
The Influence of Digital Marketing and Product Quality on Customer Satisfaction and Its Implications on Customer Loyalty at Master Jaya Store in Depok, West Java, Indonesia

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ABSTRACT: Digital marketing currently plays a vital role in introducing a product and directly engaging customers. Digital marketing techniques have considerable potential to enhance customer preferences for purchasing a product, especially among young individuals who tend to readily adapt to digital products. The research is conducted to understand the influence of digital marketing and product quality on customer loyalty with customer satisfaction as a mediator among students at the School of Economics in Bogor. The study employed primary data through questionnaires distributed to 50 respondents. Path analysis results revealed that digital marketing has a direct, positive, and significant impact on customer loyalty, whereas product quality does not directly affect loyalty. Indirectly, digital marketing and product quality significantly influence loyalty through customer satisfaction.

Keywords: Path Analysis, Customer Satisfaction, Product Quality, Loyalty, Digital Marketing.



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INTRODUCTION

The current technological advancements allow companies to broaden the marketing scope of a product by utilizing interactive technologies to reach their customers. Customers can visit websites or online stores to purchase a product without having to step outside their homes. The increasing number of visitors to a website or online store serves as an indicator of a growing pool of potential buyers (Primadhita et al., 2018). The demand for digital marketing by companies is on the rise as customer enthusiasm for online shopping transactions continues to grow. In this context, digital marketing is defined as the utilization of all digital facilities to streamline marketing processes and facilitate interactions with customers to foster loyalty (Aryanto & Wismantoro, 2020). Digital marketing utilizes the internet as a marketing medium to directly reach its customers (Bhuvanawari et al., 2023; Etherington et al., 1985; Sanaa et al., 2019).

Digital marketing is evolving with the continuous increase in internet users. The global internet user base is estimated to grow by approximately 7% each year, while the growth of internet users

in Indonesia exceeds 20% annually (Muljono, 2019). This situation highlights the crucial role of digital media in marketing products for companies (Adeiza et al., 2022; Pramustia & Suyatno, 2021; Srivastava, 2015).

Online media holds great and promising potential for companies, both large-scale enterprises and micro, small, and medium-sized businesses, in facilitating marketing information, building closer relationships with consumers, and reaching various segments of the population (Puspitasari et al., 2019). Online shopping platforms such as Tokopedia, Shopee, Lazada, and Bukalapak are increasingly dominating the market due to their advantages in leveraging digital technology. Customers experience a more convenient shopping process by using the facilities provided by these online shopping platforms. Customers can easily find the desired products with the specifications they want on online shopping platforms, especially for younger customers who appreciate practicality (Cho & Choi, 2021; Lokesh et al., 2022; Usman et al., 2020).

In addition to digital marketing, companies need to maintain the quality of their products to attract customer interest in purchasing the offered products. Product quality is realized when a company can create products that meet customer specifications or even exceed customer expectations (Anggraeni et al., 2016). Companies that can uphold product quality open opportunities to build strong relationships with their customers. High-quality products, coupled with effective digital marketing, will generate customer purchasing interest in both the present and future. Satisfied customers with the quality of the products they purchase are more likely to be interested in buying from the same place again. Moreover, customers who experience good product quality often recommend it to others, including friends and family (Cosa et al., 2021; Kaur et al., 2021; Petr et al., 2021).

For the younger generation, which tends to quickly adapt to technological advancements, digitalization makes it easier for them to search, choose, and decide on purchasing a product. Products targeting the young market segment will increasingly utilize digital services in selling their products. Innovation and creativity constantly developed in introducing products will continue to evolve alongside technological advancements. This is done solely to boost product sales and gain a competitive edge in the market. On the other hand, the younger generation benefits significantly from digital technology. Through digital media, the younger generation, acting as current consumers, finds convenience in obtaining information and preferences about a particular type of product. The market is moving towards a state of perfect competition, where all information about a product can be easily accessed by consumers.

