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## Digital Marketing and Entrepreneurial Marketing in Optimizing Customer Loyalty

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### ABSTRACT

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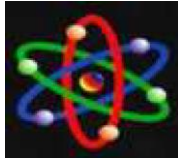
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**Research objective** – The purpose of this study is to determine the effect of digital marketing and entrepreneurial marketing on customer loyalty at Rumah Bintang Embroidery and Embroidery through satisfaction as a mediator. **Design/Methodology/Approach** – The population is Bukittinggi people aged 25-60 who have shopped at Rumah Bintang Embroidery and Embroidery. A sample of 100 customers was taken through a sampling technique, namely accidental sampling. **Findings** – Digital marketing variables directly have a positive and significant (significant) effect on customer satisfaction, entrepreneurial marketing variables have a positive and significant (significant) effect on customer satisfaction, digital marketing has a positive and significant (significant) effect on customer loyalty, entrepreneurial marketing has a positive and significant impact significant (significant) on customer loyalty, and job satisfaction has a positive and significant (significant) effect on customer loyalty. Indirectly, digital marketing variables affect customer loyalty variables mediated by customer satisfaction and entrepreneurial marketing variables affect customer loyalty variables mediated by customer satisfaction. **Research limitations** – This research is limited to customer loyalty variables and research data is taken from 1 Embroidery and Embroidery SMEs in Bukittinggi City. Thus, the results of the study cannot be concluded in general terms. **Originality** – The focus of the research lies on the relationship between the influence of digital marketing and entrepreneurial marketing on customer loyalty and looks at the mediating role of customer satisfaction variables.

**Keywords :** Digital Marketing, Entrepreneurial Marketing, Customer Loyalty, Customer Satisfaction

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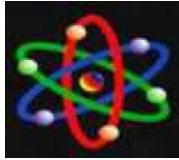


## INTRODUCTION

Since the onset of the Covid-19 pandemic in early 2020, the economic performance of almost all countries in the world, including Indonesia, has had a significant impact. The decline in Indonesia's economic performance has begun in the first quarter of 2020 with a growth rate that only reached 2.97% and decreased significantly in the second quarter of 2020 which grew minus 5.32% (Central Bureau of Statistics, 2021). If this condition continues to occur and does not get serious attention immediately, it has the potential to become a threat to the Indonesian economy. One of the sectors affected by the Covid-19 pandemic is the MSME sector. The implementation of the PSBB by the government to reduce the number of consumers who shop directly makes the majority of MSMEs lose money due to the decline in people's purchasing power (Suryani, 2021; Nabilah et al., 2021). The pattern of consumer buying styles that changed during the pandemic from offline to online consumers (Month & Chandra, 2021), also affected the sales of MSME actors. Another impact of the pandemic on MSMEs according to (Pakpahan, 2020) is not only in terms of the amount of production and trade value, but also causes an increase in the number of workers who have lost their jobs. This is what the MSMEs of Rumah Bintang Embroidery and Embroidery in Bukittinggi City felt, before the pandemic occurred they were able to earn an income of Rp. 90 million per month, while during the

pandemic their income was only Rp. 68 million per month. SMEs are forced to reduce their workforce due to difficulties in paying their salaries. Therefore, a business strategy is needed that can be implemented by MSMEs during the Covid-19 pandemic so that the business they run continues to survive. One way that can be done to maintain the MSME business is to have loyal customers (Tjiptono & Chandra, 2017). Loyalty behavior is the tendency of customers to stay and not switch (Khadka & Maharjan, 2017). If the customer is loyal, then he will have the potential to make repeat purchases, be willing to tell the positive side of the product, and want to recommend the product to others (Atmaja & Novitaningtyas, 2021). The factor that influences customer loyalty according to Bulan & Chandra (2021) is digital marketing because it will simultaneously increase marketing performance. Digital marketing is useful in helping marketing activities to increase customer knowledge by balancing their needs (Thomas, 2016). Digital marketing activities allow business actors to communicate directly with potential customers quickly and regardless of geographic location. Digital marketing is the most convenient and effective way to market during the Covid-19 pandemic. Digital marketing can help businesses tell about their product designs, what services are provided and the up-to-date products they have. Thus, customers can better understand the product, and lead customers to the loyalty stage. Entrepreneurial





