
Analysis of Digital Marketing Determinants on Customer Loyalty with Customer Satisfaction, Online Promotion and Customer Experience as Mediation Variables

Maria Assumpta Wikantari ¹

Abstract:

The study's objective is to examine how digital marketing affects customer loyalty, using customer happiness, online advertising, and customer experience as mediating factors for Jakartan Ice Cream Mixue consumers. One hundred randomly selected Ice Cream Mixue customers in Jakarta served as the study's sample. After data processing using SEM Amos 25, research findings indicate that: (1) Digital marketing has no influence on online promotion, but has a favorable and significant impact on customer satisfaction and the whole Ice Cream Mixue experience for customers in Jakarta. (2) The online and customer experience, along with customer happiness, have a noteworthy and favorable impact on the customer loyalty of Ice Cream Mixue patrons in Jakarta. It is allowed for digital marketing to have an indirect impact on customer loyalty through improving customer satisfaction among Ice Cream Mixue customers in Jakarta. (4) It is disputed that online advertising serves as a mediating variable in the indirect impact of digital marketing on the customer loyalty of Ice Cream Mixue customers in Jakarta. (5) It is rejected that customer experience serves as a mediating variable in the indirect impact of digital marketing on the customer loyalty of Ice Cream Mixue customers in Jakarta.

Keywords: *Digital Marketing, Loyalty, Satisfaction, Online Promotion, Customer Experience*

1. Introduction

This change in customer behavior makes customer experience and digital technology capable of providing fast and responsive service the main key to serving customers. Manufacturers must be able to provide a platform that allows customers to do Do It Yourself (DIY) so that they feel that the service from the product of their choice is always present with them.

Kotler & Keller (2016), A strong resolve to buy or subscribe to a specific good or service going forward, regardless of external factors and promotional campaigns that can induce a change in behavior, is known as loyalty or fidelity. In this technology age, customer loyalty plays a critical role in sustaining competition. According to Griffin (2010) in Sukesu (2009), a customer is considered loyal if they make regular purchases or if they are subject to a requirement that they make at least two purchases

¹*Faculty of Economics and Business, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia. maria.aw@upnvj.ac.id*

within a specific period of time. Chan (2003, A customer-oriented business will view its customers as its lifeblood and will therefore consider customer loyalty to be imperative take good care of and indulge their clients in order to prevent them from going to other businesses in an effort to stay in business and remain competitive. In order to cultivate a strong perception of quality in the eyes of clients, the business must make an effort to consistently deliver the highest quality in all of its goods and services.

An effective marketing plan helps accelerate a business's development. Digital marketing is just one of the many marketing conveniences made possible by the modern technology's rapid development. Digital marketing is a process of organizing and putting into practice thoughts, ideas, prices, promotions, and distribution, according to Kleindl & Burrow (2005). According to Heidrick & Struggles (2009), digital marketing makes use of advancements in the digital sphere to execute covert advertising that has a significant impact even when it is not made public. Attracting specific customers is the primary objective of digital marketing (Pangestika, 2020). Digital marketing can encourage sensory, affective, behavioral and intellectual reactions, which lead to customer experience. Companies can also build online customer experiences by developing digital marketing strategies on various channels such as e-commerce, websites, and social media (Bilgihan, et al., 2016). Companies can implement personalization strategies by using Artificial Intelligence (AI) features to improve customer experience. Personalization aims to adjust information according to user needs and preferences by collecting data and matching profiles.

According to Kotler & Gary (2012), satisfaction (satisfaction) is the emotion a person experiences when they compare the perceived performance or results of a product against their expectations; if the performance falls short of their expectations, they will be unhappy; if it meets their expectations, they will be pleased. By taking into account factors including overall contentment, expectations, desire in making another purchase, and willingness to suggest, one can determine the degree of customer satisfaction. According to Sudaryono (2016), a customer's response following the use or consumption of a good or service is known as their level of satisfaction. The primary advantage of customer pleasure is that it gives the business loyalty, or long-term value. According to Sudirman et al. (2020), the formation of consumer satisfaction has multiple implications. These include the maintenance of a positive relationship between the company and its customers, serving as a foundation for repeat business and customer loyalty, and generating profitable word-of-mouth recommendations.

Online promotion has a favorable and large impact on consumer loyalty, according to research by Tjahjaningsih (2013). Specifically, the more promotion there is, the more loyal customers are. In order to encourage the target market to accept, purchase, and grow devoted to the company's products, promotion plays a crucial part in educating, reminding, and influencing them about the business and its offerings (Tjiptono, 2016). Promotion takes the form of advertising, which is one of the key components of the marketing mix. There are also promotions right now. One of the key responsibilities is informing, reminding, and influencing the target market about the company and its

offerings so that they would be open to accepting, purchasing, and sticking with the firm's products (Tjiptono, 2016).

