

**THE INFLUENCE OF DIGITAL MARKETING ON TOURISM BRANDING STRATEGY
(CASE STUDY ON “CENGKLIK RESERVOIR” ATTRACTION, BOYOLALI, CENTRAL JAVA,
INDONESIA)**

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Abstract

The purpose of this study was: 1) To test and measure the partial and simultaneous influence of service quality, product quality, and promotion on customer loyalty. (2) To find out the most dominant factor influencing customer loyalty.

This study was conducted on customers using the online shopping site shopee in Purwodadi.. Given that the population distribution is unknown, according to Cooper and Schindler (2019) the number of samples taken was 96 respondents. With purposive sampling.

The results of the study found that there was a partial and simultaneous influence of service quality, product quality, and promotion on customer loyalty. Service quality is the most dominant factor influencing customer loyalty in Purwodadi.

Customer loyalty can be explained by service quality, product quality, and promotion by 92.0%. While the remaining 7.30% is influenced by other variables outside the variables studied in this study..

Keywords: service quality, product quality, promotion, customer loyalty, Multiple linear regression.

INTRODUCTION

The business world, especially e-commerce, has undergone a major transformation as a result of advances in information and communication technology (Aryani et al., 2020). Shopee is a popular e-commerce platform in Indonesia, and with its various features, it has succeeded in attracting consumers in Purwodadi and other areas to make online transactions. Ease of shopping, a variety of product choices, and various promotional programs offered are a special attraction for users. However, amidst increasingly fierce competition in the e-commerce world, customer loyalty is one of the key factors for a company's success. Loyal customers tend to make repeat purchases, recommend the platform to others, and do not easily switch to competitors. Therefore, companies like Shopee need to continue to improve the quality of service, product quality, and promotional strategies in order to maintain and increase customer loyalty.

However, amidst the increasingly tight competition in the e-commerce world, customer loyalty is one of the key factors for a company's success. Loyal customers tend to make repeat purchases, recommend the platform to others, and are less likely to switch to competitors. Therefore, companies like Shopee need to continue to improve the quality of service, product quality, and promotional strategies in order to maintain and increase customer loyalty.

Good service quality will create a positive experience for customers, while adequate product quality will meet their expectations of the goods purchased. In addition, attractive promotions can encourage customers

to shop more often. The combination of these three factors is expected to be able to form strong customer loyalty, especially in the city of Purwodadi which has a growing market potential.

Although Shopee has made various efforts to improve the quality of services, products, and promotions, it is still uncertain how much influence these factors have on customer loyalty, especially in the Purwodadi area. Therefore, this study is important to be conducted in order to measure and analyze the influence of service quality, product quality, and promotions on Shopee customer loyalty in Purwodadi. The results of this study are expected to provide useful insights for Shopee managers in formulating more effective business strategies in maintaining and increasing customer loyalty.

The objectives of this study were: 1) To test and measure the partial and simultaneous influence of service quality, product quality, and promotion on customer loyalty. (2) To determine the most dominant factor influencing customer loyalty.

Based on the above phenomena and background, the researcher is interested in examining consumer satisfaction to be studied in order to determine the level of customer loyalty. Therefore, it is necessary to conduct research related to the problem of the Influence of Service Quality, Product Quality and Promotion on Customer Loyalty to Users of the Shopee Online Shopping Site in Purwodadi.

THEORETICAL BASIS FRAMEWORK OF THINKING AND HYPOTHESIS

A. Theoretical Basis

1. Customer Loyalty

Post-purchase behavior of a product is determined by satisfaction or dissatisfaction with a product as the end of the sales process. The concept of customer loyalty is more associated with behavior than attitude. One of the positive attitudes of consumers can be shown through loyalty to the company's products and recommending the product to other consumers, while negative attitudes are shown through negative words (word of mouth) to other consumers and moving to other companies. Loyalty is something that arises without coercion but arises by itself. The definition of loyalty is the formation of attitudes and behavioral patterns of a consumer towards purchasing and using products resulting from their previous experiences (Griffin, 2016).

According to Oliver, Richard L. (2016) Customer loyalty is a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior. Loyalty can be defined as a customer's deep commitment to re-patronize or re-purchase a preferred product or service as a consistent attitude in the future, despite situational influences and marketing efforts having the potential to cause switching behavior.

According to Hasan (2018), Customer loyalty is defined as a person who buys, especially those who buy regularly and repeatedly. A customer is someone who continuously and repeatedly comes to the same place to satisfy his desires by having a product or getting a service and paying for the product or service. Meanwhile, according to Tjiptono (2019), customer loyalty is a customer's commitment to a brand, store, supplier based on a very positive attitude reflected in consistent repeat purchases.

