity. This value is the value of the cross-loading factor that is useful for determining whether the construct has an adequate discriminant, namely by comparing the loading value on the intended construct which must be greater than the loading value with other constructs.
- Composite Reliability. Data that has composite reliability >0.7 has high reliability.
- Average Variance Extracted (AVE). Expected AVE value >0.5 .
- Cronbach Alpha. The reliability test was strengthened by Cronbach Alpha. Expected value >0.6 for all constructs.

2. Inner Model Analysis

Inner model analysis/model structural analysis is carried out to ensure that the structural model built is robust and accurate. The evaluation of the inner model can be seen from several indicators which include:

- Coefficient of Determination (R^2)
- Predictive Relevance (Q^2)
- Goodness of Fit Index (GoF)

3. Hypothesis Testing

In general, the explanatory research method is a method approach that uses PLS. This is because in this method there is a hypothesis testing. Testing the hypothesis can be seen from the value of t-statistics and probability values. For hypothesis testing using statistical values, for alpha 5% the t-statistic value used is 1.96. So, the criteria for acceptance/rejection of the hypothesis are that H_a is accepted and H_0 is rejected when the t-statistic > 1.96 . To reject/accept the hypothesis using probability then H_a is accepted if the p value <0.05 .

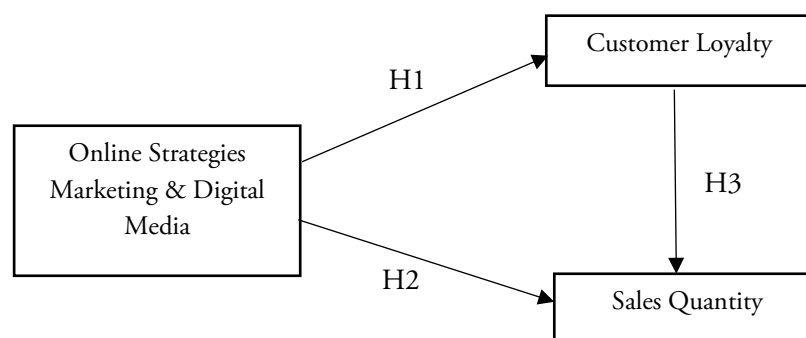


Figure 1: Research Model

4. Results and Discussion

4.1. Outer Model Test

Table 1: Outer Model Test Variable

	Customer Loyalty (Y1)	Online Strategies Marketing (X)	Sales Quantity (Y2)
X11		0.924	
X12		0.934	
X13		0.848	
X21			
X22			

	Customer Loyalty (Y1)	Online Strategies Marketing (X)	Sales Quantity (Y2)
X23			
Y11	0.955		
Y12	0.939		
Y13	0.895		
Y21			0.760
Y22			0.872
Y23			0.883

The loading factor value of the parameters of each latent variable has a value above 0.7. It means all construct variables for all its parameters. Apart from being seen from the loading factor value, convergent validity can also be seen from the Average Variance Extracted (AVE) value. In this study, the AVE value of each construct was above 0.5. Therefore, there is no problem of convergent validity in the model being tested.

Table 2: Validity and Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Loyalty (Y1)	0.922	0.934	0.950	0.865
Online Strategies (X)	0.886	0.886	0.930	0.815
Sales Quantity (Y2)	0.789	0.790	0.878	0.706

To ensure that there are no measurement-related problems, the second step in evaluating the outer model is to test the unidimensionality of the model. The unidimensionality test was carried out using Composite reliability indicators and Cronbach's alpha. For these two indicators the cut-off value is 0.7. Apart from being seen from the Composite Reliability value, validity and reliability can also be seen from the Cronbach Alfa value. In this study, the Cronbach Alfa value of each construct was above 0.7. Therefore, there is no problem of convergent validity in the model being tested.

4.2. Inner Model Test

Testing this inner model can be done in three ways. The three ways are by looking at the value of R^2 , Predictive Relevance (Q2), and GoF (Goodness of Fit).