A customer's or consumer's experience is a cognitive or perceptual recognition that has the power to increase their motivation. The worth of a company's products or services might rise due to customer recognition or perception. Chen and Lin (2014). Customer experience management is a method, strategy, and implementation that a business uses to manage customers' experiences with its goods and services. the outcome of customer interactions—either physical or emotional—with the business. This kind of engagement has the power to stay in customers' thoughts and hearts and can affect how they evaluate the company's goods and services. Hasan (2013) Consumer experience, according to Butarbutar et al. (2020), is a reaction to certain stimuli as a result of emotional and rational linkages by empowering things associated with sense, feel, think, act, and relationship. Customer experience, according to Pramudita & Japariato (2013), is a response that results from encounters and relationships with products as well as the relationship that customers have with the business and the product. Marketers must take decisive action in order to concentrate on observing shifts in customer behavior following the use of a product. Touchpoints utilizing digital information technology will pique customers' interest and assist them in identifying and obtaining what they need in the new normal. In essence, clients or customers want to periodically receive the same high caliber of service and the same consistent experience. The typical service speed in a digital setting is between seven and five minutes. The term "customer experience" refers to the feeling or understanding that comes from multiple interactions with different parts that the business has established. The customer's memory will automatically retain the experience or information (Gupta & Vajic, 2000, in Nasermodeli, et al, 2012). Relationships with other people, other groups (such as work or lifestyle), or larger, abstract social communities (such as nation, society, or culture) all serve as examples of this social identity experience. Findings from Wang and Li's (2012) research. Oliver (1999) discovered that consumer loyalty is significantly impacted by experience behavior. When a consumer had a positive experience, it is likely that they will be satisfied and likely return to purchase from that brand.

In 2020, Mixue made its debut in Indonesia, with its first franchise located in Bandung, West Java. After this ice cream became viral on social media, Mixue acquired a large following. In addition, the price of the ice cream is reasonable and it tastes great. Since the taste of marketed ice cream does not make one queasy, a lot of individuals become addicted to it. Despite the fact that supply and demand are still rising, a number of challenges from customers and rival businesses can still impede the growth of a corporation. One of the challenges facing company competitiveness is the proliferation of comparable items from competitors and consumers (Sari, et al., 2020). These days, Mixue is not the only establishment with a such concept. Momoyo and Ai-CHA are the outlets. They offer reasonable costs and a comparable menu. Utilizing red, the outlet's identification color, is another commonality. Bright red is used by Mixue, Ai-CHA, and Momoyo. These two outlets also feature mascot-themed logos. Momoyo has a polar bear mascot clutching an ice cream cone, while Mixue's has a snowman. Ai-CHA's outlet utilizes a penguin mascot carrying a drink glass.

Interviews with Ice Cream Mixue have revealed that the company's advantages—particularly the product itself—are what make them so appealing. The comparatively low cost of the drinks and ice cream at Mixue is one of its benefits. While other drinks start at IDR 10,000, a single cone of Mixue ice cream costs only IDR 8,000 in Indonesia. The Mixue product, which is focused on product quality and is manufactured from components free of artificial sweeteners and preservatives, is a best-selling food as a result. A further factor contributing to Mixue's success is its constant execution of innovative product development. From initially only selling ice cream, then adding other menus such as milk tea, boba, fruit, and various other innovations.

After reviewing earlier research, it was determined that there was still a research gap on the topic of business performance, which reinforced the need for business performance studies. The goal of these studies was to analyze how digital marketing affected customer loyalty, using customer satisfaction, online promotion, and customer experience as mediating variables for customers of Ice Cream Mixue in Jakarta.

2. Theoretical Background

Customer Loyalty Theory

A paradigm known as "customer loyalty theory" helps explain why and how consumers stick with a specific brand, good, or service. Since loyal consumers are more likely to make repeat purchases, recommend businesses to others, and contribute to a company's long-term profitability and success, many businesses view customer loyalty as a key objective. Customer loyalty is the propensity or affection of consumers to keep selecting and endorsing goods and services from a particular brand or business on a regular basis. It is the outcome of a favorable consumer encounter with a company or brand, which leaves them feeling content and convinced that the good or service fulfills or even beyond their expectations.

Digital Marketing Theory

Digital marketing is a marketing approach that promotes goods, services, or brands to target audiences and cultivates client connections using digital platforms and technology. Since the field of digital marketing is always changing quickly, it's critical to stay up to date on the newest developments in both technology and trends. With advancements in technology and customer behavior, digital marketing's scope is always expanding. Some of the key facets of the scope of digital marketing are as follows: First, social media. (2) Marketing Content. Third, search engine optimization, or SEO. (4) Pay-Per-Click (PPC) marketing. (5) Digital Promotion. 6. Influencer Promotion. (7) Evaluation and Quantification. (8) Online shopping. (9) Promotion of mobile devices. (10). Video Promotion. (11) Affiliate advertising. (12) Marketing Based on Location. (13) Digital customer service and chatbots. (14) Augmented and Virtual Reality. In today's corporate world, digital marketing is crucial since it makes it possible to track results more precisely, reach a larger audience, and quickly adjust to evolving trends and technological advancements.

