

The Role of Digital Marketing Platforms on Supply Chain Management for Customer Satisfaction and Loyalty

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ABSTRACT

From a digital marketing perspective, this study successfully investigated the digital supply chain for online media, consumer satisfaction, and the structural relationship between these characteristics and consumer loyalty in SMEs' products. Subsequently, a thorough assessment of the contribution of digital supply chain, customer happiness, and customer loyalty to SME product competitive advantages and regional economic growth was conducted. Supply chain management techniques, which were also statistically significant, acted as a mediating factor in the relationship between customer satisfaction and product quality and flexibility. Additionally, this study discovered that customer loyalty is not much impacted by product reviews.

Introduction

Online networks have a tremendous effect on the client happiness and loyalty in the digital age, which indirectly influences a community's economic growth. This phenomenon offers prospective chances to grow and there were 4,987, 59,260, and 58.91 million micro, small, and big company units in 2018 (Adam et al., 2020).

The study concentrated on several customer relationship management tactics that influence customers' loyalty and degree of satisfaction during the digital marketing process. Regarding consumer loyalty and satisfaction levels, this research report focused on three distinct independent factors, such as online pricing tactics, customer engagement strategies, and quality assurance strategies. According to Navimipour & and Soltani (2016) In this regard, customer relationship management (CRM) is one of the most critical components of modern commercial organizations and plays a critical function in enhancing

the clientele base of the company (Hasanat et al., 2019). The fact that they offer entertainment (including movie, theatre, and concert tickets) and food is a key element of sector like online travel (Shankar et al., 2003).

Companies can engage with customers directly through digital marketing, which enables them to increase customer satisfaction through personalization and proportionately cut costs, when to purchase things, and how to use them. It is also feasible to convey product knowledge delivery with colleagues through methods like newsletters, routine service, recurrent buy reminders, and information about new items. The literature on consumer loyalty is still insufficient, according to (Bala & Verma (2018). Numerous research on consumer satisfaction are insufficient to build long-lasting client loyalty. The claim is that, while client loyalty is far more difficult to understand and predict, it is still simple to identify and measure consumer happiness (Ilyas et al., 2021), (Adam et al., 2020).

Throughout covid19, numerous elite companies have embraced a supply chain approach. The possibility exists for channels to become more competitive and efficient through the sharing of information and planning. As a result, many businesses have put a greater emphasis lately on listening to their clients in order to customize their product and service offerings to suit their demands. This is referred to as "voice of the customer" in literature on customer satisfaction. It should "pay off" in the form of more satisfied and devoted customers if businesses listen to their customers' needs and wants (Ellinger et al., 1999).

Literature Review

The technique of using online media to promote a brand is known as online media. Online media also aims to produce material that users will find interesting and want to share with their readers. Online media offers a virtual forum for idea sharing and discussion among people who share similar interests. Social networks enable people to build communities through continuous communication, Loyal social ties are facilitated by sustained growth and information sharing (Ziyadin et al., 2019). As per {D. Mersey} online media gives businesses the chance to engage with both current and prospective clients, fostering a closer bond and more significant connections with customers.

Product reviews

Product ratings and reviews are well-liked resources for enhancing consumer satisfaction. In the context of online sales, this study looks at how ratings and reviews are used to measure consumer loyalty and satisfaction (Lackermair et al., 2013). Customers to look for product reviews online after seeing online testimonials that increased their pleasure or loyalty Information seeking, risk mitigation, pursuing quality, and social connection {Bickart, 2001} assert that product quality is being determined by consumers through the examination of user feedback. The ratio of perceived product benefits to quality can be rationally maximized through the use of consumer review platforms (Zhu & Zhang, 2010).

Consumer satisfaction

Social media users may visit marketers and advertising who produce, modify, and distribute content online about particular brands and services if they want to show their allegiance as consumers. Manufacturers need to know how consumers feel about their products and how they respond to their marketing and design (Barreda et al., 2020). Loyalty to the organization is influenced by customer satisfaction. For market-driven product design, meeting the needs of both present and future customers has thus emerged as a significant problem. Studying the association between product reviews and worker relaxation is essential to raising customer satisfaction levels. Online reviews are usually the basis for current studies on consumer satisfaction (Zhou et al., 2016).

Consumer Loyalty

loyalty is the unwavering resolve to stick with preferred goods or services and make repeat purchases of them in the future, regardless of external factors like promotions and situational pressures that can cause this behavior to change. The researchers have determined that the construct of customer loyalty is made up of the attitudes and behaviors of the customers. Customer attitudes include things like: intending to repurchase or satisfy a need for more goods or services from the same business; being willing to suggest the business to others; and demonstrating a strong commitment to the business by refusing to do business with a rival (Cronin Jr & Taylor, 1992).