The broadening scope of digital marketing and its impact on the loyalty of the younger generation as customers is intriguing for study. This is because the younger generation is more adept at keeping up with technological advancements, allowing them to quickly respond to the digital marketing developments undertaken by companies. Thus far, numerous studies have explored the relationship between marketing, product quality, and customer loyalty. Therefore, this research seeks to build upon existing studies by introducing customer satisfaction as a mediating factor to observe the indirect influence of marketing and product quality on loyalty. In line with technological advancements, this study also focuses on digital marketing. The sample used in the

research comprises young customers who are more likely to adapt easily to digital changes (Amendola et al., 2023; Jung, 2020; Kristjansen, 2020; Mariansyah & Syarif, 2020).

The purpose of this research is to determine the direct and indirect effects of digital marketing and product quality on customer loyalty among students at the School of Economics in Bogor. In this study, the indirect effects of digital marketing and product quality on customer loyalty are examined by incorporating customer satisfaction as a mediating variable in the research model.

Literature Review: Digital marketing can be defined as the utilization of digital technology to engage customers directly. It is rapidly evolving and is considered an effective and efficient method for promoting products. The scope of digital marketing is extensive, reaching audiences anytime, anywhere, and through various means (Saputra et al., 2020). According to Muljono (2019), there are three crucial elements in the concept of digital marketing that depict the success of a company's marketing strategy: 1). Traffic: The number of visitors from websites or online media such as social media and blogs. 2). Conversion: Users connected to the company's business, including those who make inquiries or purchase products. 3). Engagement: How a company builds relationships with target customers who have engaged on a personal level.

The continuous growth of digital marketing underscores its effectiveness in reaching a wider audience and establishing meaningful connections with potential customers. This literature review provides valuable insights into the dynamics of digital marketing and sets the stage for further hypothesis development and research exploration.

Product Quality; Customers generally expect the products they consume to be enjoyable and meet their anticipated level of quality. Therefore, it is essential for companies to deliver products of high quality to their customers. This effort is undertaken by companies to differentiate themselves from their competitors (Andalusi, 2018). The importance of product quality arises because customers have specific preferences for a product and want to receive a product that aligns with their preferences or even exceeds their expectations. Product quality can be defined as the ability of a product to meet the desires and needs of customers (Kotler & Keller, 2016).

Customer Satisfaction; Satisfaction in consuming a product is an expression of feelings that arises from comparing perceptions and expectations with the actual condition of the product (Kotler & Keller, 2016). Companies need to measure the level of satisfaction among their customers to maintain the desired level of sales. Customer satisfaction serves as a benchmark for evaluating the performance of a product and determining whether it is acceptable in the market.

Customer satisfaction with a product results from comparing the expected level of product benefits with the level of benefits offered (Anggraeni et al., 2016). Customer expectations when purchasing a product can be influenced by their needs and desires for a product, their perceptions of the product, and their own experiences or those of the surrounding environment that have previously used the product (Andalusi, 2018).

Customer Loyalty; Loyalty is defined as the manifestation of integrity believed when purchasing or consuming a particular product in the present and the future, even though there are other offers

that may change behavior (Kotler & Keller, 2016). The emergence of loyalty cannot be forced. Loyalty arises from within the customer because they are satisfied with the quality of the offered product, then they are interested and willing to make repeat purchases (Anggraeni et al., 2016). Repeat purchases and willingness to recommend to others reflect loyalty.