Customer Satisfaction Theory

The term "customer satisfaction theory" describes the degree of contentment, joy, or satisfaction that customers feel following their interaction with a company's or organization's offering of a good or service. This theory aims to comprehend how consumers assess the caliber of goods or services and how they see the value derived from these exchanges. Effectively comprehending and overseeing consumer pleasure is crucial for any business or organization to achieve achievement. This can improve long-term customer connections, foster a great reputation, and promote client retention.

The term "scope of consumer satisfaction" refers to a number of factors that are connected to how consumers feel and assess the experiences, goods, and services that a business or organization offers. Long-term business performance is greatly influenced by customer satisfaction since happy customers are more likely to stick with a company, refer friends and family to it, and make more purchases. Businesses must consider all of the interconnected elements that make up the scope of consumer happiness if they hope to provide their customers with a favorable experience. Businesses may boost customer happiness and create enduring bonds with their customers by having a solid grasp of their wants and requirements and managing feedback well.

Online Promotion Theory

Digital marketing, sometimes referred to as online promotion, is a collection of actions used on online platforms and channels to advertise a brand, service, or product to a specific audience. Online promotion encompasses a wide range of methods, plans, and platforms that can be used to accomplish marketing objectives. Online promotion's reach is growing along with technology advancements and current marketing trends. It is crucial to develop an online marketing strategy that fits your company's objectives and changes with the digital landscape.

Customer Experience Theory

Client Relationship The digital customer experience is how customers express themselves online. It's crucial to keep in mind that, unlike marketers, customers typically don't consider the various phases of their journey. People want consistency from brands across their interactions, whether they are offline, online, or through virtual or physical means. Customers only have a single interaction with the product brand. Make sure the business has the people skills and technological know-how to manage digital initiatives, and that the transition between these intersecting domains is seamless. (Sitec ORE, 2021). In Butarbutar et al., (2020), Hasan (2013) consumer experience is a response to certain stimuli as a result of rational and emotional ties by empowering things related to sense, feel, think, act and relationship.

Pramudita & Japarianto (2013), define that customer experience is a reaction that arises due to interactions and relationships using products as well as the bond between customers and the company and customers and the product. The phrase "customer

experience" (CX) describes how a customer feels about a brand, item, or service during their whole customer journey. Customer experience's primary objective is to provide clients with a happy and fulfilling experience, enabling them to feel connected, valued, and content with the goods or services they have received. The term "customer experience" (CX) describes all of the interactions a consumer has with a business or brand during the course of their trip. It covers every facet of perception, communication, feelings, and real-world experiences pertaining to goods, services, and dealings with the company's numerous channels.

Hypothesis

H1: There is an influence of digital marketing on customer satisfaction among Ice Cream Mixue customers in Jakarta.

H2: There is an influence of digital marketing on online promotion for Ice Cream Mixue customers in Jakarta.

H3: There is an influence of digital marketing on customer experience for Ice Cream Mixue customers in Jakarta.

H4: There is an influence of customer satisfaction on customer loyalty among Ice Cream Mixue customers in Jakarta.

H5: There is an influence of online promotion on customer loyalty among Ice Cream Mixue customers in Jakarta.

H6: There is an influence of customer experience on customer loyalty among Ice Cream Mixue customers in Jakarta.

H7: There is an influence of digital marketing on customer loyalty with customer satisfaction as a mediating variable for Ice Cream Mixue customers in Jakarta.

H8: There is an influence of digital marketing on customer loyalty with online promotion as a mediating variable for Ice Cream Mixue customers in Jakarta.

H9: There is an influence of digital marketing on customer loyalty with customer experience as a mediating variable for Ice Cream Mixue customers in Jakarta.

Theoretical Thinking Framework



Figure 1. Theoretical Thinking Framework

3. Methodology

Explanatory research is the kind of study that this is. This study employed secondary data for its data collection. The sample for this study was established by applying the Slovin formula. There are 100 participants in the sample when a 10% precision level

is used. Purposive sampling is the approach used in this research, and the criteria include customers who have purchased Ice Cream Mixue in Jakarta over the last six months and a minimum age of 17. The Linkert Scale, 1–5, is used as the measurement scale in this study. processing data with an Amos 25 SEM. The Sobel-test is used to evaluate the role of mediating variables. In order to assess the nine (9) hypotheses in this study, the critical ratio (CR) and the p (probability)-value were determined. Respondents in this study are those who bought Ice Cream Mixue goods in Jakarta within the last six months. Secondary data comes from literature, government publications, journals, books, websites, print media (such as magazines or newspapers), and other sources that were used in earlier research.

