

THE INFLUENCE OF DIGITAL MARKETING AND CUSTOMER PERCEIVED VALUE THROUGH CUSTOMER SATISFACTION ON CUSTOMER LOYALTY

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ABSTRACT

The regression coefficient value $\beta_1 = 0.137$ with a significance level of 0.00 which means significant (Sig <0.05). 2) The effect of the custom variable perceived value on customer satisfaction is positive and significant. The regression coefficient value $\beta_2 = 0.293$ with a significance level of 0.03 which means significant (Sig <0.05). 3) The influence of digital marketing variables on customer loyalty is positive and significant. It was found that the regression coefficient value $\beta_3 = 0.248$ with a significance level of 0.00 which means significant (Sig <0.05). 4) The effect of the variable customer perceived value on loyalty is positive and significant. The regression coefficient value $\beta_4 = 0.431$ with a significance level of 0.00 which means significant (Sig <0.05). 5) The influence of the customer satisfaction variable on customer loyalty is positive and significant. The regression coefficient value $\beta_5 = 0.394$ with a significance level of 0.03 which means significant (Sig <0.05). 6) The influence of digital marketing variables through customer satisfaction on customer loyalty is positive and significant.

Keyword: Digital Marketing, Customer Perceived Value, Customer Satisfaction, Customer Loyalty, Indonesia.

INTRODUCTION

Loyal customers are assets that are a priority for big and small businesses according to their urgency for increasing profits in a sustainable manner (Morris, 2009). The occurrence of low yield in the business world encourages entrepreneurs to review strategies to keep loyal consumers (Kannan & Li, 2017). Loyal consumers are urgent in tough competition (Bala & Verma, 2018). The main reason is that loyal consumers always talk and convey good things about the products they use to other potential customers. Faithful consumers also have a positive impact on the economy, for example, premium prices, cost efficiency. According to Kannan &

Li (2017), the creation of consumer loyalty is the primary choice in business as a priority for high profit and sustainable business performance.

One exciting research regarding its loyalty is the Limited Liability Company of Catur Putraharmonis (CPH), founded in 1972. CPH started as a car repair shop in Makassar city, South Sulawesi Province, Indonesia. Initially, it was only known as Mahaputra and continued to grow and develop its business as an official distributor that handled many car products. Currently, CPH is the official distributor for Dunlop brand tire products by Sumi Rubber Indonesia. Besides that, it also includes Accelera-Forceum-Epcu products by Ban Elang Perdana, GS-Income-Aspira by Astra Otoparts, Mobil-Esso by ExxonMobil Lubricants Indonesia, Denso by Denso Indonesia, Aeolus, and Yellow sea by Pancar Buana Terang, Micheli by Michelin Indonesia, Hankook by Hankook Tire Indonesia, and Nexen by Nexen Corporation. CPH also has a tire rethreading plant to meet the substantial commercial demand for efficiency by extending tire life. CPH is also expanding its network by opening several retail outlets and car repair shops around Makassar City to provide one-stop service to its customers. CPH has the slogan, *"if we can't save you money, we don't deserve your business."*

CPH is headquartered in Makassar City, South Sulawesi, with several other branch offices in Palu City and Kendari City. With the support of 200 employees in the Sulawesi region, an extensive marketing network, and solid teamwork, supported by decades of experience in the business field, CPH soon gained its reputation as a professional company in providing the best products and services and not forgetting efficiency and benefits for its various customers.

One of the CPH branches is located at Jalan Alauddin, Makassar City. CPH Alauddin branch is the fifth car repair shop to get the Indonesian Record Museum (MuRI) as the largest car repair shop in Indonesia with an area of 7,049 square meters. The CPH car repair shop became a record-breaker for serial number 4,892 in the MuRI record book. CPH's mission is to build car repair shops that are satisfactory, of quality, and environmentally friendly.

