INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND MANAGEMENT PRACTICES (IJEMP)
www.ijemp.com

GAE
GLOBAL ACADEMIC EXCELLENCE

ANALYSIS OF THE STRATEGIC INFLUENCE OF INFLUENCER MARKETING, EMAIL MARKETING AND SEO ON CUSTOMER LOYALTY AND CONSUMER SATISFACTION IN THE AUTOMOTIVE INDUSTRY IN PALOPO CITY

Andi Nadirah[1*], Indrawan[2]

[1]   Postgraduate department of Universitas Muhammadiyah Palopo
       Email: anadirahm@umpalopo.ac.id
[2]   Postgraduate department of Universitas Muhammadiyah Palopo
       Email: indrawan.wan@umpalopo.ac.id
[*]   Corespondent authors

Abstrak:

This study aims to analyze the influence of digital marketing strategies, including Influencer Marketing, Email Marketing, and Search Engine Optimization (SEO), on customer loyalty and consumer satisfaction in the automotive industry in Palopo City. This study uses a survey method by distributing an online questionnaire to 100 respondents who are consumers in the automotive industry. The results of the study show that the three marketing strategies have a significant influence on consumer satisfaction, but not all strategies have a direct impact on customer loyalty. Influencer Marketing and Email Marketing significantly increase consumer satisfaction, but do not directly affect customer loyalty. SEO has also been shown to be significant in increasing consumer satisfaction but has no direct influence on loyalty. This research emphasizes the importance of integrated and personalized marketing strategies to increase consumer satisfaction and convert that satisfaction into long-term loyalty.

Keywords:

Consumer Satisfaction, Customer Loyalty, Marketing, Influencer, SEO**.**

Introduction

In the rapidly evolving digital era, the automotive industry faces great challenges in maintaining and increasing customer loyalty and satisfaction. The changing behavior of consumers who increasingly rely on online platforms to interact with brands requires automotive companies to adopt effective digital marketing strategies (Santos, 2022). One of the strategies that is starting to receive great attention is the use of Influencer Marketing, Email Marketing, and Search Engine Optimization (SEO). These strategies not only aim to increase brand visibility but also to build closer relationships with customers (Vuttichat, 2023), thereby increasing their loyalty in the long run (Aris, et al, 2022) (Kanapathipillai, 2023).

Influencer Marketing strategies allow brands to reach a wider audience through individuals who have significant influence on social media (Genaro, 2023). Appropriately selected influencers can create a strong emotional connection between brands and consumers, especially among millennials and Gen Z. Additionally, influencer marketing also allows companies to measure the impact of campaigns more directly through metrics such as engagement and conversions, which in turn can strengthen customer loyalty (Shah et al, 2023) (Ahmed, 2024).

Meanwhile, Email Marketing remains one of the most classic yet effective digital marketing strategies. By leveraging consumer data, companies can deliver personalized and relevant messages to customers at the right time. This not only increases conversion rates but also helps build long-term relationships with customers through consistent and valuable communication. Targeted email marketing can also increase customer satisfaction by offering informative content and relevant special offers (Surjandari, 2024).

SEO, on the other hand, plays a crucial role in ensuring that relevant content and information about automotive brands are easily found by consumers who are conducting searches. With good optimization, companies can improve the visibility of search engine search results, which is an early stage in the consumer buying journey. Effective SEO also helps build credibility and trust in the eyes of consumers, which is crucial in creating customer loyalty (Baky, 2016).

Therefore, the integration of these three strategies Influencer Marketing, Email Marketing, and SEO is a strategic approach that complements each other to increase customer satisfaction and loyalty in the automotive industry. This study aims to analyze the extent to which each of these strategies affects customer loyalty and satisfaction in the context of increasingly fierce competition in the automotive industry and evolving consumer expectations.

Literature Review

Influencer marketing has emerged as an essential strategy in contemporary marketing, leveraging the credibility and reach of social media influencers (SMEs) to engage consumers and drive purchase decisions. The effectiveness of this approach is supported by a variety of psychological mechanisms, including trust, credibility, and parasocial relationships, which significantly influence consumer behavior.

