

## The Role of Marketing Communications and Trust in Consumer Loyalty Shopee E-Commerce

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### Abstract

**Objective** - This study aims to explain the application of marketing communication relationship strategies and customer trust towards customer loyalty in e-commerce.

**Method** - Research This research method uses a causal quantitative method. Data analysis in the form of: data collection, data reduction, data presentation, and drawing conclusions. The data collection method uses questionnaires and document recording, which are analyzed using multiple regression, validity tests, and reliability tests.

**Results** - The results show that the company carries out a marketing communication strategy by referring to integrated marketing communications by carrying out a strategy process in the form of: advertising, sales promotion, direct marketing, and public relations. With the strategy process carried out so far, it helps in increasing brand awareness of the wider community, improving the company's brand image, and increasing sales for the company and customer trust.

**Implications** - Improving brand image and customer trust creates stronger long-term relationships with consumers. By creating a positive image through consistent communication, customers will be more loyal and more likely to make repeat purchases.

**Originality** - applied by the company refers to a unique and innovative way of delivering marketing messages that differentiates the company from competitors in the market. This is related to the selection of approaches, channels, and ways of delivering messages that are not only interesting but also create a deep impression in the minds of consumers.

**Keywords:** Communication, trust, consumer loyalty.

### Abstrak

**Tujuan** - Penelitian ini bertujuan untuk menjelaskan penerapan strategi hubungan komunikasi pemasaran dan kepercayaan pelanggan terhadap loyalitas pelanggan dalam e-commerce.

**Metode** - Penelitian Metode penelitian ini menggunakan metode kuantitatif kausal. Analisis data berupa: pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Metode pengumpulan data menggunakan kuesioner dan pencatatan dokumen, yang dianalisis menggunakan regresi ganda, uji validitas, uji realibilitas.

**Hasil** - Hasil menunjukkan bahwa perusahaan melakukan strategi komunikasi pemasaran dengan mengacu kepada komunikasi pemasaran terpadu dengan melakukan proses strategi berupa: periklanan, promosi penjualan, pemasaran langsung, dan hubungan masyarakat. Dengan adanya proses strategi yang dilakukan selama ini membantu dalam meningkatkan brand awareness masyarakat luas, meningkatkan brand image perusahaan, dan meningkatkan penjualan bagi perusahaan serta kepercayaan pelanggan.

**Implikasi** - Meningkatkan brand image dan kepercayaan pelanggan menciptakan hubungan jangka panjang yang lebih kuat dengan konsumen. Dengan menciptakan citra yang positif melalui komunikasi yang konsisten, pelanggan akan lebih loyal dan lebih cenderung untuk melakukan pembelian berulang.

**Orisinalitas** - yang diterapkan oleh perusahaan merujuk pada cara unik dan inovatif dalam menyampaikan pesan pemasaran yang membedakan perusahaan dari pesaing di pasar. Hal ini berhubungan dengan pemilihan pendekatan, kanal, dan cara menyampaikan pesan yang tidak hanya menarik tetapi juga menciptakan kesan mendalam di benak konsumen.

**Kata kunci:** Komunikasi, kepercayaan, loyalitas konsumen.

## Introduction

In an era of increasingly fierce business competition, companies are required to continuously innovate in delivering marketing messages to consumers. Companies, both large and small, are competing to capture market attention in more engaging and efficient ways. In this situation, effective marketing communications is key to maintaining competitiveness. One approach is integrated marketing communications (IMC), which integrates various communication channels to deliver a consistent message to the audience.

However, despite the growing recognition of the importance of IMC strategies, many companies still face various challenges in implementing them. Increasing market competition forces companies to be more creative and innovative in capturing consumer attention. Without an integrated communications approach, messages can be ineffective, even confusing, to consumers. Therefore, companies must create strong brand awareness so that their products or services are easily recognized and remembered by consumers.

Furthermore, many companies struggle to build a positive brand image and maintain customer loyalty. Many companies succeed in attracting new customers but struggle to maintain long-term relationships with them. Without effective and coordinated communication, customers may switch to competitors offering a better or more consistent experience. This leads to challenges in sustaining sales growth.

