
The Influence of Marketing Communication and Price Perception on Customer Loyalty, with Service Quality as an Intervening Variable, in Tokopedia E-Commerce: A Comparative Study of Millennials and Generation Z

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Abstract:

This study aims to examine the influence of marketing communication and price perception on customer loyalty on the Tokopedia e-commerce platform, considering service quality as an intervening variable. The study also dissects the differences in customer responses based on age groups, specifically millennials and Generation Z. The research method used is a quantitative method with a sample size of 137 respondents. The data collection technique employed is questionnaire distribution. The data analysis technique used is descriptive statistical analysis to describe the relationship between variables. Data analysis was conducted using SPSS version 26, involving several tests such as classical assumption tests, path analysis, T-tests, and determination coefficient tests. The results indicate that marketing communication and price perception, through service quality, do not directly affect customer loyalty, and service quality also does not significantly influence customer loyalty. However, partially, marketing communication and price perception do influence customer loyalty. These findings provide valuable insights into the factors influencing customer loyalty and suggest implications for Tokopedia to pay more attention to its service quality to maintain customer loyalty.

Keywords: Marketing Communication, Price Perception, Service Quality, Customer Loyalty

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1. Introduction

In the era of rapid digital expansion, the e-commerce sector has emerged as a highly dynamic and potentially lucrative field for growth. The swift progression of technology, driven by widespread internet access, has empowered millions of internet users worldwide to browse and purchase goods in a global marketplace without geographic constraints. This phenomenon allows consumers to conveniently access a diverse array of products and services from the comfort of their own homes.

According to Kotler and Keller (2016:642), social media serves as a platform for consumers to share information in various formats, including text, audio, images, and videos, with others and businesses. Many enterprises are now leveraging the internet for conducting transactions, selling products, and marketing them. Through technology, the sales process can be streamlined, resulting in cost and time savings, thereby influencing perceptions and service quality.

With these advancements, e-commerce has transcended being merely an alternative to traditional shopping. It has evolved into a dynamic ecosystem, offering businesses of all sizes opportunities to reach and engage with customers globally. From small enterprises to large corporations, e-commerce has become a highly competitive and promising arena for customer acquisition. The increasing trend of consumer behavior shifting towards online shopping underscores the importance of comprehending the factors influencing customer loyalty in an e-commerce setting, including aspects such as marketing communications and pricing strategies.

Tokopedia stands as a prominent player in the Indonesian e-commerce market, providing an online platform for users to purchase and sell a wide array of products. Tokopedia has emerged as the second-largest e-commerce platform by transaction volume, following Shopee. In the first quarter of 2023, Tokopedia's transactions in Indonesia amounted to 121.48 trillion rupiahs for the first semester (January to June 2023), marking an 8.2% decrease from the previous year (Databooks.Katadata, 25 August 2023). According to a SimilarWeb survey, the top five e-commerce sites in terms of visitor traffic in the first quarter of 2023 were Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. The following data presents the researchers' findings regarding active e-commerce users in Indonesia:

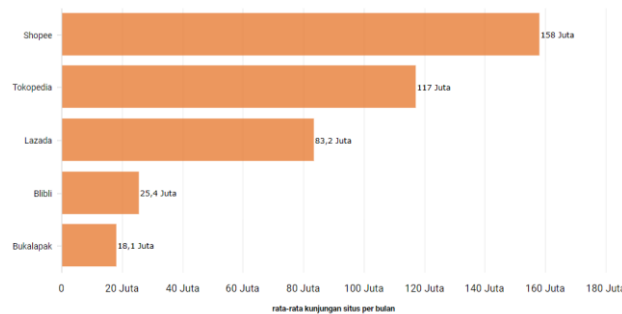


Figure 1 E-Commerce Active Users in Indonesia in 2023

Source : www.katadata.co.id (2023)

Based on the aforementioned analysis, Tokopedia ranks second among its competitors in terms of active e-commerce users. According to GoTo, a decline in Tokopedia's active user base can be attributed to reduced discounts. Additionally, seasonal factors such as an increase in public holidays and the closure of some of Tokopedia's partners have also contributed to this decline. To counter this trend, Tokopedia must focus on effective marketing communication to capture consumer interest and remain competitive. Marketing communication plays a crucial role in influencing consumers' decisions to choose Tokopedia as their preferred platform for purchasing products. Besides marketing communication, Tokopedia must also prioritize providing high-quality services and attractive offers and discounts to attract potential consumers to its e-commerce platform.

