

The Impact of Digital Marketing and Customer Perception Value Through Customer Satisfaction on Customer Loyalty at PT Catur Putra Harmonis Alauddin of Makassar Branch

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Abstract

This type of research is a type of quantitative research that using a cross-sectional approach. This study uses the Non-Probability Sampling technique using purposive sampling, with a total sample of 125 respondents. The analysis method used in this research is Path Analysis. The results showed 1) The influence of the digital marketing variable on customer satisfaction is positive and significant. The regression coefficient value $\beta_1 = 0.137$ with a significance level of 0.00 means significant (Sig <0.05). t-count 3,712 > t-table 1,657. 2) The influence of the variable customer 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). t-count value 2,913 > t-table 1,657. 3) The influence of digital marketing variables on customer loyalty is positive and significant. The regression coefficient value $\beta_3 = 0.248$ with a significance level of 0.00 means significant (Sig <0.05). t-count 2.564 > t-table 1.657. The influence 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 means significant (Sig <0.05). t-count value 3.333 > t-table 1.657. 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 means significant (Sig <0.05). t-count 3.032 > t-table 1.657. The influence of digital marketing variables through customer satisfaction on customer loyalty is positive and significant. Based on the Sobel test, the value of the r count of the indirect effect of digital marketing (X1) on customer loyalty (Y2) through customer satisfaction (Y1) is 3.1954. It is greater than r-table = 1.979. The effect of the variable customer perceived value through customer satisfaction on customer loyalty is positive and significant. Based on the

Sobel test, the value of the r count of the indirect effect of Customer Perceived Value (X2) on customer loyalty (Y2) through customer satisfaction (Y1) is 4.5264. It is greater than the r-table 1.979.

Keywords

Digital Marketing, Customer Perceived Value, Customer Satisfaction, and Customer Loyalty

1. Introduction

Loyal customers are assets that are a priority for big and small businesses, as well as the urgency for increasing profits in a sustainable manner (Liu, 2012). The occurrence of low yield in the business world encourages entrepreneurs to review strategies to keep loyal consumers (Yusriadi et al., 2020). Loyal consumers are seen as urgent in tough competition (Ilyas, Rahmi, et al., 2021). The main reason is that loyal consumers always talk and convey good things about the products they use to other potential customers (Domi & Domi, 2021). Loyal consumers also positively impact the economy, for example, premium prices, and cost efficiency. Bansal and Gupta (2001) opinion, creating consumer loyalty is the leading choice in business as a priority for high profit and sustainable business performance (Umar et al., 2019).

One company that is interesting to research regarding its loyalty is PT Catur Putra Harmonis (PT CPH) was founded in 1972. PT CPH started as a car repair shop in the city of Makassar, South Sulawesi, 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 PT CPH is the official distributor for Dunlop tire products by PT Sumi Rubber Indonesia, besides that it also includes products (Accelera-Forceum-Epc) by PT Ban Elang Perdana, [GS-Incoe-Aspira] by PT Astra Otoparts Tbk., (Mobil-Esso) by PT Exxon Mobil Lubricants Indonesia, (Denso) by PT Denso Indonesia, (Aeolus] and Yellow sea) by PT Pancar Buana Terang, (Micheli)] by PT Michelin Indonesia, (Hankook) by PT Hankook Tire Indonesia, and (Nexen) by Nexen Corporation.

PT CPH also has a tire retreading plant to meet the enormous commercial demand for efficiency by extending tire life. PT CPH is also expanding its network by opening several retail outlets and workshops around Makassar to provide one-stop service to its customers. PT Catur Putra Harmonis Alauddin has the slogan, If we can't save you money, we don't deserve your business.

PTCPH is headquartered in Makassar, South Sulawesi, with several other branch offices, each in Palu and Kendari. With the support of around 200 employees throughout Sulawesi, an extensive marketing network and solid teamwork, supported by decades of experience in the business field, PT CPH soon earned its reputation as a professional company to provide the best products and services and not forget efficiency and benefits for its various customers. One of the branches of PT CPH is domiciled at Street Alauddin Makassar. PT Catur Putra Harmonis Alauddin Makassar branch is the fifth workshop to get the Muri Record as the largest workshop in Indonesia with 7,049 square meters. The PT Catur Putra Harmonis Alauddin workshop was a record-breaker for serial number 4,892 in the MURI record book. The mission of PT Catur Putra Harmonis Alauddin is to build a workshop that is satisfying, quality, and environmentally friendly. The Alauddin branch of PT Catur Putra Harmonis Alauddin workshop is also Dunlop's 9th workshop in South Sulawesi and 170th Indonesia. The workshop is equipped with a cafeteria and hotspot so that while waiting for the car, customers can enjoy a variety of dishes and accessible Wi-Fi facilities.