Furthermore, companies often face limited marketing budgets. In these circumstances, companies need to maximize existing resources to create a significant impact without wasting funds. Direct marketing, advertising, sales promotions, and public relations must be executed in synergy to achieve optimal ROI.

Given these challenges, implementing integrated marketing communications (IMC) can be a solution to address these issues. Through IMC, companies can combine various marketing communications channels to deliver a consistent message, increase consumer trust, and strengthen customer relationships. This IMC strategy also helps companies improve their brand image, strengthen brand awareness, and increase sales, ultimately contributing to stronger customer trust.

However, despite the numerous benefits of implementing IMC, many companies still haven't fully utilized this strategy. Therefore, it is crucial to evaluate the implementation of IMC in their company to identify successes and challenges encountered in its implementation, allowing for more effective improvement measures in the future.

Thus, the background to the problems faced by this company is closely related to the importance of integrated marketing communications in addressing the challenges of increasingly fierce market competition, increasing customer loyalty, and creating more efficient and effective communications to achieve company goals.

According to Baum (2000), e-commerce is a set of technologies, applications, and business processes that connect companies, consumers, and communities through electronic transactions and the electronic trade of goods, services, and information. With internet technology, information is increasingly accessible via laptops, mobile phones, or other electronic devices. Online transactions are becoming easier and more popular. E-commerce has become a digital medium that can connect businesses directly with consumers. There are many benefits to e-commerce. Simply by utilizing the internet, we can market products or services to consumers anytime and anywhere. According to a

report from McKinsey (2021), more than 70% of consumers who previously rarely shopped online now do so regularly, even after the pandemic restrictions end. A study by Statista (2022) shows that more than 70% of global e-commerce transactions occur via mobile devices, and this figure is predicted to continue to increase. Research from eMarketer (2022) shows that social commerce transactions in the US are expected to reach USD 36.09 billion in 2023, a significant increase compared to previous years. According to a 2021 report from Accenture, 91% of consumers are more likely to shop with brands that offer personalized experiences. Recent research findings show that e-commerce continues to grow rapidly, driven by changing consumer behavior and technological advancements. Companies looking to remain competitive in the e-commerce market must pay attention to these trends, such as the increasing use of mobile commerce, social commerce, and personalization. Furthermore, companies must leverage new technologies like artificial intelligence and digital payments, and consider sustainability in their business models.

Shopee is a leading online shopping platform in Southeast Asia, launched in 2015 by Sea Group (formerly known as Garena). The platform is designed to provide a simple and convenient shopping experience for its users, offering a wide range of products, from clothing and electronics to everyday necessities. Shopee focuses on the Southeast Asian and Taiwanese markets, with rapid expansion in countries such as Indonesia, Thailand, Vietnam, Malaysia, the Philippines, and Singapore.

Shopee utilizes an e-commerce-based business model, offering various features to support online transactions, such as the ShopeePay digital payment system, attractive promotions, and efficient shipping. Furthermore, Shopee implements an aggressive digital marketing strategy, including social media advertising, cashback programs, and live streaming features to increase interaction between sellers and buyers.

Shopee is also known for its integrated marketing communications approach, combining advertising, sales promotions, direct marketing, and public relations to build customer loyalty and increase brand awareness. This has enabled Shopee to achieve a dominant position in the Southeast Asian e-commerce market.

Shopee consistently strives to create creative and relevant content that captures users' attention and builds emotional connections with its audience. Shopee's content is designed to entertain and educate, with the primary goal of strengthening engagement and increasing customer loyalty. One way Shopee achieves this is through advertising campaigns that combine elements of humor, challenges, and engaging promotions focused on a fun shopping experience.

Furthermore, Shopee actively utilizes various social media platforms, such as Instagram, Facebook, and TikTok, to share a variety of content, from interactive quizzes and tutorial videos to unboxings of popular products. In recent years, Shopee has increasingly involved celebrities and influencers in its campaigns to reach a wider audience. This type of content is highly effective in generating buzz and attracting the attention of a younger audience, one of its primary target markets.