4. Empirical Findings/Result

Descriptive statistics

Five variables total are included in this study: four endogenous (customer satisfaction, online promotion, customer experience, and customer loyalty) and one exogenous (digital marketing). Table 1 displays descriptive statistics for the research variables.

Table 1. Descriptive Research Variables

Variable	Mean	Standard Deviation
Digital Marketing	3.70	0.69
Customer Satisfaction	3.69	0.57
Online Promotion	3.97	0.53
Customer Experience	3.68	0.59
Customer Loyalty	3.59	0.64

Note: Three box criteria (1.00-2.33=low, 2.34-3.66=medium, 3.67-5.00=high)

Table 1's average value (mean) indicates that respondents' assessments of the customer experience, online promotion, digital marketing, and customer satisfaction variables are all high, but the customer loyalty variable falls into the medium category. This demonstrates that by expressing agreement with the research tool, respondents offer a positive viewpoint. The data can deviate widely from the mean because the standard deviation value is modest.

Evaluate Normality Assumptions in Data

The analysis method used in this study is structural equation modeling (SEM), and the maximum likelihood estimation technique is used for estimate. By measuring the skewness value and comparing it to the crucial value at the 0.01 significance level of + 2.58, SEM requires that the normalcy assumption be met. Table 2 displays the outcomes of the Amos 25 program's data normalcy testing.

Table 2. Construct Normality Testing

Variable	Indicator	Min	max	Skewness	c.r.	kurtosis	c.r.
Digital Marketing	DM 1.1	2	5	-0.145	-0.593	-0.333	-0.680
	DM 1.2	2	5	-0.012	-0.050	-0.409	-0.834

	DM 1.3	2	5	-0.100	-0.410	-0.480	-0.981
	DM 1.4	2	5	-0.427	-1.741	-0.540	-1.102
Customer Satisfaction	CS 1.1	3	5	0.377	1.541	-0.741	-1.513
	CS 1.2	2	5	0.034	0.141	-0.490	-1.001
	CS 1.3	2	5	0.079	0.324	-0.426	-0.870
	CS 1.4	3	5	0.351	1.433	-0.732	-1.494
Online Promotion	OP 1.1	3	5	-0.053	-0.216	-0.911	-1.859
	OP 1.2	3	5	-0.025	-0.103	0.330	0.673
	OP 1.3	3	5	-0.007	-0.030	-0.222	-0.453
	OP 1.4	2	5	-0.266	-1.084	0.213	0.435
Customer Experience	CE 1.1	2	5	-0.069	-0.282	-0.224	-0.456
	CE 1.2	2	5	0.189	0.770	-0.610	-1.245
	CE 1.3	3	5	0.421	1.720	-0.715	-1.460
	CE 1.4	3	5	0.404	1.651	-0.747	-1.526
Customer Loyalty	CL 1.1	2	5	0.201	0.822	-0.453	-0.924
	CL 1.2	2	5	-0.052	-0.213	-0.272	-0.555
	CL 1.3	2	5	-0.073	-0.299	-0.216	-0.441
	CL 1.4	2	5	-0.203	-0.827	-0.985	-2.010
Multivariate							2.563

Note: c.r. = critical ratio

It is clear from Table 2 that there isn't a c.r. that is higher than + 2.58, indicating that the data distribution is normally distributed. The results of the multivariate normality test indicate that the data distribution is normal, with a CR of $2.563 < 2.58$.

Validity and Reliability Testing

Confirmatory factor analysis (CFA) is used in the first step of CB-SEM analysis to create a measurement model with the goal of assessing validity and reliability. Through the use of IBM Amos 25 software computations, construct validity and reliability were assessed in order to assess the measurement of research variables. Table 3 displays the outcomes of the confirmatory factor analysis.