PT CPH, especially the Alauddin Makassar branch, did not escape from the intense competition. Competition can undoubtedly be identified from how customers respond and perceptions of the company's performance in providing services. With a competitive market situation, a new and effective strategy is urgently needed while maintaining efficiency (Ely, Henaulu, and Umanailo 2020; Ervina et al. 2019; Jufri et al. 2021). To be trusted by consumers, companies must prioritize progress in change and always create the best service. Purchases are preceded by a belief in brand names and logos, not in purchases of products alone (Kotler and Keller (2013).

Businesspeople must build intense communication to create and maintain relationships with loyal customers. This is because there has been a fundamental change in the business world in the form of a shift in the market system from a kind of exchange of goods to services, interactivity, connectivity, and continuous relationships (Vargo and Lusch 2004). The driving force behind this is none other than technological innovation, new communication channels, and support for media facilities (Bhattacharya and Bolton 2000). And this is closely related to how companies communicate with consumers while producing cost efficiency by shifting interactions from traditional communication

media, for example, television and salespeople, with electronic media such as the web and email (Reinartz et al. 2005). It is also explained that digital channels result in cost efficiency and interactivity between consumers and companies (Dingus & Milovic, 2019; Ilyas, Rahmi, et al., 2021; Lyons, 2008).

2. Literature Review

Digital marketing campaigns are becoming more prevalent and efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life. There has been a tendency for people to prefer to use digital devices instead of going to physical stores.

In competitive market competition, shifting 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? This also has a very positive impact on cost efficiency (Hallatu et al., 2019; Muharlisiani et al., 2019; Rahmat et al., 2019; Rumaolat et al., 2019). So many media are touched in digital channels, including marketing done through mobile communication channels and other advertising media in introducing brands and advantages. Neha (2014) said that optimization of marketing strategies could be done with the Internet and Information Technology; this also allows for significant business expansion (Fisher, 2018).

In today's progressive and aggressive business, value creation feels very urgent. T. Heidt (2010) revealed that companies could take advantage of technology with its various advantages to improve service quality (Matidza et al., n.d.). Still, digital marketing uses social media marketing to refer to digital marketing. He revealed that the exchange of information between customers and companies is a strong impetus for Social Media Marketing (SMM).

What is possible in a digital channel is that there is an intense communication flow between the two parties. Of course, communication built intensely is equipped with responsibilities that then create trust in the customer. From there then brand loyalty will automatically be formed.

Customer perceived value is the basis for all marketing decisions. Analysis conducted by Gummerus (2013) and Khalifa (2004) revealed that customer perceived value is a complex and context-specific phenomenon, which still requires the attention of researchers (Fisher, 2018; Nath et al., 2021; Suharyanto et al., 2021). Customer perceived value in the marketing literature is analyzed twice. First, as a ratio between the value of the customer received and secondly, the costs experienced when buying and using a service/product.

The number of dimensions and their expressions depends on the context of the study and the researcher's objectives. Miladian and Sarvestani, in the context of virtual communities, for example, analyze functional, social, and emotional values, while Prebensen et al. (2012) distinguish practical, social, and epistemic values in the tourism sector when Park and Ha (2015) emphasize the importance of utilitarian and hedonic values in the context of the hospitality industry (Liu, 2012).

Customer perceived value in the marketing literature is analyzed twice. First, as a ratio between customer value received and second, costs experienced when purchasing and using a service/product (Harisman et al., 2021; Ilyas, Munir, et al., 2021; Ojo, 2017), or as a multidimensional construct that combines various dimensions of customer perceived value (Domi & Domi, 2021; Ilyas et al., 2020).