Table 3: R^2 Test

	R Square	R Square Adjusted
Customer Loyalty (Y1)	0.840	0.837
Sales Quantity (Y2)	0.778	0.771

From the results of the determination value test of R^2 above, information can be obtained that each variable has a good attachment between one variable and another. The Predictive Relevance (Q2) test value will be said to be good if the Q2 value is close to 1. From the test results for this study, the Q2 value is 0.963, which means that the predictive relevance is very good.

From the R^2 test, Predictive Relevance (Q2), and Goodness of Fit (GoF) the model formed is robust and reliable, so that hypothesis testing can be carried out.

4.3. Hypothesis Testing

To test the hypothesis of this research, we will first determine the path coefficient formed from the research model that has been made. The complete path coefficient can be seen in the following PLS SEM output image.

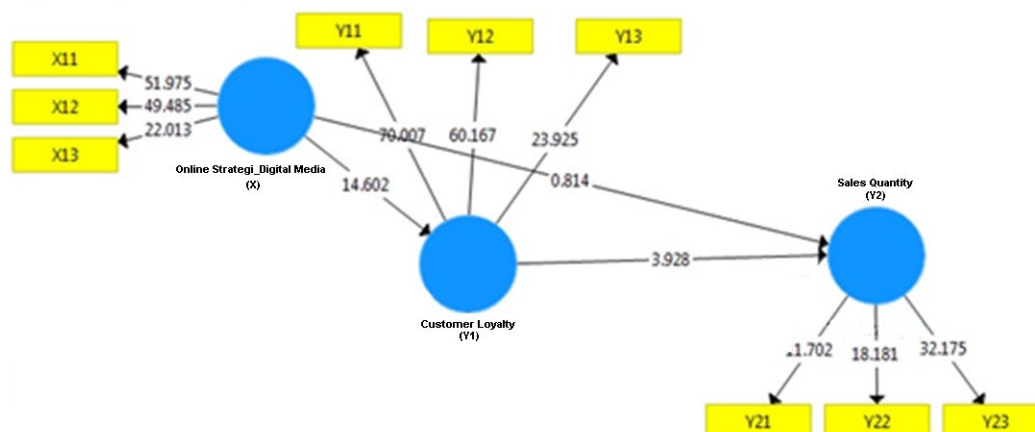


Figure 2: SEM PLS Result

The three paths of the research model above will be tested statistically using the *t* test to test the hypothesis that has been made by the researcher. From the estimation results, the influence of Online Marketing Strategies and Digital Media (X) on Customer Loyalty (Y1) has a path coefficient of 14.602 where the effect is significant ($t = 15.241$ with $p(0.000) < 0.05$). However, with the estimation results of the influence of service quality (X) on Sales Quantity (Y2), it has a path coefficient of 0.814 where the effect is significant with a value ($t = 0.019$ and $p(0.023) < 0.05$), and the last is an estimate of the effect The variable Customer Loyalty (Y1) on Sales Quantity (Y2) has a path coefficient of 3.928 and also has a significant effect on the value ($t = 4.005$ and $p(0.000) < 0.05$).

4.4. Discussion

The Effect of Online Marketing Strategy and Digital Media (X) on Customer Loyalty (Y1)

The relationship between Online Marketing Strategies and Digital Media (X) on Customer Loyalty (Y1) has been a subject of interest and research in the field of marketing. The standardized path coefficient of 14,602 indicates a positive influence of Online Marketing Strategies and Digital Media (X) on Customer Loyalty (Y1). The *p*-value obtained from the statistical analysis is 0.000, which is less than the significance level (α) of 0.05. Therefore, the research hypothesis H1, stating that Online Marketing Strategies and Digital Media affect Customer Loyalty, is accepted. This finding suggests that Online Marketing Strategies and Digital Media play a crucial role in influencing Customer Loyalty. Customers' expectations are an essential factor in shaping their loyalty towards a brand or company. When companies effectively utilize Online Marketing Strategies and Digital Media, it is likely that they meet or even exceed customer expectations. This, in turn, contributes to the customers' positive perception of the company's products and services, leading to increased loyalty.