Various marketing strategies are employed by Tokopedia to attract buyers, including offering a wide range of products directly from manufacturers at competitive prices, providing numerous special offers, discounts, vouchers, and free shipping. Furthermore, Tokopedia utilizes brand ambassadors, including public figures from the country, to enhance consumer trust and loyalty. Additionally, Tokopedia employs chatbots with AI features to automate customer service and assist sellers in addressing customer queries regarding products or services. The study was conducted due to indications of declining customer loyalty towards the Tokopedia e-commerce platform.

2. Theoretical Background

Marketing Communication

Marketing communication is a vital activity for companies to convey specific information. It is utilized in the business sphere to establish relationships between consumers and companies. Marketing communications play a crucial role in building brand equity and enhancing the efficiency and effectiveness of product sales. This is achieved through activities such as creating brand awareness, fostering positive product reviews or sentiment, and enhancing brand-customer relationships (Tene, Morasa, dan Kapojos 2023). Marketing communication serves as a tool that companies employ to inform, persuade, and remind consumers, directly or indirectly, about their products or brands. It enables companies to associate their brand with

individuals, places, events, other brands, experiences, and various entities. This association contributes to brand equity by establishing a strong brand presence in consumers' minds and creating brand loyalty, ultimately driving sales and potentially influencing stock values (Kotler dan Keller 2016:580)

Price Perception

Price perception is the subjective evaluation or judgment made by consumers regarding a product or service offered by a company. It is a critical factor in consumer purchasing decisions, which ultimately influences consumer loyalty. Prices are not limited to numerical figures on labels; they encompass various forms and functions, such as rent, rates, wages, and commissions, representing the costs paid for goods or services utilized Kotler dan Keller (2016:483). Kurniawan (2020:52) defines price perception as the perceived value of a product, encompassing both goods and services. It involves a consumer's emotional assessment of whether the price set by the seller is reasonable and acceptable, compared to competitors and in the context of the expected value. Therefore, price perception significantly influences consumers' decisions to make repeat purchases (Susilawati, 2022:5).

Quality Service

Quality of service is the provision of services by the company through the fulfillment of consumer wishes as well as the accuracy of delivery in balancing consumer expectations. According to Maisa (2020), the quality of service can be understood as the extent to which the service received by the consumer corresponds to the expectations that they have. The quality of the service expected emerges from a variety of sources, including recommendations from personal experience, friends, or family, as well as promotions given by the company. There are six quality service goals set out by Kotler dan Keller (2016:158) as follows:

1. Identify customer needs and requirements well.
2. Communicate customer expectations well to the company. Ensure customer orders are correct and timely.
3. Check whether customers receive appropriate technical assistance in the use of products or services.
4. Stay in touch with customers after the transaction process to ensure that they are loyal and satisfied.
5. Meet customer aspirations to improve service.

A good quality of service from an e-commerce site is expected to enable consumers to make re-purchases.

Customer Loyalty

Customer loyalty is a person who regularly buys a product or uses a service and often interacts (makes a purchase) over a certain period of time, remaining faithful to all offers or company policies. (Rifa'i, 2019). Consumer loyalty is an incentive to behave in order to make repeated purchases as well as to build customer loyalty to a company's product or service. Consumer loyalty is not only determined by how much or how often a customer buys a product or service from a company, but also by the quality of the service and price perception. According to Philip Kotler and Kevin Lane Keller (2016:164), efforts to increase customer loyalty include: Active interaction with

customers.

