

THE EFFECT OF RELATIONSHIP MARKETING AND PROMOTION ON CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION STUDY ON SHOPEE USERS IN SUMENEP DISTRICT

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ABSTRACT

With the development in information technology that is increasingly modern, the world of trade and business is also growing. This is a challenge for shopee to be able to continue to bring new innovations and maintain consumer loyalty. Therefore, considering the importance of providing convenience and security to buyers and sellers, it also provides promotions that can attract consumers to make purchases for buyers. Building strong and mutually beneficial relationships so that in the concept of relationship marketing, marketers strongly emphasize the importance of long-term good relationships with consumers. This research aims to determine the partial influence and mediation between relationship marketing and promotion on consumer satisfaction and consumer loyalty. The study used a non-probability sampling method with the spread of questionnaires online by 110 respondents. And research analysis techniques use Partial Least Square (PLS) with program 3.0. The results showed partially relationship marketing and promotion had a positive and significant effect on consumer satisfaction, relationship marketing and consumer satisfaction had a positive and significant effect on consumer loyalty. Promotions have a positive but insignificant effect on consumer loyalty. Consumer satisfaction is able to mediate between the influence of relationship marketing on consumer loyalty, while consumer satisfaction has not been able to mediate between the influence of promotion on consumer loyalty.

Keywords: relationship marketing, promotion, consumer satisfaction, consumer loyalty

ABSTRAK

Dengan perkembangan teknologi informasi yang semakin modern, dunia perdagangan dan bisnis juga semakin berkembang. Hal ini menjadi tantangan bagi shopee untuk dapat terus menghadirkan inovasi baru dan menjaga loyalitas konsumen. Oleh karena itu, mengingat pentingnya

memberikan kemudahan dan keamanan kepada pembeli dan penjual, pihaknya juga memberikan promosi yang dapat menarik konsumen untuk melakukan pembelian bagi pembeli. Membangun hubungan yang kuat dan saling menguntungkan sehingga dalam konsep pemasaran hubungan, pemasar sangat menekankan pentingnya hubungan baik jangka panjang dengan konsumen. Penelitian ini bertujuan untuk menentukan pengaruh parsial dan mediasi antara pemasaran hubungan dan promosi pada kepuasan konsumen dan loyalitas konsumen. Studi ini menggunakan metode pengambilan sampel non-probabilitas dengan penyebaran kuesioner online oleh 110 responden. Dan teknik analisis penelitian menggunakan Partial Least Square (PLS) dengan program 3.0. Hasilnya menunjukkan sebagian pemasaran dan promosi hubungan memiliki efek positif dan signifikan pada kepuasan konsumen, pemasaran hubungan dan kepuasan konsumen memiliki efek positif dan signifikan pada loyalitas konsumen. Promosi memiliki efek positif tetapi tidak signifikan pada loyalitas konsumen. Kepuasan konsumen mampu memediasi antara pengaruh pemasaran hubungan terhadap loyalitas konsumen, sementara kepuasan konsumen belum mampu memediasi antara pengaruh promosi terhadap loyalitas konsumen.

Kata kunci: pemasaran hubungan, promosi, kepuasan konsumen, loyalitas konsumen

INTRODUCTION

The Internet is a communication network that has the function of connecting one electronic with another electronic media. With the development of information technology that is increasingly modern, the world of trade and business is also growing. The existence of e-commerce or marketplace in Indonesia makes things more effective and efficient, which was originally done conventionally can now be done online. Internet penetration in Indonesia at the beginning of 2021 reached 73.7 percent. By looking at the number of internet users, business people use to create a website as a medium in introducing and selling products online. One of the advantages of information obtained and managed well by the company can provide added value to be able to compete and maintain customer satisfaction and loyalty, because consumers are the basic elements of every business and the determining factor of the sustainability of a company because consumers who feel valued needs will certainly remain guaranteed. Have a long-term relationship with the company.

Relationship marketing is used in shopee companies, because Shopee company is one of the providers of goods / products that apply hospitality in making transactions with prospective buyers. As a form of establishing good relations with consumers, shopee conducts various

programs and promotions in the form of relationship marketing, which provides the best service with various conveniences offered to consumers or prospective consumers, namely through the shopee platform or Shopee application. In meeting customer satisfaction and increasing consumer loyalty, companies can conduct promotional activities. Attractive and communicative promotions will be well received by consumers. Promotion is not only a means of communication between companies and consumers, but also as a tool to influence consumers in the activity of purchasing or using products as desired or needed. This supports the MANAP theory (2016:301) an important activity for companies to introduce and inform the benefits of new products to consumers, to persuade consumers to buy products so that transactions are between buyers and sellers.

