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Customer Service Management Strategies In The E-Commerce Era: Enhancing Customer Loyalty Through Digital Experiences

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran strategi digital marketing dalam meningkatkan loyalitas pelanggan pada industri e-commerce. Di era digital yang berkembang pesat, perusahaan e-commerce semakin mengandalkan teknologi untuk memperkuat hubungan pelanggan dan membangun loyalitas jangka panjang. Penelitian ini menyoroti beberapa faktor kunci, seperti personalisasi pesan pemasaran, program loyalitas berbasis teknologi digital, interaksi aktif melalui platform digital, serta penggunaan data pelanggan secara cerdas. Selain itu, interaksi aktif melalui media sosial dan chatbot memfasilitasi komunikasi waktu nyata, yang meningkatkan kepuasan pelanggan dan loyalitas mereka. Penggunaan data pelanggan memungkinkan perusahaan untuk memahami perilaku dan preferensi pelanggan, sehingga mereka dapat menyesuaikan pengalaman pelanggan dengan lebih efektif. Penelitian ini bertujuan untuk menganalisis peran strategi digital marketing dalam meningkatkan loyalitas pelanggan pada industri e-commerce. Di era digital yang berkembang pesat, perusahaan e-commerce semakin mengandalkan teknologi untuk memperkuat hubungan pelanggan dan membangun loyalitas jangka panjang. Penelitian ini menyoroti beberapa faktor kunci, seperti personalisasi pesan pemasaran, program loyalitas berbasis teknologi digital, interaksi aktif melalui platform digital, serta penggunaan data pelanggan secara cerdas. Personalisasi strategi pemasaran dapat meningkatkan relevansi pesan dan pengalaman pelanggan, sementara program loyalitas digital memberikan insentif yang mendorong keterlibatan dan memperkuat hubungan pelanggan. Selain itu, interaksi aktif melalui media sosial dan chatbot memfasilitasi komunikasi waktu nyata, yang meningkatkan kepuasan pelanggan dan loyalitas mereka. Penggunaan data pelanggan memungkinkan perusahaan untuk memahami perilaku dan preferensi pelanggan, sehingga mereka dapat menyesuaikan pengalaman pelanggan dengan lebih efektif.

Kata Kunci: E-commerce, loyalitas pelanggan, manajemen, pengalaman digital

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ABSTRACT

This study aims to analyze the role of digital marketing strategies in increasing customer loyalty in the e-commerce industry. In the rapidly evolving digital era, e-commerce companies are increasingly relying on technology to strengthen customer relationships and build long-term loyalty. This research highlights several key factors, such as personalization of marketing messages, digital technology-enabled loyalty programs, active interaction through digital platforms, as well as smart use of customer data. In addition,



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Active interaction through social media and chatbots facilitates real-time communication, which increases customer satisfaction and their loyalty. The use of customer data allows companies to understand customer behavior and preferences, so they can tailor the customer experience more effectively. This study aims to analyze the role of digital marketing strategies in increasing customer loyalty in the e-commerce industry. In the rapidly evolving digital era, e-commerce companies are increasingly relying on technology to strengthen customer relationships and build long-term loyalty. This research highlights several key factors, such as personalization of marketing messages, digital technology-enabled loyalty programs, active interaction through digital platforms, as well as smart use of customer data. Personalization of marketing strategies can improve message relevance and customer experience, while digital loyalty programs provide incentives that drive engagement and strengthen customer relationships. In addition, active interaction through social media and chatbots facilitates real-time communication, which increases customer satisfaction and their loyalty. The use of customer data allows companies to understand customer behavior and preferences, so they can tailor the customer experience more effectively.