Shopee also consistently focuses on community-based content, engaging sellers and buyers to share their experiences. Features like Shopee Live enable direct interaction between sellers and buyers, creating a space for real-time product discussions that strengthen consumer trust.

In an effort to maintain quality communication, Shopee also ensures that its content is always personalized and tailored to user preferences, for example through tailored product recommendations based on purchase or search history. This demonstrates

Shopee's continued innovation in providing content that is not only relevant but also encourages further user interaction and transactions.

A marketing strategy is crucial for a company's success, especially in the face of increasingly fierce market competition. Without a clear strategy, a company will struggle to achieve its stated business goals. Effective marketing aims not only to sell products or services but also to build strong and sustainable relationships with consumers. Therefore, every company needs the right approach in designing a marketing strategy to win consumers' hearts and increase market share.

A good marketing strategy begins with a deep understanding of the market and target audience. One of the first steps is market segmentation to identify consumer groups with similar needs, desires, and characteristics. This allows companies to be more focused and effective in crafting messages and offerings tailored to each segment. Afterward, companies must determine the target market they wish to pursue and ensure that the products or services they offer meet the needs and desires of consumers in that segment.

Next, a company's market positioning needs to be determined so that its product or brand is recognizable and differentiates itself from competitors. This positioning must be clearly communicated through various marketing channels, such as advertising, social media, and other promotions. A strong market position will help build brand awareness and foster customer loyalty. For example, if a company wants to be known as a provider of high-quality products at premium prices, all marketing elements must reflect this image.

At the same time, a marketing strategy must include tactics to create added value for consumers. This includes selecting appropriate pricing, determining efficient distribution channels, and developing attractive promotions. In today's digital era, many e-commerce companies, such as Shopee, are using technology and data analytics to understand consumer behavior and tailor their offerings to customer preferences. Promotional programs such as discounts, cashback vouchers, or flash sales are key attractions that can encourage consumers to spend more.

However, a marketing strategy doesn't stop at planning. Continuous evaluation is crucial to ensure that all elements of the marketing strategy are running according to plan. By monitoring results, companies can make necessary adjustments to improve the effectiveness of their marketing campaigns. This also includes analyzing changing market trends and consumer behavior, and how the company can respond to these changes quickly and appropriately.

Overall, an effective marketing strategy is one that integrates all marketing elements—product, pricing, distribution, and promotion—into a mutually supportive whole. For a company like Shopee, which operates in the e-commerce sector, well-integrated marketing is key to increasing sales, strengthening customer relationships, and establishing a dominant position in a highly competitive market.

Proper marketing techniques cannot be implemented without effective communication from the company, which is then conveyed to consumers. Marketing communication is the main bridge connecting companies with their audiences. Without effective communication, a company's marketing message will fail to reach consumers clearly and persuasively. Conversely, with proper communication, companies can create stronger relationships with consumers, increase their understanding of products or services, and build trust that ultimately drives purchasing decisions.

Good communication ensures that every marketing message—whether about product features, added value, or special offers—is delivered in a way that is easy to understand, engaging, and relevant to consumers. This also includes a company's ability to listen to customer feedback and respond to questions or issues that arise quickly and satisfactorily. In the digital world, this is increasingly important, as consumers now have multiple channels to interact with brands, such as social media, chat apps, or online review platforms.

Companies that successfully implement effective marketing communication are able to create a positive customer experience. They not only provide information about the product but also build a narrative that is relatable and accepted by the audience. For example, e-commerce companies like Shopee utilize integrated marketing communications to combine advertising, sales promotions, direct marketing, and public relations into one cohesive package. This creates a sense of connection with the brand, increases loyalty, and ultimately encourages continued shopping.

In other words, without effective communication, marketing techniques will be misguided and will not achieve their maximum impact. Clear and consistent communication between companies and consumers is a crucial element that enables companies to achieve their marketing goals, create brand awareness, and increase customer satisfaction and loyalty.