This research focuses more on the implementation of the relationship marketing process at a service company, Shopee. The reason shopee was chosen as the object in this study is because shopee at the beginning of its development was so quickly placed as the first rank to shift other e-commerce, even today shopee remains competing to always be the best e-commerce. And researchers found the number of Shopee users in the research environment and always shopped at shopee. This phenomenon becomes interesting for researchers to know the emergence of consumer loyalty to Shopee which can be said to be quite fast within 5 (five) years.

Based on the evidence and statements described above, shopee can be seen as the e-marketplace that is most in demand by many consumers thanks to the offers shopee continues to provide to consumers, therefore the author is very interested in doing research with the title "Influence of Relationship Marketing and Promotion On Consumer Loyalty Through Consumer Satisfaction (Consumer Satisfaction Case Study" Shopee Users in Sumenep Regency)".

Problem Formula

1. Is there a relationship *marketing* influence on consumer satisfaction?
2. Is there a promotional effect on consumer satisfaction?
3. Is there a relationship *marketing* influence on consumer loyalty?
4. Is there a promotional effect on consumer satisfaction?
5. Is there an effect on consumer satisfaction on consumer loyalty?
6. Does consumer satisfaction mediate the effect of *relationship marketing* on consumer loyalty?
7. Does consumer satisfaction mediate the effect of promotion on consumer loyalty?

REVIEW OF THEORY

1. Consumer Loyalty

According to Griffin (2010) in Robby (2017: 351) consumer loyalty is loyalty that consumers do by showing regular purchasing behavior or there is a condition where it requires consumers to buy at least twice in a certain time interval.

Loyal consumer indicators (Griffin, 2019:31):

- a) Make regular purchases.
- b) Demonstrates immunity from the pull of competition and is not affected by the competitive pull of other similar products.
- c) Consistent with a product.
- d) Recommend to others.

2. Relationship Marketing

Relationship marketing, according to Kotler and Keller (2016: 43) that *relationship marketing* aims to build long-term relationships that satisfy each other with key elements to gain and maintain.

Here are the four indicators according to Tandjung (2004:91):

- a) *Bonding*
 - 1) Businesses maintain good relationships with consumers.
 - 2) Communicate well and politely with consumers.
 - 3) Trying to create consumer trust.
- b) *Empathy* (Empathy)
 - 1) Understand the needs of consumers.
 - 2) Respond to any consumer complaints.
 - 3) Help with the problems faced by consumers.
- c) *Reciprocity*
 - 1) Price compatibility with the quality of products and services received by consumers.
 - 2) Business actors provide a place for complaints of criticism and advice.
 - 3) Provide compensation to consumers if the consumer receives a defective or unfit product.
- d) *Trust*
 - 1) Consumers believe the seller has a good reputation.
 - 2) Honesty of sellers in transacting and providing services to consumers.
 - 3) Feeling safe and comfortable when consumers use the product.

3. Promotion

Adam (2015:33) explains that promotion is a marketing activity to communicate information about the company and its products to consumers, thereby creating demand. While. According to Kotler and Keller in Abdurrahman (2015: 156), defining that the promotional mix is a specific alloy including advertising *activities*, personal *selling*, sales *promotion*, *publicrelations*, and direct marketing. Companies use to communicate consumer value persuasively and build consumer relationships.

According to Kotler and Keller (2016:272) promotional indicators include:

- a) Promotion Message, is a measure of how well the promotional message is done and delivered to the market.
- b) Media Promotion, is the media used by the company to carry out promotions.
- c) Promotion Time, is the length of the promotion carried out by the company.

4. Consumer Satisfaction

According to Kotler in Sunyoto (2013:35), consumer satisfaction is the level of feeling a person feels after comparing (performance or results) perceived compared to his expectations. Consumers can experience one of three general satisfaction levels: if performance is below expectations, consumers will feel disappointed but if performance is in line with expectations consumers will feel.