Based on the understanding above, it can be concluded that consumer loyalty to a product is related to the positive attitude that the consumer has towards the product by consistently making repeat purchases.

a. Characteristics of Customer Loyalty

Customer loyalty is a reliable measure to predict sales growth and customer loyalty can also be defined based on consistent purchasing behavior (Griffin, 2016). The following are the characteristics of consumer loyalty:

1) Make regular repeat purchases

Consumers make continuous purchases on a particular product. Example: Harley Davidson motorcycle lovers will buy a new Harley motorcycle if there is a new Harley Davidson model, not only buying but they also spend extra money to change it according to their wishes.

2) Purchase across product and service lines

Consumers not only buy services and main products but consumers also buy product and service lines from the same company. Example: consumers not only buy Harley Davidson motorcycles, but they also buy accessories from Harley Davidson to beautify their motorcycles.

3) Refer to others (Refers other)

Where consumers communicate by word of mouth regarding the product. Example: a Harley Davidson consumer who has been using the motorcycle for a long time, tells about the greatness and advantages of the motorcycle, then after that his friend is interested in buying a Harley Davidson motorcycle because he heard the story.

4) Demonstrates an immunity to the full of the competition

Consumers refuse to use alternative products or services offered by competitors. Example: Harley Davidson motorcycle enthusiasts refuse to use other motorcycles, and they also tend to refuse to know that there are other types of motorcycles.

Loyal customers are an asset for a company, this can be seen based on the characteristics they have. Therefore, consumer loyalty is a reliable measure to predict future growth for a company.

According to Tjiptono (2019) explains that loyalty encompasses two important components, namely loyalty as behavior and loyalty as attitude. The combination of these two components will produce four possible loyalty situations, namely: no loyalty, spurious loyalty, latent loyalty, and loyalty "Tjiptono (2019) explains the four possible loyalty situations as follows:

1) No Loyalty

This can happen when the customer's attitude and repeat purchase behavior are both weak, then loyalty is not formed.

2) Spurious Loyalty

This condition is characterized by non-attitude influences on behavior, such as subjective norms and situational factors. This situation can also be called inertia, where consumers find it difficult to distinguish between brands in a product category with a low level of involvement. So that repeat purchases are made based on situational considerations, such as familiarity (due to strategic product placement on display shelves, outlet locations in shopping centers).

3) Latent Loyalty

The latent loyalty situation is reflected when a strong attitude is accompanied by a weak repeat purchase pattern. This situation, which is of great concern to marketers, is caused by the influence of non-attitude factors that are equally strong or even tend to be stronger than attitude factors in determining repeat purchases.

4) Loyalty

This situation is the ideal situation that marketers hope for the most. Where consumers have a positive attitude towards a product or producer and are accompanied by a consistent repeat purchase pattern.

b. Types of Consumer Loyalty

According to Griffin (2016), there are four types of consumer loyalty, namely:

1) No Loyalty

For various reasons, some consumers do not develop loyalty to a particular product or service. This means that consumers will never become loyal consumers, they only contribute a little to a company. In general, companies should avoid a group that falls into the category of no loyalty to be used as a target market because they will never become loyal consumers.

2) Weak Loyalty (inertia loyalty)

A weak relationship combined with high repeat purchases will result in weak loyalty. Consumers who have this attitude usually buy based on habit. The basis used for purchasing a product is usually because they are used to it or because they always use the product. This kind of loyalty usually occurs in products that are often used, but it does not rule out the possibility of consumers who have weak loyalty changing by getting closer to the consumer through a product that is better than competitors, for example by improving the quality of the product and adding other facilities.

3) Latent Loyalty

A relatively high level of preference combined with a low level of repeat purchases indicates hidden loyalty. The influence of situations and attitudes that determine repeat purchases. Companies can overcome this hidden loyalty by understanding the situational factors that contribute to hidden loyalty.

4) Premium Loyalty

Premium loyalty is a type of loyalty that occurs when a high level of interest goes hand in hand with repeat purchase activities. This kind of loyalty is what companies really hope for. At a high level of preference, consumers will be proud to discover and use the product and will happily share knowledge from their experiences with friends, family, or other consumers.

c. Customer Loyalty Indicators

Indicators of customer loyalty according to Kotler & Keller (2021) are Repeat Purchase (loyalty to product purchases); Retention (Resistance to negative influences regarding the company); referrals (referring to the total existence of the company).

2. Quality of Service

Quality conventionally describes the direct characteristics of a product, such as performance, reliability, ease of use, aesthetics and so on. While the strategic definition of quality is anything that is able to meet the needs of customers.

Quality is full customer satisfaction. A product is said to be of quality if it can provide full satisfaction to consumers, namely in accordance with what consumers expect from a product (Feigenbaum, 2016).