1. Developing loyalty programs.
2. Creating institutional ties.
3. Managing and creating a database of information about individual consumer needs.
4. Making it easier for consumers to reach the company.
5. Evaluating the potential of marketing programs.

Thinking Framework

After outlining the description and rationale for the prior research in the preceeding chapter, the framework constructed by the author is as follows :

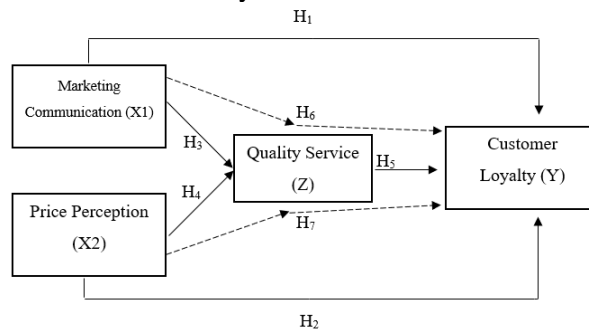


Figure 2 Thinking Framework

Hypothesis

Hypothesis is an assumption made by researchers about the relationship between two or more variables in a study. It is called an assumption because the answer is based on relevant theory, not yet based on empirical facts obtained through data collection. Based on the framework above, researchers can formulate hypotheses as follows:

- H1 : Marketing communications have a significant impact on customer loyalty.
- H2 : Price perceptions have a significant impact on customer loyalty.
- H3 : Marketing communications have a significant impact on the quality of service.
- H4 : Price perceptions have a significant impact on the quality of service.
- H5 : The quality of service has a significant impact on customer loyalty.
- H6 : Marketing communications have a significant impact on customer loyalty through the quality of service.
- H7 : Price perceptions have a significant impact on customer loyalty through the quality of service.

3. Methodology

This research employs a quantitative method with descriptive statistical analysis to describe the relationship between variables. The variables used in this study are marketing communication as variable X1, price perception as variable X2, service quality as variable Z, and customer loyalty output as variable Y. In this research, the

author uses primary data obtained from questionnaires distributed by the author. The sampling method in this study uses non-probability sampling, according to Sugiyono (2017), non-probability sampling is a sampling technique that does not provide opportunities for each element of the population to be selected as a sample. The required sample size for this research is 100 respondents.

Data analysis is performed using SPSS program version 26, as it has been proven to provide the necessary support for accurate and reliable data analysis for this research. Several test methods were conducted, namely classical assumptions to ensure that the data used in the study meet statistical requirements, path analysis which is an extension of multiple regression analysis that functions to understand the relationship between the influence of independent variables on the dependent variable through intervening variables, hypothesis tests consisting of t-tests to determine the individual effects of variables, and the coefficient of determination test to measure how well the regression model can explain the variation in the dependent variable by the independent variables used.

4. Empirical Findings/Result

Validity and Reliability Test

The validity test is used to find out whether questions on the questionnaire have to be removed or replaced because they are considered irrelevant. The validity of the questionnaire can be tested using a two-way test at a significant rate of 0.05. If the significant counting result of *Pearson correlation* $> r_{\text{table}}$ is 0.05, then the variable can be determined to be valid and eligible for research.

Table 1 Validity Test

Variable	No	r_{table}	r_{value}	Explanation
Marketing Communication (X1)	1	0,159	0,716	Valid
	2	0,159	0,729	Valid
	3	0,159	0,671	Valid
	4	0,159	0,751	Valid
Price Perception (X2)	1	0,159	0,681	Valid
	2	0,159	0,701	Valid
	3	0,159	0,745	Valid
	4	0,159	0,790	Valid
Quality Service (Z)	1	0,159	0,884	Valid
	2	0,159	0,907	Valid
	3	0,159	0,761	Valid
	4	0,159	0,881	Valid
	5	0,159	0,844	Valid
Customer Loyalty (Y)	1	0,159	0,748	Valid
	2	0,159	0,918	Valid
	3	0,159	0,847	Valid
	4	0,159	0,904	Valid

Source: SPSS Processed Data, 2024

Based on the above results, it can be seen that the query details of each variable indicate a *Pearson correlation* $> r_{\text{table}}$, so the whole query detail of each variant is considered valid.

