

The Influence of Digital Marketing Strategy on Loyalty Customers in the Digital Economy Era

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A B S T R A C T

The digital economy era has encouraged companies to adopt digital-based marketing strategies to build customer loyalty. Changes in consumer behavior, with increasingly active users on digital platforms, demand a marketing approach that is not only promotional, but also interactive and personalized. This study aims to analyze how digital marketing strategies influence customer loyalty using a qualitative approach. Data collection was conducted through in-depth interviews with business owners and consumers active on social media and e-commerce platforms. The results show that customer loyalty is formed through a series of consistent, relevant, and fast digital experiences, not solely from discounts or short-term promotions. Elements such as responsiveness in digital services, content personalization, interaction on social media, and information transparency are important factors in creating strong emotional bonds between customers and brands. These findings indicate that the success of a digital marketing strategy is largely determined by the brand's ability to deliver meaningful and sustainable digital experiences to customers.

INTRODUCTION

In today's digital economy, developments in information and communication technology have drastically changed the way companies reach consumers. The internet, social media, and other digital devices have become key tools for building relationships with customers. Changes in consumer behavior, with consumers now more active online, have also forced companies to adapt through more modern and interactive marketing approaches, namely digital marketing (Killian, 2015).

Digital marketing encompasses not only product promotion through online platforms but also two-way communication strategies, personalized offers, and optimal utilization of customer data. The use of social media, email marketing, SEO, and influencer marketing are part of the digital approach now commonly used by companies across various sectors. This is inseparable from the fact that consumers today prefer information that is fast, accurate, and easily accessible through their digital devices (Afrilia, 2018).

Specifically, Indonesia, as one of the countries with the largest number of internet users in the world, is showing rapid growth in the use of digital platforms. According to a 2024 report by We Are Social and Hootsuite, the number of internet users in Indonesia reached 224.4 million, or approximately 81.5% of the total population. Of this number, approximately 167 million are active social media users, making digital platforms a fertile ground for companies to reach and retain consumers. (Erlin Christiani, 2020) .

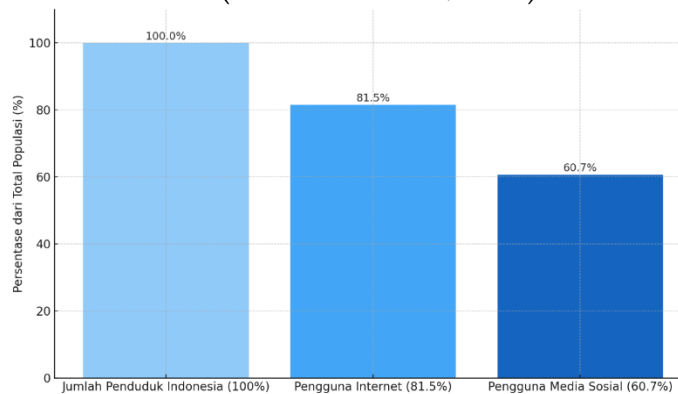


Figure 1. Statistics of Internet and Social Media Users in Indonesia in 2024
Source: We Are Social & Hootsuite (2024)

Figure 1 shows the proportion of internet and social media users in Indonesia, based on the latest report from We Are Social and Hootsuite in 2024. Of the total Indonesian population, 81.5%, or approximately 224.4 million people, are connected to the internet. Meanwhile, approximately 167 million people, or 60.7% of the total population, are recorded as active social media users. This data illustrates that the majority of Indonesians are now actively interacting in the digital space, making online platforms a highly potential medium for marketing activities, brand communications, and building customer loyalty. This high digital penetration is also an important indicator for companies to shift or strengthen their marketing strategies to the digital realm to effectively reach a wider audience .

However, amidst the intensive digital marketing strategies implemented by various companies, customer loyalty remains a major challenge. Many companies struggle to retain existing customers despite implementing various digital campaigns. This raises questions about the effectiveness of implemented digital marketing strategies in influencing long-term customer loyalty (Sobandi & Somantri, 2020) .

This phenomenon can be seen in the increasing number of *customers. churn*. Customer churn rates in several *online* business sectors , such as e-commerce and app-based services, are rising. Consumers today tend to be more opportunistic, choosing based on the most attractive offers without becoming emotionally attached to a particular brand. This situation necessitates re-evaluating whether implemented digital strategies are truly driving loyalty or merely attracting fleeting attention.