Quality is "a dynamic condition associated with products, services, people, processes, and environments that meet or exceed expectations." (Tjiptono, 2019). In ISO 8402 (Quality Vocabulary), quality is defined as the totality of characteristics of a product that supports its ability to satisfy specified or established needs, quality is often interpreted as customer satisfaction. The definition of a product that can be in the form of (tangible) or a combination of both. Three categories of products that can be defined here, namely:

a. Goods, for example: cars, telephones, etc.

b. Software, for example: computer programs, financial reports, procedures, instructions in the ISO 9000 financial system, etc.

c. Services, for example: education, banking, etc.

In order to appear in a competitive atmosphere, organizations must strive to improve the quality of their services as a strategy to win the competition. Quality

must start from customer needs and end with customer perception. Thus, products are designed, produced and services are provided to meet customer desires. Because quality refers to something that determines customer satisfaction, a product produced can only be said to be of quality if it is in accordance with customer desires, can be utilized properly, in addition to being produced (produced) in a good and correct manner (Dharmmesta, 2014).

The concept of service quality can also be understood through "consumer behavior", which is a behavior played by consumers in searching for, buying, using and evaluating a service product that is expected to satisfy their needs (Schiffman & Kanuk, 2016).

Consumer decisions to consume or not consume a good/service are influenced by various factors, including their perception of service quality. This statement shows a strong interaction between "consumer satisfaction" and "service quality".

Quality as follows, namely: "Standards that must be achieved by a person/group/institution/organization regarding the quality of human resources, quality of work methods, processes and work results or products in the form of goods and services. Quality means satisfying those served, both internally and externally, in the sense of optimal fulfillment of customer/community demands/requirements" (Sani, 2021). Customers believe that the service provider's operations are trustworthy and provide value or value that is commensurate with their sacrifice.

a. Service Quality Theory

Service quality as put forward by Lovelock (2016) in his book "Product Plus". What is put forward is an interesting idea about how a product when added with service will produce a power that provides benefits to the organization in gaining profit and even to face competition.

There are 8 service supplements that can be explained as follows. (1). Information, namely the process of a quality service starting from the products and services required by customers. Providing information channels that directly provide convenience in order to answer the customer's desires is important. (2). Consultation, after obtaining the desired information, customers require consultation regarding technical, administrative, and cost issues. For this reason, an organization must prepare the means regarding consultation materials, consultation locations, employees/officers who serve, and time for free consultation. (3). Ordertaking, customer assessment at this point is emphasized on the quality of service which refers to the ease of filling out applications and administration that is not complicated, flexible, low cost, and light requirements. (4). Hospitality, customers who deal directly will give an assessment of the friendly and polite attitude of employees, a comfortable waiting room and other adequate facilities. (5). Caretaking, different variations in customer backgrounds will demand different services. (6). Exception, some customers sometimes want exceptions to the quality of service. (7). Billing, the vulnerable point is in the payment administration. This means that the service must pay attention to matters relating to payment administration, both regarding the transaction form filling

list, payment mechanisms and the accuracy of bill calculations. (8). Payment, at the end of the service, payment facilities must be provided based on customer wishes, such as bank transfers, credit cards, direct debits to customer accounts.

b. Factors Affecting Service Quality

Public services to the community will be able to run as expected, if the supporting factors are adequate and can be used effectively and efficiently. There are several factors that support the running of a service well, namely: (1). Awareness factor of officials and officers involved in public services; (2). Regulatory factors that are the basis for service work; (3). Organizational factors which are tools and systems that enable the running of service activity mechanisms; (4). Organizational factors which are tools and systems that enable the running of service activity mechanisms; (5). Officer skill factors; (6). Facilities factors in carrying out service tasks. These six factors have different roles but influence each other and together will realize the implementation of optimal services, both in the form of verbal services, written services or services in the form of movements/actions with or without writing. There are seven factors that influence organizational performance. The seven factors include: values and culture; work processes and business systems; individual and team capacity; rewards and recognition; and management processes and systems. There are 6 factors in implementing continuous quality improvement (Tjiptono, 2019). The six factors include: leadership, education, planning, review, communication, and awards and recognition. From the explanations above, conclusions can be drawn about the factors that influence service quality, namely:

1) Organization

Service organizations are basically no different from organizations in general, but there are slight differences in their application, because the target of service is specifically aimed at humans who have multi-complex characters and desires. The service organization referred to here is organizing service functions both in the form of structures and mechanisms that will play a role in the quality and smoothness of service. Organization is a mechanism, so there needs to be supporting facilities to facilitate the mechanism. These supporting facilities are systems, procedures, and methods. "organization is a mechanism or structure that enables living to work effectively together".