Research shows that the effectiveness of influencer marketing is closely related to the credibility perceived by influencers. Consumers are more likely to trust and act on messages from influencers than from traditional advertising sources. This trust is often rooted in the personal connection that followers feel with the influencer, which can create a sense of

psychological ownership of the endorsed product (Pick, 2020; Hugh et al., 2022). The concept of psychological ownership has been shown to mediate the relationship between influencer evaluation and consumer purchase intent, showing that when consumers feel a personal connection with an influencer, they are more likely to evaluate a well-supported product and intend to buy it (Pick, 2020).

In addition, the dynamics of parasocial relationships in which consumers develop one-sided emotional bonds with influencers play an important role in shaping consumer attitudes and behaviors. These relationships can increase the perceived authenticity of influencer endorsements, leading to increased brand engagement and loyalty (Ashraf et al., 2023; Delbaere et al., 2020). Influencers, based on perceived relevance and authenticity, can evoke a positive attitude towards the brand, which is essential for effective marketing (Hugh et al., 2022; Ki et al., 2020).

Email marketing is a powerful tool to increase customer satisfaction and loyalty. Research shows that well-designed emails can increase consumer engagement and encourage them to make a purchase (Defau, 2023). In the automotive industry, email marketing can be used to provide information about new products, special offers, and after-sales service, all of which can improve customer satisfaction (Defau, 2023). In addition, permission-based email marketing allows companies to reach consumers in a more personalized and relevant way, which can increase the perceived value of consumers.

SEO plays an important role in increasing brand visibility in the digital world (Aryani, 2023). By optimizing online content and visibility, automotive companies can increase the likelihood of being discovered by consumers looking for information related to their products and services. Research shows that higher rankings on search engines can increase consumer trust in brands, which in turn can increase satisfaction and loyalty (Baruno, 2022). Effective SEO not only increases visibility but also helps in building a positive brand reputation in the eyes of consumers (Setiawan, 2023).

Overall, the combination of influencer marketing, email marketing, and SEO creates a mutually supportive digital marketing ecosystem, which can increase customer satisfaction and loyalty in the automotive industry. By leveraging these three strategies together, companies can create a better customer experience, which will ultimately contribute to their long-term success in this competitive market.
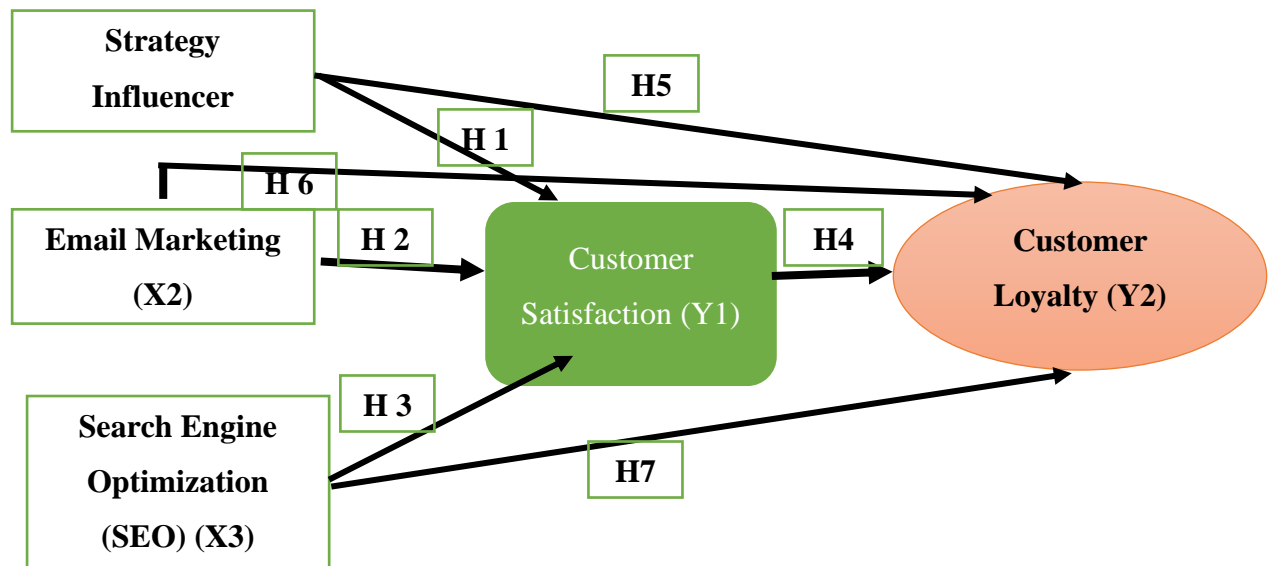
Figure. 1
Conceptual Framework of the Research

Methodology

The research method used to determine the sample size and research data through an online questionnaire distributed to users in Palopo city. A total of 100 respondents voluntarily participated in filling out this research questionnaire. The respondents' profiles are shown in table 1.

