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The Influence of Online Marketing, Brand Image and Purchase Decision on Customer Loyalty

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Abstract: The effect of online marketing, Brand image and buying decision on Customer loyalty is a scientific article in the literature study within the scope of the field of science. The purpose of this article is to build a hypothesis of the influence between variables that will be used in further research. Research objects in online libraries, Google Scholar, Mendeley and other academic online media. The research method with the research library comes from e-books and open access e-journals. The results of this article: 1) Online marketing has an effect on Customer loyalty; 2) Brand image has an effect on Customer loyalty; and 3) purchasing decision has an effect on Customer loyalty.

Keywords: Customer Loyalty, Online Marketing, Brand Image, Purchasing Decisions

INTRODUCTION

Each student is required to carry out research, namely in the form of a thesis, thesis or dissertation that applies to strata 1, strata 2 and strata 3. This also includes lecturers, functional staff and researchers who must be active in conducting research to be published in scientific journals. The requirement for students to complete their studies at most of the universities in Indonesia is to produce scientific work. Good at producing a thesis for the second degree level, a thesis for the first degree level and a dissertation for the third degree level. Based on empirical experience experienced by students and also authors who encounter problems in selecting supporting articles for scientific work as appropriate research or as previous research. To strengthen the theory under study, build hypotheses and see the relationship between variables, appropriate/relevant articles are needed. This article discusses the influence of online marketing, brand image, and purchasing decisions on customer loyalty, literature review studies in the field of marketing management.

Based on the background above, the purpose of writing this article is to build a hypothesis for further research, namely to formulate: 1) The effect of online marketing on customer loyalty; 2) The effect of brand image on customer loyalty; and 3) The effect of purchasing decisions on customer loyalty.

METHOD

The method of qualitative descriptive & literature review or what is called library research is a method of writing in literature review articles that originate from several online applications such as Mendeley, Google Scholar or from other online academic applications. In qualitative research, and literature review is used consistently using methodological assumptions. Which means it must be used inductively so that it does not lead to the questions posed by the researcher. Exploratory research is the main reason for conducting a qualitative research (Ali, H., & Limakrisna, 2013)

RESULTS AND DISCUSSION

Results

Based on the background, objectives and methods, the results of this article are as follows:

Loyalty

Loyalty defined by Darmesta (1999: 85) in his book (Rusydi, 2017) customer loyalty is a description of the strength of the relationship between repeated patronage and the relative attitude of individuals. Which means, the individual's loyalty is determined by the strength of the relationship between repeated patronage and the relative attitude that it represents the loyalty of the individual to a particular brand. Griffin (1995) defines customer loyalty as the engine of business success. But efforts to retain consumers are a very important part in generating customer loyalty, not a simple matter, because companies must integrate all business dimensions and determine how best to generate value for their customers. Through a way of creating value for consumers, it will be able to build consumer loyalty and maintain it.

Meanwhile, according to Hurriyati (2015: 130), the dimensions that make up a consumer loyalty are: Make regular product purchases (Repurchase); Buying between lines of a service product (Purchase); Recommend it to others (Referral); Shows immunity from a competitor's product (retention). in (Pertiwi et al., 2022).

This customer loyalty has been widely studied by previous researchers, including: (Pertiwi et al., 2022), (Sambodo Rio Sasongko, 2021), (Supertini et al., 2020), (Fahrika et al., 2019), (Masito, 2021), (Putri et al., 2021), (Nastiti & Astuti, 2019), (Aryanti & Suyanto, 2019), (Kevin et al., 2019), (Nurjaya et al., 2022), (Santoso & Samboro, 2017), (Dachi, 2020).

Online Marketing

The definition of online marketing according to Kotler & Armstrong (2008: 237) states that online marketing is a form of corporate business which has the aim of marketing its services and products in order to build relationships between companies and customers through internet marketing to provide increased marketing performance and profits. In (Fahrika et al., 2019). Furthermore (Chakti, 2014) defines digital marketing and or often referred to as digital marketing are marketing efforts carried out using devices connected via the internet. Online marketing is carried out with various strategies and digital media that have the aim of communicating with potential consumers through online communication channels. in (Putri et al., 2021).