2) Leadership

In relation to quality service management, leadership is the ability to inspire others to be willing and have total responsibility for efforts to achieve or exceed organizational goals. From the definition of leadership above, the basic concept is related to its application in quality service management, namely to inspire or inspire others by providing inspiration.

Improvement of public services in Indonesia is highly dependent on the role of government agency leaders (top-down approach). Organizations that have credible leaders with high integrity and a vision for the future can be role models and innovators for public service reform. Meanwhile, Joseph M. Juran stated that

leadership that leads to quality includes three managerial functions, namely planning, controlling, and improving quality (Tjiptono, 2019, p. 160). The company's quality strategy must be an initiative and commitment from top management. Top management must lead the company to improve its quality performance. Without leadership from top management, efforts to improve quality will have little impact on the company. In the perspective of integrated service quality management, leadership is based on the philosophy that continuous improvement of work methods and processes will improve quality. Such leadership will have several characteristics as follows (1). Visible, committed, and knowledgeable, namely good leadership develops a focus on quality aspects, involves everyone in education and training. In addition, it also develops routine relationships with employees, customers and suppliers; (2). Missionary spirit, namely good leaders try to promote quality aspects outside the organization, either through suppliers, distributors, or customers; (3). Aggressive targets, namely good leadership leads to incremental improvements, not just process improvements, but also seeks different processes; (4). Strong driver where the goals to be achieved in improvement activities are clearly defined in terms of customer satisfaction and quality; (5). Communication of values, where good leadership makes cultural changes towards an effective quality culture. This is done by compiling a clear and consistent communication system through written policies, missions, guidelines, and other statements regarding quality values; (6). Organization, namely where the structure is a flat structure which allows for greater authority for lower levels. Each employee is empowered and involved in inter-departmental improvement teams; (7). Contact with customers where customers have access to contact top managers and senior managers of the company.

3) Ability and Skills

In the service sector, what stands out and is most quickly felt by those who receive the service is the skill of the implementer. They are the ones who carry the "flag" regarding the impression of the good or bad service. With adequate skills and abilities, the implementation of tasks/work can be done well, quickly, and fulfill the desires of all parties, both management itself and the community.

One of the most fundamental elements of quality service management is continuous employee development through education and training.

Education is related to increasing general knowledge and understanding of our environment as a whole. While training is an effort to increase the knowledge and skills of an employee to do a particular job". Education and training have the same goal, namely implicit understanding. Through understanding, employees are enabled to become innovators, initiative takers, and make them effective and efficient in doing their jobs.

4) Awards and Recognition

Awards and recognition are important aspects in implementing a quality strategy. Every employee who performs well needs to be given an award and their

achievements recognized. Thus, it can increase motivation, work morale, pride and a sense of ownership of each person in the organization which can ultimately make a great contribution to the agency and customers served.

To provide satisfaction to employees for the success of the performance that has been achieved is by providing compensation. Compensation given to employees greatly influences the level of job satisfaction, and work motivation and work results. Research on individual behavior in organizations shows that rewards are the most important factor for people. Because the most important thing for most people, the issue of rewards has the power to influence their membership behavior and their achievements.

Improving work performance is also influenced by motivational theories that lead to the satisfaction of needs and other related factors. This assumes that an effective organization is an organization that is able to motivate members of the organization through various means such as fulfilling their needs for money, status, success, and working conditions. Human resources are the most vital organizational assets, as internal customers who determine the final quality of a product/service. One concept for improving service quality is human resource empowerment.

3. Product Quality

a. Definition of Product Quality

According to Kotler and Keller (2021) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase the product. According to Tjiptono (2019) that the conventional definition of quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on. In a strategic sense, quality is everything that can provide consumer needs according to what consumers want. According to Arumsari (2012) that product quality is the factors contained in an item or result that causes the item or result to match the purpose of the item being produced. According to Ernawati (2019) that product quality is an important factor that influences each customer's decision in buying a product. The better the quality of the product, the more consumers will be interested in buying the product.

So it can be concluded that product quality is a product's ability to meet every consumer need according to the needs and desires of consumers.

So it can be concluded that product quality is a product's ability to fulfill every consumer need according to the consumer's needs and desires.

b. Product Quality Indicators

There are several benchmarks for product quality according to Kotler and Keller (2021), consisting of

1) Form, namely a product can include size, or structure.

2) Features, namely completing the basic functions of the product.

3) Adjustment, namely adjusting to consumer desires.

4) Work quality, namely the most important dimension when a company implements a model and provides high quality.