Table 1. Demographic Information Of The Respondents

Demographic Items	Frequency	Percentage (%)
Gender		
Male	83	83%
Female	17	17%
Age		
17-35 years old	68	68%
36~45 years old	18	18%
Over 46 years old	14	14%
Job		
Students	5	5%
Employee	39	39%
Entrepreneur	45	45%
Others	11	11%

Measurement variables and indicators were adopted from previous studies and were formulated with research objectives. The scale used is a five-point scale of likers, ranging from strongly disagreeing to strongly agreeing, the research variables and research indicators are shown in table 2.

550

Table 2. Measurement Variables And Indicators

Variabel (X1)			
Variable	Operational Definition	Indicator	Measurement
Strategi Influencer Marketing *Lou, C., & Yuan, S. (2019)*	Influencer Marketing strategy is a marketing approach that leverages individuals who have significant influence on social media or other digital platforms to promote products, services, or brands to a wider audience. brand awareness, consumer engagement, and driving purchase decisions.	1. Choosing the right influencer based on relevance to the brand and target audience. 2. The credibility and authenticity of the content delivered by the influencer. 3. The frequency and consistency of posting content related to the brand. 4. The level of audience engagement (likes, comments, shares) on the content posted by the influencer. 5. The influence of influencer recommendations on consumer purchase decisions. 6. Campaign reach and exposure through influencers on various social media platforms.	Likert scale
Variable (X2)			
Variable	Operational Definition	Indicator	Measurement
Email Marketing *Chaffey, D. (2021).*	Email Marketing adalah strategi pemasaran digital yang melibatkan pengiriman pesan-pesan yang ditargetkan dan dipersonalisasi melalui email kepada konsumen atau prospek dengan tujuan untuk membangun hubungan yang berkelanjutan, meningkatkan kesadaran merek, mendorong interaksi, dan mempengaruhi keputusan pembelian	Recipient Segmentation: Precision in targeting consumer segments based on preferences and behaviors. Content Personalization: The level of customization of email messages according to the individual needs of the recipient. Delivery Frequency: The number and interval of sending emails to recipients.	Likert scale

1) Open Rate: The percentage of recipients who open an email.

Click-Through Rate (CTR): The percentage of recipients who clicked on a link in an email.

2) Conversions: The percentage of recipients who took the desired action (e.g., purchase, sign-up) after receiving the email.

Variable (X3)			
Variable	Operational Definition	Indicator	Measurement
SEO (Search Engine Optimization) Fishkin, R., & Høgenhaven, T. (2018).	SEO is a set of techniques and strategies used to improve the visibility and ranking of a website in search engine results, such as Google. The main goal of SEO is to make a website more discoverable by users who are looking for information relevant to the content of that site, thereby increasing the amount of organic (non-paid) traffic to the site.	1) Content Quality: The relevance and uniqueness of the content presented on the website. 2) Keyword Use: Effectiveness in inserting relevant keywords in content, titles, and meta tags. 3) Page Speed: Fast page load times to improve user experience. 4) URL Structure and Navigation: Ease of navigation and a clean and search engine-friendly URL structure. 5) Quality Backlinks: The number and quality of inbound links from other sites that lead to the website. 6) Conversion Rate: The percentage of visitors who take a desired action (e.g. purchase, sign-up) after visiting a website through organic search results.	Likert scale