Furthermore, the positive effect of Online Marketing Strategies and Digital Media on Customer Loyalty can also be attributed to the ease with which consumers can access product offers and information. In the digital era, customers appreciate the convenience of accessing information and making purchases online. Companies that effectively leverage digital media platforms can provide a seamless and comfortable experience for consumers, enhancing their loyalty towards the brand. These findings are consistent with the results of previous research conducted by Nuseir (2016), who also reported a strong positive relationship between marketing strategies and customer loyalty. Nuseir's research highlighted that marketing strategies based on technical and functional quality are reliable predictors of customer loyalty. Additionally, the core and relational dimensions of marketing strategy were found to be significant antecedents of customer loyalty.

The perceived quality of services plays a crucial role in the evaluation process of customers. When consumers compare their expectations with the actual service received, they form their perception of service quality. If the perceived service meets or exceeds their expectations, it positively impacts their loyalty towards the company. Online Marketing Strategies and Digital Media can greatly influence

this perception by delivering consistent and high-quality service experiences. Effective marketing strategies also act as stimuli that encourage consumers to engage in repeat transactions with a company. When companies implement online marketing campaigns and utilize digital media platforms, they can create a lasting impression on customers, encouraging them to come back for more. The use of engaging content, personalized offers, and interactive communication through digital media fosters a sense of connection between the brand and its customers, ultimately leading to increased customer loyalty. Moreover, the seller-consumer interaction is crucial in establishing a positive image of the company. A friendly and welcoming approach from sellers can leave a lasting impact on customers. In the age of online marketing and digital media, this interaction can be extended to virtual spaces through personalized messages, chatbots, and responsive customer service. Such efforts contribute to building a sense of trust and comfort, further enhancing customer loyalty.

In conclusion, the relationship between Online Marketing Strategies and Digital Media with Customer Loyalty is a significant aspect of contemporary marketing research. The positive influence of Online Marketing Strategies and Digital Media on Customer Loyalty is evident from the statistical analysis, and this effect is reinforced by previous research in the field. Companies that effectively implement online marketing strategies and leverage digital media platforms are more likely to meet customer expectations, provide a comfortable and convenient experience, and foster a sense of loyalty among customers. By understanding and harnessing the power of Online Marketing Strategies and Digital Media, businesses can build lasting relationships with their customers and ultimately drive sales and growth. The seller-customer interaction, whether physical or virtual, also plays a crucial role in influencing customer loyalty. Therefore, businesses must continue to explore and adopt innovative strategies to optimize their online marketing efforts and digital media utilization, ensuring a positive impact on customer loyalty and overall business success.

The Effect of Online Marketing Strategies to Sales Quantity

Online Marketing Strategies (X) has a standardized path coefficient of 0.814, indicating that Online Marketing Strategies (X) has a positive and significant influence on sales quantity (Y2). The p-value obtained is $0.023 < \alpha 0.05$, then H2 is accepted, which means Online Marketing Strategies (X) is significant to influence sales quantity. This is in accordance with research conducted by Govender (2015) in a study conducted which determined that in general there is a positive correlation between Online Marketing Strategies and sales quantity. Marketing strategies are widely recognized as an indicator of the number of products or services sold. This study also shows that satisfied customers tend to buy in relatively large quantities and maintain their loyalty. The number of traditional food purchases in Samarinda tends to increase after using digital media, this can be seen from the results of research which show that most consumers find it easy when buying a product in this way. Many consumers feel that there is a match between the product and what they want and provide good service. These marketing strategies directly affect consumer loyalty and sales quantity, this is in accordance with the opinion of Sidi (2018), the creation of large product purchases will provide benefits, including the relationship between the company and consumers to be harmonious, becoming the basis for repeat purchases and the creation of consumer loyalty. Manufacturers receive many benefits by achieving a high level of customer satisfaction. High levels of satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to price, reduce marketing failure costs, reduce operating costs caused by increasing customer numbers, increase advertising effectiveness, and improve business reputation through large sales of products and services.