marketing is another factor that influences customer loyalty. Entrepreneurial marketing is often associated by economic practitioners and academics with marketing activities for small businesses that only have limited resources, therefore, must rely heavily on creative and strategic selection (Wijayanti et al., 2022). The concept of entrepreneurial marketing is considered the main source of superior company performance (Njeru & Kibera, 2016; Gontur et al., 2022). Entrepreneurial marketing has been shown to have a significant effect on customer loyalty (Hidayatullah et al., 2020). The results of observations and interviews with MSME actors, Rumah Bintang Embroidery and Embroidery, it is known that the obstacles during Covid-19 are related to product marketing which is usually done in stores, but due to the implementation of PSBB during the pandemic, shops often close and shoppers continue to decline. Business actors have been trying to find ways to keep their businesses running, namely by opening a business at home and marketing through digital marketing platforms. This is considered the best way to keep getting customers and retain them and can expand market reach. Customer satisfaction from previous research has been shown to contribute positively and significantly to customer loyalty (Haeruddin & Haeruddin, 2020). The first step taken to increase customer satisfaction is to know the customer. At this stage the interests and tastes of customers will be well known so that it can help to get ideas regarding services that match customer expectations, help revise strategies and decisions

regarding customer requirements to provide a positive buying experience. So it is clear that business success is reflected in how customers are treated and all that leads to increased loyalty (Khadka & Maharjan, 2017). Based on the above, this research aims to directly examine the effect of digital marketing and entrepreneurial marketing on customer loyalty at Rumah Bintang Embroidery and Embroidery. This research will also examine how the indirect influence of digital marketing and entrepreneurial marketing variables on the customer loyalty variable of Rumah Bintang Embroidery and Embroidery through the role of job satisfaction as a mediating variable. The structure of this research starts from the introduction, followed by literature review and hypothesis development. Furthermore, this research describes the research methods and the results in research and discussion. At the end of the research research conclusions are described.

## RESEARCH METHODS

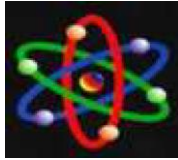
### Population and sample

The population used is the people of the city of Bukittinggi aged 25-60 who have shopped at the Bintang Embroidery and Embroidery House. The sample size in this study was 100 respondents using a sampling technique, namely accidental sampling.

### Data Types and Sources

The type of data in this study is primary data obtained from respondents directly which had never been processed by any party. The data





source uses a primary source that comes from the first party as a resource that has data.

### Method of collecting data

Research data collection begins with compiling a research instrument in the form of a questionnaire, which contains statements related to digital marketing variables, entrepreneurial marketing variables, customer satisfaction variables, and customer loyalty variables. Furthermore, the instrument was distributed to respondents, namely the customers of Rumah Bintang Embroidery and Embroidery in Bukittinggi City, which were then analyzed using path analysis techniques.

## RESULTS AND DISCUSSION

### Results

Data analysis using path analysis was preceded by classical assumption test. The normality test that was carried out succeeded in proving that the residual data was normally distributed (Asymp Sig. 2 tailed > 0.05), the results of the multicollinearity test met the requirements that no symptoms occurred as seen from the tolerance value obtained above 0.10 and VIF below 10, while the Glejser test can be stated not to occur heteroscedasticity because p value > 0.05. The results of classical assumption testing can be seen in Table 1 below.

Ind	Dep	Normalitas Sig. 2 tailed	Multikolinieritas		Heteroskedastisitas (Glejser / Sig.)
			Tol	VIF	
D	LP	0,873	0,500	2,000	0,080
M			0,585	1,709	0,547

KP 0,517 1,932 0,616

Table 1: Classical Assumption Test

Hipotesis	Koefisien	t	t-tabel	Sig.	Keputusan	Kesimpulan
DM → KP	0,483	5,318	1,985	0,000	H <sub>1</sub> diterima	Signifikan
EM → KP	0,288	3,170	1,985	0,002	H <sub>2</sub> diterima	Signifikan
DM → LP	0,238	2,688	1,985	0,008	H <sub>3</sub> diterima	Signifikan
EM → LP	0,189	2,308	1,985	0,023	H <sub>4</sub> diterima	Signifikan
KP → LP	0,475	5,447	1,985	0,000	H <sub>5</sub> diterima	Signifikan
DM → KP	0,229	3,094	1,985	0,001	H <sub>6</sub> diterima	Signifikan
EM → KP	0,136	2,333	1,985	0,019	H <sub>7</sub> diterima	Signifikan

Table 2: Direct Effects and Indirect Effects

### Hypothesis test

This section is a discussion of the results that have been carried out previously. The discussion will discuss hypothesis testing.