Variable (Y1)			
Variable	Operational Definition	Indicator	Measurement
Kepuasan Pelanggan *Jahanshahi, A. A., & Brem, A. (2020).*	Customer satisfaction is the level of satisfaction felt by consumers after they use a product or service, which reflects the extent to which their expectations are met or exceeded. Customer satisfaction encompasses various aspects, such as product quality, service, price, and overall experience, and is an important factor in building customer loyalty and encouraging repeat purchases.	1) Product/Service Quality: The extent to which the product or service meets or exceeds customer expectations. 2) Quality of Service: The level of satisfaction with the interaction with staff or customer support. 3) Price: The customer's perception of the suitability of the price to the quality of the product or service received. 4) Ease of Use: The level of comfort and ease of using the product or service. 5) Overall Experience: Overall satisfaction with the experience provided by the brand or company	Likert scale

Variable (Y2)			
Variable	Operational Definition	Indicator	Measurement
Loyalitas Pelanggan *Kumar, V., & Shah, D. (2021).*	Customer loyalty is the level of loyalty and commitment shown by customers to a brand, product, or service, which is reflected in repeat purchase behavior, preference for the brand over competitors, and a tendency to recommend the brand to others.	1) Repurchases: The frequency and consistency of customers in making purchases of the same product or service. 2) Brand Preference: The degree of propensity of customers to choose the brand over other brands when faced with a choice. 3) Recommendations to Others: The tendency	Likert scale

of customers to recommend a brand to friends, family, or coworkers.

4) Brand Commitment: The level of emotional attachment and trust that customers have in the brand.

5) Price Tolerance: The willingness of customers to continue buying a product or service despite price increases.

Result

The results of the research conducted by looking at the measurement model/outer model test were determined by the outer loading value of each variable indicator. The determination criteria are said to be valid if the outer loading value > 0.07. The results of the research found that the outer loading values of all variable indicators of PS, TI, CE, and FW were more than 0.7 (see Table 2). In addition, to assess the model, it is said to be reliable if the value of Cronbach's Alpha is greater > 0.6 and the composite reliability (CR) is higher than > 0.07. The results of the study found that the CR value of each construct was in the range above > 0.07 so that it could be said that the reality was achieved (see table 2). In addition, the convergent validity indicator is achieved when the average extracted variance (AVE) the value obtained is said to be valid if it > 0.50. The results of the analysis found that the AVE value was above the limit so that it could be said that convergent validity was achieved (see table 3).

Table. 3. Measurement Model/Outer Model Test

Variable	Item	λ	α	CR	AVE
IMS	IMS1	0,901	0,941	0,952	0,770
	IMS2	0,885			
	IMS3	0,926			
	IMS4	0,926			
	IMS5	0,765			
	IMS6	0,851			
EM	EM1	0,939	0,946	0,957	0,789
	EM2	0,877			
	EM3	0,839			
	EM4	0,855			
	EM5	0,919			
	EM6	0,899			

SEO	SEO1	0,916	0,949	0,960	0,798
	SEO2	0,896			
	SEO3	0,878			
	SEO4	0,865			
	SEO5	0,907			
	SEO6	0,898			
CS	CS1	0,848	0,906	0,930	0,727
	CS2	0,810			
	CS3	0,900			
	CS4	0,885			
	CS5	0,815			
CL	CL1	0,872	0,899	0,926	0,714
	CL2	0,855			
	CL3	0,880			
	CL4	0,867			
	CL5	0,742			

Information: IMS= influencer Marketing Strategic, EM= Email Marketing, SEO= Search Engeine Optimization, CS= Customer Satisfaction, CL= Customer Loyalty
Source: Author 2024

Hypothesis Test

Hypothesis testing using SEM applications is seen in table 3. for any relationship between variables. The P-Value shows the significant level between variables where if the P-value < 0.05, the relationship between the variables is said to be significant,

Tabel 3. Hypothesis Test

Hypothesis	Relationship	β	T-Value	P-Value	Description
H$_1$	IMS→CS	0,396	5,056	0,000	Accepted
H$_2$	EM→CS	0,365	2,149	0,032	Accepted
H3	SEO→CS	0,367	2,307	0,021	Accepted
H$_4$	CS→CL	1,130	5,847	0,000	Accepted
H$_5$	IMS→CL	-0,086	0,627	0,531	Rejected
H$_6$	EM →CL	-0,236	1,245	0,214	Rejected
H$_7$	SEO →CL	-0,149	1,866	0,387	Rejected

