



THE EFFECT OF TRUST, DIGITAL MARKETING AND SERVICE QUALITY TO CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION PERFUME PRODUCT IN ALIYANJAA ONLINE SHOP AT DKI JAKARTA

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Article Information Abstract

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The purpose of research to analyst Aliyanjaa online experiences fluctuations which tend to continue to decline. In January 2019 there were 20 thousand subscribers, in December 2020 there were 10 thousand subscribers, in December 2021 there were 10 thousand subscribers, until in July 2022 there were only 5 thousand subscribers. This thesis research uses quantitative methods, with data collection techniques using questionnaires. The data measurement technique uses a Likert scale. Data analysis using SEM AMOS. In this questionnaire research which distributed 110 questionnaires to customers of perfume products at the Aliyanjaa online shop, it has been interpreted that there is an effect of trust, Digital Marketing, and service quality on customer loyalty through customer satisfaction for perfume products at the Aliyanjaa online shop.

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INTRODUCTION

Online marketing at online shops is an online activity that demands the right marketing strategy in facing tough competition. The emergence of the terms online shop, marketplace and e-commerce have become familiar, where buyers can interact with sellers regarding the products offered. The online shop shopping system can be through Instagram,

Facebook, WhatsApp, e-commerce and other platforms.

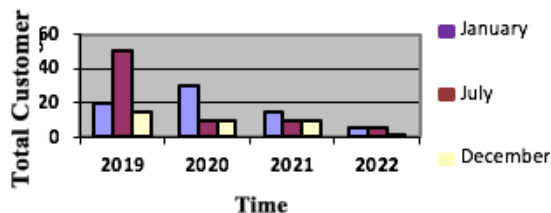
While the marketplace is a business model in the form of a website that carries out marketing activities, facilitating online money transactions. A website provides land or a place for sellers to sell their products.

Aliyanjaa perfume products as Aliyanjaa online shop products have been registered with the POM agency and are known and have

customers in several major cities in Indonesia. This Aliyanjaa online shop perfume product comes from Egypt with a modern touch using natural resources from Arabic and has also been verified as halal. The product is guaranteed to be safe for use by both women, men and children.

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**Sales Rate in Aliyanjaa online shop
2019-2022**



The level of sales at the Aliyanjaa online shop has fluctuated, which tends to continue to decline. In 2019 in January there were 20 thousand subscribers, then in July it increased to 50 thousand subscribers. In December it decreased to 15 thousand subscribers. In January 2020 it increased to 30 thousand subscribers, in July it again decreased to 10 thousand subscribers, in December there were 10 thousand subscribers.

In January 2021 there were 15 thousand subscribers, in July it decreased to 10 thousand subscribers, in December there were 10 thousand subscribers. In January 2022 there will be 100 subscribers then in July it will decrease to 5 thousand subscribers. The fluctuating number of customers tends to decrease, this can indicate a problem with customer behavior. The Aliyanjaa online shop has decreased, this can illustrate problems with customer loyalty at the Aliyanjaa Online Shop.

Even though it's slightly different, the e-commerce shopping system is almost the same as a marketplace, that is, the buyer only chooses the desired item on a website, then buys it easily

and then transfers the amount of the price listed. The difference is in e-commerce or products sold that come from websites that do not open up land for other sellers to sell their products and there is no haggling and the price given is the right price.

Aliyanjaa online shop is an online shop in Indonesia which has many competitors, including official lapis, original perfume, hyperfume, and others. In facing tough competition, Aliyanjaa's online shop needs the right marketing strategy.

The relationship between sellers and customers then forms customer relationship marketing which is aimed at all sales activities aimed at establishing, developing, and maintaining successful relationships between sellers and buyers.

Another factor that influences customer loyalty is service quality, good service quality must be supported by the correct techniques and procedures so that the facilities in the company can function properly. With good service quality, there will be good interaction between the two. Satisfying service quality can be a retention of buyers to remain loyal and provide stable profit rates.