According to Kotler and Keller (2016), customer loyalty is a customer's commitment to consistently repurchase a product or service despite situational influences and competitors' marketing efforts. In a digital context, loyalty can be demonstrated through repeated interactions on online platforms , a willingness to provide positive reviews, and even recommending a product to others through social media. Therefore, digital marketing strategies should be directed not only at attracting initial attention but also at creating a pleasant and memorable customer experience.

Some digital marketing theories, such as *Customer Relationship Digital Management (CRM)* , *Customer concept Engagement* and *Content Marketing Strategy* , emphasizing the importance of creating sustainable relationships with consumers. In addition, a *data-driven approach Marketing*) allows companies to understand customer preferences and behaviors more deeply. This strategy is believed to strengthen loyalty if implemented effectively.

Various previous studies have examined the relationship between digital marketing strategies and customer loyalty, but the results have varied. For example, research by Rahmawati (2022) showed that social media significantly influences customer loyalty in the fashion sector. online . Meanwhile, a study by Santoso and Hartati (2021) showed that while digital promotions increase brand awareness, they don't necessarily have a direct impact on loyalty without good service and a satisfying customer experience. These discrepancies in findings indicate a research gap that requires further exploration.

In addition, most previous research has focused more on one particular digital platform or one type of strategy such as *content. marketing* , but not many have comprehensively examined the overall influence of digital marketing strategies—including online promotions , personalization , social media, and digital interactions—on customer loyalty simultaneously in the context of an increasingly competitive digital economy. (Edi Wibowo, 2016) .

Based on this background, this study aims to analyze the influence of digital marketing strategies on customer loyalty in the digital economy era. This research is expected to provide a deeper understanding of the critical role of digital strategies in building long-term relationships with consumers and provide recommendations for companies to develop more effective, customer-centric approaches.

By examining aspects such as the effectiveness of digital content, frequency of online communication, speed of response, and quality of interaction in building loyalty, this research also aims to fill the literature gap and provide practical contributions for business actors, especially in the era of rapidly developing digital transformation.

This research is crucial, given that customer loyalty is a valuable asset that can determine business sustainability amidst increasingly fierce digital competition. With a solid understanding of effective digital strategies, companies can create added value not only to attract new customers but also to sustainably retain existing ones.

LITERATURE REVIEW

A. Digital Marketing Concepts and Strategies

Digital marketing is a strategic approach to promoting products or services through digital media and internet-based technology. According to Chaffey and Ellis - Chadwick (2019), digital marketing encompasses all marketing efforts that use electronic devices or the internet, where companies utilize digital channels such as search engines, social media, email, and websites to interact with current and potential customers. Digital marketing strategies include Search Engine Optimization (SEO) and Search Engine Optimization (SEO). Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, Email Marketing, and Affiliate Marketing. Each strategy has different characteristics and effectiveness in building brand awareness (awareness), increasing customer engagement, and driving conversions or purchases (Sasongko et al., 2020). The advantages of this strategy are its personalization capabilities and precise measurement, allowing companies to target markets more effectively and efficiently. In the context of the digital economy, digital marketing strategies are highly relevant because they can reach a broad audience at a relatively lower cost than conventional methods, and can generate consumer behavior data that can be used for evidence-based decision-making (data-driven decision making) (Rachman et al., 2023).

B. Customer Loyalty in the Digital Era

Customer loyalty is defined as a strong commitment from customers to consistently repurchase products or services from a particular brand over the long term. Oliver (1999) defines loyalty as a deep commitment to repurchase or support a product or service consistently in the future, despite situational influences and competitive marketing efforts. In the digital era, loyalty is not only measured by purchase frequency, but also by customer engagement on social media, participation in digital loyalty programs, and participation in online community activities organized by brands. Digital consumers now have very broad access to information, product choices, and reviews from other users, so their loyalty is more dynamic and strongly influenced by the digital experiences they have. (Kusuma, 2023). Therefore, building customer loyalty in the digital era requires a more adaptive, personalized, and comprehensive customer experience-oriented approach (customer Responsive interactions, relevant

content, and fast digital services are important factors in maintaining consumer loyalty amidst increasingly fierce digital competition .