Customer satisfaction is the central part and will be one of the most critical goals. Every company tries to form long-term relationships with consumers who are focused as a top priority. Customer satisfaction can be expressed due to a comparison of consumer expectations and service quality performance that is obtained and felt next (Octaviannand et al., 2017). Likewise, satisfaction is defined by comparing expectations and performance based on the Expectancy Disconfirmation Model (Corrigan et al., n.d.). When the actual performance meets expectations, these expectations will be confirmed and will result in customer satisfaction (Lionardo, Kurniawan, and Umanailo 2020; Muhasidah et al. 2019; Romlah et al. 2020; Sam et al. 2019). And so, it can be observed that customer satisfaction, apart from having a positive effect on company profitability, is also a basis and foundation for a successful business and leads to repeat purchases and brand loyalty (Harisman et al., 2021).

Meanwhile, satisfaction influences positive intentions and attitudes, whereas expressed (Xiao & Wilkins, 2015). customer satisfaction is a series of positive impressions felt by customers or trends in customer buying experience or

consumption from the results of comparisons between customer expectations and product or service direction. If the perceived performance is lower or higher than expected, it will automatically be confirmed as negative or positive (Prakitriyani et al., 2019; Rumaolat et al., 2019; Umanailo et al., 2019; Zakaria et al., 2019). For example, the performance obtained is more elevated than expectations, then the tendency will lead to and be guaranteed positively for customer satisfaction. Conversely, when there is negative confirmation, consumers will be dissatisfied because the perceived performance is lower than expected.

Researchers define customer satisfaction to assess customer response to a product. The meaning of satisfaction is the feeling of being happy or the result of the disappointment generated in comparing the conception of product performance (results) with relationships or expectations (Ilyas et al., 2020). Another definition, customer satisfaction, is a function of customer trust where he is treated fairly. Customer satisfaction will be felt from the return of customers to buy or use the company's products and services (Jeon, 2009).

Customers with positive satisfaction scores influence customer retention and maintain stable profits in the future (Fauzi et al., 2021). Customers who are so strict in satisfaction will create extreme loyalty because they will be very focused on the company (Pang, 2014). The results of customer satisfaction will appear in repeated purchases, a loyalty which by itself the customer will issue positive words, and, in the end, high profitability will be obtained (Lyons, 2008).

Various literature describes customer loyalty that loyalty is considered an intangible asset that significantly impacts profits for many companies (Liu, 2012). Marketing scholars have also explained a seemingly different conceptualization of customer loyalty (Ilyas, Munir, et al., 2021). As different definitions of customer loyalty have begun to be adopted by marketing researchers based on the objectives and subject of the research context. As an example, conceptualizing customer loyalty as a 'feeling of attachment to someone so loyal to the object of loyalty, and not only to recurring commercial transactions'.

By keeping out of the review of the various situational influences and marketing efforts, customer loyalty applies in the creation of increasing the growth potential of the company by generating switching behavior. Several literature reviews reveal that many marketing scholars have taken advantage of Oliver's understanding of customer loyalty (Burhanuddin et al. 2021; Mu'adi et al. 2020; Rachman et al. 2019; Sa'adah et al. 2019). There are two types of customer loyalty: a) active loyalty and b) passive loyalty. Inside the company, you can see two loyal customers, namely active and passive loyal customers. Both are very important, but active loyalty is more critical due to expanding the use of the internet and social media applications (Jeon, 2009).

Customer loyalty still attracts the focus of scholars because of its high significance. Awareness is understanding the antecedents of customer loyalty, and the relationship between these factors is still seen as an urgent research target (Fauzi et al., 2021).

Marketing researchers are still expected to keep a close eye on customers in the market through investigating their needs, wants, and factors that influence each other's evaluations, attitudes, choices, and various buying behavior. Customer loyalty is an essential source of various competitive advantages for different companies (Ilyas, Rahmi, et al., 2021).

Expressly and specifically, customer loyalty can be viewed as one of the critical success requirements for different businesses in the market. Marketing practitioners will also, in time, form intelligent marketing strategies and approaches to retain loyal customers for their business (Setyorini et al., 2021).

3. Methods

It has been mentioned above that this research is a type of research with quantitative methods. This method collects data, then the data obtained in the study population sample will be immediately analyzed through specific statistical methods used, then the researcher will interpret it. As for this research, it will also take advantage of the Cross-Sectional method. This method is a method of testing various theories through research on the influence of all variables.

This research method will also utilize the Path analysis method (Path). Path analysis is used to try to measure direct variables and mediating variables. This study contains partial variables (mediating variables), independent and

dependent 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.