Information: IMS= influencer Marketing Strategic, EM= Email Marketing, SEO= Search Engeine Optimization, CS= Customer Satisfaction, CL= Customer Loyalty
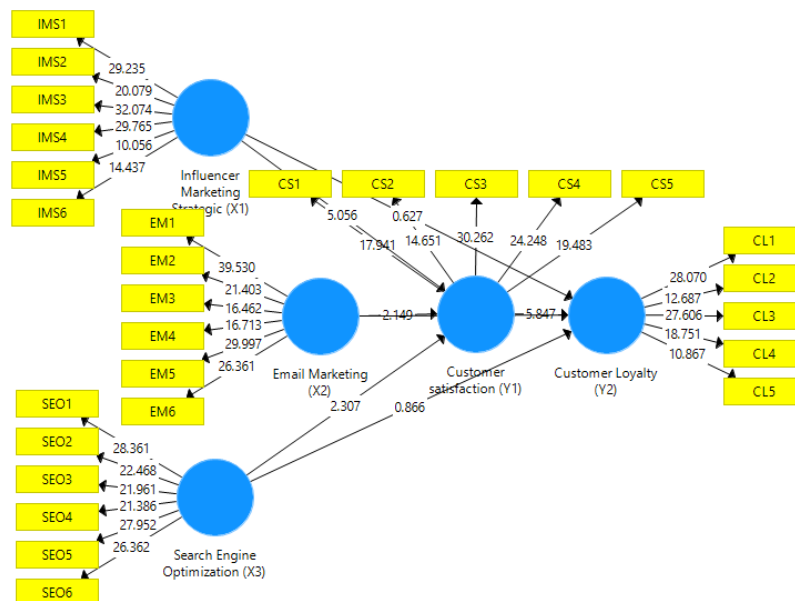Source: Author 2024

Figure 2. SEM Analysis Results

This study revealed a significant relationship between Customer Satisfaction and Customer Loyalty, where Customer Satisfaction was proven to have a very strong influence on Customer Loyalty. These results are consistent with the findings of Anderson and Sullivan (1993) and Kotler and Keller (2016), which state that customer satisfaction is the main determinant of customer loyalty in the context of a competitive market. This research reinforces the argument that to increase customer loyalty, companies must first ensure that customers are satisfied with the products or services they receive.

On the other hand, digital marketing strategies such as Email Marketing and Influencer Marketing Strategies show mixed results. While Email Marketing has a significant impact on Customer Satisfaction, its relationship with Customer Loyalty is not significant. This indicates that while personalized email marketing can increase satisfaction, it does not necessarily directly increase customer loyalty. Similarly, although Influencer Marketing Strategies can improve Customer Satisfaction, their impact on Customer Loyalty is also not significant, which is in line with the findings of De Veirman et al. (2017) who emphasized the importance of authenticity in influencer marketing campaigns.

In addition, SEO has been shown to be significant in increasing Customer Satisfaction but has no direct influence on Customer Loyalty. These findings are in line with Doyle's (2013) research which shows that user experience optimization through SEO can improve customer satisfaction, but loyalty is more influenced by other factors such as repeat experience and the quality of interaction with the brand. Overall, the study confirms that while digital marketing strategies can effectively improve customer satisfaction, a more comprehensive approach is needed to convert that satisfaction into ongoing loyalty.

Summary and Conclusions

The study concluded that Customer Satisfaction has a significant influence on Customer Loyalty, while digital marketing strategies such as Email Marketing, Influencer Marketing, and SEO have been shown to increase satisfaction but do not always have a direct impact on loyalty. Therefore, companies are advised to not only focus on personalized digital marketing strategies, but also on improving the quality of service and overall customer experience to ensure that the satisfaction obtained can be converted into long-term loyalty. Further research is needed to explore other factors that can strengthen the relationship between customer satisfaction and loyalty, so that it can provide a more comprehensive guide for the development of effective marketing strategies.