### Direct Influence

Based on Table 2, the results of the path analysis on the direct effect can be made the following equation:

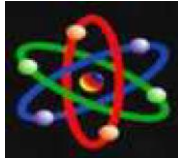
$$Z = 0,483X_1 + 0,288X_2 + e_1$$

$$Y = 0,238X_1 + 0,189X_2 + 0,475Z + e_2$$

The direct effect in this study shows:

1. *Digital marketing* has a positive influence on customer satisfaction with a coefficient value of 0.483. The results of the t-test on the digital marketing variable obtained a t-count value of 5.318 with a t-





significance of 0.000. Because  $t\text{-count} > t\text{-table}$ , the value is  $5.318 > 1.985$  or the significance of  $t$  is less than 5% ( $0.000 < 0.05$ ), then H1 is accepted. From these results, the digital marketing variable directly has a positive and significant (significant) effect on the customer satisfaction variable for Rumah Bintang Embroidery and Embroidery.

2. *Entrepreneurial marketing* has a significant positive effect on customer satisfaction with a coefficient value of 0.288. The t-test on the entrepreneurial marketing variable obtained a t-count value of 3.170 with a t-significance of 0.002. Because  $t\text{-count} > t\text{-table}$ , the value is  $3.170 > 1.985$  or the significance of  $t$  is less than 5% ( $0.002 < 0.05$ ), then H2 is accepted. From these results, the entrepreneurial marketing variable directly has a positive and significant (significant) effect on the customer satisfaction variable at Rumah Bintang Embroidery and Embroidery.
3. *Digital marketing* has a significant positive effect on customer loyalty with a coefficient value of 0.238. From the results of the t-test on the digital marketing variable, the t-count value is 2.688 with a t-significance of 0.008. Because  $t\text{-count} > t\text{-table}$ , the value is  $2.688 > 1.985$  or the significance of  $t$  is less than 5% ( $0.008 < 0.05$ ), then H3 is accepted. From these results, the digital marketing variable directly has a positive and significant (significant) effect on the customer loyalty variable of

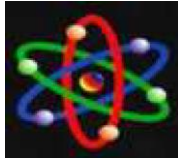
Rumah Bintang Embroidery and Embroidery.

4. *Entrepreneurial marketing* has a significant positive effect on customer loyalty with a coefficient value of 0.189. The results of the t-test on the digital marketing variable obtained a t-count value of 2.308 with a t-significance of 0.023. Because  $t\text{-count} > t\text{-table}$ , the value is  $2.308 > 1.985$  or the significance of  $t$  is less than 5% ( $0.023 < 0.05$ ), then H4 is accepted. From these results, the entrepreneurial marketing variable directly has a positive and significant (significant) effect on the customer loyalty variable of Rumah Bintang Embroidery and Embroidery.
5. *Customer satisfaction* has a significant positive effect on customer loyalty with a coefficient value of 0.475. The results of the t-test on the customer satisfaction variable obtained a t-count value of 5.447 with a t-significance of 0.000. Because  $t\text{-count} > t\text{-table}$ , the value is  $5.447 > 1.985$  or the significance of  $t$  is less than 5% ( $0.000 < 0.05$ ), then H5 is accepted. From these results, the customer satisfaction variable directly has a positive and significant (significant) effect on the customer loyalty variable at Rumah Bintang Embroidery and Embroidery.

#### **Indirect Influence**

The results of the study using the Sobel Test Calculator for the Significance of Mediation showed that there was an indirect effect of digital marketing on





customer loyalty at Rumah Bintang Embroidery and Embroidery mediated by customer satisfaction with a coefficient value of 0.229 ( $0.001 < 0.000$ ), H6 was accepted. There is an indirect effect of entrepreneurial marketing on customer loyalty at Rumah Bintang Embroidery and Embroidery mediated by customer satisfaction with a coefficient value of 0.136 ( $0.019 < 0.000$ ), H7 is accepted.