The research gap examines how to build research questions from the existing literature, which tends to encourage the development of interesting and influential theory. From the description above as a whole, there are several research gaps from previous research results to be developed. The research gap in this study and can be explained as follows, will display the research gap from the variables of customer loyalty, trust, digital marketing, service quality.

Based on the research gap above, it can be seen that there are inconsistencies in the results of the research between the variables of trust, digital marketing, service quality and customer loyalty in covering the research gap. The researcher presents an intervening variable, namely customer satisfaction to see the effect of trust, digital marketing, service quality and customer loyalty. with the intervening variable, namely customer satisfaction. This research can

reveal the effect of trust, service quality, on service loyalty through customer satisfaction.

Trust has an influence on consumer satisfaction. When consumers have trust, consumers will tend to be satisfied and will increase their satisfaction for the next time. In addition, the results of this study also prove that trust has a significant effect on customer satisfaction.

H1: Trust directly has a positive and significant effect on customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta

Digital marketing is a system that is already attached to the world of marketing in the digital era. (Ni Putu Mira et al., 2020). In this era, all forms of information can be received by the public very easily and quickly. By using this strategy, potential consumers have a high level of curiosity in finding information about products and finding out how to make transactions via the internet easily, such as payments via shopee, m-banking or others.

H2: Digital marketing has a direct positive and significant effect on customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta.

The results of this study also support previous research conducted by (Sasongko and Subagio, 2013), (Quyet et. al, 2015), and (Zafar et. al, 2012) which stated that service quality has a significant effect on customer satisfaction.

H3: Service quality has a direct positive and significant effect on customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta.

Building trust is very important because trust is the key to long-term survival of a brand. Trust is a key variable in developing a lasting desire to continue to maintain a long-term relationship. Trust will build consumer perceptions, whether the brand has integrity, competence and benevolence and others that will affect attitudes and behavior.

H4: Trust has a direct positive and significant effect on customer loyalty perfume

products in Aliyanjaa online shop at DKI Jakarta.

Digital marketing has several benefits, namely as a gateway for today's consumer information, providing information to make it easier for consumers, giving consumers lots of time to study products/services, making it easier for consumers to access company information at any time, eliminating distance limitations, a wide variety of digital media choices. and easily accessible by anyone, and efficient digital marketing costs.

H5: Digital marketing has a direct positive and significant effect on customer loyalty perfume products in Aliyanjaa online shop at DKI Jakarta

The quality of service in a company can determine the long-term relationship between the company and consumers. According to (Tjiptono, 2014: 59) service quality is the level of excellence expected and control over that level of excellence to meet consumer needs. According to (Nasution, 2015:54). If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory.

H6: Service quality has a direct positive and significant effect on customer loyalty perfume products in Aliyanjaa online shop at DKI Jakarta.

Trust is the willingness of constituents to rely on or give their voting rights to political contestants based on belief (Kartajaya in Faudzan, 2014).

H7: Trust indirectly has a positive and significant effect on customer loyalty through customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta.

Digital marketing is a type of activity in marketing that is used to promote or market a product or service and to reach potential consumers using digital media. In the era of globalization it is very important to apply digital marketing because the scope is wide and easy to use.

H8: Digital marketing indirectly has a positive and significant effect on customer loyalty through customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta.

Service quality also has an indirect effect on customer loyalty through customer satisfaction. From the test results that have been obtained previously, it appears that service quality has a significant positive effect on customer satisfaction. Customer satisfaction also has a significant positive effect on customer loyalty. The results of this study confirm the results of previous studies, such as from (Wibowo and Mulyono, 2009) and (Castaldo et al., 2015: 121-156).

H9: Service quality has an indirect positive and significant effect on customer loyalty through customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta.

There is a positive and significant relationship between customer satisfaction and customer loyalty, namely because respondents who have felt satisfied tend to intend to repurchase a service provider. So that satisfied customers will have a positive effect on customer loyalty. Exceeded expectations can make consumers very satisfied, this is what triggers the formation of customer loyalty. Satisfied customers are willing to pay a high price, are more tolerant of mistakes, are loyal to the company.

