

## Analysis of the Influence of Digital Marketing on Consumer Loyalty in the Industry 4.0 Era

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Article Info	ABSTRACT
<p><b>Keywords:</b> Digital marketing, consumer loyalty, Industry 4.0 era</p>	<p>This study aims to analyze the influence of digital marketing on consumer loyalty in the Industry 4.0 era. In this context, digital marketing is defined as the use of digital technologies, such as social media, email marketing, and other online platforms, to promote products and interact with consumers. Consumer loyalty is a crucial factor for a company's long-term survival and success. The method used in this study is a literature review by collecting various relevant sources from previous research related to digital marketing and consumer loyalty. The results show that digital marketing has a positive influence on consumer loyalty, both through increasing customer satisfaction, building trust, and increasing consumer interaction and engagement. In addition, factors such as product quality, innovation, and satisfying consumer experiences also play a role in strengthening loyalty. This study contributes to companies' understanding of the importance of digital marketing in maintaining consumer loyalty in this increasingly developing era. It is hoped that companies can optimize the use of digital marketing to build better relationships and increase customer loyalty levels.</p>
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### INTRODUCTION

In the Industry 4.0 era, digital transformation has brought significant changes in various aspects of business, including marketing strategies. (Febrian, 2024) . Digital marketing is one of the primary approaches used by companies to reach and retain customers. By utilizing digital technology, companies can develop more interactive, personalized, and data-driven marketing strategies to increase consumer loyalty (Hasan et al., 2024) . Consumer loyalty itself is a key element in business sustainability, considering that loyal customers tend to have higher retention rates, make repeat purchases, and recommend products or services to others (Harahap, 2022).

Various previous studies have shown that digital marketing plays a crucial role in shaping customer loyalty. Mayzira (2024) found that effective digital marketing implementation, combined with customer relationship marketing strategies, increased customer loyalty at Pulma House Medan. In another study, Purwati et al. (2023) highlighted that the e-commerce industry relies heavily on digital marketing strategies to retain its customer base. Factors such as social media-based marketing, digital advertising campaigns,

and personalized marketing content have been shown to positively impact customer loyalty levels.

Furthermore, Fauzi (2023) emphasized that innovative digital marketing strategies can build emotional bonds between brands and customers. With the right digital marketing strategy, companies can create more engaging customer experiences, provide more relevant information, and increase customer satisfaction, leading to higher loyalty (Silitubun, 2024). In the marketplace context, research by Putra et al. (2024) shows that digital marketing, when combined with good service quality, can create customer satisfaction, which ultimately contributes to customer loyalty.

However, although various studies have proven the effectiveness of digital marketing in increasing customer loyalty, there are still research gaps that need to be further identified. Most previous studies have focused more on the direct impact of digital marketing on customer loyalty without considering other variables that may act as mediators or moderators. Furthermore, there is still little research exploring how digital marketing can be optimized in various industrial sectors in the Industry 4.0 era. Therefore, this study aims to analyze the influence of digital marketing on consumer loyalty in more depth by considering other supporting factors. The novelty of this research lies in exploring a more comprehensive digital marketing approach, taking into account the dynamics of the evolving digital market and the ever-changing customer needs in the era of digital transformation.

The research model or framework is intended to further clarify the essence of the discussion of previous research results and the theoretical basis used in the research, including the relationship between influential variables (Dewi, Rina, Zuhro, Diana, et al. 2024:142-160). The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5). Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560). Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14). When collecting data sources, researchers collect data sources in the form of raw data. The survey method is a method of collecting primary data using written questions (Kumala Dewi, Indri et al., 2022: 29). The Research model or framework is intended to further clarify the essence of the discussion of previous research results and the theoretical basis in the research, including the relationship between influential variables. (Enny Istanti, et al. 2024: 150). This research will be conducted in three phases: measurement model (external model), structural model (internal model), and hypothesis testing. (Pramono Budi, et al., 2023; 970)

## METHOD

This research uses a literature review method, which aims to analyze various relevant scientific sources to gain an in-depth understanding of the influence of digital marketing on consumer loyalty. The stages of this research include (Sugiyono, 2018) :

### 1. Identification and Selection of Literature

- a. Researchers identified various scientific sources such as journals, theses, and other publications that discuss the topic of digital marketing and consumer loyalty.
  - b. Inclusion criteria were established, namely publications that were relevant in the last five years and had a direct relationship with the research focus.
2. Secondary Data Collection
    - a. Data was collected from various trusted sources, such as academic journal databases, university repositories, and officially published articles.
    - b. The main sources used in this research include the journals mentioned in the background.
  3. Data Analysis and Synthesis
    - a. The data obtained were analyzed using a descriptive-qualitative approach with the content analysis method to find patterns, themes, and relationships between digital marketing variables and consumer loyalty.
    - b. Comparison of previous research results was conducted to identify research gaps and find new perspectives on this topic.
  4. Interpretation and Conclusion Preparation
    - a. The results of the analysis are arranged in a narrative form that describes the influence of digital marketing on customer loyalty comprehensively.
    - b. Conclusions are drawn by considering the main findings of the research that has been analyzed as well as the implications for the business and academic world.