Keywords: E-commerce, customer loyalty, management, digital experience

INTRODUCTION

Technological advances have opened up new opportunities in customer service strategies in e-commerce. Technologies such as artificial intelligence (AI), chatbots, and data analytics enable e-commerce companies to provide faster, more responsive, and personalized services (Anggraeni & Sekti., 2024). However, changes in customer preferences that increasingly prioritize convenience and efficiency create their own challenges. E-commerce companies must be able to integrate modern technology with a humanistic approach to remain relevant and competitive. Although technology-based services are increasingly in demand, the personal touch in service interactions remains an important aspect valued by customers, especially in building a positive digital experience. Effective customer service management strategies in e-commerce not only have an impact on increasing customer satisfaction, but also on building sustainable loyalty (Prabawanti et al., 2024). With the dynamic e-commerce market landscape, companies must continue to innovate and adapt to customer needs. Further research on customer service strategies in this sector is important to provide comprehensive insights on how to optimally manage customer interactions. This aims to create a quality customer experience, increase loyalty, and strengthen the company's competitiveness in the e-commerce industry.

Previous research has highlighted the importance of customer experience in increasing loyalty. For example, research by (Fauzy, 2024) shows that utilizing technologies, such as chatbots, artificial intelligence, and data analytics, can improve the quality of customer service and create a more personalized experience. However, most of these studies tend to focus on specific technologies without examining how the overall customer service strategy can impact customer loyalty. Another study by (Rostiana, 2024) highlights that digital customer service responsiveness, such as speed and accuracy in dealing with issues, is an important factor in maintaining customer loyalty. However, the research has not thoroughly elaborated on how digital experiences covering various aspects, such as interface design, customer interaction and after-sales support, can influence customer loyalty to a platform and it has not gone into depth on how companies can integrate technological innovation with a personal touch in their customer service strategy. A more holistic approach to optimizing customer loyalty through a combination of technology and human interaction. In addition, there is a lack of research that highlights digital experience as a comprehensive variable. Most studies only focus on certain elements, such as personalization or speed of service, without exploring how all these elements can work synergistically to create a meaningful customer experience.

Further research that integrates all these aspects of digital experience is needed. International studies in e-commerce also show that customer preferences for digital experiences are influenced by cultural differences and demographic characteristics. However, there is limited research on these preferences in the context of Indonesian customers. With diverse cultural backgrounds and technology adoption levels, Indonesian customers have needs and expectations that require special attention to ensure the relevance of customer service strategies. This research addresses these gaps by exploring customer service management strategies in the e-commerce era. This research will emphasize a comprehensive digital experience, involving elements of modern technology while considering the personal needs of customers. With this approach, it is hoped that an effective strategy can be found to increase customer loyalty in a sustainable manner. ³¹

Customer loyalty is a very important factor in determining the success and sustainability of a company (Astarini et al., 2023). Loyal customers will not only continue to buy products or use the services offered, but also have the potential to recommend the company to others, which in turn will increase business growth. In an increasingly fierce competitive situation, companies need to design effective strategies to increase customer loyalty, because this is one of the main keys in maintaining market share and achieving sustainable competitive advantage. Increasing customer loyalty is not only influenced by the quality of the product or service provided, but also by the customer experience while interacting with the company (Maulida, 2024). Research shows that customers tend to be more loyal to companies that can understand and meet their needs, and provide personalized and responsive services. Therefore, companies need to ensure that every aspect of customer service, from ease of access, speed of response, to problem resolution, can create a positive and satisfying experience for customers.

In the rapidly evolving digital age, creating customer loyalty has become more complex and requires a more adaptive approach. Companies must be able to deliver consistent and relevant experiences across multiple communication channels, whether through digital platforms or in-person interactions. The use of technologies such as artificial intelligence, data analytics, and customer relationship management (CRM) systems can help companies better understand customer preferences and needs in depth, so that they can provide more personalized and targeted services (Wulandari & Permana, 2024). Thus, the right strategy in increasing customer loyalty will have a significant positive impact on the sustainability and growth of the company. Customer loyalty is one of the main factors that determine the long-term success of the company (Tahuman., 2016). Loyal customers not only make repeat purchases, but also become promoters who recommend brands or products to others. Building customer loyalty is not easy, as customers tend to move to competitors if they feel dissatisfied or unappreciated. Therefore, companies need to create experiences that are not only satisfying, but also memorable, so that customers feel attached to the brand. One effective approach to building loyalty is through personalized experiences designed according to customers' individual preferences.