C. The Relationship between Digital Marketing Strategy and Customer Loyalty

Several studies have shown a significant relationship between digital marketing strategies and increased customer loyalty. The right strategy can not only attract new customers but also retain existing ones through a more personalized and interactive approach. According to research by Lemon and Verhoef (2016), high customer engagement in digital channels can increase satisfaction and create a strong emotional bond between customers and brands. Strategies such as content marketing can help... Value-added marketing , interactive social media campaigns, and chat and chatbot -based customer service are crucial elements in strengthening long-term relationships with customers. Loyalty is further enhanced by app-based digital loyalty programs that reward or incentivize customers for repeat purchases or positive reviews (Febryanti et al., 2024) . The use of consumer data collected through digital activities also enables companies to offer increasingly relevant and personalized experiences. Thus, digital marketing strategies are not just sales tools but also a means of building trust and emotional connections that are the foundation of long-term loyalty.

Previous Research and Research Gaps

Extensive research has been conducted on digital marketing and customer loyalty, both in the context of online businesses, e-commerce , and the service industry. For example, a study by Yulianto and Sari (2021) found that social media marketing strategies have a positive influence on customer loyalty in the fashion business. online . Another study by Nugroho (2022) highlights the importance of quality content and digital interactions in shaping customer experiences that subsequently drive loyalty. However, most previous research still focuses on a single platform or a specific strategy element , such as Instagram or email marketing , thus not providing a complete picture of the combined influence of various digital marketing strategies. Furthermore, much of the research conducted is still descriptive and does not explore strategic aspects and their impact on customer loyalty behavior longitudinally. This gap opens up opportunities for further research that examines the comprehensive influence of various components of digital marketing strategies on customer loyalty, particularly in the context of a constantly changing and increasingly competitive digital economy. By expanding the scope of variables and analytical approaches, this research is expected to provide theoretical and practical contributions to the development of more effective and sustainable digital marketing strategies.

METHODOLOGY

This research uses a qualitative approach with a descriptive approach, aiming to explore in-depth the influence of digital marketing strategies on customer loyalty in the digital economy era. A qualitative approach was chosen because it provides a more comprehensive understanding of complex social

phenomena, particularly in the context of digital consumer behavior and marketing strategies implemented by companies. This research seeks to explore the experiences, views, and perceptions of business actors and customers regarding the effectiveness of digital marketing in building long-term relationships.

depth interviews The interviews were conducted with purposively selected informants , namely business actors or digital marketing managers from companies that actively use digital marketing strategies , as well as several loyal customers who consistently engage in digital interactions with the company. The interviews were conducted semi-structured to allow researchers to explore various important aspects while still giving informants the freedom to explain their experiences. In addition to interviews, data was also obtained through direct observation of digital marketing activities on social media, websites, or digital platforms of the companies being studied (Sugiyono, 2021) .

thematic analysis techniques. analysis), namely by identifying, classifying, and interpreting the main themes that emerge from the interview and observation data. This process includes the stages of transcription, categorization, data coding , and inductive conclusion drawing. Data validity is maintained through source and technique triangulation techniques, namely by comparing information obtained from various informants and data sources, as well as double-checking with informants (members). check) to ensure the accuracy of the information (Rukminingsih , 2020) .

Through this method, the research is expected to produce a deeper understanding of how digital marketing strategies—such as the use of social media, content personalization , interactive campaigns , and digital customer service—can influence customer loyalty amidst increasingly competitive business competition. The qualitative approach also allows researchers to capture the nuances of consumer experiences that cannot be measured quantitatively, but are key to building emotional connections and customer attachment to a brand in the digital era .

RESEARCH RESULT

Research shows that digital marketing strategies play a crucial role in shaping customer loyalty in the digital economy. Strategies implemented through social media, personalized messaging, and digital technology-based services contribute significantly to fostering emotional closeness between customers and brands. Both businesses and consumers share the view that positive digital experiences are key to maintaining long-term relationships. In this context, loyalty is no longer measured solely by the number of repeat purchases, but also by how frequently customers interact, provide feedback, and voluntarily recommend the brand to others. The findings also show that consumers in the digital age place a high value on the quality of interactions and speed of response in digital channels. They are no longer passive, but rather actively engaging with brands through social media, chat , or product reviews. Enjoyable digital experiences have been shown to create deeper bonds than mere discount promotions or low prices. Customer loyalty is now built on a series of consistent, relevant, and responsive digital interactions, rather than solely

transactional relationships . Field data confirms that customers value proactive engagement, attention, and service from brands.