The Effect of Customer Loyalty on Sales Quantity

The relationship between customer loyalty satisfaction (Y1) and sales quantity (Y2) is a crucial aspect of marketing research that directly impacts a company's success and growth. The standardized coefficient of 3.928 indicates a positive influence of customer loyalty satisfaction on sales quantity, suggesting that loyal customers contribute significantly to increased sales. The statistical analysis further supports this relationship, as the obtained p-value of 0.000 is less than the significance level (α) of 0.05, leading to the acceptance of hypothesis H3.

Customer loyalty satisfaction refers to the level of contentment and positive perception customers have towards a brand or company. When customers feel satisfied and comfortable with the services and products provided, they are more likely to exhibit loyalty by repeatedly choosing to come back and making frequent and substantial purchases. This behavior contributes to an increase in sales quantity, as loyal customers become reliable sources of revenue and contribute to a steady stream of business for the company. This finding aligns with the results of previous research conducted by Dwivedi (2019), which emphasized the close relationship between customer loyalty and sales outcomes in the marketing context. Dwivedi's research indicated that the success of product or service sales is intimately tied to customer loyalty. The study also highlighted that while customer satisfaction indeed impacts loyalty, this relationship is influenced and moderated by various individual and company-related factors.

Among the individual factors, the level of consumer factors plays a significant role in accentuating the impact of customer satisfaction on loyalty. Factors such as consumer motivation and purchase behavior were found to amplify the relationship between satisfaction and loyalty. Customers who are motivated by convenience and demonstrate repeat purchase behavior tend to be more loyal to a brand or company, thereby contributing to increased sales quantity. On the other hand, company-related factors also play a crucial role in strengthening the link between customer satisfaction and loyalty. Two key factors identified were trust and perceived value as developed by the company. When customers perceive a high level of trustworthiness in a brand or company and experience a strong sense of value from their offerings, their satisfaction is more likely to translate into loyalty. These factors create a positive image of the company, fostering trust and brand loyalty among customers, which, in turn, leads to increased sales.

In summary, customer loyalty satisfaction significantly influences sales quantity in a company. The positive relationship between customer loyalty and sales quantity is a result of customers' comfort and satisfaction with the products and services offered. Loyal customers play a pivotal role in generating consistent sales and revenue for the company. The findings of previous research by Dwivedi (2019) further support this relationship, highlighting the importance of individual and company-related factors in moderating the impact of satisfaction on loyalty. To leverage the positive influence of customer loyalty on sales quantity, businesses must prioritize customer satisfaction and focus on enhancing consumer experiences. Providing excellent products and services that meet customer needs, implementing efficient customer service, and maintaining transparent and trustworthy interactions are key strategies to foster customer loyalty. Furthermore, companies should analyze and understand customer motivations and purchase behavior to tailor their marketing efforts effectively. By prioritizing customer-centric strategies and building trust and perceived value in the brand, companies can create a loyal customer base that contributes to sustained sales growth and overall business success.

5. Conclusion

1. Relationship of Online Marketing Strategies and Digital Media to Customer Loyalty. Online Strategies Marketing and Digital Media (X) has a standardized path coefficient of 14,602, indicating that Online Strategies Marketing and Digital Media (X) has a positive influence on customer loyalty (Y1). The p-value obtained is $0.000 < \alpha 0.05$, then H1 is accepted.
2. Relationship of Online Marketing Strategies and Digital Media to Sales Quantity. Online Marketing Strategies and Digital Media (X) has a standardized path coefficient of 0.814, indicating that Online Marketing Strategies and Digital Media (X) has a positive and significant influence on Sales Quantity (Y2). The p-value obtained is $0.023 < \alpha 0.05$, then H2 is accepted.
3. Relationship Customer Loyalty (Y1) has a standardized coefficient obtained of 3.928, indicating that Customer Loyalty (Y1) has a positive influence on Sales Quantity (Y2). The p-value obtained is $0.000 < \alpha 0.05$, then H3 is accepted.

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