The Relationship Between Digital Marketing and Customer Satisfaction; The findings of Fahrika et al. (2019) indicate that online marketing and the quality of online services significantly influence customer satisfaction. On the other hand, Maupa et al. (2020) discovered that online marketing and word-of-mouth communication directly do not have a direct impact on customer satisfaction. However, there is an indirect influence of online marketing and word-of-mouth communication that is significant on customer satisfaction. ***H1: Digital Marketing has a significant effect on customer satisfaction.***

Relationship between product quality and customer satisfaction; Previous research conducted by Andalusi (2018) found that product quality, along with price and service quality, has an impact on customer satisfaction. Anggraeni et al. (2016) also demonstrated that product quality significantly influences and impacts customer satisfaction. Better product quality leads to higher customer satisfaction. ***H2: Product quality has a significant effect on customer satisfaction.***

Relationship Between Digital Marketing and Customer Loyalty: Research by Fahrika et al. (2019) also found that online marketing has a significant impact on customer loyalty, where satisfaction acts as an intervening variable. Thus, digital marketing, both directly and indirectly through satisfaction, has an influence on the extent of customer loyalty. ***H3: Digital Marketing has a significant effect on customer loyalty.***

Relationship Between Product Quality and Customer Loyalty: Research by Anggraeni et al. (2016) also found that product quality significantly impacts customer loyalty. High-quality products will lead to customer satisfaction, creating a loyal attitude towards the product. The better the product quality, the greater the impact on customer loyalty. ***H4: Product quality has a significant effect on customer loyalty.***

Relationship Between Customer Satisfaction and Customer Loyalty: Research by Anggraeni et al. (2016) also proves that customer satisfaction has a significant impact on customer loyalty. Similarly, Fahrika et al. (2019) found that customer satisfaction has a significant impact on customer loyalty. The more satisfied a customer is with the product they use, the more it will influence their desire to continue using products from the same seller in the present and future. Increasing customer satisfaction leads to higher customer loyalty. ***H5: Customer satisfaction has a significant effect on customer loyalty.***

METHOD

Research Sample: The sample uses primary data derived from questionnaires distributed to 50 respondents. The chosen respondents are active students at the School of Economics in the Bogor

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area. The selection of students as respondents is based on the rationale that students are young individuals who are responsive to technological changes, including innovations in digital marketing. The sample is appointed through purposive sampling using several specific criteria, namely students who have Instagram and/or Facebook accounts and at least one account on an online shopping platform.

Data Collection Method: The questionnaire is filled out by student respondents using Google Forms. The process of filling out the questionnaire involves respondents choosing one option for each statement presented in the questionnaire. The answer options are determined using a Likert scale ranging from 1 to 5, where 1 indicates strongly disagree, 2 is disagree, 3 is neutral, 4 is agree, and 5 is strongly agree. The collected data is then processed and analyzed using path analysis. The data processing for this path analysis is facilitated by the SPSS program, version 22.

Operationalization of Variables:

The research variables consist of digital marketing, product quality, customer satisfaction, and customer loyalty, with detailed indicators outlined in Table 1 below.

Table 1.
Operational Definitions of Variables:

Variable	Indicator	Measure
Digital Marketing (DM)	<ol style="list-style-type: none"> Ease of access Comprehensive Information Engaging Information Active Customer Interaction Wide Social Network 	Likert Scale
Product Quality (PQ)	<ol style="list-style-type: none"> Product Performance Product Reliability Product Durability Product Features Compliance with Specifications 	
Customer Satisfaction (CS)	<ol style="list-style-type: none"> Product Meeting Customer Expectations Product Matching Received Information Service Matching Received Information Likelihood to Recommend the Product to Others Satisfactory Service from the Seller 	
Customer Loyalty (CL)	<ol style="list-style-type: none"> Repeat Purchases Lack of Interest in Other Sellers' Products Likelihood to Recommend to Others 	

Research Design:

Based on the hypotheses outlined earlier, a preliminary assumption can be made that digital marketing and product quality significantly impact customer satisfaction and loyalty, while satisfaction significantly affects customer loyalty. Indirectly, digital marketing and product quality influence customer loyalty through customer satisfaction. The preliminary assumption can be structured in the following framework: Figure 1. Relationships among research variables.