The Alauddin branch of the CPH car repair shop became Dunlop's ninth car repair shop in South Sulawesi and 170 in Indonesia. The car repair shop is equipped with a cafeteria and hotspot so that when customers repair their car, they can enjoy a variety of dishes and accessible wifi facilities. The Alauddin branch of CPH is also facing stiff competition. It can identify this competition from how the customer responds and perceptions of its performance in providing services. With a competitive market situation, a new and effective strategy is urgently needed while prioritizing efficiency.

To be trusted by consumers, the company must prioritize change and always create the best service. Purchasing begins with a belief in the brand name and logo, not a purchase on the product alone (Tiago & Veríssimo, 2014). Businesspeople must build intense communication to create and maintain relationships with loyal customers because there has been a fundamental change in the business world in the form of a shift in the market system from exchanging goods to services, interactivity, connectivity, and continuous relationships (Morris, 2009). The driving force behind this is technological innovation, new communication channels, and support for media facilities (Goldfarb & Tucker, 2019). And this is closely related to how companies communicate with consumers and produce cost efficiency by shifting interactions from traditional communication media, such as television and sales, with electronic media such as the

web and email (Piñeiro-Otero & Martínez-Rolán, 2016). Such digital channels result in cost efficiency and interactivity between consumers and companies (Smith, 2011).

Digital Marketing allows companies to interact intensely with consumers, so they can build positive relationships for the level of personalization and at the same time reduce costs proportionately. Examples of interactions that occur in digital channels, consumers are shown new information including brands, time to buy products and use them. For example, newsletters, routine service, repeated purchase reminders, and info about new products are also possible to communicate product knowledge delivery with colleagues. Bala & Verma (2018) explains that the literature on customer loyalty is still lacking. Various studies on customer satisfaction are not enough to create sustainable customer loyalty. The argument is that customer satisfaction is still easy to identify and anticipate, while customer loyalty is much more complicated.

More research is needed to predict the variables that act as mediators to increase customer loyalty. There is literature that suggests simultaneous investigation of such services as customer satisfaction, digital marketing, and customer perceived value as independent variables. This service rating variable is considered a significant driver of customer loyalty. Likewise, the roles of digital marketing, so various studies are suggested to use several vital variables that can influence factors other than customer satisfaction. That many findings are still vague, especially in terms of differences in business sectors.

From this background, researchers focus on exploring as comprehensive and broad information as possible to answer questions about what variables affect customer loyalty. Therefore, this study was conducted to look at digital marketing's effect, the value of consumer perceptions through customer satisfaction on customer loyalty at the Alauddin CPH branch in Makassar City.

LITERATURE REVIEW

Digital Marketing

Digital marketing campaigns are becoming more prevalent and efficient. As digital platforms are increasingly being incorporated into marketing plans and everyday life, there has been a tendency for people to prefer using digital devices rather than going to the store in person. In competitive market competition, switching communication channels, from traditional communication to digitalization, has become the main job for companies, especially in marketing communication channels. How does it function in maintaining an adequate communication flow while presenting various best and superior products? It also positively impacts cost efficiency (Dwivedi et al., 2020).

Many media are touched in digital channels, including marketing done through mobile communication channels and other advertising media in introducing brands and advantages. Goldfarb & Tucker (2019) said that it could optimize marketing strategies with the Internet and Information Technology; this allows for significant business expansion.

In today's progressive and aggressive business, value creation feels very urgent. Smith (2011) revealed that companies could use technology with its various advantages to improve service quality. Still, digital marketing (De-Pelsmacker et al., 2018) uses the term social media

marketing to refer to digital marketing. Livingston (2010) states that exchanging information between customers and companies is a strong encouragement from Social Media Marketing (SMM). What is possible for digital channels is that there is an intense communication flow between the two parties. Of course, communication built intensely is equipped with a responsibility which then creates trust in the customer. Furthermore, it will automatically form brand loyalty.