Table 3. Reliability and Validity Test

Variable	Indicator	Loading Standards	CR	VE
Digital Marketing			0.890	0.671
	DM 1.1	0.886		
	DM 1.2	0.812		
	DM 1.3	0.860		
	DM 1.4	0.707		
Customer Satisfaction			0.839	0.569
	CS 1.1	0.620		
	CS 1.2	0.858		

Online Promotion	CS 1.3	0.703	0.867	0.621
	CS 1.4	0.814		
	OP 1.1	0.861		
	OP 1.2	0.738		
	OP 1.3	0.765		
Customer Experience	OP 1.4	0.782	0.892	0.675
	CE 1.1	0.700		
	CE 1.2	0.809		
	CE 1.3	0.852		
	CE 1.4	0.911		
Customer Loyalty	CL 1.1	0.745	0.846	0.579
	CL 1.2	0.761		
	CL 1.3	0.802		
	CL 1.4	0.733		

Note: CR=Construct Reliability, AVE= Average Variance Extracted

With the exception of CS_1, which has a factor loading of 0.620, all loading factor values for all indicators have factor loadings above 0.7, according to the data in Table 3. Since this indication is still over 0.5, it is still maintained. These findings demonstrate the high degree of unidimensionality of the measurements that were employed. Additionally, the average variance extraction (AVE) is above 0.5 and the construct reliability (CR) value is above 0.7, indicating thorough measuring instrument dependability.

Through the use of the Fornell-Larcker (1981) criteria, discriminant validity testing is added to multicollinearity testing in this study. Table 4 presents a summary of the computation results.

Table 4. Discriminant Validity of the Fornell-Larcker criteria

Variable	DM	CS	OP	CE	CL
Digital Marketing (DM)	0.819				
Customer Satisfaction (CS)	0.466	0.755			
Online Promotion (OP)	0.073	-0.028	0.788		
Customer Experience (CE)	0.239	0.359	0.254	0.822	
Customer Loyalty (CL)	0.430	0.541	0.314	0.524	0.761

Note: Diagonal is the square root of AVE; below is the correlation between variables

Table 4's findings demonstrate that the correlation between the components is not more than AVE squared. This shows that discriminant validity is demonstrated and deemed acceptable, and the measure offers good assessment.

Structural Model Testing

The structural model is tested in the second testing step of the CB-SEM, which involves figuring out the path coefficient, model fit, and coefficient of determination. Figure 1 shows the results of the Amos Graphic.

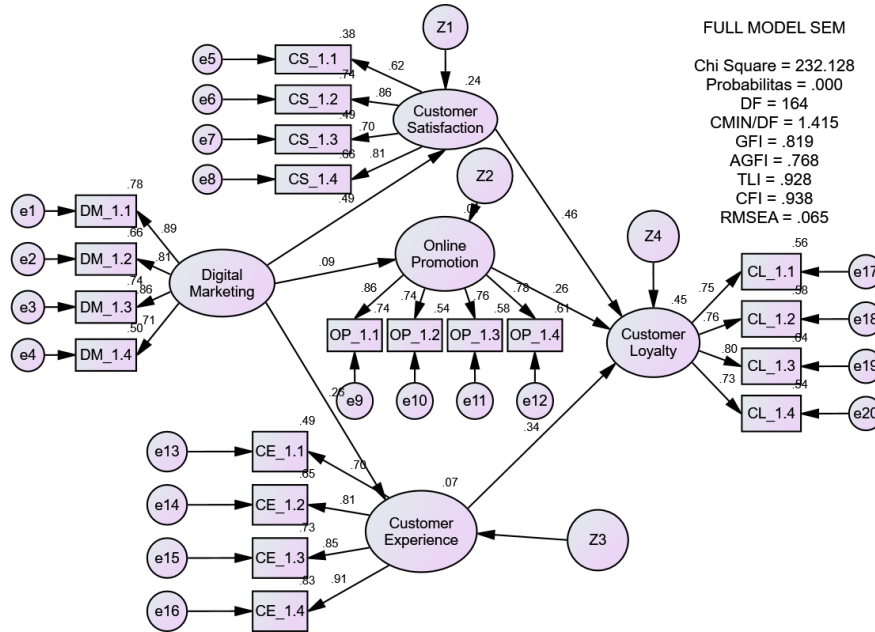


Figure 2. Model results

The customer loyalty variable's R-square coefficient value, as indicated by Figure 2, is 0.45. These results demonstrate that the four model variables can account for 45% of the factors that determine consumer loyalty, with additional factors accounting for the remaining 55%. Moreover, there has been partial fulfillment of the goodness of fit model criterion. Table 5 summarizes the fit findings. The amos program indicates that the model should be adjusted in accordance with the recommended index alterations.

Table 5. Findings of Model Fit Testing After Modification

GoF Index	Cut of Value	Result	Evaluation
Chi-Square	≤ 185.053	178.659	Good
Probability	≥ 0.05	0.062	Good
GFI	≥ 0.80	0.861	Good
AGFI	≥ 0.80	0.806	Good
TLI	≥ 0.95	0.968	Good
CFI	≥ 0.95	0.975	Good
CMIN/DF (X^2/DF)	≤ 2.00	1.183	Good
RMSEA	≤ 0.08	0.043	Good

The X^2/DF of $1.183 < 2$ and X^2 of 178.659, with a probability of $0.062 > 0.05$, are widely recognized. TLI is 0.968 and CFI is 0.975 above the 0.95 level; GFI is 0.861

and AGFI is 0.806, both above the 0.8 barrier that is considered satisfactory. As per Hair et al. (2014), the final RMSEA index of 0.043 is less than 0.08.