Online marketing has also been widely researched by researchers who previously included: (Fahrika et al., 2019), (Masito, 2021), (Putri et al., 2021).

Brand Image

Brand image defined by Kotler and Keller (2008) is customer preference and perception for a brand that is measured on various kinds of brand associations that already exist in memory. Ferranadewi's opinion (2008) suggests that brand image is a concept formed by customers due to personal and subjective emotional reasons. A brand gives characteristics or differences between each product. Likewise, brands can also provide an assumption to consumers about the usefulness of a product. From these opinions, brand image can also be explained as a consumer's perception in assessing a product based on the brand used. According to Ayu et al (2017), indicators of brand image are brands that have a good brand impression, are easy to recognize, and have brand uniqueness. In (Nastiti & Astuti, 2019).

This brand image has also been widely studied by previous researchers such as: (Nastiti & Astuti, 2019), (Aryanti & Suyanto, 2019), (Kevin et al., 2019).

Buying decision

Kotler & Armstrong (2016) provides a definition that purchasing decisions are as follows: "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Which means the purchase decision is a part of a customer behavior is the study of how groups, organizations and individuals choose, buy, use, and then how ideas, services, goods, or experiences to satisfy the needs and desires of them. In (Nurjaya et al., 2022).

Purchasing can also be interpreted as an act of obtaining services and goods through exchange, which are intended for self-use or for resale (Khairiyah & Yunita, 2018). Consumers who want to make purchases will go through a process called purchasing decisions before consumers decide to buy a product (Tandia & Iriani, 2018). Kotler & Armstrong (in Tandia & Iriani, 2018) define a purchasing decision which means consumers will buy a brand they like the most, but two factors can be between the intention to make a purchase and also make a purchase decision. The stages in the purchasing decision-making process can go through several stages such as identifying consumer needs, seeking information, evaluating, considering alternatives, making buying decisions, and the existence of consumer behavior after purchase, but not all of the above stages are passed by consumers as a whole. (Setiadi 2013 in Kadir et al., 2018). In (Dachi, 2020).

The purchase decision has also been widely studied by previous researchers, including: (Dachi, 2020), (Nurjaya et al., 2022), (Santoso & Samboro, 2017).

Relevant Article Reviews

Reviewing relevant articles as a basis for setting research hypotheses by explaining the results of previous studies, explaining the similarities and differences with the research plan, from relevant previous research as shown in table 1 below:

Table 1. Relevant Previous Research Results

No	Author (Year)	Results of Previous Research	Similarities With This Article	Differences With This Article	H
1	(Fahrika et al., 2019)	From this research found that: - Online marketing and e-service quality have a direct and significant influence on satisfaction. - Online marketing and e-service quality do not have a direct effect on the Loyalty variable. - The satisfaction variable has a significant effect on loyalty.	Discusses online marketing and customer loyalty	There is an E-service quality variable that has an influence on customer loyalty variables. Online marketing variables have no influence on customer loyalty variables. (research on online shop Joysm Malang)	H1