Costumer Perceived Value

Customer perceived value is the basis for all marketing decisions. Analysis conducted by Smith (2011) revealed that customer perceived value is a complex and context-specific phenomenon, which still requires researchers' attention. Smith in the context of virtual communities, for example, analysing functional, social, and emotional values. Meanwhile, Morris (2009) distinguish functional, social, and epistemic values in the tourism sector. Dwivedi et al. (2020) emphasize the importance of utilitarian and hedonic values in the hospitality industry. Customer perceived value in the marketing literature is analysed twice. First, as a ratio between customer value received and secondly, the costs experienced when purchasing and using a service (Royle & Laing, 2014) multidimensional construct combining various dimensions of value perceived customers.

Customer Satisfaction

Customer satisfaction is the central part and will be one of the most critical goals; every company strives to form long-term relationships with focused consumers as a top priority. Customer satisfaction can be expressed because of a comparison of consumer expectations and service quality performance obtained and felt next (Ištvanic et al., 2017).

Satisfaction is defined as a comparison between expectations and performance based on the Expectancy Disconfirmation Model (Herhausen et al., 2020). When the actual performance meets expectations, these expectations will be confirmed and will result in customer satisfaction. Apart from having a positive effect on company profitability, customer satisfaction is also the basis and foundation for a successful business and leads to repeat purchases and brand loyalty (Diez-Martin et al., 2019). Meanwhile (Royle & Laing, 2014), satisfaction influences positive intentions and attitudes. Customer satisfaction is a series of positive impressions felt by customers or trends in customer buying experience or consumption from the results of a comparison between customer expectations and the product or service direction.

If the perceived performance is lower or higher than expected, it will automatically be confirmed as negative or positive. For example, the performance obtained is more elevated than expectations, and then the tendency will lead to and be guaranteed positively for customer satisfaction. Conversely, when there is negative confirmation, consumers will tend to be dissatisfied because the perceived performance is lower than expectations.

Researchers define customer satisfaction to assess customer response to a product. The meaning of satisfaction is a person's feeling of pleasure or the result of disappointment resulting

in the comparison of the conception of product performance (results) with relationships or expectations (Tiago & Veríssimo, 2014).

Another definition, customer satisfaction, is a function of the customer's trust to be treated fairly. It will feel customer satisfaction after customers buy again or use the company's products and services. Customers with positive satisfaction scores influence customer retention and maintain stable profits in the future. Customers who are so durable in satisfaction will create extreme loyalty because they will focus on the company (Livingston, 2010). It will see the results of customer satisfaction in repeated purchases, customer loyalty will issue positive words, and ultimately, high profitability will be obtained.

Customer Loyalty

Various literature explains customer loyalty that loyalty is considered an intangible asset that significantly affects many companies' profits (Bowen & Chen, 2001). Marketing scholars have explained different conceptualizations of customer loyalty. As different definitions of customer loyalty have begun to be adopted by marketing researchers based on the research context's objectives and subject. For example, (Uncles et al., 2003) conceptualize customer loyalty as a feeling of attachment to someone loyal to the object of loyalty, and not only in commercial transactions.

By staying out of view of the situational influence and marketing effort, customer loyalty is in effect in increasing the company's growth potential by generating switching behaviour. From several literature reviews, it is revealed that many marketing scholars have taken advantage of Oliver's notion of customer loyalty (Evanschitzky et al., 2012). There are two types of customer loyalty: 1) active loyalty; 2) passive loyalty. There are two types of loyal customers, namely active and passive loyal customers. Both are very important, but enthusiastic loyalty is even more critical due to the expansion of internet and social media applications.

Customer loyalty remains attractive to the focus of scholars because of its high significance. Awareness is understanding customer loyalty's antecedents, and the relationship between these factors is still seen as an urgent research target (Herhausen et al., 2020). Marketing researchers are still expected to always pay attention to customers in the market through investigating their needs, wants, and factors that influence each other's evaluations, attitudes, choices, and various purchasing behaviour. According to Bowen & Chen (2001), customer loyalty is an essential source of various competitive advantages for different companies. Specifically, customer loyalty can be viewed as one of the critical success conditions for other market businesses. Marketing practitioners will also form intelligent marketing strategies and approaches to retain loyal customers.