Relevant and personalized personal experiences create a deeper relationship between customers and companies. Personalization includes various elements, such as product offerings tailored to customer needs, closer communication, and services that accommodate specific customer desires (Firatmadi., 2017) This customization gives the impression that the company understands and cares about each customer's preferences, which can increase a sense of attachment and trust. Customers who feel valued and treated personally tend to be more loyal, because they feel they have a closer relationship with the brand. Various studies have shown that personalized experiences provided by

companies can strengthen customer satisfaction, which in turn increases loyalty. When customers have an experience tailored to their needs and preferences, they feel more valued and are more likely to return. Personalized service creates a positive experience that motivates customers to continue interacting with the brand and avoid switching to competitors. This approach makes the company more relevant in the eyes of customers, because it is able to adjust to their wishes and expectations (Sunuantari., 2022).

Companies need to collect and utilize customer data wisely to create the right personalized experience. Technological advances give companies access to a variety of data that can be used to understand customer behavior and preferences (Istiqomah., 2023). This data allows companies to offer products and services that are more in line with customer desires. Although technology can help in the personalization process, companies must also ensure that interactions still have a human touch, where customers feel valued not only as consumers, but also as individuals (Sy²²ra & Rohman., 2024). The successful implementation of personalized experiences has a positive impact on customer loyalty and provides a competitive advantage for the company (Sandy & Fozan., 2024). In the midst of increasingly fierce competition, companies that are able to provide unique and personalized experiences will have a greater chance of retaining their customers. Therefore, it is important for companies to develop and implement effective strategies to increase customer loyalty through well-designed personalized experiences. Customer service management, personal experience, and customer loyalty are closely intertwined in creating strong relationships between companies and consumers. Effective customer service management serves as the basis for creating relevant experiences for customers (Hasan, 2023). Good customer service, which not only meets needs but also pays attention to the details of customer preferences, has the potential to create positive experiences that motivate customers to remain loyal to the company's brand. A personalized experience will strengthen the relationship and provide more reasons for customers to choose the company's products or services again. Customer loyalty is strongly influenced by personalized personal experiences. Experiences tailored to individual needs and preferences will build stronger emotional attachments between customers and companies. This makes customers feel valued and cared for, which contributes to their desire to continue interacting with the brand. Customer loyalty is not only determined by the quality of the product or service, but also by how the company is able to create an experience that matches their expectations and desires.

Good customer service management ensures that personal experiences can be realized consistently. Services that are proactive in meeting customer needs and responsive to their complaints will improve the quality of the perceived experience (Dani, 2024). A personalized and well-managed experience allows companies to create long-term relationships with customers, which in turn increases loyalty. Without effective customer service management, companies risk failing to create relevant experiences, which can reduce customer loyalty and increase the chances of them switching to competitors. Utilizing customer data is key in managing relevant personal experiences. Data collected through interactions with customers provides insights into their preferences and behaviors. By using this data wisely, companies can design services that are more targeted and suited to customers' specific needs.

Therefore, the relationship between customer service management, personal experience, and loyalty largely depends on the company's ability to make good use of data and provide an experience that truly matches the customer's wishes. Overall, the relationship between customer service management, personal experience and customer loyalty is a mutually reinforcing one. Good customer service management helps create relevant experiences, which in turn increases customer loyalty. A personalized and well-

managed experience will encourage customers to remain loyal and strengthen their relationship with the company, providing a sustainable competitive advantage. This study is expected to make a significant contribution to the development of literature related to customer service management, especially in the e-commerce sector. The approach used is not only technology-oriented, but also considers customer experiences that are personalized, relevant, and adaptive to industry dynamics. Thus, this research can serve as a guide for companies in facing challenges and opportunities in the digital era.

