



THE INTERNET MARKETING EFFECT ON THE CUSTOMER LOYALTY LEVEL WITH BRAND AWARENESS AS INTERVENING VARIABLES

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ABSTRACT

The purpose of this study is to determine whether internet marketing can affect the level of customer loyalty with brand awareness as an intervening variable. This research is an associative research that is to know the impact to each variables. The population is the MSMEs female in North Sumatra, Indonesia with the number of samples of 95 respondents selected by purposive sampling technique. Primary data collection using questionnaires, interviews as well as literature study for secondary one. Hypothesis test in this study using multiple linear regression analysis technique with significance value $\alpha = 5\%$ (0.05). The results of this study are internet marketing indicators that have significant impact on brand awareness however customer relationship, online and satisfaction variables have no significant effect on brand awareness. Internet marketing indicators that have a significant influence on customer loyalty are just customer relationship and satisfaction variables, while process variables, online and exchange have no significant effect on customer loyalty to female SMEs in North Sumatera. Internet marketing depicted with customer relationship variables and satisfaction can affect the level of customer loyalty through existing brand awareness.

Key words: Internet Marketing, Loyalty, Brand Awareness.

Cite this Article: Ami Dilham, Fivi Rahmatus Sofiyah and Iskandar Muda, The Internet Marketing Effect on the Customer Loyalty Level with Brand Awareness as Intervening Variables. *International Journal of Civil Engineering and Technology*, 9(9), 2018, pp. 681-695.

<http://iaeme.com/Home/issue/IJCIET?Volume=9&Issue=9>

1. INTRODUCTION

Customers are central to all marketing activities all over the world. Success and in turn profit is not unthinkable without customers. Moreover, companies incur millions of dollars to attract customers and make them loyal. With the intense competition and increasing globalization of the financial markets, building customer loyalty has become a critical strategy for most financial institutions. The banking industry must develop strong relationships with their

customers in order to compete successfully in the competitive retail banking environment. The development of communication and information technology is an important factor in influencing the development of the times (Badaruddin *et al.*, 2017). Many businesses or business growing rapidly with the increasing media communication and information more easily accessible by the public. One form of technological innovation in communication and information is the presence of internet network since 1994 in Indonesia (Indrayani, 2016 and Muda *et al.*, 2017). Internet is the beginning of the birth of new wave marketing that causes internet marketing to become important connector in new wave marketing. New wave marketing with internet marketing is utilizing the internet network to develop marketing strategies and advertising effectiveness. One of the goals expected is to establish awareness of a product or brand (brand awareness) in the minds of consumers and with the aim to become the top of mind of the intended consumers (Azaria *et al.*, 2014). Internet Marketing is a form of business from companies to market their products and services and build relationships with customers through internet media. This form of marketing is basically a huge public site on a computer network of different types and comes from different countries around the world to each other in a huge information container (Kertajaya, 2006). According to Yadin (2002); Tariq (2017) and Muda *et al.*, (2018) "Based on the quotation, the brand awareness can actually be formed before the purchase, this should be known to the perpetrators of SMEs, because with the formation of brand awareness then the customer will choose the products we offer rather than other products offered by competitors. Customers are vital in all types of businesses. Keller and Kotler explained that "It is clear that the customer is the only source of the companies' present profit and future growth. And also creating loyal customers is at the heart of every business (Keller and Kotler, 2012). Having a loyal customer is the ultimate goal of all business. According to Keller (1993) in Bhat and Firdous (2017) loyalty is "a favorable attitude for a brand manifested in repeat buying behavior". Customer loyalty has an important role in a company, maintaining them means improving financial performance and maintaining the viability of the company. This is in line with Conze's opinion, *et al.* (2010) is "retaining a customer is less expensive than to attract a new one, due to less sales and marketing costs". It becomes the main field for a company to attract and retain them. Keeping customers loyal to the company is more difficult than finding new customers. The company strives to establish relationships with customers through the provision of good service to its customers. "Loyal customers usually establish a stable relationship with an organization compared to non loyal customers." It is clear that the customer is the only source of the companies' present profit and future growth. And also creating loyal customers is at the heart of every business (Keller and Kotler, 2012).