Shopee is quite aggressive in promoting its services in Indonesia, particularly its free shipping service, resulting in significant interest and attention from consumers who are attracted to shopping through this e-commerce platform. One of Shopee's main strategies is offering free shipping promotions, which allow buyers to receive discounted or even free shipping. This offer is highly attractive to Indonesian consumers, given that shipping costs are often a deterrent to online shopping decisions.

Providing free shipping not only attracts new buyers but also increases the loyalty of existing customers. Consumers feel valued and benefited by programs like these, which in turn encourages them to continue shopping on Shopee. Free shipping programs are also often linked to other promotions, such as cashback vouchers, product discounts, or loyalty programs, further strengthening Shopee's appeal to consumers.

Through its free shipping promotion, Shopee has also successfully increased transaction volume and built brand awareness. Consumers are more likely to make repeat purchases because they perceive they're getting more value, making Shopee a top choice for online shopping. Furthermore, the free shipping program has also changed shopping behavior, with consumers increasingly purchasing items at affordable prices with more efficient and free shipping, which could previously have been a barrier.

Overall, the free shipping promotion is an effective strategy for Shopee to expand its market share in Indonesia. By offering a more economical and convenient shopping experience, Shopee has successfully attracted more consumers, strengthened its position in the e-commerce market, and created closer relationships with customers in Indonesia.

Through these programs, campaigns, and promotions, Shopee has successfully ranked among the top five e-commerce platforms with the highest number of visitors. Data on Shopee's e-commerce visitor numbers is based on the programs, campaigns, and promotions implemented, complete with the percentage increase in visitors.

Program/Campaign/Promotion	Number of Visitors (in millions)	Percentage Increase in Visitors (%)	Period/Time of Implementation
<b>Free Shipping (Free Shipping)</b>	25 juta	15%	Year-round (updated regularly)
<b>Flash Sale</b>	18 juta	20%	Weekly
<b>Voucher Cashback</b>	12 juta	10%	Monthly campaign
<b>Shopee 11.11 Big Sale</b>	50 juta	45%	Annually in November
<b>Shopee 12.12 Big Sale</b>	45 juta	40%	Annually in December
<b>ShopeePay &amp; ShopeeCoins</b>	30 juta	12%	Year-round
<b>Shopee Live</b>	22 juta	30%	Ongoing (scheduled)
<b>Promosi Musiman (e.g., Lebaran, Tahun Baru)</b>	35 juta	25%	Seasonal, such as holidays
<b>Shopee Mall</b>	28 juta	18%	Year-round (adjusted)

Source: e-Conomy Southeast Asia 2021

Although internet marketing has become a phenomenon that has penetrated nearly every industrial sector, not all online or e-commerce stores optimally utilize online business communications. This is due to various factors that influence their decisions regarding digital communication strategies.

First, many online stores, especially those that are newly established or operate on a small scale, face limited resources, both in terms of budget and manpower. Running effective digital marketing requires significant costs, such as paid advertising campaigns, social media management, or developing and maintaining a responsive and attractive website. For those with limited resources, priority is often given to other operational aspects such as product procurement or customer service, rather than digital marketing, which requires additional costs.

Furthermore, not all online store owners have adequate knowledge or understanding of digital marketing. While they may already have an online platform to sell their products, they often don't fully realize the importance of utilizing various online business communication channels, such as SEO, SEM, paid advertising, or social media. This limited knowledge can hinder them from maximizing the potential of digital marketing.

Some online stores also still focus more on traditional or offline marketing, which may be more familiar and easier to implement. Businesses with loyal customers or those that rely more on word-of-mouth, bazaars, or direct promotions may not feel the need to rely entirely on digital marketing. Furthermore, certain market segments may be more responsive to conventional marketing methods, such as products aimed at an older audience or areas with less internet access.

In some cases, technological or infrastructure constraints also present a barrier. Online stores that lack the technology to run digital marketing campaigns or don't know how to use marketing tools like analytics, email marketing management, and SEO strategies often struggle. They may also lack the skilled workforce to handle these aspects, preventing them from maximizing business communication.