This literature review method allows the research to provide a broader conceptual and empirical understanding of the relationship between digital marketing and customer loyalty without the need for primary data collection. Therefore, the results of this study are expected to contribute to the development of more effective digital marketing strategies in the Industry 4.0 era.

## RESULTS AND DISCUSSION

This study aims to analyze the influence of digital marketing on consumer loyalty in the Industry 4.0 era, drawing on a number of relevant literature studies. In this era, digital marketing has become a key element influencing the relationship between companies and consumers, particularly in increasing customer loyalty.

1. The Influence of Digital Marketing on Consumer Loyalty. Setiawan (2017) in his research on the culinary industry in Bandung showed that digital marketing plays a crucial role in building customer loyalty. This is because digital marketing can introduce products widely and more effectively through various digital platforms, which in turn increases customer satisfaction and builds loyalty. Digital marketing helps companies maintain stronger relationships with customers by providing easily accessible and relevant product information.
2. The Role of Customer Satisfaction as an Intervening Variable Hidayat (2019) examined the hospitality industry in Jakarta and found that customer satisfaction serves as an intervening variable that strengthens the relationship between digital marketing and customer loyalty. Customer satisfaction driven by positive experiences through digital

channels can increase their desire to continue using a company's services. Emphasizing a good user experience through digital media is crucial in building long-term loyalty.

3. Service Quality in Digital Marketing: Susanto (2021), in his study of the automotive industry in Semarang, highlighted the importance of service quality in supporting the influence of digital marketing on customer loyalty. Good service delivered through digital media increases consumer trust in a product or service, ultimately strengthening their loyalty to the brand.
4. The Role of Customer Engagement as an Intervening Variable Wijaya (2022) added a dimension of customer engagement to the Indonesian telecommunications industry, identifying that customer engagement through digital marketing, such as interactions on social media or other digital platforms, plays a crucial role in building customer loyalty. High engagement allows customers to feel more valued and connected to the brand, which increases their loyalty.
5. Product Innovation and Consumer Loyalty Kurniawan (2020) found that product innovation driven by digital marketing strategies can increase customer loyalty in the cosmetics industry in Yogyakarta. Continuous innovation by companies, supported by digital channels, keeps consumers satisfied and interested in new products.
6. perceived value significantly influences customer loyalty in the retail industry. Through digital marketing, companies can showcase the added value of their products or services, making consumers feel they are getting more value, thus increasing their desire to remain loyal.
7. Brand Image and Customer Loyalty (2021) study shows that brand image, shaped by digital marketing, can play a significant role in the Balinese food and beverage industry. By increasing positive consumer perceptions of a brand, companies can build stronger long-term loyalty.
8. The Role of Trust in Consumer Loyalty. Yulianto (2018) concluded in his research on the service industry in Malang that trust created through digital marketing has a significant influence on customer loyalty. Trust built through transparent interactions and consistent information can make customers more loyal to the services or products offered.
9. Product Quality in Increasing Customer Loyalty Rahmawati (2022) studied the Muslim fashion industry in Bandung and found that product quality, when promoted effectively through digital marketing, can strengthen customer loyalty. Consumers who are satisfied with the quality of the products they purchase are more likely to make repeat purchases and recommend the products to others.

The Industry 4.0 era has brought significant changes to the way companies interact with consumers. One of the biggest innovations in this era is the use of digital marketing, which allows companies to reach a wider and more effective audience through various digital platforms. Digital marketing serves not only as a tool to promote products or services but also as a means to build long-term relationships between companies and customers. Therefore, the influence of digital marketing on consumer loyalty is becoming increasingly relevant, especially with the digital transformation occurring in almost all industrial sectors.

Consumer loyalty, which is key to a company's long-term success, depends heavily on the extent to which the company can meet customer expectations and provide a satisfying experience. In the context of digital marketing, companies have greater access to communicate directly with consumers, whether through social media, digital advertising, or email marketing. This allows companies to provide more relevant information, deeper personalization, and more interactive experiences. Digital marketing creates a space where consumers feel more connected to the brand, which in turn encourages them to be more loyal and continue transacting with the company.

One key element in the relationship between digital marketing and consumer loyalty is customer satisfaction. As Hidayat (2019) demonstrated in his research on the hospitality industry, customer satisfaction serves as an intervening variable that strengthens the relationship between digital marketing and loyalty. In this regard, digital marketing plays a crucial role in creating satisfying experiences for customers through various digital channels. Positive customer experiences, both in terms of easy access to information and ease of transactions, can increase customer satisfaction levels. High satisfaction, in turn, makes customers more likely to repurchase the product or service offered and more loyal to the brand that has provided a positive experience.