RESEARCH METHODS

This study uses a quantitative survey design to see specific individuals' or groups' behaviour, using a questionnaire as a data collection tool. This study also utilizes the Path analysis method. Path analysis is used to measure direct variables and mediating variables. There are four variables used in this study, namely digital marketing (X1) and customer perceived

value (X2) as the independent variable, customer satisfaction (Y1) as a partial variable (mediating variable), and loyalty (Y2) as the dependent variable. This study also utilizes the Cross-Sectional method to test various theories on the effect of all variables. The population of all CPH customers with a large number cannot be known with certainty. The sampling was carried out using non-probability techniques with the purposive sampling method, namely 125 samples. The process of collecting data through primary data is obtained from answers to questionnaires conducted by each respondent. Secondary information is obtained from various literatures and for the instrument using a Likert scale.

RESULT

T-Test (Partial) Regression Results Effect of digital marketing and customer perceived value on customer satisfaction

The t-test or so-called partial tests how the influence of each independent variable individually on the dependent variable, to determine the effect of digital marketing (X1) and customer perceived value (X2) on customer satisfaction (Y1), multiple linear regression analyses can be used. It can see the magnitude of the direct influence of the variables in Table 1 below:

Table 1 OUTPUT REGRESSION RESULTS EFFECT OF DIGITAL MARKETING AND CUSTOMER PERCEIVED VALUE ON CUSTOMER SATISFACTION						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.485	4.788		6.158	0.000
	Digital Marketing	0.371	0.032	0.137	3.712	0.000
	Costumer Perceived Value	0.296	0.025	0.293	2.913	0.003
a. Dependent Variable: Customer satisfaction						

The Influence of Digital Marketing on Customer Satisfaction

Tests are carried out to determine the significance or insignificance of the regression coefficient (β_1). Based on Table 1, the regression coefficient value $\beta_1 = 0.137$ with a significance level of 0.00 which means significant ($\text{Sig} < 0.05$) or based on the t-count and t-table values, then there is significance. The calculations in Table 1 found that the t-count value was $3.712 > t\text{-table } 1.979$. Thus, it is stated that digital marketing has a positive and significant effect on customer satisfaction. It can see the magnitude of digital marketing's influence in the standardized beta coefficient of 0.337 or 33.7%, which means that every time there is an increase in digital marketing, it will increase customer loyalty by 33.7%.

The Effect of Customer Perceived Value on Customer Satisfaction

Tests were carried out to determine the significance or insignificance of the regression coefficient (β_1) based on the Table, the regression coefficient value $\beta_2 = 0.293$ with a significance level of 0.03 which means significant (Sig <0.05) or based on the value of t and t table, then there is substantial. Based on the calculations in the Table, the value of t-count $2.913 > t\text{-table } 1.979$ was obtained. Digital marketing variables have a positive and significant effect on customer loyalty. It can see the magnitude of digital marketing's influence in the standardized beta coefficient of 0.293 or 29.3%, which means that every time there is an increase in customer satisfaction, it will increase customer loyalty by 29.3%.

Beta Coefficient The effect of digital marketing and customer perceived value on customer satisfaction

The standardized coefficient/beta digital marketing value is 0.337 (β_{X1}), and the customer perceived value is 0.293 (β_{X2}). This means that 33.7% of variations in the customer satisfaction variable's ups and downs (pY_1) are influenced by digital marketing, and 29.3% are influenced by customer perceived value. At the same time, the rest is explained by other variables outside the model studied.