Direct Effect Testing

Testing the direct and indirect impacts between research variables is the goal of path analysis. Table 6 presents the results of the influence, which encompasses the first through sixth hypotheses.

Table 6. Hypothesis Testing

Effect	Coefficient	SE	CR	P-value	Decision
DM against CS	0.252	0.072	3.494	***	H1 Accepted
DM against OP	0.003	0.097	0.035	0.972	H2 Rejected
DM against CE	0.170	0.073	2.327	0.020	H3 Accepted
CS against CL	0.557	0.146	3.803	***	H4 Accepted
OP against CL	0.223	0.078	2.845	0.004	H5 Accepted
CE against CL	0.342	0.114	3.014	0.003	H6 Accepted

Note ***=nilai- $p < 0.001$

Table 6 indicates that five hypotheses with a p-value of less than 0.05 and a CR of greater than 1.96 were accepted. It is possible to conclude that H1, H3, H4, H5, and H6 are acceptable by applying a significance level of 0.05. On the other hand, the study's findings indicate that H2, which relates to how digital marketing affects online promotion, is rejected ($\beta = 0.003$, $SE = 0.097$, $CR = 0.035 < 1.96$, $p = 0.975 > 0.05$).

Indirect Effect Testing

This study looks at the impact of customer experience, internet promotion, and customer satisfaction as mediating factors. The online Sobel test approach (Preacher & Leonardelli, 2010) was utilized to evaluate the mediating influence hypothesis (H7, H8, H9) on tax behavior. Table 7 shows the outcomes of the calculation.

Table 7. Indirect effect testing

Effect	Coefficient	SE	CR	P-value	Decision
DM against CL via CS	0.140	0.054	2.579	0.009	H7 Accepted
DM against CL via OP	0.001	0.021	0.031	0.975	H8 Rejected
DM against CL via CE	0.058	0.031	1.839	0.065	H9 Rejected

Note: calculations using <https://quantpsy.org/sobel/sobel.htm>

Table 7's computations support the acceptability of H9, which describes how digital marketing indirectly influences customer loyalty through customer satisfaction ($\beta = 0.140$, $SE = 0.054$, $CR = 2.579 > 1.96$, $p = 0.009 < 0.05$). However, with CR values less than 1.96 and p-values less than 0.05, hypotheses H8 and H9 were disproved.

5. Discussion

The influence of digital marketing on customer satisfaction

The test findings show that the p-value is $0.000 < 0.05$ at a significance level of 5%. Therefore, it can be said that the first hypothesis—that is, that digital marketing significantly and favorably affects Jakartan Ice Cream Mixue customers'

satisfaction—has been validated. According to Pangestika (2020), there is a positive and noteworthy impact of digital marketing on customer satisfaction among Ice Cream Mixue customers in Jakarta. This suggests that Ice Cream Mixue consistently draws in specific consumers, which in turn increases the number of customers who make purchases or transactions. The findings of this study are consistent with those of Tompo et al. (2023), Pujiastuti (2021), and Fadjri & Silitonga (2019). Customers' satisfaction with Ice Cream Mixue in Jakarta is positively and significantly impacted by digital marketing elements, as demonstrated by studies conducted by Susanti et al. (2022) and Zahra & Lutfie (2017). This implies that client happiness will increase with improved digital marketing.

The influence of digital marketing on online promotion

The $p\text{-value} = 0.972 > 0.05$ is derived from the test findings at a significance level of 5%. Therefore, it can be said that the second hypothesis—that is, the idea that digital marketing has no bearing on online promotion—has been disproven. Digital marketing is any form of marketing that is done online and through social media. Customer contacts and relationships can be strengthened through digital marketing. Businesses can boost marketing efforts and draw in clients by utilizing online promotion in conjunction with a variety of digital marketing techniques. It appears that Ice Cream Mixue in Jakarta has not been able to communicate the most recent information about its goods and services—such as new flavor varieties, content, and promotions like buy one get one free day and tumbler day—through digital marketing. The real goal of this is to truly make it easier for clients of Ice Cream Mixue in Jakarta to view promotions that are now running through digital marketing, specifically on social media, the internet, etc. According to Zhu and Gao (2019), business activists need to stay up to date with the latest advancements in the industry. One way they do this is by promoting their brand on social media. The findings of this study support those of Santoso's (2021) study, demonstrating the favorable and noteworthy influence of digital marketing variables on online promotion.