Hawkins and Lonney are quoted in the Tjiptono (2014:101) satisfaction-forming attributes where the level of conformity between the actual performance of the product and perceived by the consumer, includes:

- a) Product conformity after receipt.
- b) Speed of response in serving consumers.
- c) It's easy to access a product

Consensual Framework

Sugiyono (2017:60) suggests that conceptual models of how theory relates to various factors have been identified as important issues. The researcher presented a framework in his research that was formed in the form of the following schematic image:

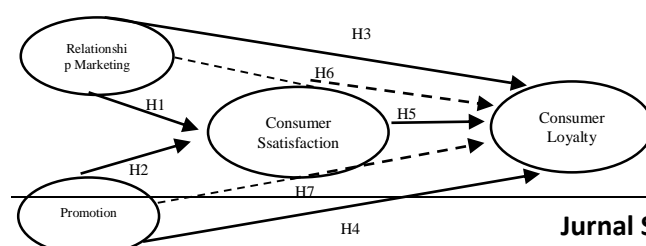


Figure 2.1 : Conceptual Framework

Information:

Direct Effect

Hypothesis

H1: *Relationship marketing* has a positive and significant effect on consumer satisfaction.

H2: Promotion has a positive and significant effect on consumer satisfaction.

H3: *relationship marketing* has a positive and significant effect on consumer loyalty.

H4: promotion has a positive and significant effect on consumer loyalty.

H5: Consumer satisfaction has a positive and significant effect on consumer loyalty.

H6: *Relationship marketing* has a positive and significant effect on consumer **loyalty** with consumer satisfaction as an intervening variable.

H7: Promotion has a positive and significant effect on consumer **loyalty** with consumer satisfaction as an intervening variable.

RESEARCH METHODS

1. Type, Location and Time

In this study, use quantitative methods with descriptive research approaches. The location of the study is where the data source is considered a population so that the subject being studied can be taken. The location of the research conducted in this study covers sumenep regency. And the research time conducted the process of searching for data from January 2021 and data collection through the dissemination of questionnaires until June 2021.

2. Population and Sample

The population of this study is shopee users in Sumenep Regency whose numbers are not known for sure (*indefinite*). The sample in this study was shopee users who had made purchase transactions at shopee. In Ferdinand (2006), the sample size depends on the number of indicators multiplied by 5 to 10. In this study used sample size that is by multiplying the number of all indicators (22 indicators \times 5 = 110). So in this study spread 110 questionnaires in kabupaten sumenep.

3. Types and Methods of Data Collection

The types and sources of data used in this study are Primary Data and Secondary Data and in data collection through questionnaires.

RESULTS AND DISCUSSIONS

This shows that respondents in this study were dominated by female respondents with a PRe-centase of 79%. Because if women have the time and money, most women will not hesitate to try new things and use them

for shopping, women think shopping can improve the mood because they feel they can indulge themselves.

This shows that respondents in this study were dominated by respondents aged 15-25 years with a percentage of 80%. Because at the age of 15-25 years men especially women will be better able to know themselves and as they get older appearance will experience changes. Through social media can find inspiration and determine the clothes to be worn to be able to follow the trend so that it can add confidence.

This shows that respondents are dominated by students at 44.5%. Because when he was a student he still got money from parents. This situation makes most students have the mindset of 'if the snack money runs out just ask again to the parents'. And also because of changes in the social environment and rising standards of living make student association more widespread so that students can change their lifestyle in accordance with what is desired. Goods consumption activities by following the trend of goods consumption activities by following the trend *up to date* ranging from skin care to how to choose the brand of clothing.

Outer Loading

Variable	Indicators	Outer loading
Relationship Marketing (X1)	RM4	0,848
	RM10	0,909
Promotion (X2)	PR2	1.000
Consumer Satisfaction (Z)	KK1	1.000
Consumer Loyalty (Y)	LK3	1.000

Di know that each indicator variabel many studies that have an *outer loading* value of >0.7. So that all indikator is declared feasible or valid for research use and can be used for further analysis.

Cross loading

Indicators	Variable			
	Relationship Marketing	Promotion	Consumer Satisfaction	Consumer Loyalty
RM4	0,848	0,453	0,305	0,401
RM10	0,909	0,457	0,470	0,431
PR2	0,516	1.000	0,386	0,383
KK1	0,450	0,386	1.000	0,335
LK3	0,474	0,386	0,335	1.000

Based on the results obtained, it can be stated that the indikator-indicators used in this study already have a good *discriminant validity* in theirrespective variables.

Average Variant Extracted (AVE)

Variabel	AVE
<i>Relationship Marketing</i>	0,772
Promotion	1.000
Consumer Satisfaction	1.000
Consumer Loyalty	1.000

value AVE >0,5. It is stated that each variabel has a good *discriminant validity*.