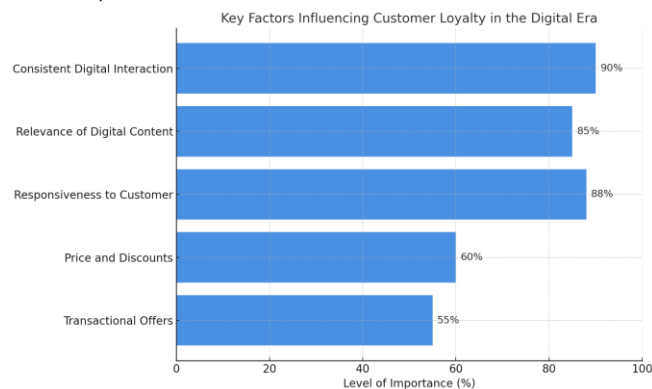


Figure 2. Key Factors Influencing Customer Loyalty in the Digital Era
Source: Processed Results of Field Interview Data, 2025

Figure 2 shows that the main factors influencing customer loyalty in the digital era are no longer just transactional aspects such as discounts or low prices, but rather the quality of consistent digital interactions, relevant content, and quick responses from brands. Field data processing shows that *Consistent Digital Interaction* ranks highest with an importance level of 90%, followed by *Responsiveness to Customer* (88%) and *Relevance of Digital Content* (85%). Meanwhile, factors such as *Price and Discounts* (60%) and *Transactional Offers* (55%) ranked lower. This confirms that in building loyalty in the digital age, personalized, fast, and meaningful digital experiences have a greater impact than marketing approaches that focus solely on price.

During the data collection process, it was discovered that social media is the dominant channel used by companies to build relationships with customers. Many informants stated that active communication on Instagram, WhatsApp Business, and TikTok creates a sense of closeness and makes customers feel cared for. One customer stated, "I trust brands more that frequently respond to my comments or DMs. It feels like I'm valued as a customer, not just a sales target." This proves that actively responding to, greeting, and sharing engaging content on social media can slowly but surely strengthen loyalty.

Personalization strategies have also been identified as a crucial element that directly impacts customer loyalty. Customers tend to connect more with brands that understand their needs and preferences. One digital marketing manager noted, "We routinely segment our audience based on purchase history and interests, then show them relevant products in ads or emails." This personalization creates a feeling of exclusivity in customers, as if the brand was 'designed' for them, thus increasing the chances of repeat purchases.

A quick response on digital platforms is also a major factor influencing customer loyalty. Customers feel valued when they receive prompt answers to their questions or complaints. One customer informant stated, "I once asked about stock via Instagram at 10 p.m. and received a response within five minutes. I've been buying from there ever since." In a competitive market and with customers who are easily distracted, speed and accuracy in communication are key to maintaining loyalty.

Consistency in brand presentation, both visually and in digital language, is also crucial. Customers are more likely to remember and trust a brand that maintains a consistent identity across all its digital channels. *"They always use the same colors and language. It feels familiar and professional,"* said one customer. This demonstrates that consistent digital branding fosters trust and strengthens brand identity in the minds of consumers.

Interactive content like quizzes, giveaways, and online Q&A sessions are a major draw for consumers. Customers feel involved, not just used as promotional objects. One customer confessed, *"I once won a small giveaway. The prize was simple, but I felt cared for. I ended up becoming a regular customer."* This strategy successfully creates a stronger emotional connection than a one-way marketing approach focused solely on sales.

The implementation of digital-based loyalty programs has also shown significant results in retaining existing customers. One business owner revealed that after integrating a shopping points system through an app, repeat purchase rates consistently increased. *"After we launched the app with shopping points, repeat orders increased by 30%,"* he said. This system incentivizes customers to stick with one brand and forms a sustainable repeat purchase habit.

The existence of reviews Online reviews are a source of social proof that significantly influences consumer decisions and loyalty. Customers tend to be loyal to brands that actively respond to their reviews, both positive and negative. One customer said, *"I once gave a 3-star review, and the admin gave a long response and apologized. Since then, I've actually liked shopping there even more."* Responding quickly and politely to criticism is an indicator that a company cares, and it strengthens customer trust.

Transparency of information on digital channels also contributes to building loyalty. Customers feel more secure and comfortable when information about pricing, product availability, and testimonials are clearly displayed. *"The website is comprehensive, with real testimonials and the ability to check shipping status. This gives me peace of mind, even when buying from another city,"* said one informant. This clarity of information reduces doubt and strengthens the relationship of trust between customers and the brand.