METHODS

This study uses a quantitative approach with a survey method to examine the effect of customer service management and personal experience on customer loyalty. The research sample consisted of 150 respondents selected through purposive sampling, with the criteria of customers who have made purchases and interacted with the company's customer service. Data was collected using a questionnaire measuring the dimensions of customer service management, personal experience, and customer loyalty on a 5-point Likert scale. Data analysis was carried out using SmartPLS software and the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) approach to test the relationship between variables. Before testing the structural model, validity and reliability tests were conducted to ensure consistency and accuracy of measurement. This research is expected to provide insight into the effect of customer service management and personal experience on customer loyalty, and provide recommendations for companies in designing effective service strategies to increase customer loyalty.

RESULT

Validity testing is carried out to ensure that each indicator is able to represent the variable being measured properly. Validity is measured based on the correlation value between each indicator and the total variable score where the correlation value that meets the minimum criteria of 0.70 is declared valid. The results of validity testing in this study can be seen in the following table.

Table 1. Validity Results

Variable	Indicator	Score	Information	AVE
Customer Service Management	X1.1	0,736	Valid	0,522
	X1.2	0,716	Valid	
	X1.3	0,706	Valid	
	X1.4	0,743	Valid	
	X1.5	0,711	Valid	
Customer Loyalty	Y1.1	0,731	Valid	0,542
	Y1.2	0,766	Valid	
	Y1.3	0,743	Valid	
	Y1.4	0,724	Valid	
	Y1.5	0,715	Valid	
Digital Experience	Z1.1	0,796	Valid	0,617
	Z1.2	0,803	Valid	
	Z1.3	0,701	Valid	
	Z1.4	0,826	Valid	
	Z1.5	0,795	Valid	

Source: SMART PLS Data Processing, 2024

The table explains the results of measuring the validity of indicators on three research variables, namely Organization Model, Organization Culture, and Leadership. In the Organization Model variable, there are five indicators (X1.1 to X1.5) with validity scores ranging from 0.706 to 0.743. The Average Variance Extracted (AVE) value of 0.522 indicates that more than 52.2% of the indicator variability can be explained by this variable. All indicators on this variable have met the validity criteria with a score of more than 0.7, which indicates that these indicators are relevant to use. Meanwhile, the Organization Culture variable has five indicators (Y1.1 to Y1.5) with validity scores between 0.715 to 0.766, and an AVE value of 0.542, which means 54.2% of the indicator variability is explained by this variable. In the Leadership variable, its five indicators (Z1.1 to Z1.5) show the highest validity score of 0.826 in indicator Z1.4 and the lowest of 0.701 in indicator Z1.3, with an AVE value of 0.617. These results indicate that the indicators on the Leadership variable are able to explain more than 61.7% of its variability. Thus, all variables and indicators used in this study have met the validity criteria sufficient for further analysis.

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Tabel 2. Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability
Customer Service Management	0,820	0,869
Customer Loyalty	0,807	0,865
Digital Experience	0,844	0,889

Source: SMART PLS Data Processing, 2024

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Table 3. R-Squares (R²)

	R Square	R Square Adjusted
Customer Service Management	0,349	0,324
Customer Loyalty	0,203	0,181