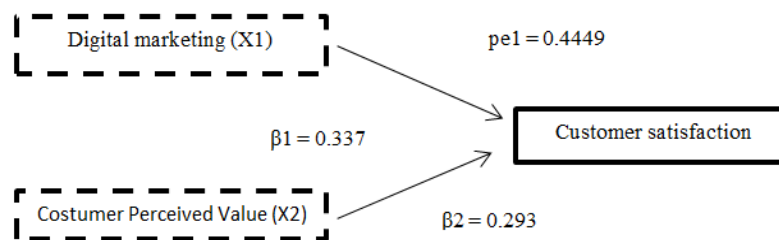


FIGURE 1
PATH ANALYSIS MODEL I

Thus, the results of the path analysis model I, the effect of digital marketing and customer perceived value on customer satisfaction in CPH are:

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + pe_1$$

$$Y_1 = 0,337.X_1 + 0,293.X_2 + 0,4449$$

Classical Assumption Test Model II

In this study, the normality test was used to test the normality point by looking at the P-Plot chart. The data is usually distributed if the data or points spread around the diagonal line and follow the diagonal line's direction. Conversely, the information is declared not generally

distributed if the data or facts apply far from the line's path or not follow the diagonal. The graphic histogram display also provides a typical distribution pattern because it spreads evenly to the left and right.

Figure 2 shows that before standardized regression, the residual with the dependent variable is customer loyalty (Y2) that is evenly distributed along the diagonal line. This proves that the data used for this study fulfils the assumption of normality so that it can be used as a measurement variable. To be sure, do the Kolmogorov-Smirnov test as a further test of the normality of the data. If the significant value is > 0.05 , the residual value is usually distributed; if the sig value < 0.05 , the residual value is not normally distributed.

Normal P-P Plot of Regression Standardized Residual

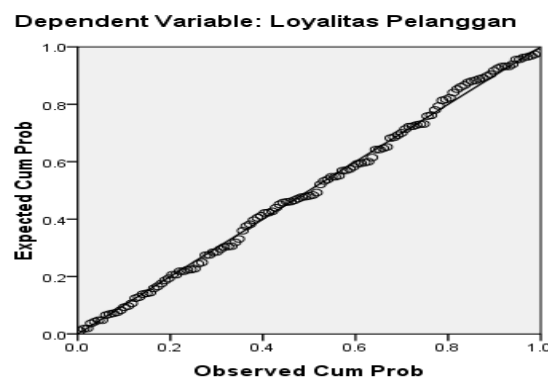


FIGURE 2
P-PLOT NORMALITY TEST MODEL II

Table 2 ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST		
		Unstandardize d Residual
N		125
Normal Parameters ^a	Mean	0.0000000
	Std. Deviation	3.51106950
Most Extreme Differences	Absolute	0.040
	Positive	0.032
	Negative	-0.040
Kolmogorov-Smirnov Z		0.443
Asymp. Sig. (2-tailed)		0.989
a. Test distribution is Normal.		

The Kolmogorov-Smirnov test results in Table 2 show a significant value of 0.989. This indicates that the dependent variable customer loyalty (Y2) is generally distributed because the residual value is > 0.05 . This shows that the data used to meet the assumption of normality can be used as a research variable.

Multicollinearity Test Results

The use of the multicollinearity test determines whether there are deviations from the classic multicollinearity assumption, namely the existence of a linear relationship between independent variables. The condition that the regression model must meet is the absence of multicollinearity. Several test methods are used, namely 1) by looking at the inflation factor's value (VIF) in the regression model. 2) by comparing the value of the individual determination coefficient (r^2) with the simultaneous determination value (R^2), and 3) by looking at the eigenvalue and condition index values.

Table 3 MULTICOLLINEARITY TEST RESULTS MODEL II			
Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Marketing	0.804	1.244
	Costumer Perceived Value	0.888	1.126
	Customer satisfaction	0.898	1.114

Table 3 shows the regression model's tolerance value, and three independent variables indicate that no independent variable has a tolerance value less than 10% (0.10). This means that there is no correlation between the independent variables more than 95%. The VIF calculation results also indicate the same thing, namely that no one independent variable has a value of more than 10. It shows the absence of multicollinearity. Based on the analysis of the tolerance value calculation and the VIF value, it is concluded that the regression model built-in model II does not have multicollinearity between the independent variables.

Heteroscedasticity Test Results

The heteroscedasticity test is one of the requirements of the classical assumption test. If the assumption of heteroscedasticity is not fulfilled, it is declared invalid as a forecasting tool. This study used the Glasser heteroscedasticity test. How to make decisions: 1) if the variable's significant value is above 0.05, the researcher does not have any symptoms of heteroscedasticity.