Furthermore, the quality of services and products offered by a company also significantly influences customer loyalty. As Susanto (2021) noted, in the automotive industry, high service quality promoted through digital marketing can strengthen customer loyalty. Customers who are satisfied with the quality of the product or service they receive will feel more valued and are more likely to return to the same product or service in the future. Digital marketing, with its ability to convey clear and accurate information about product quality, enables companies to foster customer trust in their brand, a crucial factor in fostering loyalty.

In some cases, digital marketing goes beyond simply introducing products or services to consumers; it also serves to build deeper relationships with them. For example, Wijaya (2022) identified that customer engagement created through digital interactions plays a crucial role in building customer loyalty. High consumer engagement, for example through likes, shares, and comments on social media, allows companies to create emotional bonds with customers. This is important because customers who feel involved in a community or conversation built by a brand tend to be more loyal and more likely to continue interacting with that brand in the future. In the Industry 4.0 era, high engagement also reflects the level of customer trust in a company.

Product quality and continuous innovation are also determining factors in building consumer loyalty. Kurniawan (2020) shows that in the cosmetics industry, product innovation driven by digital marketing can increase customer loyalty. Consumers who see updates or improvements in the products they consume feel valued and cared for by the company. Innovation reflected in new features or more attractive product variants often triggers consumer interest in maintaining loyalty and continuing to make repeat purchases. Digital marketing facilitates this process more efficiently, enabling companies to communicate product innovations quickly and directly to consumers through various online platforms.

Perceived value, or the value perceived by consumers, also plays a crucial role in building loyalty. Santoso (2019) points out that by using digital marketing, companies can demonstrate the added value of their products or services, whether in terms of quality, price, or other benefits. When customers feel they are getting more than they pay for, they are more likely to remain loyal to the brand. Digital marketing allows companies to highlight the value offered by products through visual content, customer testimonials, or exclusive offers, which can enhance consumers' positive perceptions of the brand.

In addition to the factors mentioned above, brand image built through digital marketing also significantly impacts customer loyalty. Lestari (2021) states that a positive brand image can strengthen customer loyalty in the food and beverage industry. Digital marketing empowers companies to build and maintain a strong brand image through engaging content and consistent customer experiences. When consumers feel an emotional connection to a brand, they tend to be more loyal and make repeat purchases. A positive brand image created through positive digital experiences fosters sustained loyalty.

Trust is also a crucial component in building consumer loyalty. Yulianto (2018) emphasized that trust built through digital marketing, particularly in the service industry, has a significant impact on customer loyalty. In a digital world filled with information and choices, trust is a key factor in distinguishing between trustworthy and untrustworthy brands. When consumers feel confident that the information provided by a company is accurate, transparent, and reliable, they are more likely to remain loyal to that company. Digital marketing plays a role in building trust by providing clear information, responding to complaints, and providing consistent service.

Overall, the influence of digital marketing on consumer loyalty in the Industry 4.0 era is significant and multidimensional. By leveraging various digital channels, companies can increase customer satisfaction, build stronger relationships, and create relevant and personalized experiences. Digital marketing enables companies to not only attract new customers but also retain and strengthen the loyalty of existing ones. In this increasingly digitally connected era, companies that can effectively harness the potential of digital marketing will have a competitive advantage in maintaining customer loyalty.

Through this process, employees are provided with training and development relevant to their job performance, so they are expected to carry out their job responsibilities as well as possible. (Abdul Aziz Sholeh et.al. 2024: 82). Choosing is part of a problem-solving effort as well as part of the decision-making process. Therefore, the right purchasing decision is needed (Kristiawati Indriana et.al. 2019: 28). Collaboration between government, industry, research institutions, and civil society in designing and implementing strong commitment and cooperation from all stakeholders is the key to the success of these efforts. (Gazali Salim et al. 2024: 63). The SERVQUAL model includes calculating the difference between the values given by customers for each pair of statements related to expectations and perceptions (Diana Zuhro et al. 2024: 98). In a competitive business environment, credit marketing strategies play an important role in customer acquisition and retention. (Mahjudin, et. al. 2025: 2659 - 2672). This research approach is the entire thought process of determining broadly the things to be researched to achieve the best possible results. (Sutopo, et. al. 2021: 83 -

92). Promotion is carried out by providing consumer knowledge about the quality of the company's products, thereby attracting consumers' attention to use its rental services. (Firdaus, Fikri, et al. 2021: 76 - 82).

## CONCLUSION

Based on the analysis in this study, it can be concluded that digital marketing has a significant influence on consumer loyalty in the Industry 4.0 era. By utilizing digital platforms, companies can increase customer satisfaction, build trust, and create stronger relationships with consumers. All of these elements contribute to strengthening customer loyalty, which is crucial for a company's long-term success. To increase consumer loyalty, companies are advised to continue utilizing digital marketing effectively, focusing on improving product and service quality and building more personal and interactive relationships with consumers. Companies also need to focus on customer satisfaction and product innovation, which can increase positive brand perception and strengthen customer loyalty.

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