H10: Customer satisfaction has a direct positive and significant effect on customer loyalty perfume products in Aliyanjaa online shop at DKI Jakarta.

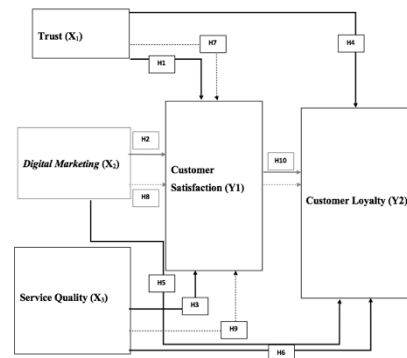


Figure 1. Research Model

METHOD

The data collection method used in this research is a survey by using a questionnaire. The first stage in this study was to obtain results which can be used by researchers to develop questionnaires. First stage results are distributing questionnaires as many as 110 respondents. analysis using the correlation method and multiple linear regression analysis techniques by using AMOS SEM program.

RESULT AND DISCUSSION

The data is said to be normal if the value of cr (critical ratio) is in the range between - 2.58 to 2.58. If the data is outside this range, then the data is categorized as data that has an abnormal distribution.

Table 1. Data Normality

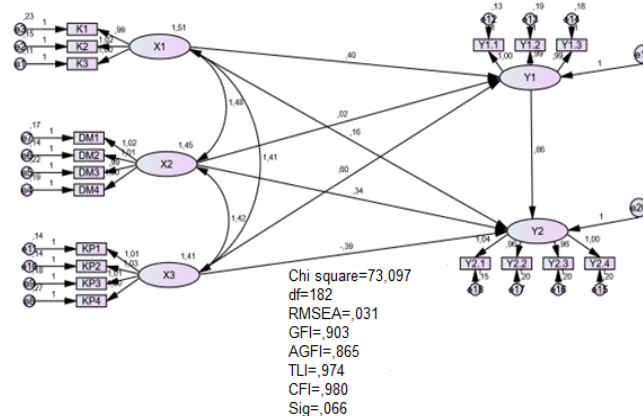
Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.1	2.000	5.000	-.141	-.733	-.362	-.939
Y2.2	2.000	5.000	.065	.337	-.628	-.626
Y2.3	2.000	5.000	-.042	-.218	-.525	-1.361
Y2.4	2.000	5.000	.057	.296	-.426	-1.104
Y1.3	2.000	5.000	.026	.136	-.663	-.718
Y1.2	2.000	5.000	.072	.373	-.690	-1.788
Y1.1	2.000	5.000	.015	.079	-.653	-1.692
X3.1	2.000	5.000	-.058	-.299	-.478	-1.238
X3.2	2.000	5.000	.070	.360	-.634	-1.643

X3.3	2.000	5.000	-.243	-1.261	-.164	-.425
X3.4	2.000	5.000	.220	1.140	-.123	-.318
X2.1	2.000	5.000	.042	.217	-.645	-.671
X2.2	2.000	5.000	-.014	-.074	-.215	-.739
X2.3	2.000	5.000	-.559	-1.896	.059	1.152
X2.4	2.000	5.000	-.370	-1.917	.116	1.301
X1.3	2.000	5.000	-.602	1.117	1.26	.286
X1.2	2.000	5.000	-.229	-1.188	-.160	-.416
X1.1	2.000	5.000	-.194	-1.004	-.550	-.425
Multivariate					1.670	1.865

The results of processing the normality test checking data in this study did not have a value that exceeded the range c.r (critical ratio) determined on the skewness and kurtosis values and showed that all variables and indicators

used in this model met the assumption of normality because they were between the range - 2.58 to +2.58. Then the values in this study are considered to be normally distributed in univariate or multivariate ways.

Table 2. Full Model Structural Equation Modeling (SEM) Analysis



This test is carried out in order to achieve a good model and meet the GOF requirements on SEM. Has a good goodness of fit with a Chi-Square value smaller than the Chi-Square table,

profitability is greater than 0.05 and the CMIN/DF, RMSEA, CFI, TLI, AGFI, and GFI values meet the recommended values.