4. Results and Discussion

4.1. The Influence of Digital Marketing

The influence of the digital marketing variable on customer satisfaction at PT Catur Putra Harmonis is positive and significant. This indicates that an increase will follow the increased use of digital marketing in customer satisfaction. This study shows positive and effective results derived from the effects of statistical testing with the t value of the digital marketing variable indicating a positive value of $3.712 > 1.657$ (t-table) with a significance value of $0.000 < \alpha 0.05$ (Figure 1 and Table 1).

The results of this study are consistent with the results of research by other researchers. Their findings indicate that search engine optimization, social media marketing, and email marketing have a positive and significant effect on customer satisfaction (Matidza et al., n.d.; Misnawati & Yusriadi, 2018). Also, the implementation of digital marketing at PT BNI is in the relatively good category; customer satisfaction is in the satisfied category (Ilyas, Munir, et al., 2021; Octaviannand et al., 2017).

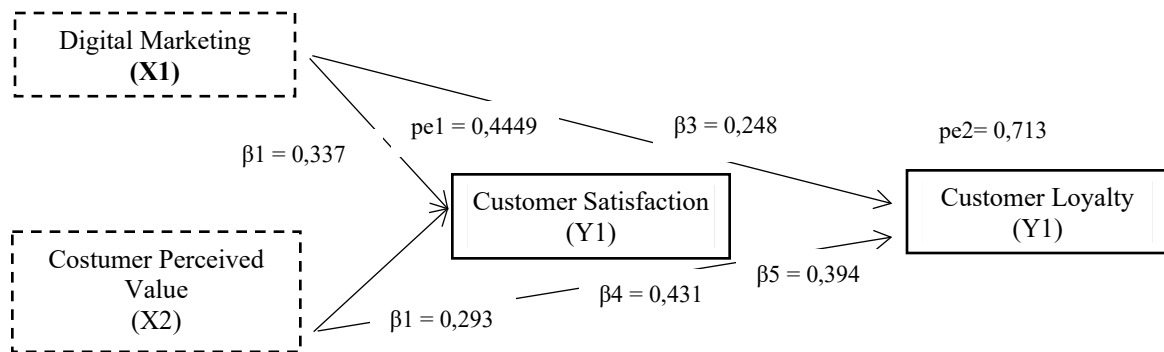


Figure 1. Summary of Model Determination Coefficient Analysis Results Summary

Table 1. The Influence of Variables

| No | Variables | T-value | Results |
|----|--|---------|--------------------------|
| 1 | Digital Marketing on Customer Satisfaction | 3.712 | Positive and Significant |
| 2 | Customer Perceived Value on Customer satisfaction | 2.913 | Positive and Significant |
| 3 | Digital Marketing on Customer Loyalty | 2.564 | Positive and Significant |
| 4 | Customer Perceived Value on Customer Loyalty | 3.333 | Positive and Significant |
| 5 | Customer Satisfaction on Customer Loyalty | 3.032 | Positive and Significant |
| 6 | Digital Marketing through Customer Satisfaction on Customer Loyalty | 3.1954 | Positive and Significant |
| 7 | Customer Perceived Value through Customer Satisfaction on Customer Loyalty | 4.5264 | Positive and Significant |

4.2. The Influence of Customer Perceived Value

The variable customer Perceived Value on customer satisfaction at PT Catur Putra Harmonis is positive and significant. This indicates that the increase and use of digital marketing will be followed by increased customer satisfaction. This study shows positive and effective results derived from the effects of statistical testing with the t-count value of the digital marketing variable indicating a positive value of $2.913 > t$ -table with a significance value of $0.02 < \alpha 0.05$.

The results of this study are consistent with the results of research, which found a positive and significant relationship between the five dimensions of perceived value and customer satisfaction (Ilyas, Munir, et al., 2021). Furthermore, perceived value is also identified as one of the variables influencing customer loyalty, leading to customer recommendations and repurchases (Ilyas, Rahmi, et al., 2021).

4.3. The Influence of Digital Marketing

The influence of digital marketing variables on customer loyalty at PT Catur Putra Harmonis 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 effective 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 $0.02 < \alpha 0.05$.

Digital marketing in increasing consumer loyalty makes an effective contribution. Kotler says meeting the individual needs of consumers is essential. Skills require the formation of relationship marketing with social media so that consumers form relationships with brands. Researchers get the results of the linkages made through digital marketing in promoting the company's brands and products so that their effectiveness occurs (Ilyas, Rahmi, et al., 2021). 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. PT Catur Putra Harmonis Digital Marketing Team must be more active in communication to improve service to consumers through digital marketing.