		- Online marketing and e-service quality variables have an indirect effect on loyalty and satisfaction as intervening variables.			
2	(Masito, 2021)	Customer relationship marketing, Digital marketing has a significant influence on consumer loyalty variables. Either partially or simultaneously.	Discusses online marketing that influences customer loyalty variables	There are other variables: Relationship marketing variables that have an influence on customer loyalty variables.	H1
3	(Putri et al., 2021)	Kualitas pelayanan,digital marketing, lokasi,dan harga memiliki pengaruh terhadap variable loyalitas konsumen.	Discusses the relationship between online marketing and customer loyalty	There are other variables: service quality, location, and price have an influence on customer loyalty.	H1
4	(Nastiti & Astuti, 2019)	Brand Image Variable which has a positive & significant impact on customer satisfaction. And customer satisfaction has a positive and significant influence on customer loyalty.	Discusses the relationship between brand image and customer loyalty.	There are other variables that affect customer loyalty, namely customer satisfaction.	H2
5	(Aryanti & Suyanto, 2019)	Service quality, customer satisfaction, product quality and brand image have a significant influence on customer loyalty.	Discusses the relationship between brand image and customer loyalty	There are other variables that can affect customer loyalty, namely service quality, customer satisfaction, and product quality.	H2
6	(Kevin et al., 2019)	The function of advertising and brand image that affect customer loyalty.	Discusses the relationship between brand image variables and customer loyalty.	There are other variables that affect customer loyalty: Advertising function	H2
7	(Nurjaya et al., 2022)	Purchase decisions have a significant influence on customer loyalty variables.	Discuss how the relationship between purchasing decisions with customer loyalty	There is also discussion about price and personal selling which have an influence on purchasing decisions	H3
8	(Santoso & Samboro, 2017)	The better a sales promotion service is implemented, the stronger the decision to buy a product and the higher customer loyalty.	Discusses the relationship between purchasing decisions and customer loyalty	There is a discussion about the influence of Sales Promotion Service Variables on Customer Loyalty	H3
9	(Dachi, 2020)	The purchasing decision variable strongly mediates the effect of the product innovation variable on customer loyalty.	Discusses the relationship between decisions and customer loyalty	There are other variables that affect customer loyalty: Product innovation	H3

Discussion

Based on the theoretical study, the discussion of this literature review article is to review relevant articles, analyze the influence between variables and conceptually think about a research plan:

The Effect of Online Marketing on Customer Loyalty

Online marketing is a form of corporate business that has the goal of marketing its services and products as well as building relationships between customers and companies via the internet in marketing to provide increased marketing performance and increased profits.

DeLone & McLean, measurement of e-commerce (online marketing) can be grouped into 2 dimensions, as follows: 1) Ease of using e-commerce with indicators, namely: a) Looking for information conducted by the respondents, b) Get convenience for customer orders, c) Get convenience in receiving payments, d) Obtain customer convenience in interacting, e) Obtain convenience in payments to sellers, and f) Get customer convenience in service requests; 2) Complexity in transactions with indicators, namely: a) The number of sites visited by respondents, b) The length of time in using the media, dan c) Number of completed product purchases.

Online marketing has an effect on customer loyalty, if online marketing is well perceived then customer loyalty will be perceived well and vice versa. Factors that can affect online marketing are about channels of digital media, namely techniques in online communication that are used for the purpose of achieving brand awareness, a familiarity, and can have an impact on consumer intentions/desires in buying by encouraging users of media/tools digital to visit/review a site in order to get involved with a brand or service product so that they have an interest in buying the service or product online.

In increasing customer loyalty and paying attention to online marketing, management must do it, namely the need to maximize digital marketing such as ease of access, accuracy and speed of information, imaging / visualization of a product that is made attractive and with security to make transactions, where about online media channels / digital is a technique in communicating online that is used with the intention of achieving familiarity, brand awareness, and can influence the intentions of consumers to buy products by encouraging users of digital channels to visit websites to be involved with brands or service products so that they have an interest in buy services or products online.

Online marketing has an influence on customer loyalty, this is in line with research that has been conducted by: (Putri et al., 2021), (Masito, 2021), (Fahrika et al., 2019). However, this is not in line with research (Fahrika et al., 2019), which states that online marketing has no direct effect on customer loyalty. Online marketing has an indirect effect on loyalty with satisfaction as an intervening variable. Due to the limitations of the research which only examined the online shop Joyism in Malang which only sold wallet and bag products, which were limited to women only, with 93 respondents.

Effect of brand image on customer loyalty.

Brand image can be described as a consumer perception that gives value to a product based on the brand used. The indicators/parameters in brand image used in this study, according to Ayu et al (2017), are that brands are easy to recognize, brands are unique and have a good impression. In (Nastiti & Astuti, 2019)

Brand image has an influence on customer loyalty, if the brand image is well perceived, then customer loyalty will also be perceived well, and vice versa. Which also means, the higher the brand image, the higher the customer satisfaction.