5) Quality of conformity, namely a product that meets the promised specifications

6) Durability, namely the size or life of a product under normal or stressful conditions

7) Reliability, namely allowing no product failures

8) Ease of repair, namely ease when the product does not work

9) Style, namely the appearance and feel of the product

10) Design, namely influencing the appearance or function of the product based on needs.

c. Product Quality Dimensions

According to Tjiptono (2019), this product quality dimension includes 8 dimensions consisting of:

1) Performance results

Is the main operational characteristic of the core product purchased performance of the product that provides benefits to consumers who consume it so that consumers can benefit from the product that has been consumed. For each product or service, the performance dimension can be different depending on the functional value promised by the company. In the food business, the performance dimension can be seen from the delicious taste.

2) Additional Features or Features

That is the secondary or complementary characteristics of this product additional product features can also be used as distinctive features that distinguish it from similar competing products. The distinctive features offered can also affect the level of consumer satisfaction with a product.

3) Reliability

That is the reliability of a product is a measure of the small possibility that a product will not be damaged or fail. Damage to the level of risk of product damage, determines the level of consumer satisfaction obtained from a product. The greater the risk accepted by consumers for the product, the lower the level of satisfaction obtained by consumers.

4) Conformance to Specification

That is the conformity of product performance and quality with the standards desired by the manufacturer in accordance with company planning, meaning that the majority of products are in accordance with customer desires. Basically, every product has predetermined standards or specifications. The characteristics of the operational design meet previously established standards.

5) Durability

That is related to how long the product can be used and can be defined as a measure of the expected operating age of the product under normal conditions

6) Serviceability

That includes speed, competence, comfort, easy to repair and satisfactory complaint handling. It can be defined that if there is damage or failure to the product, then it can be interpreted that if there is a product that fails or is damaged, the readiness to repair the product is relied on so that consumers do not feel disadvantaged

7) Aesthetics

That is the attractiveness of the product to the five senses can be seen from the physical form, color, model or design, taste, aroma and others. So consumers will be attracted to a product when they see the initial appearance.

8) Perceived Quality

That is the consumer's perception of the product quality or the superiority of the product. If they do not understand the characteristics of the product they are buying, consumers will perceive it in terms of price, brand and country of manufacture.

According to Badri (2016), there are six specifications of product quality dimensions that are relevant to customers as follows:

1) Performance (the most important thing for consumers is whether the quality of the product reflects the actual condition or whether the service is provided in the right way.

2) Range or type of features (in addition to the main function of a product and service consumers are often interested in the special features of the product.

3) Reliability and durability, namely the reliability of the product in normal use and how long the product can be used until repairs are needed.

4) Maintainability and Serviceability, namely the ease of operating the product and the ease of repair or availability of replacement components.

5) Sensory Characteristics, namely taste, appeal, appearance, smell, taste, and several other factors may be important aspects of quality.

6) Ethical profile and image that quality is a big part of the customer's impression of the product.

4. Promotion

a. Definition of Promotion

Promotion certainly cannot be separated from the communication process, because communication is the basis for developing promotional activities (Dharmesta & Irawan, 2014). Effective communication can change behavior or strengthen previously changed behavior (Dharmesta & Irawan, 2014). The adoption process is closely related to effective communication. stated that the adoption process is carried out by individuals through several stages: awareness, interest, evaluation, decision and confirmation.

In making a purchase, consumers are sensitive to news or promotions about an object they are targeting, this sensitivity cannot be separated from the desire and need of consumers to have or enjoy the services offered by the producer. Therefore, every producer establishes a business that cannot be separated from the name that will be used as part of its marketing strategy and one of them is Brand (image), which from the brand can attract consumers to meet the needs and desires of consumers.

Promotion is an effort to inform or offer products or services that aim to attract potential consumers to

buy or consume them, so that it is expected to increase sales volume (Kotler & Keller, 2021). Meanwhile, according to Gitosudarmo (2019) promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them, which then they become happy and then buy the product. Furthermore, another definition according to Peter and Olson (2018) states that promotion is an activity carried out by marketers to convey information about their products and persuade consumers to buy them.

Based on the definitions above, it can be concluded that promotion is an activity to inform consumers about products and services so that they can be recognized and to persuade consumers to buy products and services.

b. Promotion Objectives

The main objective of promotion is to provide information, attract attention and then influence increased sales. According to Alma (2020), the purpose of promotion is to get attention, teach, to improve, persuade, and convince.

A promotional activity if carried out properly can influence consumers regarding where and how consumers spend their income. Promotion can bring benefits to both producers and consumers. According to Laksana (2018) there are general objectives and specific objectives of promotion, which will be explained as follows:

1) General objectives

Based on the objectives of marketing communications, namely to accelerate the response of the targeted market

2) Specific objectives

a) For consumers (consumer promotion), to encourage consumers, among others, to use more products, purchase units of products in large units, try the promoted brand, and to attract buyers of other brands that compete with the product being promoted.

b) For retailers (Trade promotion), to persuade retailers to sell new products, stock more inventory, remind buyers when it is not the season, persuade them to stock up on promoted goods and obtain new retail channels.

c) For salespeople (sales force promotion), to provide support or new products or products, to stimulate them to find new customers and encourage spring sales.

c. Promotion Aspects

Promotion variables can be measured by indicators:

1) Promotional attractiveness Consumer perception of product promotions that attract attention.