4.4. The Influence of Customer Perceived Value

The variable customer perceived value on customer loyalty at PT Catur Putra Harmonis 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 effective results derived from the effects of statistical testing with the count of the customer perceived value indicating a positive value of $3.333 > 1.657$ t-table with a significance value of $0.00 < \alpha 0.05$.

The results of this study are consistent with the results, which found that the results revealed a stronger relationship between satisfaction and loyalty components than between satisfaction and behavior components (Ilyas, Rahmi, et al., 2021). There is a dynamic in the personality of the individual customer, more specifically the nature of sensation seeking, ultimately moderating the path from satisfaction and perceived value to loyalty. Likewise, perceived value positively affects customer loyalty, and perceived value is a key driving force and a strong predictor of customer loyalty (Ilyas, Munir, et al., 2021).

4.5. The Influence of Customer Satisfaction

The influence of customer satisfaction variables on customer loyalty at PT Catur Putra Harmonis is positive and significant. This indicates that an increase will follow an increase in customer satisfaction customer loyalty. This study shows positive and effective results derived from the effects of statistical testing with the regression coefficient value of the customer satisfaction variable indicating a positive value of 3.032 with a significance value of $0.03 < \alpha 0.05$.

This research is in line with a study which states that there is a positive and significant effect of customer satisfaction on customer loyalty. It goes on to say that creating customer satisfaction is the company's goal (Ilyas, Rahmi, et al., 2021). Customers want satisfaction. Customers will feel satisfied if the goods or services they get can meet their expectations (Liu, 2012). By achieving customer satisfaction, it will form customer loyalty to the company, goods, or services.

4.6. The influence of digital marketing through customer satisfaction

The influence of digital marketing variables through customer satisfaction on customer loyalty at PT Catur Putra Harmonis is positive and significant. This indicates that a substantial increase will follow the rise and use of digital marketing through customer satisfaction in customer loyalty. This study shows positive and effective results derived from the effects of statistical testing with the regression coefficient value of the single test digital marketing variable through customer satisfaction with a positive value of 3.1954 where this value is the value of rout $< r$ -table 1.979.

This is in line with the research, 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 (Ilyas, Rahmi, et al., 2021). The findings of this study are

by the opinion of Davis (1989), where the factor of usefulness and ease of communication via electronic media is the main reason that will influence someone to use technology and be close to a company (Ilyas, Munir, et al., 2021).

4.7. The effect of customer perceived value through customer satisfaction

The variable customer perceived value through customer satisfaction on customer loyalty at PT Catur Putra Harmonis is positive and significant. This indicates that an increase in customer perceived value through customer satisfaction will be followed significantly by increasing customer loyalty. This study shows positive and effective results derived from the effects of statistical testing with the regression coefficient value of the customer perceived value variable through customer satisfaction with a positive value of 4.5264 where this value is the value of r count $< r$ -table 1.979.

This is by the research, which states that satisfaction which mediates the effect of perceived value on customer loyalty, has a higher impact on customer loyalty than direct influence (Ilyas, Munir, et al., 2021; Ilyas, Rahmi, et al., 2021). So, to create how high customer loyalty is, it is necessary to consistently build a level of customer satisfaction and achieve the goal of satisfying consumers a compelling way to approach value through the perception of high consumers.

4. Conclusion

This study's findings and discussion regarding the effect of digital marketing and customer perceived value through customer satisfaction on customer loyalty at PT Catur Putra Harmonis Makassar, it can be concluded: Digital Marketing has a positive and significant effect on customer satisfaction at PT Catur Putra Harmonis Alauddin Makassar branch; Customer perceived value has a positive and significant effect on customer satisfaction at PT Catur Putra Harmonis Alauddin Makassar branch; Digital marketing has a positive and significant effect on customer loyalty at PT Catur Putra Harmonis Alauddin Makassar branch; Customer perceived value has a positive and significant effect on customer loyalty at PT Catur Putra Harmonis Alauddin Makassar branch; Customer satisfaction has a positive and significant effect on customer loyalty at PT Catur Putra Harmonis Alauddin Makassar branch; Digital marketing has a positive and significant effect on customer satisfaction on customer loyalty at PT Catur Putra Harmonis Alauddin Makassar branch; Customer perceived value has a positive and significant effect on customer loyalty at PT Catur Putra Harmonis, Alauddin Makassar branch.

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