Value Composite Reliability

Variable	Compos ite reliabilit y
<i>Relationship marketing</i>	0,871
Promotion	1.000
Consumer satisfaction	1.000
Consumer loyalty	1.000

Based on the data in the table above, it can be known that *the composite reliability* value of all research variables >0.7. These results show that each variable has met the composite *reliability* so it can be concluded that the entire variable has a high level of reliability.

Croncbach Alpha

Variable	Croncbach Alpha
<i>Relationship marketing</i>	0,708
Promotion	1.000
Consumer satisfaction	1.000
Consumer loyalty	1.000

Based on the table data above, it can be known that *the croncbach alpha* value of each of the study variables >0.6. Thus these results can indicate

that each of the study variables has qualified *croncbach alpha*,so it can be concluded that the entire variable has a high level of reliability.

Direct Influence and Indirect Influence

Hypothesis	Influence	Original Sample	T-statistics	p-value	Result
H1	X1 => Z	0,408	4,556	0,000	Accepted
H2	X2 => Z	0,277	2,853	0,005	Accepted
H3	X1=> Y	0,413	4,233	0,000	Accepted
H4	X2 => Y	0,106	0,903	0,367	Rejected
H5	Z => Y	0,221	2,595	0,010	Accepted
H6	X1 => Z => Y	0,090	2,116	0,035	Accepted
H7	X2 => Z => Y	0,061	1,786	0,075	Rejected

Discussion of Research Results

The effect of *relationship marketing* (X1) on consumer satisfaction (Z)

Based on the results of partial *least square relationship marketing*(X1) data analysis on consumer satisfaction(Z) is declared accepted. This means that shopee is declared to have been able to run *relationship marketing* well because Shopee always optimizes to always provide good service, appropriate prices, fast response and understand the needs of consumers, all kinds of products are available on Shopee. So that by meeting the needs of consumers supported by good service can make consumers feel satisfaction and avoid losing consumers.

The results of this study are supported from previous research Johar (2018) which states *that relationship marketing* has a positive and significant effect on consumer satisfaction. And based on kotler and Keller theory (2016: 43) *relationship marketing* is building long-term relationships that are mutually satisfying with the key elements to gain and maintain a business. This means that the more maximized *relationship marketing* behavior by shopee, the better in maintaining consumers. This proves that *relationship*

marketing is something that builds long-term relationships that are mutually satisfying with *stakeholders*, to get and maintain their business.

H1: *relationship marketing* has a positive and significant effect on consumer satisfaction

Effect of promotion (X2) on consumer satisfaction (Z)

Based on the results of *partial least square* analysis of promotion (X2) on consumer satisfaction (Z) is declared accepted. This means that the promotion carried out by shopee is very much and attractive to consumers so that consumers like discounts because it is inseparable from the basic nature of humans as economic creatures who feel satisfaction when successfully frugal and give rise to the principle of urgency because discounts only apply for a certain period. If you don't buy the item at a discount then you will likely miss the opportunity to save money. Here promotion makes consumers feel unparalleled satisfaction when getting the targeted goods.

The results of this study reinforce Kartini's previous research (2021) which states that promotion has a significant effect on consumer satisfaction. This supports the theory of Manap (2016: 301) which is communication that provides explanations that believe prospective consumers about goods or services. This proves that the promotion delivered appropriately will be able to create engagement for its audience, so that the higher the value of the promotion will be able to increase consumer satisfaction.

H2: Promotion has a positive and significant influence on consumer satisfaction

The effect of relationship marketing(X1) on consumer loyalty (Y)

Based on the results of partial least square data *analysis, relationship marketing*(X1) to consumer loyalty (Y) is declared accepted. This means that the better *relationship marketing* applied by shopee, the higher the positive things that consumers feel so that they can form and maintain consumer loyalty to Shopee. Shopee always gives good attention to consumers, providing what is needed by consumers, both in terms of product to selection in the delivery of goods. This can affect consumer loyalty. When consumers feel fulfilled every need then the consumer will be happy and will be loyal even in the long run.

The results of this study are in accordance with previous research Pratama (2018) which showed where *relationship marketing* has a positive and significant effect on loyalty. Zeithml and Bitner 's theory (2013:138) defines *relationship marketing* as a strategic orientation, which focuses on retaining and developing existing consumers, rather than attracting new

consumers. Relationship *marketing* support itself can be driven by the formation of customer loyalty. By building a good relationship with customers, the customer's desire to continue towards long-term loyalty is not in doubt. This proves that if the marketing relationship is improved then consumer loyalty will increase.