2) Media diversity Consumer perception of the diversity of media used for promotion including advertisements in print and electronic media, as well as those that provide public services.

3) Promotional effectiveness Consumer perception of the effectiveness of product promotions.

4) Advertising messages

Consumer perception of media advertisements that are in accordance with the product.

➤ Framework of Thought

The scheme/description in this research is as follows:

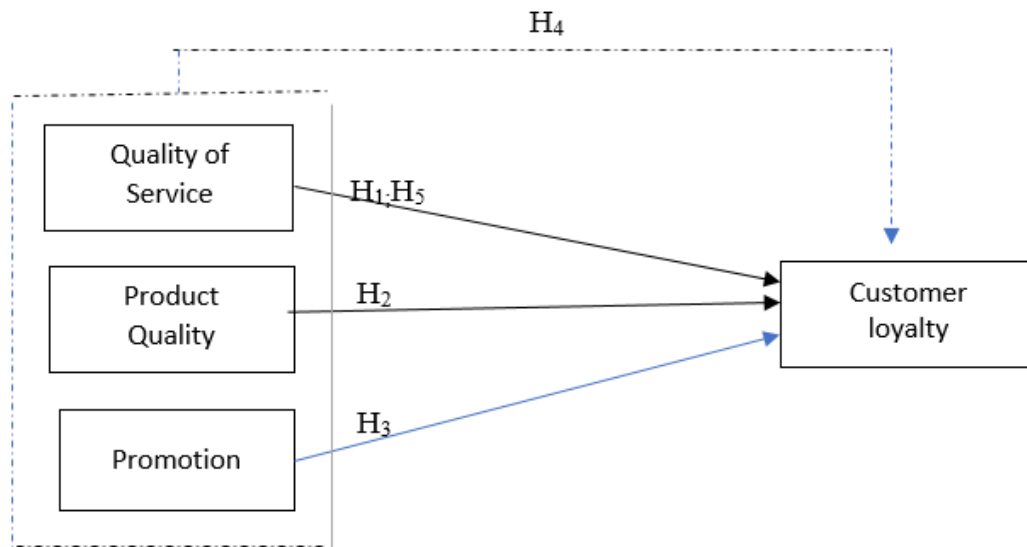


Figure 1
Thought Framework

Independent variables: service quality, product quality and promotion

Dependent variables: customer loyalty

➤ Hypothesis

In this study, the following hypotheses are formulated:

1. There is a significant influence of service quality on Customer Loyalty of Shopee Online Shopping Site Users in Purwodadi.
2. There is a significant influence of product quality on Customer Loyalty of Shopee Online Shopping Site Users in Purwodadi.
3. There is a significant influence of promotion on Customer Loyalty of Shopee Online Shopping Site Users in Purwodadi.
4. There is a significant influence together between service quality, product quality and promotion on Customer Loyalty of Shopee Online Shopping Site Users in Purwodadi.
5. Service quality has the most dominant influence on Customer Loyalty of Shopee Online Shopping Site Users in Purwodadi.

RESEARCH METHOD

A. Scope of Research

The location of this research is Purwodadi SubDistrict, Grobogan District with the research subjects being customers of the online shopping site Shopee.

B. Research Variables

The variables used in this study consist of the dependent variable (Y), namely customer loyalty. Independent variables (X), namely X1: service quality X2: product quality and promotion.

C. Data Sources

The data sources that researchers collect consist of primary data and secondary data.

1. Primary data
 2. Secondary data
- D. Population and Sample

Considering that the population distribution is unknown, according to Cooper and Schindler (2019), the number of samples taken was 96 respondents using the purposive sampling method.

E. Data Collection Techniques

1. Questionnaire.
2. Documentation and literature study.

F. Data Type

The data used in this study consists of primary data and secondary data.

H. Data Analysis Method

1. Research Instrument Test
2. Analysis Prerequisite Test/Classical Assumption Test
3. Path Regression Test
4. Discussion

I. Data Analysis Results

1. Research Instrument Test

Based on the research instrument test consisting of validity test and reliability test, it is known that each valid and reliable question item meets the requirements for further testing.

2. Analysis Prerequisite Test/Classical Assumption Test

It has passed the analysis prerequisite test therefore it is feasible to predict the next analysis.