Source: SMART PLS Data Processing, 2024

The results of the R-Squares (R²) and Adjusted R-Squares analysis show the extent to which the independent variables in the model can explain the variability in the Customer Service Management and Customer Loyalty variables. In the Customer Service Management variable, the R² value of 0.349 indicates that 34.9% of the variation in this variable can be explained by the model. This indicates a significant contribution of the

independent variables to Customer Service Management. After making adjustments to consider the number of predictors in the model, the Adjusted R-Squares value becomes 0.324, which gives a more conservative and accurate estimation picture. Meanwhile, the Customer Loyalty variable has an R^2 value of 0.203, which means that 20.3% of the variability in customer loyalty can be explained by the independent variables. This value is lower than the Customer Service Management variable, which indicates that the effect of the independent variable on Customer Loyalty is not as great as its effect on Customer Service Management. Adjustment to this value results in an Adjusted R-Squares of 0.181, which still indicates that the model has a contribution even though it is not dominant. Overall, the results of this analysis show that the model is able to explain some of the variability in both variables, with a greater contribution to Customer Service Management than Customer Loyalty. However, the modest R^2 values for both variables indicate that there are other factors outside the model that influence these variables. Therefore, model development by adding new variables or external factors can be considered to improve its predictive ability.

Table 4. Results of the Pathway Analysis of the Direct Influence Test

Information				T Statistics	P Values	Information
Customer Service Management-> Customer Loyalty				2,816	0,005	Accepted
Customer Service Management-> Customer Loyalty						

Source: SMART PLS Data Processing, 2024

Table 4 shows the results of path analysis for the direct effect test between Customer Service Management and Customer Loyalty. In the first test, the effect of Customer Service Management on Customer Loyalty resulted in a T Statistics value of 2.816 and a P Value of 0.005. Since the P Value is smaller than the 0.05 significance level, this result indicates that the effect is significant and accepted. This indicates that Customer Service Management has a strong and positive influence on increasing Customer Loyalty. In the second test, similar results were found with a T Statistics of 2.668 and a P Value of 0.008. With a P Value smaller than 0.05, the effect is also declared significant and accepted. Overall, both tests show that Customer Service Management significantly affects Customer Loyalty. This confirms the importance of quality customer service management in increasing customer loyalty in the context of this study.

Table 5. Results of the Pathway Analysis of the Direct Influence Test

				T Statistics	P Values	Information
Customer Service Management -> Customer Loyalty - Digital Experience				2,377	0,018	Accepted

Source: SMART PLS Data Processing, 2024

Table 5 shows the results of the path analysis for the direct effect test involving Customer Service Management, Customer Loyalty, and Digital Experience. The results of this analysis show a T Statistics value of 2.377 and a P Value of 0.018. Since the P Value is smaller than the significance limit of 0.05, the identified influence between the three variables is accepted as significant. Thus, these results indicate that Customer Service Management exerts a positive influence on Customer Loyalty, which in turn contributes to improved customer Digital Experience. With these findings, it can be concluded that

good customer service management not only increases customer loyalty but also plays a role in improving the digital experience felt by customers. This means that the quality of service provided can strengthen customers' relationship with the company, while influencing their interactions in the digital realm. These findings underscore the importance of service aspects in shaping the overall customer experience in the digital world.

DISCUSSION

Customer service management strategies in the e-commerce era have a very important role in building customer loyalty, especially considering the increasingly fierce competition and high customer expectations. E-commerce companies are not only required to provide quality products, but also to provide an easy, fast, and satisfying shopping experience. A positive customer experience will encourage them to return and remain loyal to the brand, ultimately increasing customer loyalty. Therefore, e-commerce companies need to design a customer service strategy based on utilizing digital technology to create a relevant and responsive experience for customers. Digital marketing strategies have a significant impact on increasing customer loyalty in the e-commerce industry, as revealed by Akmala & Ridlwan (2022), Pertiwi, Ali, & Sumantyo (2022), and Waluyo, Aulya, & Husein (2022). Accessibility and wide reach is one of the main reasons, where companies can reach potential customers around the world, utilizing the internet to reach a larger audience compared to traditional channels. This allows companies to build relationships with new customers and expand their existing customer base.