Post-purchase interactions are also a key factor in determining loyalty. When companies maintain communication after a customer completes a transaction, it creates the impression that the relationship extends beyond the point of sale. *"After purchasing, I received an email with tips on how to use the product. I felt like I wasn't just buying from them, but also being supported,"* said another customer. This strategy extends the customer relationship cycle and strengthens emotional bonds.

The use of influencers in digital promotions also strengthens customer loyalty, especially when consumers see that the influencers use the product authentically. *"I initially bought it because I saw my favorite Instagram celebrity using it. But because it turned out to be good and the brand's account was active, I became a regular customer,"* said another customer. An emotional connection with a public figure provides the initial bridge, which is then reinforced by positive digital experiences with the brand itself.

Technologies like chatbots and AI are also contributing to building customer digital well-being. While not all customers appreciate automated responses, some find them very helpful. *"If I have general questions, the chatbot is very helpful. I often use it in the middle of the night,"* said one customer. This technology provides easy 24/7 access, fostering loyalty through convenience and speed of service.

However, this study also found that negative experiences in digital interactions can directly damage established loyalty. Customers are highly sensitive to poor service on digital channels. One customer admitted, *"Once, my account was only contacted two days later. I immediately deleted the app."* This demonstrates that loyalty isn't absolute and fixed, but rather depends heavily on how consistently a company maintains the quality of digital interactions.

DISCUSSION

The results of this study confirm that digital marketing strategies are not only a tool for reaching new customers, but also a crucial instrument for building and maintaining customer loyalty in the digital economy. Customer loyalty is no longer shaped solely by transactions and prices, but rather by the overall quality of the digital experience. Customers feel more engaged with brands that are responsive, consistent in their communications, provide relevant content, and are able to create emotional connections through digital interactions. This finding aligns with the view of Lemon and Verhoef (2016), who stated that customer loyalty is a key factor in the success of digital marketing. Experience is central to building modern customer loyalty. Through a humanistic and adaptive digital approach, companies are able to build trust and long-term engagement that competitors find difficult to match.

This discussion is crucial for highlighting how various elements of a digital marketing strategy significantly contribute to loyalty. Beyond just the technical aspects, the research also demonstrates that loyalty is significantly influenced by customer perceptions of a brand's digital presence and care in their daily lives. Therefore, the discussion will focus on four key aspects emerging from the research findings: (1) the role of social media in building connectedness, (2) content personalization as a reinforcement of emotional bonds, (3) rapid response as a form of digital care, and (4) loyalty based on experiences, not transactions.

A. The Role of Social Media in Building Connectedness

Social media has proven to be a key medium for connecting companies with their customers. More than just one-way promotional tools, digital platforms like Instagram, TikTok, and WhatsApp Business have transformed into dynamic, two-way interaction spaces. There, customers not only receive product information but also have a space to voice their opinions, voice complaints, and even express appreciation directly. This creates a more human and responsive communication. Through features like comments, direct message, story, to live. During a session, customers experience a real brand presence in their daily digital lives. Many customers view brands that are active and responsive on social media as reliable and close "digital friends," not just business

entities. This kind of relationship fosters loyalty not through coercion or material incentives, but through the emotional comfort and trust built over time.

Thus, a brand's active engagement on social media platforms creates an experience that is not only informative but also participatory. When customers are given the opportunity to interact through quizzes, polls, video challenges, or content that invites creative responses, they feel part of the brand narrative. This suggests that the company is not just interested in selling products but also in building a connected community. Many customers who initially were just buyers become loyal advocates because they feel valued as individuals whose opinions and presence are considered important. In this context, social media becomes a highly effective bridge for building emotional loyalty. Brands that can maintain a warm, responsive, and enjoyable communication rhythm will more easily win the hearts of consumers amidst the highly competitive digital landscape.

B. Content Personalization as an Emotional Bond Strengthenener

Personalized content based on customer interests and needs creates a lasting impression that brands truly understand their customers. In a digital age filled with information overload, customers tend to ignore general, mass-market promotional messages. Instead, they pay more attention to content that is relevant, addresses specific needs, or even fits their lifestyle. When someone receives an email with product recommendations that align with their purchase history, or sees an ad on social media that aligns with their personal interests, they feel like the brand is present at the right time and in the right context. This isn't just a technical strategy, but an emotional approach that builds a personal connection. Feeling "known" by a brand encourages customers to be more open, more engaged, and ultimately more loyal because the relationship feels more human and intimate.