3. Data Analysis Results

- a. Descriptive Statistics

Table 1

Results of Descriptive Statistics Test					
Statistics					
		Customer loyalty	Quality of Service	Product Quality	Promotion
N	Valid	96	96	96	96
	Missing	0	0	0	0
Mean		29,3750	39,9479	19,0417	18,9375
Median		29,0000	40,0000	19,5000	19,0000
Mode		29,00 ^a	38,00	18,00	16,00
Std. Deviation		2,67247	4,98285	3,27966	3,32712
Minimum		23,00	28,00	12,00	12,00
Maximum		35,00	50,00	25,00	25,00
Sum		2820,00	3835,00	1828,00	1818,00

a. Multiple modes exist. The smallest value is shown

Source: SPSS Processing

The number of Customer Loyalty variables (Y) has an average value of 29.37. The minimum value for this variable is at a value of 23 and the maximum value is at a value of 35. The standard deviation is 2.67. The number of service quality variables (X1) has an average value of 39.59 with a total of 96 data. The minimum value for this variable is at a value of 28 and the maximum value is at a value of 50. The standard deviation is 4.96. The number of product quality variables (X2) has an average value of 19.04 with a total of 96 data.

The minimum value for this variable is at a value of 12 and the maximum value is at a value of 25. The standard deviation is 3.28. The promotion variable has an average value of 18.94 with a total of 96 data. The minimum value for this variable is at a value of 12 and the maximum value is at a value of 25.

a. Multiple Linear Regression Test Results

Table 2

Regression Analysis Results					
Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	11,461	,656		,000
	Quality of Service	,229	,037	,427	,000
	Product Quality	,292	,063	,358	,000
	Promotion	,170	,064	,212	,010

a. Dependent Variable: Customer loyalty

$R^2 = 0,930$

Adjusted $R^2 = 0,927$

$F = 405,896^{**}$

Information: * $p < 0,05$, ** $p < 0,01$

Based on Table 2, the regression equation can be determined as follows:

$$Y = 11,461 + 0,229 X_1 + 0,292 X_2 + 0,170 X_3 + e$$

Table 3

Table 1

Results of t-Test (Partial):					
Coefficients ^a					
Model		Standardized Coefficients		t	Sig.
		Beta			
1	(Constant)			17,482	,000
	Quality of Service		,427	6,243	,000
	Product Quality		,358	4,653	,000
	Promotion		,212	2,646	,010

a. Dependent Variable: : Customer loyalty

a. Dependent Variable: : Customer loyalty

Table 4

F Test Results					
ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	630,838	3	210,279	405,896	,000 ^b
Residual	47,662	92	,518		
Total	678,500	95			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), Promotion, Quality of Service, Product Quality

From table 4 through the results of the f test, it can be seen that the F count is 405.896 with a sig. value of 0.000 at $\alpha = 0.01$ (sig < α or 0.000 < 0.01). This shows

that the independent variables (service quality, product quality, and promotion) simultaneously (together) have a significant influence on the dependent variable (customer loyalty).

Table 5

Coefficient of Determination			
Model Summary ^b			
Model	R	R Square	Adjusted R Square
1	,964 ^a	,930	,927

a. Predictors: (Constant), promotion, Quality of Service, Product Quality

b. Dependent Variable: Customer loyalty

Adjusted R² for the magnitude of the influence of the three independent variables together on the dependent variable is 0.927. This means that 92.70% of the customer loyalty variable is influenced by the variables of service quality, product quality and promotion. While the rest, which is 7.30% is influenced by other variables outside the variables studied in this study.

c. Discussion

H1: There is a significant influence of service quality on Customer Loyalty of Shopee Online Shopping Site Users in Purwodadi.

This hypothesis aims to test whether the service quality variable has a significant effect on the customer loyalty variable. Conducted with a t-test, the results of the t-test calculation in table V.14. show that the service quality variable (X1) produces a sig. value of 0.000 at $\alpha = 0.01$ (sig. < α or 0.000 < 0.01). This shows that the service quality variable (X1) has a significant positive effect on the customer loyalty variable. This means that if the service quality is improved, customer loyalty will also increase, assuming other factors are constant.

The results of this study are supported by the research results of Suratriadi & Rawit, (2024); Purbaningrum & Damayanti, (2024) and Nalendra et al., (2022) which concluded that service quality has a positive and significant effect on customer loyalty.

H2: There is a significant influence of product quality on Customer Loyalty of Shopee Online Shopping Site Users in Purwodadi.

This hypothesis aims to test whether the product quality variable has a significant effect on the customer loyalty variable. Conducted with a t-test, the results of the t-test calculation in table V.14. show that the product quality variable (X2) produces a calculated t = 4.653 with a sig. value of 0.000 at $\alpha = 0.01$ (sig. < α or 0.000 < 0.01). This shows that the product quality variable (X2) has a significant positive effect on the customer loyalty variable. This means that if the product quality is better, customer loyalty will increase, assuming other factors are constant.