The influence of digital marketing on customer experience

The $p\text{-value} = 0.020 < 0.05$ is derived from the test findings at a significance level of 5%. Thus, it can be said that the third hypothesis—that is, the impact of digital marketing on Jakartan Ice Cream Mixue customers' experiences—is validated and approved. Customers may see Ice Cream Mixue material in Jakarta, social media, and Ice's applications with comfort thanks to the company's well-designed user interface and layout on the website, application, and other social media platforms. Since Cream Mixue in Jakarta might pique someone's curiosity, it follows that the company's use of digital marketing techniques can enhance the clientele's experience. Customers' experiences at Ice Cream Mixue in Jakarta have been positively and significantly impacted by digital marketing, suggesting that the company was successful in using digital marketing to improve customer satisfaction. This demonstrates that Ice Cream Mixue in Jakarta is a business that is dedicated to offering a positive client experience and successfully utilizing digital marketing techniques. The findings of this study support those of Santoso's (2021) investigation, demonstrating that factors related to digital marketing have a favorable and noteworthy impact on customer experience.

The influence of customer satisfaction on customer loyalty

The $p\text{-value} = 0.000 < 0.051$ is derived from the test findings at a significance level of 5%. Thus, it can be said that the fourth hypothesis—that is, that customer satisfaction has a favorable and noteworthy impact on customers' loyalty to Ice Cream Mixue in Jakarta—has been validated and accepted. The fact that customer satisfaction has a positive and significant impact on the customer loyalty of Ice Cream Mixue customers in Jakarta suggests that Ice Cream Mixue upholds an emotional connection with its patrons by offering top-notch service and convenient facilities that facilitate transactions for its patrons at all times, to ensure that Ice Cream Mixue patrons in Jakarta are satisfied, which naturally affects how loyal Ice Cream Mixue patrons are in Jakarta. Customers who are pleased with what Ice Cream Mixue customers in Jakarta have to offer will often be devoted and intend to return and get goods from Ice Cream Mixue customers in Jakarta. Customer satisfaction data indicates that Ice Cream Mixue clients in Jakarta have succeeded in delivering a level of service that lives up to expectations. Customers who are happy and devoted would typically use word-of-mouth to persuade others in their vicinity to try Ice Cream Mixue goods and services in Jakarta direct invitations or by promoting them and freely sharing their experiences on their own social media accounts, even advertise on their social media accounts without being asked or compensated. Because of this, a positive customer experience can persuade someone to become a devoted client, share their experiences freely on social media, and even recommend and even promote products on these platforms without receiving payment or other incentives. Customer experience, therefore, has the power to persuade someone to stick around. According to research findings by Haeruddin & Haeruddin (2020); Harzaviona & Syah (2020), this is the case. According to Abadi et al. (2020), Nastiti & Astuti (2019), and Sachro & Pudjiastuti (2013) in (Hakim, 2020), customer satisfaction positively affects and significantly influences customer loyalty. This implies that clients will undoubtedly remain loyal to a provider when they are delighted. Customers will feel content if the company maintains a consistent level of service quality, and this will lead to customer loyalty, encouraging them to use the services consistently.

The influence of online promotion on customer loyalty.

From the test results at a significance level of 5%, the $p\text{-value} = 0.004 < 0.05$. Thus, it can be concluded that the fifth hypothesis is proven and accepted, namely: online promotion has a positive and significant effect on customer loyalty of Ice Cream Mixue customers in Jakarta. The positive and significant influence of online promotion on customer loyalty of Ice Cream Mixue customers in Jakarta indicates that Ice Cream Mixue in Jakarta has succeeded in increasing their customer loyalty through online promotions with significant results. This shows that Ice Cream Mixue in Jakarta is a company that is effective in retaining customers and building strong relationships with them through online promotional strategies. This is in accordance with the research results of Tjahjaningsih (2013), Oliver (1999) who explained that online promotion has a positive and significant effect on customer loyalty, namely that the higher the level of promotion, the higher the level of customer loyalty. Promotion is an important role in disseminating information, influencing/persuading, and reminding the target market of the company and its products so that they are willing to accept, buy, and become loyal to the products offered by the company

(Tjiptono, 2016). Anshari (2013), promotions through online media have a significant impact on the level of consumer purchasing satisfaction, while according to Chang et. al. (2019), social media influences and builds consumer loyalty because social media is related to several marketing strategies

The influence of customer experience on customer loyalty.

From the test results at a significance level of 5%, the $p\text{-value} = 0.003 < 0.05$. Thus, it can be concluded that the sixth hypothesis is proven and accepted, namely: customer experience has a positive and significant effect on customer loyalty of Ice Cream Mixue customers in Jakarta. The positive and significant influence of customer experience on customer loyalty of Ice Cream Mixue customers in Jakarta indicates that Ice Cream Mixue in Jakarta is a company that has succeeded in building customer loyalty through positive customer experiences. They have good customer service, quality products, or an attractive loyalty program, all of which contribute to retaining customers. The experience that customers have while consuming a product or service will act as one of the main factors that has quite a large influence on customer loyalty. This is in accordance with the research results of Wang, (2010). Oliver (1999); Bustamante & Rubio (2017) stated that customer experience is a strong motivator for maintaining customer loyalty so that the better they feel the best experience is, the stronger consumer loyalty will be to the product, which in effect will explain that customer experience has a positive impact and has a significant effect on customer loyalty.