Acknowledgment

References

Ahmed, S. (2024). Shaping brand loyalty through social media influencers: the mediating role of follower engagement and social attractiveness. Sage Open, 14(2). https://doi.org/10.1177/21582440241242928

Aris, B., Oudina, W., Seppa, Y., Putra, N., & Iskandar, A. (2022). Improving marketing performance through digital marketing for micro business actors in the trade sector registered at the cooperatives and smes service office. Pinisi Discretion Review, 5(2), 411. https://doi.org/10.26858/pdr.v5i2.32443

Aryani, D., Patiro, S., Setiawan, A., & Tjahjono, B. (2023). Comparative analysis of on-page and off-page white hat search engine optimization (seo) techniques on website popularity. International Journal of Science Technology & Management, 4(3), 527-533. https://doi.org/10.46729/ijstm.v4i3.815

Ashraf, M., Hameed, I., & Saeed, S. (2023). How do social media influencers inspire consumers' purchase decisions? the mediating role of parasocial relationships. International Journal of Consumer Studies, 47(4), 1416-1433. https://doi.org/10.1111/ijcs.12917

Baky, A. and Refaat, S. (2016). Email marketing between effectiveness and inconvenience: a case of travel agencies in cairo. Journal of Association of Arab Universities for Tourism and Hospitality, 13(1), 75-84. https://doi.org/10.21608/jaauth.2016.49964

Baruno, A. and Sari, W. (2022). Pengaruh bauran promosi dan harga terhadap keputusan pembelian pada produk elektronik. Jurnal Ilmiah Administrasi Bisnis Dan Inovasi, 6(1), 1-14. https://doi.org/10.25139/jiabi.v6i1.4405

Defau, L. (2023). Personalized subject lines in email marketing. Marketing Letters, 34(4), 727-733. https://doi.org/10.1007/s11002-023-09701-7

Delbaere, M., Michael, B., & Phillips, B. (2020). Social media influencers: a route to brand engagement for their followers. Psychology and Marketing, 38(1), 101-112. https://doi.org/10.1002/mar.21419

Genaro, S. (2023). Analyzing the applications and implications of current emerging technologies on digital trends. International Journal Education and Computer Studies (Ijecs), 3(3), 67-71. https://doi.org/10.35870/ijecs.v3i3.1452

Hugh, D., Dolan, R., Harrigan, P., & Gray, H. (2022). Influencer marketing effectiveness: the mechanisms that matter. European Journal of Marketing, 56(12), 3485-3515. https://doi.org/10.1108/ejm-09-2020-0703

Hugh, D., Dolan, R., Harrigan, P., & Gray, H. (2022). Influencer marketing effectiveness: the mechanisms that matter. European Journal of Marketing, 56(12), 3485-3515. https://doi.org/10.1108/ejm-09-2020-0703

Kanapathipillai, K. and Kumaran, S. (2022). The mediating effect of relationship marketing strategy between digital marketing strategy and consumers' purchase decisions in the automotive industry in malaysia. European Journal of Management and Marketing Studies, 7(2). https://doi.org/10.46827/ejmms.v7i2.1205

Ki, C., Cuevas, L., Chong, S., & Lim, H. (2020). Influencer marketing: social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. Journal of Retailing and Consumer Services, 55, 102133. https://doi.org/10.1016/j.jretconser.2020.102133

Pick, M. (2020). Psychological ownership in social media influencer marketing. European Business Review, 33(1). https://doi.org/10.1108/ebr-08-2019-0165

Santos, O., Santos, M., Dragas, C., & Posadas, M. (2022). Effective digital marketing strategies used by msmes in ncr under new normal. Journal of Business and Management Studies, 4(1), 124-130. https://doi.org/10.32996/jbms.2022.4.1.15

Setiawan, M. (2023). Pengaruh desain, kualitas produk dan promosi terhadap keputusan pembelian. Global.J.L.Bitep, 1(02), 90-102. https://doi.org/10.59422/global.v1i02.148

Shah, S., Shoukat, M., Jamal, W., & Ahmad, M. (2023). What drives followers-influencer intention in influencer marketing? the perspectives of emotional attachment and quality of information. Sage Open, 13(2). https://doi.org/10.1177/21582440231179712

Surjandari, I. (2024). Topic-based segmentation in email marketing. Evergreen, 11(1), 508-515. https://doi.org/10.5109/7172314

Vuttichat, S. (2023). Causal relationship model of marketing innovation and competitiveness of small and medium enterprises (smes) with digital technologies in thailand. F1000research, 12, 1040. https://doi.org/10.12688/f1000research.138941.2