The results of this study are in line with the findings of the research results of Liana et al., (2024); Bangun et al., (2023) who found that product quality has a positive effect on customer loyalty.

H3: There is a significant influence of promotion on Customer Loyalty for Shopee Online Shopping Site Users in Purwodadi.

This hypothesis aims to test whether the promotion variable has a significant effect on the customer loyalty variable has been carried out with a t-test, the results of the t-test calculation in table V.14. show that the work discipline variable (X3) produces a sig. value of 0.010 at $\alpha = 0.05$ (sig. < α or 0.010 < 0.05). This shows that the promotion variable (X3) has a significant positive effect on the customer loyalty variable. This means that if the promotion is improved, customer loyalty will also increase, assuming other factors are constant.

The results of this study are supported by the results of the research of Hamzah & Hasanah (2023) Azizah (2024); concluded that promotion has a positive and significant effect on customer loyalty.

H4: There is a significant joint influence between service quality, product quality and promotion on Customer Loyalty for Shopee Online Shopping Site Users in Purwodadi.

It has been done with the F test, the results of the F test calculation in table V.15. It is known that the F count is 405.896 and the sig. value is 0.000 at $\alpha = 0.01$ (sig < α or 0.000 < 0.01). This shows that the independent variables (service quality, product quality and promotion) simultaneously (together) have a significant influence on the dependent variable (customer loyalty).

H5: Service quality has the most dominant influence on Customer Loyalty for Users of the Shopee Online Shopping Site in Purwodadi.

The Standardized Coefficients Beta (SC Beta) value is known that the largest SC Beta is service quality, which is 0.427. Thus, the service quality variable is

the most dominant factor in influencing the increase/decrease in customer loyalty.

The magnitude of the influence of the three variables (service quality, product quality and promotion) on customer loyalty can be seen from the adjusted R^2 value = 0.927. This means that 92.70% of customer loyalty is influenced by the variables of service quality, product quality and promotion, while the remainder, namely 7.30%, is influenced by other variables outside the variables studied in this study.

CONCLUSION AND SUGGESTIONS

A. Conclusion

1. Empirically, the service quality variable has a significant positive effect on customer loyalty of Shopee Online Shopping Site Users in Purwodadi. This means that if the service quality is improved, it will result in increased customer loyalty.

2. Empirically, the product quality variable has a significant positive effect on customer loyalty of Shopee Online Shopping Site Users in Purwodadi. This means that if the product quality is better, it will result in increased customer loyalty.

3. Empirically, the promotion variable has a significant positive effect on customer loyalty of Shopee Online Shopping Site Users in Purwodadi. This means that if promotion is improved, it will result in increased customer loyalty.

4. Variations in customer loyalty of Shopee online shopping site users in Purwodadi can be explained by variations in service quality, product quality and promotion of 0.927. This means that 92.70% of the customer loyalty variable is influenced by the service quality, product quality and promotion variables, the remaining 7.30% is influenced by other variables outside the variables studied in this study.

5. Service quality has the most dominant influence on customer loyalty of Shopee Online Shopping Site in Purwodadi. This means that if the three variables (service quality, product quality and promotion) are increased, then the most dominant quality will influence customer loyalty.

B. Suggestions

Based on the research results obtained, the suggestions that the author can provide are:

1. The research results found that service quality has an influence and is most dominant on customer loyalty, so it should maintain the quality of service that has existed so far or Shopee can continue to improve service quality by providing a better user experience, such as easy application navigation, responsive customer service, and a safe and fast transaction process. Shopee must continue to improve customer service standards by providing fast, friendly, and solution-oriented responses. Users who feel they get high-quality service tend to be more loyal to the platform.

2. Considering that product quality affects customer loyalty, Shopee must ensure that the products sold on its platform are of high quality by implementing a strict selection and supervision system for sellers and the products offered. This can be done by increasing the quality standards of products that may be marketed.

3. In the field of promotion. Shopee must continue to provide consistent and attractive promotions, such as discounts, vouchers, and cashback, to maintain user interest. These offers must be relevant and scheduled regularly to increase user loyalty.

4. Considering that service quality, product quality and promotions collectively affect customer loyalty, Shopee needs to continue to develop fast and responsive customer service, whether via chat, email or social media. By providing quick solutions to user complaints, Shopee can create a satisfying shopping experience, which will strengthen the impact of promotions and product quality.

C. Research Limitations

This study has several limitations that need to be considered. First, the research sample is limited to a particular company, so the research results may not be directly applicable to a wider population. Second, data is obtained from respondents based on their answers in the survey, so the results may be affected by respondent subjectivity and bias. Finally, data collection and analysis are carried out in a limited time period and with limited resources, this can affect the level of comprehensiveness and representativeness of the research results.

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