2) On the contrary, if the variable's significant value is below 0.05, this study's results are considered to have heteroscedasticity symptoms.

Table 4		
GLASSER II HETEROSCEDASTICITY TEST RESULTS		
Coefficients^a		
	Model	Sig.
1	(Constant)	0.005
	Digital Marketing	0.158
	Costumer Perceived Value	0.948
	Customer satisfaction	0.662
a. dependent Variable: ABS_RES2		

The results of the Table 4 test get the sig value. The independent variable is above 0.05, namely the digital marketing variable of 0.158, the customer perceived value variable of 0.948, and the customer satisfaction variable of 0.662. This shows the absence of heteroscedasticity symptoms.

DISCUSSION

The Effect of Digital Marketing on Customer Satisfaction

The influence of the digital marketing variable on customer satisfaction at CPH is positive and significant. This indicates that the increased use of digital marketing will be followed by increased customer satisfaction. This study shows positive and effective results derived from statistical testing results with the t-count of the digital marketing variable indicating a positive value of $3.712 > 1.657$ (t-table) with a significance value of $0.000 < \alpha 0.05$.

This study's results are consistent with the results of research by Järvinen & Karjaluoto (2015). His findings show that search engine optimization, social media marketing, and email marketing positively and significantly affect customer satisfaction. Also, according to Dwivedi et al. (2020), this research shows that the implementation of digital marketing at the Indonesian State Ban Limited Liability Company is in the excellent category, customer satisfaction is in the satisfied category.

The Influence of Customer Perceived Value on Customer satisfaction

The influence of the variable customer Perceived Value on customer satisfaction at CPH is positive and significant. This indicates that an increase will follow the rise and use of digital marketing in customer satisfaction. This study shows positive and effective results derived from statistical testing results with the t-count Value of the digital marketing variable indicating a positive value of $2.913 > t$ -table with a significance value of $0.02 < \alpha 0.05$.

This study's results are consistent with the research of (Chaffey, 2010) that there is a positive and significant relationship between the five dimensions of perceived value and customer satisfaction. Furthermore, perceived value is also identified as one of the variables to influence customer loyalty, leading to customer recommendations and repurchases. Likewise, this study follows Evanschitzky et al. (2012), who state that customer perceived value is a factor that has a positive effect on customer satisfaction and loyalty. Providing customer perceived value and good service quality will make customers feel treated well to be loyal.

The Effect of Digital Marketing on Customer Loyalty

The influence of digital marketing variables on customer loyalty in CPH is positive and significant. This indicates that the increase and use of digital marketing will be followed by increased customer loyalty. This study shows positive and meaningful results derived from the effects of statistical testing with digital marketing t count offers a positive value, namely $2.564 > 1.657$ t table with a significance value of $0.02 < \alpha 0.05$.

The results of this study are consistent with the research of (Key, 2017). Digital marketing in increasing consumer loyalty makes an effective contribution. Meet the individual needs of essential consumers. Skills require the formation of relationship marketing with social media so that consumers form relationships with brands. This research finds the linkages made through digital marketing in promoting the company's brands and products so that their effectiveness occurs. The implication of this research results in the conclusion that digital marketing is a tool that can be used in marketing activities via the Internet in this modern era. The CPH Digital Marketing Team must be more active in communicating to improve consumers' services through digital marketing.

The Influence of Customer Perceived value on Customer Loyalty

The effect of the variable customer perceived value on customer loyalty in CPH is positive and significant. This indicates that an increase will follow an increase in customer perceived value in customer loyalty. This study shows positive and powerful results from statistical testing results with the t value of the customer perceived value delivering a positive value of $3.333 > 1.657$ t table with a significance value of $0.00 < \alpha 0.05$.