Relationship between customer satisfaction and customer loyalty

The connection with client happiness and loyalty SME businesses use online social media for four major purposes, according to branding, community building, customer happiness and loyalty, and economic performance. Enhancing customer loyalty is another aspect of customer pleasure (Adam et al., 2020). Scholars have observed a beneficial connect them loyalty and client satisfaction (Anderson & Sullivan, 1993). In addition, a number of studies conducted in the service industry have empirically confirmed the connection between behavioral objectives such customer retention and word-of-mouth marketing and satisfaction (Hart & Johnson, 1999), adding that complete satisfaction is a prerequisite for true client loyalty. Therefore, the hypothesis put forth by the researcher's states that client loyalty is positively impacted by customer pleasure.

METHODOLOGY

This study conduct during August 2023 to December 2023 from an estimated population of 250, adopting simple sampling 150 people were selected. We have calculated sampling size to Glower. A pretested, valid questionnaire designed on 5 point Likert scale was adopted for online media (Böttcher, Bonavita et al. 2018), product reviews (Lackermair, Kailer et al. 2013), customer satisfaction (Adam 2020, Adam, Ibrahim et al. 2020), customer loyalty (Adam 2020). A total of 200 questionnaires were floated and

out of which 150 receive back (65% response rate). In process of data screening, 25 questionnaires were excluded due to missing values and outliers. Remaining 125 questionnaires were utilized in data analysis. Data were collected and analyzed by using SPSS and smart PLS Process technique was also performed to check the moderating role of customer trust.

Questionnaire

Smart PLS 4 was utilized for data analysis using partial least square - structural equation modeling (SPSS) since the goal of the study is to investigate the relationship between the variables rather than create a new hypothesis. Notably, because it provides a flexible model-building method, SPSS is a useful tool when using Smart PLS 4 to describe the link among variables. For small sample numbers and complicated models, an SPSS is utilized; in this study, it was utilized to prevent problems with data normalcy.

Data Normality

Even though it's crucial to verify data normalcy before performing inferential statistics, SPSS ignores it. By using the data's skewness and kurtosis, this study was able to determine the normalcy of the data. The research constructs' skewness and kurtosis values, which varied from -2 to +2, showed a normal distribution. SPSS was used to carry out additional analysis on data that had a normal distribution.

Demographics

The first table and figure above illustrate the gender the distribution of the sample with respondents (17%) were male and (83%) were female. Most of the respondents (76.0%) were 18-25 years old, (21.0%) were 26-35 years old, and only respondents (3.0%) were 36-45 years of age. As for their academic qualification, 3 respondents have done matric 33 respondents had earned intermediate, while 53 respondents have done Bachelor degree 9 respondents have done master. Next, 73 respondents are students, 3 respondents are entrepreneur, 12 respondents are Employee, 8 respondents are housewife's and 4 respondents are others. Respondent's marital status is displayed in the second figure, where 20 are single and 80 are married. Data were collected from students, housewife's, Employees.

Table 1: Demographic Profile of Respondents

Demographics Variable	Category	Frequency	Percentage
Gender	Male	17	17.0
	Female	83	83.0
Age	18-25	76	76.0
	25-35	21	21.0
	36-45	3	3.0
Qualification	Matric	3	3.0
	Inter	33	33.0
	Bachelor	53	53.0
	Master	9	9.0

	Other	2	2.0
Occupation	Student	73	73.0
	Entrepreneur	3	3.0
	Employee	12	12.0
	Housewife's	8	8.0
Marital Status	Other	4	4.0
	Single	20	20.0
	Married	80	80.0

Table 2: Correlation Correlations

		CL	OM	PR	CS
CL	Pearson Correlation	1	.200	-.001	.403
	Sig. (1-tailed)		.023	.497	.000
	N	100	100	100	100
OM	Pearson Correlation	.200	1	.458	.361
	Sig. (1-tailed)	.023		.000	.000
	N	100	100	100	100
PR	Pearson Correlation	-.001	.458	1	.310
	Sig. (1-tailed)	.497	.000		.001
	N	100	100	100	100
CS	Pearson Correlation	.403	.361	.310	1
	Sig. (1-tailed)	.000	.000	.001	
	N	100	100	100	100

This table provides insights into the analysis of various constructs such as Online Media, Product Reviews, Customer Satisfaction, Customer loyalty. Each construct includes specific items, their loading values, reliability coefficients (Rho-A, Alpha, CR), and Average Variance Extracted (AVE). This presentation aligns with methodologies commonly found in structural equation modeling or factor analysis studies, emphasizing the utilization of these statistical measures for the evaluation and validation of measurement models.

Table 3: OMI

CONSTRUCTA	ITEMS	LOADING	RHO- A	ALPHA	CR	AVE
Online Media	OM1	0.311	0.006	0.025	0.56	0.252

	OM2		0.458				
	OM3		0.606				
	OM4		0.578				
Product Reviews	PR1		0.56	0.699	0.753	0.798	0.367
	PR2		0.646				
	PR3		0.62				
	PR4		0.456				
	PR5		0.485				
	PR6		0.713				
	PR7		0.708	0.639	0.611	0.793	0.565
Customer Satisfaction	CS1		0.822				
	CS2		0.621				
	CS3		0.796	0.516	0.55	0.713	0.295
Customer Loyalty	CL1		0.568				
	CL2		0.476				
	CL3		0.524				
	CL4		0.496				
	CL5		0.635				
	CL6		0.545				
OM x PR			1				

Despite certain setbacks, the Fornell-Larcker method is still a useful one for determining discriminant validity. Therefore, to ascertain The HTMT ratio, the Fornell-Larcker criterion, and the discriminant validity of the study variables were both applied in this investigation. The ratings for each research construct's discriminant validity are listed in Tables 3 and 4.