Furthermore, building customer trust online is no easy feat. Many online stores struggle to establish a reputation or image that will convince customers to make online

transactions. This trust is crucial, especially since online shopping is still perceived as risky by some, especially those unfamiliar with the world of e-commerce. Without clear and trustworthy communication, customers will hesitate to purchase products or services offered online.

Finally, some businesses also feel that digital communication doesn't provide a personalized approach. In the world of digital marketing, customer interactions are often automated or impersonal, such as through email or chatbots, which cannot provide a deeper experience or a stronger connection with customers. Many entrepreneurs prefer to communicate directly with customers through traditional channels, such as phone or face-to-face, which allows them to provide more personalized service.

Overall, although online marketing offers numerous benefits, not all online stores are ready or able to take full advantage of them. Limited resources, knowledge, and technology, as well as challenges in building trust and personal relationships with customers, are some of the reasons why not all e-commerce businesses can optimize online business communications.

Every company, without exception, must have a well-planned and structured marketing communications strategy. This marketing communications strategy is crucial because it serves as the primary means of building relationships with consumers and building a positive corporate image. Without a clear strategy, companies will struggle to convey the right message to their intended audience, which can ultimately impact marketing success and business growth.

A marketing communications strategy involves various elements, such as advertising, sales promotions, direct marketing, and public relations. Through advertising, for example, companies can educate the market about the products or services they offer and build brand awareness among consumers. Well-targeted advertising can capture the audience's attention and communicate the product's value and advantages in a compelling way.

Furthermore, sales promotions are also an important part of a marketing communications strategy. Attractive promotions, such as discounts, vouchers, or instant prizes, can increase consumer interest and encourage them to make a purchase immediately. These promotions also provide an additional incentive for consumers to choose a company's products or services over competitors.

Direct marketing, which involves personal communication between a company and consumers, also plays a significant role. Through direct marketing, companies can build closer relationships with customers, provide more personalized and relevant information, and listen directly to their needs and concerns. This is crucial for building customer loyalty and satisfaction.

Public relations (PR) is also crucial in marketing communications strategies. PR serves to build a positive company image in the public eye and strengthen relationships with various stakeholders, such as the media, government, and the general public. With good media relations, companies can gain broader exposure, which helps enhance their credibility and reputation.

With the right marketing communications strategy, companies can ensure that their messages are effectively communicated to consumers. This strategy will help companies capture market attention, build stronger relationships with customers, increase brand awareness, and drive sales growth. Conversely, without a clear communications strategy, companies may struggle to compete in an increasingly competitive and dynamic marketplace.

Therefore, companies need to design a marketing communications strategy that aligns with their product characteristics, target audience, and business objectives. The use of technology and digital platforms is also increasingly important in modern marketing communications strategies, given that more consumers interact through

online channels. In this ever-evolving business world, the ability to communicate effectively with consumers is key to a company's success.

## Literature Review

### *The Role of Marketing Communications*

Communication strategy is a way of organizing communication operations for success. Communication strategy is essentially planning and management to achieve a goal. To achieve this goal, strategy doesn't function as a roadmap that merely shows direction; it must also demonstrate operational tactics.

Communication strategy is a combination of communication planning and communication management to achieve a goal. To achieve this goal, a communication strategy must demonstrate how operations should be carried out tactically. This means that the approach can vary depending on the situation and conditions. Communication strategy is closely linked to the desired goal and the consequences (problems) that must be considered, then planning how to achieve these consequences according to the desired results, or in other words, the desired goal.

Shopee's e-commerce requires a more aggressive marketing communication strategy to attract buyers. Marketing communication is a concept that combines two disciplines: communication and marketing.

According to Boone and Kurtz in Priansa (2017) integrated marketing communications is a design of a marketing mix consisting of advertising, direct selling, personal selling, sales promotion, and publication activities to convey messages about company values to consumers. A communication planning expert, Middleton made a definition by stating that communication strategy is the best combination of all communication elements starting from communicators, messages, channels (media), recipients to influences (effects) designed to achieve optimal communication goals.