Thus, content personalization enables a much more enjoyable and efficient shopping experience for customers. They no longer need to search for suitable products, as the brand's digital system already presents the right options. This speeds up the decision-making process and reduces customer frustration, especially on e-commerce platforms with thousands of product options. Furthermore, with personalized content, customers return more frequently for relevant updates, increasing the frequency of visits and the potential for repeat purchases. Furthermore, customers are also more likely to share these positive experiences with others, both directly and through social media. Thus, a personalization strategy not only serves to strengthen loyalty but also organically expands a brand's reach. This is the key strength of digital marketing that conventional approaches lack – the ability to build personal relationships at scale through intelligent and responsible data utilization.

B. Rapid Response as a Form of Digital Concern

Responsiveness company in respond question or complaint customer become indicator crucial from quality perceived digital services customer in a way directly. In the middle current all-round information and transactions fast, customer No only demand quality products, but also responsive and solution-oriented service. When customers face constraint or own questions, they expect

response that is not only fast in a way time , but also relevant in a way content . A response in count minutes that give solution concrete often creates impression high professionalism and attention , even capable change complaint become loyalty . On the other hand , delays response or a reply that seems formal and not get to the heart of the matter can make things worse perception customer to brand . Experience negative kind of this , if happen repeatable , can push customer For look for other alternatives considered more value time and needs they . Because of that that , speed response No Again just function operational , but rather become an integral part of image and reputation brand That itself . A company that is capable of apply system service fast , personal, and empathetic digital customer service will more easy maintain customers and differentiate himself from competitors in competitive digital landscape .

C. Loyalty Based on Experience, Not Transactions

The findings of this study confirm that customer loyalty in the digital age can no longer be achieved simply by offering substantial discounts or short-term promotions. While incentives like discounts or instant gifts remain attractive, their longevity tends to be low if not accompanied by a satisfying experience. Today's customers value brands that provide enjoyable, easy, and seamless interactions every time they engage, whether browsing a website, inquiring about a product, or making a purchase. Consistent and positive experiences create strong emotional impressions, leaving customers feeling a sense of connection beyond a mere transaction. In this context, loyalty is no longer about purchase frequency, but about how customers feel engaged and humanized by the company's digital systems.

On the other hand, customers in the digital age want ongoing relationships, where they feel heard, valued, and treated fairly. They want to participate in the brand-building process, such as by leaving reviews, participating in polls , or even becoming part of a brand-created community. When companies are able to create a space where customer voices are taken into account, those relationships will develop into solid, long-term loyalty. Loyalty programs that focus solely on points accumulation or reward systems will be insufficient if they are not accompanied by an approach that values customer contribution and engagement. Therefore, companies need to transform from simply chasing sales volume to building a comprehensive, inclusive digital experience ecosystem oriented toward genuine emotional connections between brands and customers .

CONCLUSIONS AND RECOMMENDATIONS

Based on results findings and discussion , can concluded that digital marketing strategies have significant influence to formation loyalty Customer loyalty in the digital economy era No Again built through approach transactional like discount or promotion only , but through consistent , personal, fast , and interactive digital experiences . Customers more loyal to a brand that is capable build connection emotional through social media , personalization content , response fast , and delivery relevant values in every digital interaction . Therefore that , the company recommended For No only focus on sales term short , but

more emphasizes a digital strategy that prioritizes satisfaction, engagement, and comfort customer in a way sustainable to create strong and enduring loyalty in term long.

ADVANCED RESEARCH

Future research could focus on examining how specific digital marketing tools—such as influencer marketing, AI-driven personalization, or chatbot interactions—impact different dimensions of customer loyalty, including emotional attachment, brand trust, and long-term retention. Additionally, comparative studies across industries (e.g., fashion, technology, or food and beverage) could help identify which digital strategies are most effective in building sustainable customer relationships in various market contexts.

Moreover, researchers may explore the role of cultural, generational, and behavioral differences in how customers respond to digital experiences. For instance, how do Gen Z and Millennial consumers differ in their loyalty triggers compared to older generations in the digital space? Future studies could also investigate the effectiveness of loyalty programs that integrate digital gamification, community-building features, or value-driven content. These insights would be valuable for companies aiming to design adaptive digital marketing strategies that foster deeper and more lasting customer loyalty.

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