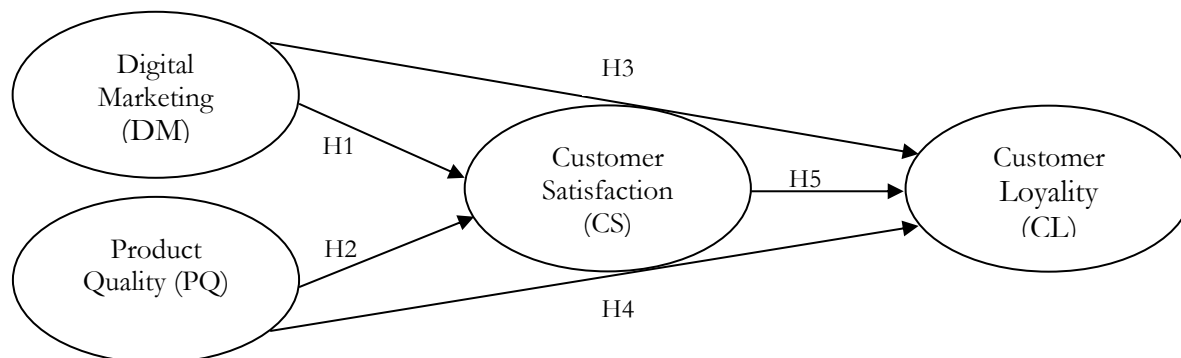


Figure 1: *Relationship between research variables*

Analysis Method:

In this research, the questionnaire results obtained from 50 active students of the School of Economics in Bogor were processed using path analysis. Model testing began with reliability and validity tests. Data are considered reliable if Cronbach's Alpha (α) has a value greater than 0.6 for each variable and is considered valid if the value of each indicator correlates with the total value (Sugiyono, 2014). In addition to reliability and validity tests, a normality test was conducted to determine whether the data is normally distributed or not. Furthermore, the research model was tested using path analysis by calculating path coefficients both simultaneously and partially. This is useful for examining the direct and indirect effects of independent variables on the dependent variable of the study.

The first test was conducted to examine the influence of digital marketing and product quality on customer satisfaction. Subsequently, testing was performed on the influence of digital marketing, product quality, and customer satisfaction on customer loyalty. The indirect influence of digital marketing and product quality on customer loyalty through customer satisfaction in path analysis was carried out by multiplying the beta coefficients used in the research model.

RESULT AND DISCUSSION

1. Validity Test

The test results have shown valid outcomes for all statements used in the research model. The values for the corrected item-total correlation for each indicator have indicated values greater than the r-table (0.2). This signifies the validity of the data.

Table 2
Validity Test Result

Variable		Corrected: Item-Total Correlation
Digital Marketing (DM)	DM 1	0,656
	DM 2	0,678
	DM 3	0,485
	DM 4	0,617
	DM 5	0,641
Product Quality (PQ)	PQ 1	0,518
	PQ 2	0,570
	PQ 3	0,500
	PQ 4	0,609
	PQ 5	0,510
Customer Satisfaction (CS)	CS 1	0,662
	CS 2	0,612
	CS 3	0,582
	CS 4	0,648
	CS 5	0,576
Customer Loyalty (CL)	CL 1	0,495
	CL 2	0,516
	CL 3	0,470
	CL 4	0,628

2. Reliability Test

Subsequent testing measures the reliability of the data. The results of the reliability test show that the data used for all independent and dependent variables in the research model can be considered reliable. The Cronbach's alpha values for each variable, namely digital marketing, product quality, customer satisfaction, and customer loyalty, have all exceeded the value of 0.6.

Table 3
Reliability Test Result

		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.89699554
Most Extreme Differences	Absolute	.199
	Positive	.199
	Negative	-.093
Kolmogorov-Smirnov Z		1.690
Asymp. Sig. (2-tailed)		.186

a. Test distribution is Normal.
b. Calculated from data.

3. Normality Test

The normality test also shows that the data has a normal distribution. The normality test indicates an asymp. sig. (2-tailed) value of 0.152, which is greater than the α value (0.05).