A reliability test is used to show how far an instrument gives a consistent measurement result when measurements are performed repeatedly. The provision is set when the *crobanch's alpha* $> r_{\text{table}}$ and then the statement is considered reliability.

Table 2 Reliability Test

Variable	Critical Value (a) = 5%	Crobranch Alpha (a)	Conclusion
Marketing Communication (X1)	0,600	0,711	<i>Reliable</i>
Price Perception (X2)	0,600	0,703	<i>Reliable</i>
Quality Service (Z)	0,600	0,909	<i>Reliable</i>
Customer Loyalty (Y)	0,600	0,875	<i>Reliable</i>

Source: SPSS Processed Data, 2024

Based on the above table, it can be seen that each variable obtains a *crobranch's alpha* coefficient value greater than 0.60. It can be concluded that the questionnaire data that the researchers used in this study is already very representative in the sense that the measurement data is already reliable.

Classical Assumption Test

Normality Test

Normality tests are useful because most statistical methods require the assumption that the data is normally distributed. Normality tests use kolmogrov-smirnov tests, with a determination if the value is significant > 0.05 , then the data distribution is considered normal.

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		131
Normal Parameters ^{a,b}	Mean	.0821501
	Std. Deviation	2.01539126
Most Extreme Differences	Absolute	.067
	Positive	.063
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS Processed Data, 2024

Based on the results of the test, it can be determined that the significance of Kolmogrov-Smirnov is 0.200. (0,5). This gives an idea that the variable data is distributed normally.

Multicollinearity Test

The multicollinearity test is used to determine whether or not there are deviations in the classic assumption of multicollinearity, there is a linear relationship between independent variables in the regression model. To determine whether there are no symptoms of multicollinearity is to look at the VIF (Variance Inflation Factor) value. If VIF value < 10 or tolerance value $> 0,01$, then it is stated that there is no multicollinearity.

Table 4 Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics
		B	Std. Error	Beta				
1	(Constant)	-2.310	1.697			-1.362	.176	
	Marketing	.425	.119	.348		3.566	.001	.410
	Communication							
	Price Perception	.366	.136	.254		2.701	.008	.443
	Quality Service	.151	.092	.168		1.627	.106	.368
								2.256
								2.721

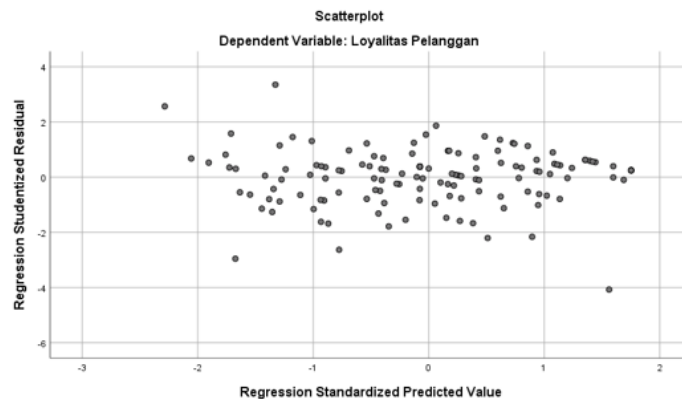
a. Dependent Variable: Customer Loyalty

Source: SPSS Processed Data, 2024

Based on the test results it can be seen that the tolerance value is greater than 0.10, this indicates that there is no multicollinearity in the data tested, it can also be observed that the VIF value is less than 10, then the model is free of the symptoms of multicollinearity.