H3 : *relationship marketing* berpengaruh positif dan signifikan terhadap loyalitas konsumen

Effect of promotion (X2) on consumer loyalty (Y)

Based on the results of *partial least squared* data analysis, promotion (X2) to consumer loyalty (Y) was rejected. This means that the promotion carried out by shopee company, has not reached the maximum as desired by consumers. This happens because the consumer's assessment of shopee promotions is too high so that it gives expectations to consumers that existing promotions are less relevant to what consumers feel. So that the impact that occurs consumers will rarely pay attention to every promo done shopee, and rarely shop at the promo time because sometimes the goods at the discount are not in accordance with the current needs or desired by consumers.

The results of this study state that promotion is less than optimal to affect consumer loyalty, in line with the results of iswati's previous research (2021) which states that promotions have a negative and insignificant effect on consumer loyalty. However, relevant to Anggraini (2020) promotion has a positive but insignificant effect, and does not support the results of Kartini (2021) which states that promotion has a positive and significant effect on consumer loyalty.

Based on the theory, promosi is an expression in the broadest sense of activities that are effectively carried out by companies (sellers) to encourage consumers to buy the products or services offered (Sukirno and Poerwanto, 2014: 194). This proves that promotion is a tool used by the company to communicate with consumers and promotional activities carried out by the company can encourage its consumers to feel satisfied with the products offered or given by the company. Because promotion is very important for companies in building consumer loyalty.

H4: promotions have a positive but insignificant effect on consumer loyalty

Effect of consumer satisfaction (Z) on consumer loyalty (Y)

Based on the results of *partial least squared* data analysis, consumer satisfaction (Z) to consumer loyalty (Y) is expressed acceptance. This means that consumer loyalty can be found if consumers feel satisfied with the products or services that consumers receive, therefore it is important to

always maintain and develop quality products or services with good service so that consumers are satisfied and can be loyal to Shopee. The higher the customer satisfaction, the more consumer loyalty will increase significantly. Supported by respondents' answers that consumers feel satisfied with the ease when accessing or using Shopee for example in product search, the product is easy to find and all its attributes or descriptions of the product are easy to understand, so that when satisfaction is felt by consumers when using Shopee, it has the potential to be loyal to Shopee.

In line with previous research Nugroho (2018) which said that consumer satisfaction has a positive and significant effect on consumer loyalty. Based on the theory from Shaw and Hamilton (2015: 103) mentions that consumer loyalty is the result of the experience of positive emotions that are consistently felt by consumers. This proves that consumer satisfaction is a feeling of satisfaction with a brand or the product it consumes will repurchase the product.

This shows that consumer satisfaction is a supporting factor that is very influential for efforts to increase consumer loyalty. When the consumer feels a satisfaction, there will be loyalty. So that the higher the customer satisfaction will have a positive impact on increasing consumer loyalty.

Consumer loyalty is an important asset that is always maintained by the company because loyal consumers will provide their own benefits for the company because the costs that must be incurred by the company to get new consumers are greater when compared to the cost of retaining old consumers. But in the process to get loyal consumers, efforts are needed between consumers and companies.

H5: Consumer satisfaction has a positive and significant effect on consumer loyalty

The influence of *relationship marketing* (X1) on consumer loyalty (Y) through consumer satisfaction (Z)

Based on the results of the mediation test, it is said that the consumer satisfaction variable (Z) mediating the influence of *relationship marketing*(X1) on consumer loyalty (Y) is expressed acceptance. This means that consumers who have a good *relationship* with Shopee and feel satisfied when using until the transaction occurs in Shopee will be able to increase consumer loyalty. Efforts related to *relationship marketing* and consumer satisfaction are needed. Therefore, Shopee needs to create new policies to create and realize consumer satisfaction that ultimately continues to customer loyalty.

The results of this study are supported by Alifah (2020) who stated that consumer satisfaction is able to mediate between the influence of *relationship marketing* on consumer loyalty.

This supports Priansa's theory (2017) that defines consumer loyalty as a long-term customer commitment, implemented in the form of behavior and attitudes loyal to the company and its products, by consuming it regularly and repeatedly. *Relationship marketing* is very important to always be considered because with it can maintain the sustainability of a company itself.