Table 4
Normality Test Result

		Unstandardize Residual
Asymp. Sig. (2-tailed)		0,152 ^c

4. Path Analysis Results

The results of the path analysis reveal relationships among the variables of digital marketing, product quality, customer satisfaction, and customer loyalty. The direct and indirect influences among the variables are explained as follows:

Table 5
Path Analysis Result

Independent Variable	Dependent Variable	Koef. Beta	Sig.	Conclusion
DM	CS	0,298	0,020	H1. Accepted
PQ	CS	0,678	0,000	H2. Accepted
DM	CL	0,326	0,014	H3. Accepted
PQ	CL	0,182	0,239	H4. Rejected
CS	CL	0,476	0,001	H5. Accepted

Digital marketing and product quality are proven to have a significantly positive influence on customer satisfaction. The magnitude of the influence of digital marketing on customer satisfaction is 0.298, while product quality influences customer satisfaction by 0.578. These results indicate that hypotheses H1 and H2 are accepted. In this study, product quality has a greater impact on customer satisfaction compared to the impact of digital marketing on customer satisfaction.

Meanwhile, it can be seen that the direct positive and significant impact of digital marketing on customer loyalty is 0.326. Customer satisfaction also has a positive and significant influence on customer loyalty by 0.476. Therefore, it can be said that hypotheses H3 and H5 are accepted. However, product quality is found to have no significant direct impact on customer loyalty, so hypothesis H4 is rejected.

The indirect effect of digital marketing and product quality on customer loyalty through customer satisfaction can be calculated by multiplying the beta coefficients in the research results. Digital marketing mediated by customer satisfaction has a significant impact of 0.1418 (0.298×0.476) on customer loyalty. Meanwhile, product quality mediated by customer satisfaction has a significant impact of 0.3227 (0.678×0.476) on customer loyalty. With these results, the total indirect effect of digital marketing and product quality can be calculated as 0.4645 ($0.1418 + 0.3227$) on customer loyalty.

Digital marketing has a significant positive impact of 0.298 on customer satisfaction. This finding aligns with prior research, such as Fahrika et al.'s (2019) study, which also demonstrated that online marketing significantly contributes to customer satisfaction. However, this result contrasts with Maupa et al.'s (2020) findings, where they discovered that the influence of digital marketing on customer satisfaction was not significant.

The positive perception of digital marketing in achieving customer satisfaction may be related to the ease of seller access to customers. Digital marketing facilitates fast and ongoing interactions between sellers and customers. With online platforms, communication can occur more efficiently in a two-way manner, allowing customers to actively participate and feel more engaged in the marketing process.

Thus, this result further supports the significance of digital marketing as an effective tool to enhance customer satisfaction by providing easier access and improving interactions between sellers and customers.

This situation is particularly appealing to customers, especially young customers such as students who tend to prefer practicality. For students, digital marketing offers easy access to information about a product. The effectiveness of digital marketing is characterized by the extensive and diverse social networks of the product, the ease of digital access, the quality of online interactions with customers, and the completeness and attractiveness in presenting product information.

Improvements in digital marketing performance can enhance the value of the product to customers, establish desired criteria for customers, and ultimately create customer satisfaction among students. Thus, companies can strengthen digital marketing aspects by leveraging social

media and marketplaces to enhance customer satisfaction. Satisfied customers are likely to provide good ratings and positive comments on the product. This can lead to the emergence of a positive stigma, attracting other consumers to make purchases and expanding the market share of the product.

The quality of the product has proven to have a positive influence of 0.678 on customer satisfaction. This finding is consistent with the research of Andalusi (2018) and Anggraeni et al. (2016). Young customers, specifically students purchasing products, will compare their expectations and desires for the specifications of a product with the actual conditions of the received product. Product quality is considered good if it meets desired criteria such as completeness of product features, product condition in line with specifications, effective functionality, and durability.