A communication strategy must be supported by theory, which represents fundamental knowledge and experience that has been validated. A theory is a statement or conclusion from several statements that connects (correlates) one statement with another.

Communication strategy is crucial in the communication process. It is implemented to ensure the success of communication, ensuring that the message or information is conveyed according to its intended purpose.

The following is the table X1 you requested, with five statements related to satisfaction with e-commerce customer service:

No.	Statement
1	I am satisfied with the responsiveness of e-commerce customer service.
2	I feel that the information provided by customer service is accurate, making it easy for customers to understand.
3	I consistently provide feedback to e-commerce customer service to improve its quality.
4	I am satisfied with the communication provided by customer service with customers who wish to shop on e-commerce.
5	I am satisfied that e-commerce often offers free shipping, cashback vouchers, and so on.

*Customer Trust*

Trust is defined as a psychological state consisting of the intention to accept vulnerability, based on favorable expectations of the intentions or behavior of an online business (Sanchez-Franco et al., 2009).

According to Blaze et al. (1999), trust is crucial in distributed computing systems, where trust management ensures the system can provide valid and effective information services. In the process of building trust, three elements can be used for evaluation: competence, benevolence, and integrity (Grandison & Sloman, 2000; McKnight and Chervany, 2001; Tomlinson & Lewicki, 2000). Competence refers to the website's knowledge, skills, and competence in the field, whether it performs well or not (Grandison & Sloman, 2000). As a platform, Shopee must be able to provide clear information about the products offered, such as product descriptions, sizes, prices, product availability, and so on, to customers. Through this competence, customers can evaluate the competence of the e-commerce platform. This evaluation can then guide customers' future trust in the e-commerce platform.

Trust plays a crucial role in online transactions, with e-commerce platforms considered to help address perceived risk and uncertainty among online consumers (Zhang et al., 2011). Therefore, customer trust is considered one of the most important prerequisites for e-commerce success (Sanchez-Franco et al., 2009). When customers trust an e-commerce platform, they believe it will deliver on its promises and meet their expectations. They are more likely to maintain the relationship and repurchase from that platform.

Here is the X2 table you requested with five statements regarding perceptions about e-commerce vendors:

No.	Statement
1	I feel that e-commerce vendors have the ability to provide quality products to customers.
2	I feel that e-commerce vendors have the experience to deliver goods on time.
3	I feel that e-commerce vendors have good transaction security skills.
4	I feel that e-commerce vendors have been recognized by other parties such as suppliers, distributors, delivery services, and so on.
5	I feel that e-commerce is a good choice for shopping.

*The Role of Marketing Communication and Trust in Consumer Loyalty in Shopee E-commerce*

Strategies for building customer loyalty are inseparable from marketing communications. Marketing communications emphasize two-way interaction. Marketing communications are crucial for companies to build a brand image. Furthermore, marketing communications can increase consumer awareness of the company's products and services.

Trust is a key factor in every online buying and selling transaction. Based on this opinion, it can be concluded that trust in e-commerce sites is a major factor in triggering consumer interest in online purchases. The higher consumer trust in a product, the higher the customer's loyalty to that product.

Customer loyalty plays a crucial role in a company. Retaining them means improving financial performance and ensuring the company's survival. This is the primary reason for companies to attract and retain customers. Specifically, customer loyalty in this study was measured and tested using consumer repurchase intentions. To design effective marketing communications to attract customer loyalty, every marketer needs to understand the communication process in general.

The communication process consists of communication actors (message sender or receiver), communication tools (message and media), communication functions (encoding, decoding, response, and feedback), and interference. Marketing communications plays a crucial role for marketers. Without communication, consumers and the public as a whole will be unaware of a product's existence. Marketing communications design must be precise, meaning it must coordinate all promotional elements used and all other marketing activities, so that all marketing activities and elements used convey the same message to customers.