Table 3. Goodness of Fit Index Full Model

No	GOF Size	Match Rate	Result	Conclusion
1	Chi-Square (χ^2)	Expected small	73.097	Well
2	P	$P \geq 0.05$	$P = 0.66$	Well
3	RMSEA	≤ 0.08	0.031	Well
4	CMIN/DF	≤ 2.00	1.820	Well
5	GFI	≥ 0.90	0.903	Well
6	AGFI	≥ 0.90	0.865	Marginal
7	TLI	≥ 0.90	0.974	Well
8	CFI	≥ 0.90	0.980	Well

The estimation of the goodness fit value of the structural model mostly has a good value, namely Chi-Square, Significant, RMSEA, CMIN/DF, GFI, AGF, TLI, and CFI, overall, the estimated structural model is acceptable, so it can be said that the relationship between various constructs on This variable is a structural relationship.

Hypothesis testing was conducted to determine whether or not the independent variable had an effect on the dependent variable. The hypothesis is accepted if the CR value is above 1.96 and the probability value (P) 0.05.

Table 4. Hypotesis Test

			Estimate	S. E.	C.R.	P
Loyalty	<---	Trust	,43	,13	3,42	**
Loyalty	<---	Digital Marketing	,11	,05	2,20	,03
Loyalty	<---	Service quality	,51	,25	6,07	**
Satisfaction	<---	Loyalty	,28	,12	2,29	,02
Satisfaction	<---	Trust	,26	,12	2,12	,03
Satisfaction	<---	Digital Marketing	,15	,06	2,64	,01
Satisfaction	<---	Service quality	,40	,20	1,99	,05

Based on the results of Table 3, the CR (critical ratio) value for determining all the effects of the independent variables is greater than the requirement, namely 1.96 and the probability value is less than 0.05. So, it can be concluded that all independent variables directly have a positive and significant effect on the intervening variable.

Used to test the ability of the intervening variable to become a mediator in the research framework model.

Table 5. Sobel Test

Variable	Hub	Coefficient Track		Indirect influence	Standard Error		Count	t table	Conclusion
					Direct	Indirect			
		a	b	a.b	Sa	Sb			
K-Kep-Kpu	K-Kep-Kpu	0,43	0,28	0,12	0,13	0,12	0,02	1,99	Significant
D-Kep-L	D-Kep-L	0,11	0,28	0,03	0,05	0,12	0,01	2,60	Significant
Kp-Kep-L	Kp-Kep-L	0,51	0,28	0,42	0,25	0,12	0,03	2,17	Significant

Based on Table 4 of the Sobel test above, all indirect effect values are all t count < t table, it can be concluded that from all the independent variables on the dependent variable through intervening there is a mediating effect.

CONCLUSSION AND RECOMMENDATION

Based on the research results, the conclusions of this study are 1. Trust has a positive and significant effect on customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta 2. Digital marketing has a positive and significant effect on customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta. 3. Service quality has a positive and significant effect on customer loyalty perfume products in Aliyanjaa online shop at DKI Jakarta. 4. Trust has a positive and significant effect on customer loyalty perfume products in Aliyanjaa online shop at DKI Jakarta. 5. Digital marketing has a positive and significant effect on customer loyalty perfume products in Aliyanjaa online shop at DKI Jakarta. 6. Service quality has a positive and significant effect on customer loyalty perfume products in Aliyanjaa online shop at DKI Jakarta. 7. Trust has a positive and significant effect on customer loyalty through customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta. 8. Digital marketing has a positive and significant effect on customer loyalty through customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta. 9. Service quality has a positive and significant effect on customer loyalty through customer satisfaction perfume products in Aliyanjaa online shop at DKI Jakarta. 10. customer satisfaction directly has a positive and significant effect on customer loyalty perfume products in Aliyanjaa online shop at DKI Jakarta

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