Product quality remains a crucial factor in determining customer satisfaction when consuming a product. When the expected product quality aligns with the actual product conditions, it elicits positive evaluations from student customers. These positive assessments contribute to the satisfaction of using the product. The higher the positive impressions and evaluations of a product's quality, the greater the customer satisfaction with that product. Sustaining the quality of a product adds value to the product being sold, providing a competitive advantage over similar products in the market.

Customer satisfaction has a proven positive influence of 0.476 on customer loyalty. This finding supports previous research by Anggraeni et al. (2016) and Fahrika et al. (2019). Satisfaction with a product can enhance customer loyalty. The more a product meets customer expectations and provides excellent service, the more likely customers are to repurchase the product. Satisfied customers contribute to building a positive image for the product they use. Satisfaction with a product fosters loyalty, making customers willingly continue to use the product in the present and future, and even recommend it to others.

When customers are satisfied, they are inclined to purchase only that specific product and are not interested in buying from other sources. Higher customer satisfaction creates a greater level of customer loyalty. Thus, the emergence of customer loyalty can be long-lasting and sustainable if customer satisfaction is consistently maintained. Increasing customer satisfaction significantly influences the enhancement of customer loyalty. Companies that successfully dominate the market and have a large market share are those capable of maintaining customer loyalty over time.

The influence of digital marketing and product quality on customer loyalty can be assessed from two perspectives: direct impact and indirect impact through customer satisfaction. Digital marketing has a direct positive and significant impact of 0.326 on customer loyalty, consistent with Fahrika et al.'s (2019) research. However, product quality does not have a significant impact on student customer loyalty. This finding differs from Anggraeni et al.'s (2016) study, where product quality had a positive and significant impact on customer loyalty.

For students, the ease of finding information online and obtaining products through digital marketing influences the emergence of customer loyalty. Meanwhile, the lack of a significant

impact of product quality on customer loyalty may be because various products offered in the market are believed to have almost uniform quality. With digital marketing access, students can easily compare and then purchase products with the same specifications. In this case, other factors may play a stronger role than product quality in influencing customer loyalty, making product quality not significant in directly affecting customer loyalty among students.

Regarding indirect impact, both digital marketing and product quality have a significant impact on customer loyalty through the mediation of customer satisfaction. Digital marketing with customer satisfaction mediation has a significant impact of 0.1418 on customer loyalty. An increase in digital marketing will increase customer satisfaction, leading to customer loyalty. Meanwhile, product quality mediated by customer satisfaction has a significant impact of 0.3227 on customer loyalty. Customer satisfaction is created when customers are satisfied with the product quality, leading to loyalty. Thus, the research results show that product quality, which impacts customer satisfaction, has a greater and more significant influence on the emergence of customer loyalty.

The total indirect impact of digital marketing and product quality is 0.4645, indicating that the influence of digital marketing and product quality, which affects customer satisfaction, contributes to the creation of customer loyalty among students. With the continuous development of digital technology, digital marketing becomes crucial for customer satisfaction and loyalty. Given the speed of technology transformation and the increasing prevalence of online marketing methods, companies should pay more attention to developing digital marketing, which is relatively faster and more accessible to consumers. This will be an advantage for companies, especially in attracting the young market.

CONCLUSION

Digital marketing and product quality have a positive and significant impact on customer satisfaction. Digital marketing and customer satisfaction have a significant positive effect on customer loyalty, while product quality does not have a significant impact on customer loyalty. Digital marketing and product quality have a significant positive influence on customer loyalty through the mediation of customer satisfaction. Digital marketing and product quality can generate customer satisfaction, subsequently creating customer loyalty among students.

Recommendations: For companies focusing on the student segment, attention should be given to customer satisfaction formed by digital marketing factors. Differentiated products and good digital marketing quality will enhance satisfaction and foster customer loyalty. Future research should consider adding other variables such as service quality, intellectual capital, price, and consumer perceptions to assess their influence on customer satisfaction and loyalty.

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