Heterocadastisity Test

To determine the presence of heterocadastisity can be seen through Glacier's approach between the predictive value of the variable bound to its residual. Glacier test is performed by making regression between the independent variable and its residual value. A data is said to have no symptoms of heterocadastism if there is no clear pattern, as well as the points that spread above and below the zero on the Y-axis, then there is not the symptom of heterokedastism.

**Figure 3 Heterocadastisity Test**

Source: SPSS Processed Data, 2024

Based on the image above, it is seen that the scatterplot spreads evenly along the axes X and Y. No pattern is clearly identified. It can be concluded that there were no symptoms of heterocedastisity in this study.

Linearity Test

The linearity test is used to see whether the specifications of the model used are correct or not. A data is said to have linearities if the probability value is $> 0,05$, then the relationship between the independent variable and the dependent variable is linear.

Table 5 Linearity Test

ANOVA Table						
Customer Loyalty (Y) * Marketing Communication (X1)	Between Groups	(Combined)	Sum of Squares	df	Mean Square	F Sig.
			754.700	11	68.609	10.18 .000
		Linearity	660.642	1	660.642	98.09 .7
		Deviation from Linearity	94.058	10	9.406	1.397 .189
	Within Groups		841.826	125	6.735	
	Total		1596.526	136		

ANOVA Table						
Customer Loyalty (Y) * Price Perception (X2)	Between Groups	(Combined)	Sum of Squares	df	Mean Square	F Sig.
			671.735	9	74.637	10.25 .000
		Linearity	590.378	1	590.378	81.07 .000
		Deviation from Linearity	81.357	8	10.170	1.397 .204
	Within Groups		924.790	127	7.282	
	Total		1596.526	136		

ANOVA Table						
Customer Loyalty (Y) * Quality Service (Z)	Between Groups	(Combined)	Sum of Squares	df	Mean Square	F Sig.
			828.064	16	51.754	8.082 .000
		Linearity	587.402	1	587.402	91.72 .000
		Deviation from Linearity	240.662	15	16.044	2.505 .003
	Within Groups		768.462	120	6.404	
	Total		1596.526	136		

Source: SPSS Processed Data, 2024

Based on the significance values of the outputs above, in the first and second tables the value of Deviation From Linearity sig is greater than 0.05, in the third table the value is smaller than 0.05. It can then be concluded that there is a linear relationship

between the independent variable and the dependent variable, but there is no linear relation between the intervening and dependant variables.

Hypothesis Testing

Parisal Test (t Test)

The t test is performed to determine the influence of individual or partially independent variables on dependent variables. The t test is done by comparing thitung and ttable with a 5% error rate with a two-sided test. When $t_{\text{count}} > t_{\text{table}}$ then it can be concluded that the variable has a significant influence.

Table 6 Parsial Test (t Test)

		Coefficients ^a				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.310	1.697		-1.362	.176
	Marketing	.425	.119	.348	3.566	.001
	Communicaiton					
	Price Perception	.366	.136	.254	2.701	.008
	Quality Service	.151	.092	.168	1.627	.106

a. Dependent Variable: Customer Loyalty

Source: SPSS Processed Data, 2024

Based on the above table, the marketing communications variable (X1) has a t_{count} value of 3,566, the price perception variables (X2) have a t_{count} value of 2,701, and the quality of service variants (Z) have t_{count} values of 1,627. This demonstrates that the marketing communication variable(X1) and the perception of price variables(X2) are $t_{\text{count}} > t_{\text{table}}$ (2,998 and 2,838 > 1,977), whereas the service quality variable has $t_{\text{count}} < t_{\text{table}}$ (1,627 < 1,977). It can be concluded that the Marketing Communications Variable (X1) and price perceptions variables/X2 have a significant influence on customer loyalty (Y), but the Quality of Service variabel(Z) has no significant impact on client loyalty. (Y).

Determination Coefficient Test

A determination coefficient is a measure that indicates the degree of strength of the relationship in the form of a percentage (%). Moreover, a determination factor is a magnitude to indicate how much diversity of dependent variables (Y) can be described by an independent variable (X) or, in other words, how much independent variables can contribute to a dependent.