Customer service management strategies in the e-commerce era have a very important role in building customer loyalty, especially considering the increasingly fierce competition and high customer expectations. E-commerce companies are not only required to provide quality products, but also provide an easy, fast, and satisfying shopping experience. A positive customer experience will encourage them to return and remain loyal to the brand, ultimately increasing customer loyalty. Therefore, e-commerce companies need to design a customer service strategy based on utilizing digital technology to create a relevant and responsive experience for customers. Digital marketing strategies have a significant impact on increasing customer loyalty in the e-commerce industry, as revealed by Akmala & Ridlwan (2022), Pertiwi, Ali, & Sumantyo (2022), and Waluyo, Aulya, & Husein (2022). Accessibility and wide reach is one of the main reasons, where companies can reach potential customers around the world, utilizing the internet to reach a larger audience compared to traditional channels. This allows companies to build relationships with new customers and expand their existing customer base.

Personalized experience is one of the important elements in increasing customer loyalty. Each customer has different preferences, so companies need to optimize the use of data to provide experiences that are more in line with customer needs and desires. Technologies such as Customer Relationship Management (CRM) systems allow companies to collect data on customer transactions and behavior, which can be used to provide more targeted offers (Sanjaya, 2024). This personalization not only increases customer convenience, but also deepens their relationship with the company as they feel valued and cared for.

A more personalized and targeted digital marketing strategy plays an important role in increasing customer satisfaction and building stronger relationships, as explained by Sayyid (2020) and Rumondang, Sudirman, & Sitorus (2020). High relevance is one of the main reasons. Personalization in digital marketing allows companies to deliver

messages that match customer preferences, needs, and behaviors obtained through data analysis, such as purchase history and customer interests. This allows companies to craft more targeted marketing messages and offer relevant products or services, which in turn increases the likelihood of a positive response from customers and improves their satisfaction. Personalized digital marketing also creates a unique and customized user experience, such as the use of the customer's name in communications, the provision of product recommendations based on their preferences, or product offerings that match the customer's purchase history (Gustiasari, 2024).

This personalized experience gives the impression that the company truly understands and cares about the customer's needs, thus strengthening the relationship and increasing their satisfaction. In addition, personalized digital marketing encourages active customer engagement, through personalized emails, text messages, or app notifications that invite customers to participate in surveys, product reviews, or other interactive content. This engagement helps build stronger bonds with customers and creates a sense of brand ownership. Companies that are able to deliver customized messages to customers create a positive impression that demonstrates a commitment to providing excellent service, thus strengthening customer trust and loyalty. The use of personalized digital marketing strategies also allows companies to build long-term relationships with customers through ongoing communication that focuses on their needs. These repeated interactions increase customer retention rates and frequency of purchase, making the relationship between customers and companies stronger and more sustainable. Overall, a personalized and targeted digital marketing strategy helps companies increase customer satisfaction, strengthen loyalty, and build sustainable long-term relationships.

The implementation of personalized digital experiences requires the use of technologies that can effectively collect and analyze customer data (Ramdhan, 2024). CRM systems and other analytics tools allow companies to get to know customer preferences in depth, which then translates into product recommendations, special notifications, or relevant offers. This can increase customers' sense of attachment to the brand, which is a key factor in maintaining their loyalty. A relevant and customized shopping experience will more easily entice customers to return and establish a long-term relationship with the company. In addition, responsiveness is also a major factor in customer service management in e-commerce. Customers want fast and efficient services, especially when they encounter problems or need information related to products. Technologies such as chatbots or virtual assistants can provide instant answers to basic questions, so customers feel supported at any time.

While technology can help in improving efficiency, interaction with trained and empathetic service agents is still necessary to handle more complex issues. A combination of automated responses and human service can create a more thorough and satisfying customer experience. Service accessibility is equally important. Customers expect the ease of interacting with companies through various channels, whether through websites, mobile applications, or social media. The more channels provided by the company, the easier it is for customers to contact and obtain assistance (Sari, 2023). The existence of these various communication channels provides convenience for customers to access services anytime and anywhere, which in turn improves their experience and strengthens their loyalty to the company.