Factors that can affect the existence of a brand image include: 1) Quality, this is related to the quality of the product offered by the manufacturer with a particular brand; 2) Can be trusted or can be relied upon; 3) Utility, associated with product functions that can be used by consumers; 4) Service, related to the duties of the producer to serve customers/consumers; 5) Risk, related to the size of a result or the advantages and disadvantages that consumers may feel; 6) Price, high or low linkage of the amount of money paid by consumers to influence the product, and can affect the brand image in the long term; 7) Image is something that is owned by a brand itself in the form of agreements, views and information related to the brand of services/products.

Brand image plays a role in customer loyalty, this is in line with previous research that has been carried out by: (Nastiti & Astuti, 2019), (Aryamti & Suyanto, 2019), (Kevin et al., 2019)

Effect of purchasing decisions on customer loyalty.

Purchasing can be explained as an act of obtaining services and goods through exchange, things intended for personal use or for resale (Khairiyah & Yunita, 2018). Consumers who want to make a purchase will go through a process called the purchase decision before deciding to buy a product. (Tandia & Iriani, 2018). The process in purchasing decisions starts from: 1). Introduction of the problem. 2). Search for information, 3). Evaluation of various alternatives, 4). Making purchasing decisions, 5). satisfaction stage. (Kotler, 2002).

The decision process of a purchase is a process that is important to be influenced by marketers through strategy and marketing mix. Customers/consumers will evaluate their decisions and actions in buying. If the product is purchased through trial and it can satisfy or exceed, then the consumer will have the desire to make a repeat purchase. An intention to repurchase is considered a function of the attitude towards the service or product. Consumer attitudes towards services are based on customer expectations on company performance, and these attitudes will affect the intention of repeat purchases as well as loyalty to the company. Purchasing decisions have an influence on customer loyalty, if the purchase decision is well perceived then customer loyalty will be perceived well too, and vice versa.

Purchasing decisions play a role in customer loyalty, in line with studies that have been conducted by: (Nurjaya et al., 2022), (Santoso & Samboro, 2017), (Dachi, 2020).

Conceptual Framework for Research

Based on the formulation of the problem, discussion and relevant research, a conceptual framework for this article is obtained, as shown in Figure 1 below.

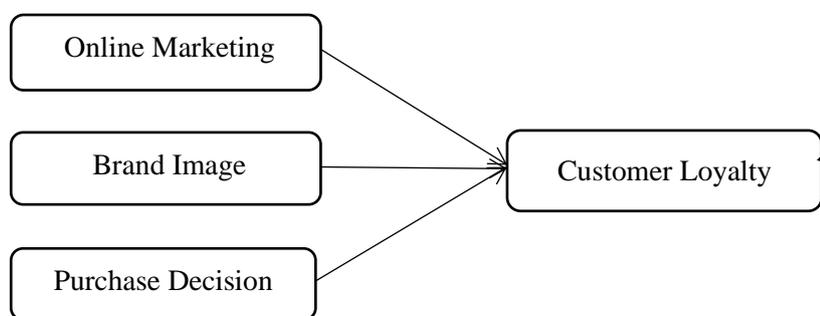


Figure 1. Conceptual Framework

Based on the conceptual framework picture above, then: online marketing, brand image, and purchasing decisions have an influence on customer loyalty. Apart from these three exogenous variables that have an influence on customer loyalty, there are many other variables, including:

- 1) Perceived Price: (Pertiwi et al., 2022), (Nastiti & Astuti, 2019)
- 2) Quality of Service: (Pertiwi et al., 2022), (Putri et al., 2021), (Nastiti & Astuti, 2019), (Aryamti & Suyanto, 2019)
- 3) Customer Satisfaction: (Pertiwi et al., 2022), (Sambodo Rio Sasongko, 2021), (Fahrika et al., 2019), (Nastiti & Astuti, 2019), (Aryamti & Suyanto, 2019).

CONCLUSION

Based on the objectives, results and also the discussion, the conclusions obtained from this article are to formulate a hypothesis for further research, namely: 1) online marketing affects customer loyalty; 2) brand image affects customer loyalty; and 3) Purchasing decisions have an influence on customer loyalty.

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