Table 7 Determination Coefficient Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.470	.462	2.51354
a. Predictors: (Constant), Price Perception, Marketing Communication				
b. Dependent Variable: Customer Loyalty				

Source : SPSS Processed Data, 2024

Based on the table above shows that the value of the R square is 0.470. This means that the independent variables of marketing communications (X1) and price perception (X2) have contributed 47% to the customer loyalty variable (Y), while the remaining 53% are explained by other factors outside this study.

Path Analysis

Path analysis is used to identify the direct influence between variables, in addition to the path analysis used to explain the impact of the indirect relationship that occurs when the independent variable affects the dependent variable through the intervening variable.

Table 8 Path Analysis (Coefficients & Model Summary)

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-2.310	1.697		.176
	Marketing Communication	.425	.119	.348	.001
	Price Perception	.366	.136	.254	.008
	Quality Service	.151	.092	.168	.106

a. Dependent Variable: Customer Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 ^a	.480	.468	2.49823

a. Predictors: (Constant), Quality Service, Price Perception, Marketing Communication

Source: SPSS Processed Data, 2024

Based on the output coefficients, it is known that the significance values of the three variables are $X1 = 0.001$, $X2 = 0.008$, $Z = 0.106$. Both independent variables have significance values less than 0.05, while the intervening variable has a significance result greater than 0.05. This leads to the conclusion that independent variables influence dependent variables, but intervening variables do not. The large R square value found in the summary model output is 0.480, which indicates that the contribution of the variables $X1$, $X2$, and Z to Y is 48%, while the remaining 52% is a contribution from other variables not included in this study.

5. Discussion

Impact Of Marketing Communication On Customer Loyalty

Based on the research conducted, in hypothesis testing using path analysis, marketing communication has a significance level of 0.001, while the acceptable significance level is less than 0.05. It can be concluded that there is a significant direct influence of marketing communication on customer loyalty. This contradicts the study by Shaleha (2019), which found that marketing communication has no effect on customer loyalty at PT. Natural Nusantara. Another study by Sheva (2022) concluded that the marketing communication variable has a positive and significant effect on customer loyalty. This proves that the first hypothesis is acceptable because marketing communication significantly influences customer loyalty.

Impact Of Price Perception on Customer Loyalty

Based on the research conducted, in the hypothesis testing using path analysis, price perception has a significance level of 0.008, while the acceptable significance level is less than 0.05. It can be concluded that there is a significant direct influence of price perception on customer loyalty. This indicates that the price perception offered and provided by Tokopedia is very good, thus influencing customer loyalty to Tokopedia. In their study titled "The Influence of Price Perception and Service Quality on Customer Loyalty in Shopee e-commerce," Bunga Pertiwi, Ali, dan Franciscus Dwikotjo Sri Sumantyo (2022) stated that price perception has a positive and significant effect on customer loyalty based on the results and discussions. This proves that the second hypothesis is acceptable because price perception influences customer loyalty.

Impact Of Marketing Communication On Service Quality

Based on the research conducted, in the hypothesis testing using path analysis, marketing communication has a significance level of 0.000, while the acceptable significance level is less than 0.05. It can be concluded that there is a significant direct influence of marketing communication on service quality. Based on a study by (Febriani et al., 2020), it is stated that good marketing communication significantly affects customer satisfaction among users of the Tokopedia website. This is also supported by good service quality, which will also affect the loyalty of Tokopedia users. This proves that the third hypothesis is acceptable because marketing communication significantly influences service quality.

Impact Of Price Perception On Service Quality

Based on the research conducted, in the hypothesis testing using path analysis, price perception has a significance level of 0.000, while the acceptable significance level is less than 0.05. It can be concluded that there is a significant direct influence of price perception on service quality. Price can have a significant psychological effect on customer perception. Low prices can be seen as a sign of poor service, while high prices can be seen as a sign of premium service. Based on a study by (Pebriany et al., 2021), price perception also influences service quality to increase satisfaction and customer loyalty in the beauty e-commerce industry. However, service quality does not have a direct effect on customer loyalty. This proves that the fourth hypothesis can be accepted because it is evident that price perception significantly influences customer loyalty.