This study's results are consistent with the research of Järvinen & Karjaluo (2015), which found a stronger relationship between satisfaction and loyalty components than between satisfaction and behaviour components. There is a dynamic in the individual customer's personality, more specifically the nature of sensation seeking, ultimately moderating the path from satisfaction and perceived value to loyalty. Likewise, research from (Yadav et al., 2015), saying that perceived value has a positive effect on customer loyalty. This is under Yadav et al. (2015), who stated that perceived value is a key driving force and a strong predictor of customer loyalty. If customers get the perception of value per their expectations, then the customer will be more loyal.

The Effect of Customer Satisfaction on Customer Loyalty

The influence of customer satisfaction variables on customer loyalty in CPH is positive and significant. This indicates that an increase will follow an increase in customer satisfaction customer loyalty. This study shows positive and practical statistical testing results with the customer satisfaction variable's regression coefficient value indicating a positive value of 3.032 with a significance value of $0.03 < \alpha 0.05$.

This research is in line with (Uncles et al., 2003), which states a positive and significant effect of customer satisfaction on customer loyalty. Creating customer satisfaction is the company's goal. Customers want satisfaction. Customers will feel satisfied if the goods or services they get can meet their expectations (Bowen & Chen, 2001). By achieving customer satisfaction, it will form customer loyalty to the company, goods, or services.

The Influence of Digital Marketing through Customer Satisfaction on Customer Loyalty

The influence of digital marketing variables through customer satisfaction on customer loyalty at CPH is positive and significant. This indicates that a substantial increase will follow digital marketing's rise and use through customer satisfaction in customer loyalty. This study shows positive and meaningful results derived from statistical testing results with the single test digital marketing variable's regression coefficient value through customer satisfaction with a positive value of 3.1954. This value is the value of $r\text{-count} < r\text{ table } 1.979$.

This is in line with the research of (Behera et al., 2020), which states that there is an effect of digital marketing on customer satisfaction in state-owned commercial banks in the West. There is a significant positive effect of digital marketing on customer satisfaction, and that satisfaction affects customer loyalty. The findings of this study are following the opinion of Royle & Laing (2014) that the factors of usefulness and ease of communication via electronic media are the main reasons that will influence a person to use technology and be close to a company.

The Effect of Customer Perceived Value through Customer Satisfaction on Customer Loyalty

The effect of the variable customer perceived value through customer satisfaction on customer loyalty in CPH is positive and significant. This indicates that an increase in customer perceived value through customer satisfaction will be followed significantly by increased customer loyalty. This study shows positive and effective results derived from the effects of statistical testing with the customer's regression coefficient value through customer satisfaction with a positive value of 4.5264 where this value is the value of $r\text{-count} < r\text{ table } 1.979$.

This is under the research of (Ritz et al., 2019), which states that satisfaction which mediates the effect of perceived value on customer loyalty, has a higher impact on customer loyalty than direct influence. Thus, to create loyal consumers, it must satisfy consumers, and benefit consumers must provide increased value to consumers.

CONCLUSION

Of the three variables for direct influence, digital marketing is the variable with the lowest value. With an influence value of 24.8%. This shows that the use of digital marketing has not been optimized. Therefore, it is suggested that CPH can take advantage of digital marketing indicators with even more intense marketing because digital marketing is one of its strengths in the modern and digital era. Of the three variables for direct effect, customer perceived value is the variable with the highest value. With an influence value of 43.1%. With this value, it is expected that CPH will always pay attention to the increase in customer perceived value. In addition to keeping customers loyal, it will also provide long enough resilience to the company's customer positive perceptions. Of the two variables for the indirect effect of mediating customer satisfaction, the customer perceived value has the highest value with development of 54.6%. This means that the company must be able to provide increased and attention to customer perceived value because it will increase customer satisfaction and strengthen customer loyalty. It is hoped that this study's results can be used as a reference to improve customer loyalty at CPH further. Future research is expected to add variables outside of digital marketing, customer perceived value, customer satisfaction, and customer loyalty. If necessary, use other mediating variables such as corporate image, service quality, and so on. It can expand the scope of this research further to reveal the overall customer perception of CPH. And then, it can make a more comprehensive and targeted strategy.

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