The influence of digital marketing on customer loyalty with customer satisfaction as a mediating variable.

From the test results at a significance level of 5%, the $p\text{-value} = 0.009 < 0.05$. Thus it can be concluded that hi The seventh hypothesis is proven and accepted, namely: the indirect influence of digital marketing on customer loyalty through customer satisfaction of Ice Cream Mixue customers in Jakarta is acceptable. This means that the positive and significant influence of digital marketing on Ice Cream Mixue customer loyalty in Jakarta through customer satisfaction can be accepted or acknowledged. In other words, there is a relationship between the digital marketing efforts carried out by Ice Cream Mixue in Jakarta and the level of customer satisfaction which ultimately influences the level of customer loyalty. The digital marketing efforts undertaken by Ice Cream Mixue in Jakarta positively influenced their customer satisfaction, which in turn increased customer loyalty towards the brand. This research supports research results which show that customer satisfaction plays a role in mediating the influence of digital marketing on customer loyalty (Susanti et al. 2022)

The influence of digital marketing on customer loyalty with online promotion as a mediating variable

From the test results at a significance level of 5%, the $p\text{-value} = 0.975 > 0.05$. Thus, it can be concluded that the eighth hypothesis has been proven to be rejected, namely: the indirect influence of digital marketing on customer loyalty of Ice Cream Mixue customers in Jakarta with online promotion as a mediating variable is rejected. This means that in this study, no significant relationship was found between digital

marketing directly and Ice Cream Mixue customer loyalty in Jakarta when online promotion is used as a mediating variable. In other words, online promotion does not mediate the relationship between digital marketing and customer loyalty. This suggests that there are other factors that may influence the relationship between digital marketing and customer loyalty that were not covered in the research. This research does not support research results which show that online promotion plays a role in mediating the influence of digital marketing on customer loyalty (Halim, 2021).

The influence of digital marketing on customer loyalty with customer experience as a mediating variable.

From the test results at a significance level of 5%, the $p\text{-value} = 0.065 > 0.05$. Thus, it can be concluded that the ninth hypothesis has been proven to be rejected, namely: the indirect influence of digital marketing on customer loyalty of Ice Cream Mixue customers in Jakarta with customer experience as a mediating variable is rejected. This means that in the study, no significant relationship was found between digital marketing directly and Ice Cream Mixue customer loyalty in Jakarta when customer experience was used as a mediating variable. In other words, customer experience does not mediate the relationship between digital marketing and customer loyalty in this context. This suggests that there are other factors that may influence the relationship between digital marketing and customer loyalty that were not covered in the research. This research does not support research results which show that online promotion plays a role in mediating the influence of digital marketing on customer loyalty (Halim, 2021).

6. Conclusions

In conclusion, the findings of this study shed light on the various aspects of digital marketing and its impact on customer satisfaction, loyalty, and experience within the context of Ice Cream Mixue customers in Jakarta. Firstly, it is evident that digital marketing plays a crucial role in enhancing customer satisfaction by prioritizing digital touchpoints, quick response, automation, and personalization. However, despite its positive influence on customer satisfaction, digital marketing seems to have no direct effect on online promotion, indicating a gap in conveying essential information about products and promotions.

Moreover, the study highlights the significant influence of digital marketing on customer experience, particularly through user-friendly interfaces and layouts provided by Ice Cream Mixue in Jakarta. Such positive experiences foster customer interest and engagement with the brand. Furthermore, the research underscores the importance of customer satisfaction in driving customer loyalty. Satisfied customers are more likely to exhibit loyalty and repurchase intentions towards Ice Cream Mixue.

Interestingly, while online promotion shows a direct positive impact on customer loyalty, it does not act as a mediating variable between digital marketing and customer loyalty. Similarly, customer experience does not mediate the relationship between digital marketing and customer loyalty in this context. These findings suggest the

presence of other unexplored factors that may influence the relationship between digital marketing efforts and customer loyalty.

Overall, the indirect influence of digital marketing on customer loyalty through customer satisfaction is affirmed, indicating a significant relationship between digital marketing efforts and customer loyalty. However, further research is needed to uncover additional variables that may contribute to this relationship and explore strategies to enhance the effectiveness of digital marketing initiatives in fostering customer loyalty for Ice Cream Mixue in Jakarta.

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