### Discussion

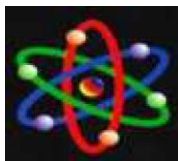
Based on the results of data analysis, it is known that digital marketing has a positive and significant (significant) effect on customer satisfaction. This means that the better the digital marketing, the higher the customer satisfaction of Rumah Bintang Embroidery and Embroidery. On the other hand, a bad decline in digital marketing will have a significant impact on decreasing customer satisfaction. The positive influence between digital marketing and customer satisfaction has been documented by several previous studies by (Pujiastuti, 2021; Fadjri & Silitonga, 2019). This study succeeded in revealing that digital marketing has a positive and significant (significant) effect on customer satisfaction. Digital marketing is proven to affect satisfaction because customers are interested in sales promotions carried out by Rumah Bintang Embroidery and Embroidery through digital platforms such as websites, YouTube and social media. It is also easier for customers to get information about embroidered and embroidered products so as to increase customer satisfaction.

In this study also obtained results that entrepreneurial marketing has a positive and significant (significant) effect on customer satisfaction at Rumah Bintang Embroidery and Embroidery. That is, the better the entrepreneurial marketing, the higher the customer satisfaction, conversely the less good the entrepreneurial marketing, the lower the customer satisfaction. Through entrepreneurial marketing obtained by Rumah Bintang Embroidery and Embroidery, customer satisfaction can be achieved and can help businesses move forward in the future. These results are in line with previous studies conducted by (Raza et al., 2020; Pujiastuti, 2021). Previous studies have shown that there is a significant relationship between entrepreneurial marketing and customer satisfaction.

The results also prove that digital marketing has a positive and significant (significant) effect on customer loyalty at Rumah Bintang Embroidery and Embroidery. That is, if digital marketing is improved, customer loyalty will increase, and vice versa. The findings of this study are in line with research (Tobing et al., 2021; Bulan & Chandra, 2021). Previous studies have shown that digital marketing has an effect on customer loyalty. Digital marketing can assist targeted marketing activities in increasing consumer knowledge by balancing their needs (Hardilawati, 2020; Srisusilawati, 2017).

From the results of data analysis, it is known that entrepreneurial marketing has a positive and significant (significant) effect on customer loyalty





at Rumah Bintang Embroidery and Embroidery. That is, if entrepreneurial marketing is increased, customer loyalty will increase, and vice versa. In line with the studies conducted (Hidayatullah et al., 2020). This study shows that an increase in entrepreneurial marketing will increase customer loyalty because of the customer's sensitivity to change and the desire to try new things so that continuous and sustainable innovation and creativity are needed.

This study also obtained the results that customer satisfaction has a positive and significant (significant) effect on customer loyalty at Rumah Bintang Embroidery and Embroidery. That is, the higher the customer satisfaction, the higher the customer loyalty. Vice versa. This result is in line with previous studies conducted by (Haeruddin & Haeruddin, 2020; Harzaviona & Syah, 2020). Previous studies have shown that a positive relationship between customer satisfaction and customer loyalty has an impact on customer behavior. Customer satisfaction has been shown to have a significant and positive impact on cognitive attitudes and repeat purchases or customer loyalty.

This study shows that there is an indirect effect between digital marketing on customer loyalty at Rumah Bintang Embroidery and Embroidery which is mediated by customer satisfaction. The form of mediation is partial mediation. The results of this study also indicate that there is an indirect effect between entrepreneurial marketing on customer loyalty at Rumah Bintang Embroidery and Embroidery which is mediated by

customer satisfaction. The form of mediation is partial mediation.

## CONCLUSION

This study contributes to a deeper understanding of the influence between digital marketing and entrepreneurial marketing on customer loyalty at Rumah Bintang Embroidery and Embroidery. This study also shows that customer satisfaction plays a role in mediating the influence of digital marketing and entrepreneurial marketing on customer loyalty. The implication of this research for business actors is how to create digital marketing content that is more attractive and makes it easier for customers to find the Embroidery and Embroidery products they are looking for and want to visit again to buy and recommend them to others. Entrepreneurial marketing makes the products produced more diverse and up to date so that customers feel satisfied.

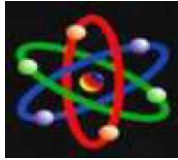
## LIMITATIONS

This research has limitations including: this research was conducted on only one MSME, namely Rumah Bintang Embroidery and Embroidery with a scope of location in the city of Bukittinggi, so the results of this study cannot be generalized to a wider population. The number of respondents is also limited to only 100 people, of course it is still not enough to describe the actual situation.

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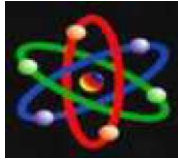




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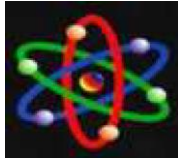






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