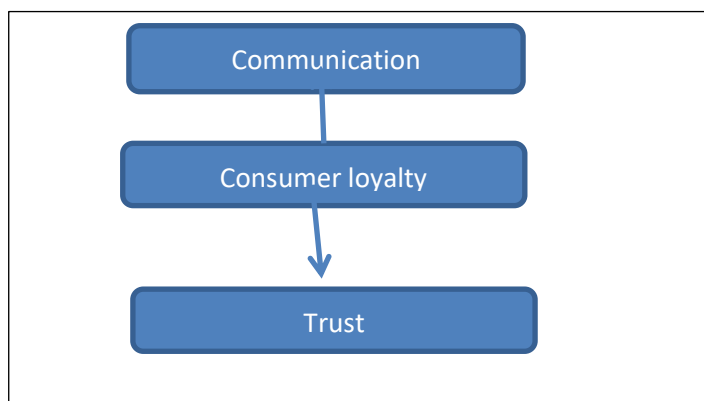
Below is the Y table you requested, with five statements related to e-commerce shopping decisions and satisfaction:

No.	Statement
1	I will make e-commerce my first choice for shopping.
2	I am satisfied with the programs offered by e-commerce sites to attract buyers, such as free shipping, cashback vouchers, and so on.
3	I find shopping on e-commerce sites to be a significant time and energy saver.
4	I will research other people's experiences shopping on e-commerce sites through testimonials.
5	I will recommend e-commerce sites to close friends and family when purchasing goods.

## Hypothesis Development

A hypothesis for developing a communication strategy and consumer trust and loyalty on Shopee can be formulated based on the assumption that increasing the effectiveness of communication between the platform and consumers will positively influence trust levels, which in turn will contribute to increased consumer loyalty. This hypothesis might focus on several elements, such as responsiveness of customer service and customer trust. For example, it could be assumed that when Shopee provides prompt and solution-oriented responses to consumer questions or issues, this will increase consumer trust in the platform. Furthermore, it could be demonstrated that clear and open communication about product information, including reviews and specifications, can foster positive perceptions of transparency, which can strengthen consumer trust. Transaction security factors, such as payment protection and consumer privacy, can also be integrated into the hypothesis as key elements building trust. Through analysis of consumer data and feedback, this hypothesis can be tested to determine the extent to which perceived trust correlates with consumer loyalty on Shopee, providing a deeper understanding of the positive relationship between communication strategy, trust, and consumer loyalty on this e-commerce platform.

The empirical research model is as follows:



**Figure: Empirical Research Model**

### Metodologi Penelitian

According to Grinnel (1993:4) in Ranjit Kumar (2010), research means conducting a trial or investigation that is precisely examined to form a new, orderly and measurable perspective on a field of knowledge, thus producing new facts. This study employed a quantitative research design. The data collection techniques used in this study were questionnaires and document recording, consisting of customer data. The target audience was Shopee's communication strategy, trust, and customer loyalty. Three variables were examined in this study: communication strategy (X1), trust (X2), as independent variables, and consumer loyalty (Y) as the dependent variable.

The sample size depends on the number of indicators. This study involved 30 respondents divided into two gender groups: 10 men and 20 women. They were Shopee's e-commerce consumers who were the subjects of analysis to understand the impact of marketing communication strategies on consumer trust and loyalty. By considering gender diversity, this study aims to provide comprehensive insights into consumer experiences and perceptions of Shopee's marketing communication strategies.

The analysis methods used in this study include (1) Instrument testing using reliability testing and validity testing, (2) Multiple linear regression testing and (3) Hypothesis testing which includes simultaneous significance testing (F statistical testing) and individual parameter significance testing (t statistical testing). This study uses data processing with the help of the SPSS 25.0 for Windows program.