H6: Positive and significant consumer satisfaction is able to mediate between the influence of *relationship marketing* on consumer loyalty

Effect of promotion (X2) on consumer loyalty (Y) through consumer satisfaction (Z)

Based on the results of the mediation test consumer satisfaction variable (Z) was declared rejected or unable to mediate the influence of promotion (X2) on consumer loyalty (Y). This is because of the response of consumers who are less interested in the promotions provided by Shopee, this can happen when there are psychological changes consumers when they want to shop using Shopee because it is influenced by the information that consumers receive. So, the lower the assessment of consumer perception of promotions, the weaker the consumer's drive to make transactions at Shopee.

The results of this study are supported by Sari (2021) which states that the promotion of consumer loyalty through consumer satisfaction has a positive and insignificant effect.

According to Wijatanti (2017: 71) said that promotion is one of the marketing mix activities that are very important in the success of a product, service, or business of any kind. This proves that promotion as one of the tools in introducing a product and service produced by a company becomes very important, without promotion, consumers do not know the products and services that have been produced by a company to be able to be bought or utilized by the results of its products or services.

H7: satisfaction has not been able to mediate between the influence of promotion on consumer loyalty

Conclusion

Based on the results of the previous discussion, it can be concluded that:

1. *Relationship marketing* has a positive and significant effect on consumer satisfaction. Which means Shopee is declared to have been able to run *relationship marketing* well to Shopee users if more attention more deeply about *relationship marketing* it will be better in maintaining relationships because in it consumers feel satisfaction.
2. Promotion has a positive and significant effect on consumer satisfaction, meaning that many promotions are carried out by Shopee

to make consumers immediately make purchase transactions in Shopee, if the value of the promotion is higher it will be able to increase consumer satisfaction.

3. *Relationship marketing* has a positive and significant effect on consumer loyalty. This means maintaining consumers in a way that one of them *maintains relationship marketing* where this cannot be separated by every company including Shopee. If *relationship marketing* has been integrated with consumers, the positive things consumers will be loyal to Shopee.
4. Promotions have a positive and but insignificant effect on consumer loyalty. This means that the consumer's assessment of Shopee promotions has not been as much as consumers want, because shopee promotions are too high to give expectations to consumers where existing promotions are less relevant to what consumers feel.
5. Consumer satisfaction has a positive and significant effect on consumer loyalty. This means that Shopee has maintained consumer satisfaction and developed its products or services so as to give birth to loyalty to Shopee.
6. Consumer satisfaction is able to mediate between the influence of *relationship marketing* on consumer loyalty.
7. Consumer satisfaction has not been able to mediate between the influence of promotion on consumer loyalty. One of the factors of consumer satisfaction is not very meaningful on the promotion of loyalty because consumers feel loyal not because of the satisfaction of various promotions such as Shopeepay, games, Shopee coins. It's the interesting recommendations from others that make consumers loyal.

Limitations

In this study there are some limitations, here are the limitations in this study:

1. In the process of data retrieval, the information provided by respondents through questionnaires sometimes does not show the actual opinion of respondents, this happens because it can be caused by differences in thinking, assumptions and understandings that differ from each respondent.
2. Limitations of this study include subjective processes, because consumer satisfaction and consumer loyalty are perceived constructs per individual. Considering that this study was not conducted in a specific category, then the results of this study are general and can not necessarily represent all consumers of shopee online shopping site in Sumenep. In addition, the study was only conducted once with one different individual, so it is possible that consumers answered based on

the results of their latest evaluation in using online shopping site Shopee rather than based on their overall perception.

Suggestion

Some limitations can affect the results of research and can be used as an evaluation material for future research. Some suggestions from the results of this study include:

1. Respondents in this study < 300 respondents and have less varied characteristics, so it is expected that in the next study can get a greater number of respondents and have more varied respondent characteristics in order to represent various existing groups and not only in one particular group that is not the most varied.
2. To shopee company:
 - (a) Relationship marketing, that shopee company should always pay attention to its *relationships* improve the marketing relationships that have existed so far. For example, companies can establish harmonious partnerships with customers by increasing points, bonuses or cashback to customers who have used the shopee application several times.
 - (b) Shopee company must also be able to help the problems faced by consumers, improve advertising messages that must be in accordance with the promo, provide a pleasant experience of service when making transactions to consumers so that consumers are not affected by other competitors.
3. For those who will conduct further research it is recommended to:
 - (a) Add other variables, such as service quality, product quality, company image, and *wom*.
 - (b) Can add items or indicators of questions to obtain better research results.

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