Impact Of Service Quality On Customer Loyalty

Based on the research conducted, in the statistical test, the partial test of service quality obtained a t_{value} of 1.627, while the t_{table} value is 1.977, indicating that the $t_{\text{value}} < t_{\text{table}}$, meaning that service quality does not have a significant effect on customer loyalty. In the hypothesis testing using path analysis, service quality has a significance level of 0.106, while the acceptable significance level is less than 0.05, thus it can be concluded that there is no significant direct influence of service quality on customer loyalty. Based on a study by Akbar (2019), the results show that service quality has a direct positive effect on customer satisfaction in the online transportation service sector. Furthermore, service quality and customer satisfaction also have a direct positive effect on customer loyalty in the online transportation service sector. In another study by Tiong (2018), service quality consisting of physical evidence, reliability, responsiveness, assurance, and empathy has a positive and significant effect on customer loyalty at PT. Primagum Sejati in Makassar. This proves that the fifth hypothesis cannot be accepted or rejected because service quality does not have a significant effect on customer loyalty, both partially and in other tests.

Impact Of Marketing Communications On Customer Loyalty Through Quality Service

Based on the research conducted, in the hypothesis test using path analysis, marketing communication has a direct effect of 0.348, an indirect effect of 0.079, and a total effect of 0.427. In a study by Hudaya (2021), it was explained that in an effort to increase customer loyalty, Telkomsel used marketing communication strategies with the Rezeki Combo Sakti program conducted during the period of October-November 2021 through digital campaigns and providing branding space at each retail unit. The program's results successfully reached 1.9 million customers exposed to the Rezeki Combo Sakti advertisement. Good marketing communication will attract consumers to the products being offered, and service quality will also indirectly affect the increase in customer loyalty. With many consumers interested, there will certainly be many consumers who need service assistance. This proves that the sixth hypothesis cannot be accepted or rejected because the significance value of the indirect effect is smaller than the direct effect, simultaneously making a new finding that no matter how good the marketing communication is, if the service is not good or cannot make consumers

feel satisfied, then consumers will not be loyal to the company.

Impact Of Price Perception On Customer Loyalty (Y) Through Quality Serviced

Based on the research conducted, in the hypothesis test using path analysis, marketing communication has a direct effect of 0.395, an indirect effect of 0.066, and a total effect of 0.914. Based on the results of the study by Wayan (2018), price perception has a positive and significant effect on customer loyalty, and service quality has a positive and significant effect on customer loyalty. A well-built price perception by a company will attract consumers to make purchases from the company. Good service quality in providing services will make consumers loyal and make repeat purchases from the company. Indirectly, service quality also affects determining a consumer's loyalty, even if the prices offered by the company are not advantageous to the consumer. However, in reality, this seventh hypothesis cannot be accepted or rejected because the significance value of the indirect effect is smaller than the direct effect. This also presents a new finding that no matter how well a company adjusts prices for consumers, if the service provided is not optimal, consumers will not be loyal to the company.

6. Conclusion

Based on the problem formulation, the hypothesis, the data collected, the tests carried out, and the results of the research, it was found that four had a significant impact, while three had no significant impact :

1. Research findings show that marketing communications have a significant impact on customer loyalty, price perception has a significant impact on customer loyalties, marketing communication significantly affects the quality of service, and price perceptions significantly affect service quality.
2. Research results showed that the quality of service does not significantly affect customer loyalty, marketing communications do not have a significant influence on customer loyalty through quality service, and price perception does not affect significantly client loyalty through service quality.

It is hoped that these findings can provide valuable insights into the factors influencing customer loyalty and offer suggestions for Tokopedia to pay more attention to its marketing communication, price perception, and service quality to maintain the loyalty of its existing and potential customers.

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