### Results and Discussion

#### Data Analysis

Analysis is an activity to examine or investigate an event through data to determine the actual situation. Analysis is usually conducted in the context of research or data processing. The results of the analysis are expected to help improve understanding and encourage decision-making. The process of processing data aims to find useful information that can be used as a basis for decision-making to solve a problem. Testing in this study was conducted using Cronbach's Alpha found in the SPSS 25.0 for Windows program. According to the data analyzed using SPSS version 25 software, it was found that arguments today are increasingly relevant and important in strengthening one's opinions or views.

**Validity Test**

The output describes the results of the item validity test. Simply put, to determine whether an item is valid, you can look at its significance value. A significance value below 0.05 indicates the item is valid; a significance value above 0.05 indicates the item is invalid. A measurement scale is valid if it does what it is supposed to do and measures what it is supposed to measure. Validity testing found that all variables were valid.

**Reliability Test**

The first output is the Case Processing Summary, which clarifies the amount of valid data entered into the processing and data output stages, including the percentages. This can be clarified if fifteen valid data or cases represent 100%, and no data is excluded.

The second output is Reliability Statistics, the results of the reliability analysis using C. This can be clarified if the Cronbach's Alpha value is 0.783. A value above 0.6 indicates that the questionnaire instrument is reliable.

**Multiple Linear Regression**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126,639	2	63,320	152,274	,000 <sup>b</sup>
	Residual	11,227	27	,416		
	Total	137,867	29			

a. Dependent Variable: consumer loyalty

b. Predictors: (Constant), trust, communication strategy

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,916	1,311		1,461	,156
	strategi komunikasi	,040	,050	,046	,807	,426
	kepercayaan	,879	,054	,944	16,415	,000

a. Dependent Variable: consumer loyalty

$$Y^1 = a + b_1 + X_1 + b_2 + X_2$$

$$Y_1 = 1,916 + 0,40X_1 + 0,879$$

The regression equation can be explained as follows:

- a. A constant of 1.916 means that if the Communication Strategy (X1) and Trust (X2) are 0, then Consumer Loyalty (Y) is 1.916.
- b. The regression coefficient for the Communication Strategy variable (X1) is 0.40, meaning that if the other independent variables remain constant and the Communication Strategy increases, Consumer Loyalty (Y) will also increase. A positive coefficient indicates a positive relationship between Communication Strategy and Consumer Loyalty. The higher the Communication Strategy, the higher the Consumer Loyalty on Shopee.
- c. The regression coefficient for the Trust variable (2) is 0.879, meaning that if the other independent variables remain constant and Trust increases, Consumer Loyalty (Y) will

also increase. A positive coefficient indicates a positive relationship between Trust and Consumer Loyalty. The higher the Trust, the higher the Consumer Loyalty.

This research can provide a deeper understanding of the dynamics of the relationship between Communication, Trust, and Consumer Loyalty on Shopee, providing a foundation for developing more effective strategies to increase positive interactions and consumer retention. A strategy for building communication and trusting consumer loyalty on Shopee can begin by identifying key elements in the interaction between the platform and consumers. For example, a hypothesis might be that clear and responsive communication from Shopee to consumers will increase trust levels.

## Conclusion

Based on the results of statistical testing and hypotheses as well as the discussion that has been done in the previous chapter, the conclusions that researchers can draw from the results of the study are: The marketing communication strategy carried out by the company refers to integrated marketing communication by implementing strategies in the form of: advertising, sales promotion, direct marketing, personal selling, and public relations & publicity. The strategy process through advertising that has been carried out by the company is very helpful and supports the marketing communication activities themselves. The strategy process through sales promotion that has been carried out by the company is interconnected and related to the strategy process through advertising. The existence of sales promotions carried out can increase public awareness, company image, and increase sales.

## Suggestion

Based on the results of the discussion in this study, there are several things that need to be conveyed. For companies to be able to communicate marketing more broadly, there are several things that need to be improved again, such as: In the sales promotion strategy process that has been carried out by the company has been running well, but it must be improved again by providing offers that attract consumers' attention. In the personal sales strategy process that has been carried out by the company, in order to maintain the trust of each consumer, the company is expected to always maintain the quality of service and the quality of the products offered, so that consumer satisfaction and loyalty are maintained well.

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