Consistency in customer experience across communication channels greatly influences loyalty (Sembiring, 2024). Customers who interact with brands through multiple touchpoints expect the same quality of service across channels, be it online or offline. A mismatch between the experience provided on the app and website, for

example, can reduce customer satisfaction and damage brand image. Therefore, e-commerce companies need to maintain consistency in every aspect of customer service, so that customers feel that they always get a satisfactory experience in every communication channel. Managing customer expectations is also an integral part of effective customer service management. E-commerce customers often have high expectations regarding delivery speed, product quality, and after-sales policies. Clear and transparent communication regarding delivery times, return policies, and customer service is essential to ensure that these expectations are properly met. If customer expectations are not met, this can lead to dissatisfaction and reduce their loyalty. Therefore, effective management of expectations through transparent and consistent communication can increase customer trust and strengthen loyalty.

The use of technology in customer service management should also be done in a way that minimizes disruption to the customer experience (Priyatna, 2024). While technology can speed up service processes and improve efficiency, it is important to ensure that the technology used does not detract from the human touch required in customer service. Customers still want to feel valued and personally cared for, which can only be provided through empathetic human interaction. Therefore, companies need to create a balance between the use of technology and human interaction to create an optimal customer experience.

A successful customer service management strategy in e-commerce focuses on creating an easy, relevant, and enjoyable digital experience for customers (Sudirjo, 2023). Personalized experience, high responsiveness, and easy accessibility are the main factors that influence customer satisfaction and loyalty. In addition, companies must also maintain consistency in service across communication channels and strive to meet customer expectations through clear and transparent communication. By optimizing these factors, e-commerce companies can build stronger relationships with customers and increase their loyalty in the long run. Loyalty programs supported by digital technology play an important role in increasing customer engagement and loyalty (Kalengkongan, 2024). These programs offer incentives and rewards, such as discounts, reward points, and exclusive gifts, which encourage customers to continue interacting and making more frequent purchases, and strengthen their relationship with the brand. In addition, digital loyalty programs enable personalization of offers tailored to customers' preferences and purchase history, increasing the relevance of the experience provided. Active interaction through digital platforms, such as mobile apps, social media, and chatbots, allows customers to communicate directly with the company, get quick responses, and participate in special content and events, further strengthening their emotional bond and loyalty. Personalization in the experience, such as relevant offers, creates the impression that the company cares about the customer's needs. Digital loyalty programs also enable the collection and analysis of customer data to improve their experience, as well as provide opportunities for customers to feel valued, increase satisfaction, and strengthen their loyalty to the brand. Overall, digital technology in loyalty programs strengthens long-term relationships with customers, increases engagement, and creates stronger loyalty.

CONCLUSION

Digital marketing strategies have a very important role in increasing customer loyalty in the e-commerce industry. The use of digital technology allows companies to provide personalized experiences, strengthen relationships with customers, and build long-term loyalty. Personalization is key to an effective digital marketing strategy because by understanding customer preferences and needs, companies can deliver

tailored messages and offer relevant products or services. This contributes to increasing customer satisfaction and strengthening their loyalty. In addition, loyalty programs supported by digital technology can be an effective tool to increase customer loyalty, by providing incentives, rewards and special experiences to loyal customers, thereby driving engagement and strengthening relationships. Active interaction through digital platforms such as social media or chatbots also plays an important role in communicating with customers, allowing companies to respond quickly to questions or concerns, provide support, and strengthen bonds with customers. Smart and effective use of customer data provides a competitive advantage, as companies can understand customer behavior, preferences, and needs, enabling them to deliver relevant messages and personalize the customer experience. To capitalize on the potential of digital marketing strategies in increasing customer loyalty, companies need to adopt an approach that is innovative, responsive to trends, and focused on positive customer experiences. This also requires companies to keep abreast of technology and consumer trends and adapt to these changes to maintain and strengthen customer loyalty.

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