Table 4: Validity

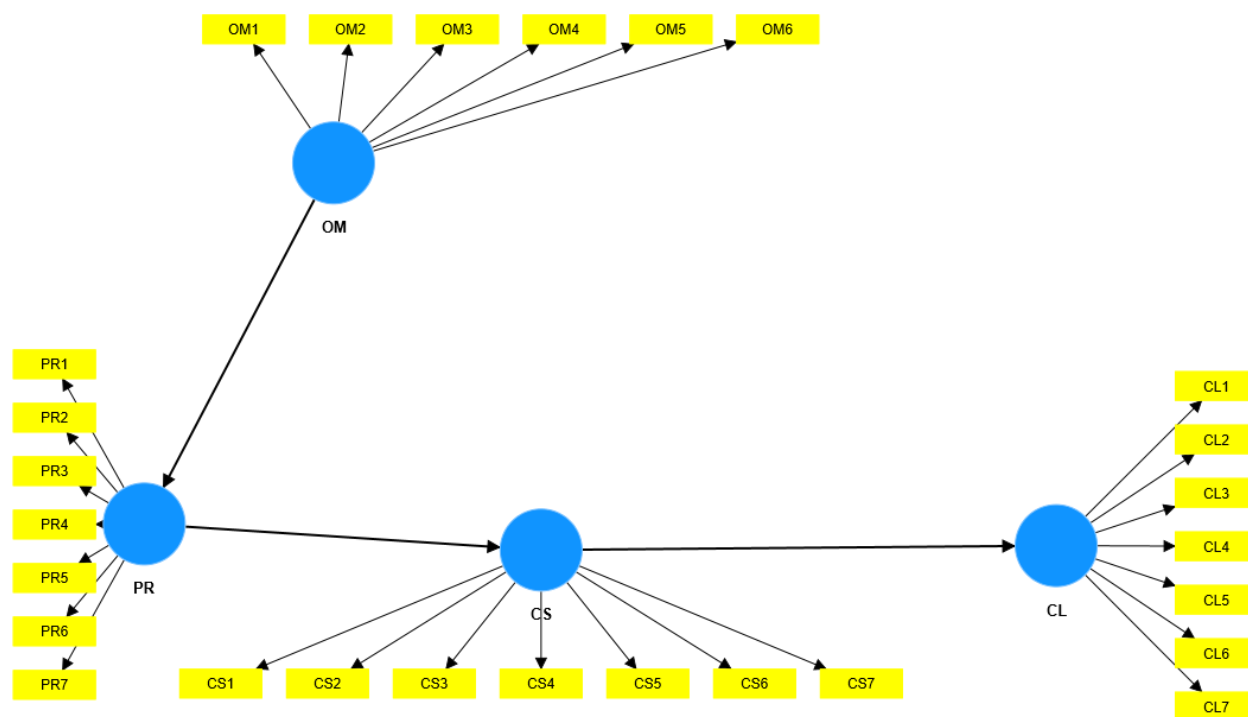
HTMT	CL	CS	OM	PR
CL				
CS	0.934			
OM	0.663	0.769		
PR	0.426	0.277	0.835	

Multi – Group Analysis (Mga)

Table 5: Group Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CS -> CL	0.61	0.635	0.061	10.019	0
OM -> CS	0.485	0.455	0.113	4.278	0
PR -> CS	0.074	0.13	0.16	0.463	0.643
OM x PR -> CS	0.128	0.122	0.1	1.278	0.201

Measurements Model



CONCLUSION

This study looks at the structural relationship between consumer satisfaction and the digital supply chain for online media and how it affects the customer loyalty of SME product buyers in the Aceh Province. According to the findings, consumer happiness is positively but not significantly impacted by online media, whereas it is positively and significantly impacted by digital supply chains. It is anticipated that the research's findings will offer important new perspectives on how SME sectors should grow in order to preserve their viability and foster greater customer loyalty. The suggested rules practically speaking, SME businesses can use these research findings to comprehend how product reviews and online media platforms impact customer pleasure, which eventually results in customer loyalty. Ultimately, though, a lot relies on how consumers see the usage factors represent positive attitudes that help sustain the SME business sector. The present study validates the previous empirical research that established a positive correlation between product reviews, online media platforms, customer satisfaction, and loyalty. Nonetheless, a negligible correlation was shown between the degree of customer happiness and product reviews. A model has been established that explains how social media enhances consumer satisfaction by facilitating three aspects of social capital: social engagement, comprehensible language, and trust—through social presence and interaction, this model is based on the social capital theory.

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