2. LITERITURE REVIEW

2.1. The Role of Internet Marketing

S & Rungta (2016) said that Digital marketing is often referred to as internet marketing, online marketing, or web marketing. With the increasing use of digital media, the term digital marketing and its impact has also grown. Digital marketing is one of the most convenient and effective way of marketing these days and with the development in technology, its technique and scope is also developing. When digital marketing evolved, it was mostly only on the internet, and that was the reason it was started to be referred as internet marketing, web marketing or online marketing. Shien & Yazdanifard (2014) informed that another type of marketing orientation that has emerged since the advancement in technology is the internet marketing orientation. Regardless of any situations, people are often seen to carry their technology devices around with them. When they are alone or during their leisure time, people often use laptop or mobile phone in order for them to stay away from boredom.

H1: Internet marketing affected brand awareness

2.2. The Image of Brand Awareness

Ahmad, *et al.*, (2014) said that brand credibility and brand awareness both are the key elements in building brand loyalty, which is equally important for marketers and consumers. Brand loyalty acts a potent brand differentiator and offer sustainable competitive advantage. Brand credibility and brand awareness creating or reinforcing a brand's personality enhances brand value or equity, which in turn can be leveraged through brand extension. Alhaddad (2014) informed that social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. Social media has changed the traditional communication between brands and consumers and enabled consumer to make positive as well as negative influence on brand equity. Karam & Saydam (2015) said that the brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong characteristics that will impact consumers when making on their decisions. Malik *et al.*, (2013) said that the findings are limited to clothing sector. Moreover we didn't have adequate time and resources to study the components of Brand awareness and brand loyalty. Khan *et al.*, (2016) stated that Precedent study shows that Advertisement has very forceful role in creating Awareness among customers that further result Commitment if customer is satisfied by the quality that brand give. But for creating Commitment Advertising and quality are not the only factors. Brogi, *et al.* ,(2013) said that Online Brand Communities (OBCs) allow fashion customers to communicate with each other without any restrictions of time and place. For this reason, OBCs are viewed by fashion marketers as powerful instruments to influence customers' purchasing behavior.

H2: Internet marketing and brand awareness affected on customer loyalty

2.3. The Power of Customer Loyalty

Kheng *et al.*, (2010) stated that managerial implication of this research is that bank managers need effective recruitment and training program to: a) ensure that employees offer professional services, b) pay more attention to customer needs, and c) void revealing customer information to marketers. Arokiasamy (2013) said that customer loyalty can only be achieved after consistently meeting customer satisfaction. Time constraint is almost a barrier to customer satisfaction as more and more unique ways are adopted to meet the ever changing nature in the service industry. Keisidou, *et al.*, (2013) informed that It indicates the tendencies of the target population, the elements or factors of the marketing mix customers consider most important, it provides a more holistic view of the target market and the factors that can cause satisfaction and loyalty, and also, it guides managers to the implementation of a strategy. Malik, *et al.*, (2013) informed that the customers can become the loyal to the brand due to its uniqueness, its taste, feel easy by using that particular brand and they also have enough knowledge about that brand and feel confident while make a purchase or may be due to price factor etc. brand loyalty is very important for the organization to meet its objective so the organization try to make its customers happy and also resolve the problems if they feel related to their particular product and service. Rizan *et al.*, (2014) said that it implies that to create a loyalty system, the banks should impose a set of attitudes and behaviors deeply embedded in the metabolism of the organization. This system needs to engage employees by instilling loyalty disciplines. To run the relational marketing tactics, it needs qualified employees. Singh (2012) informed that Customer retention in turn earns the business a good reputation and goodwill in the open market. It also generates a healthy competition with the opponents.

The record of retention of the customer is the best proof regarding the quality of the products and the services provided to them.

H3: Internet marketing affected customer loyalty through brand awareness

3. METHODS

The technique used in the determination of research samples is purposive sampling technique that is based on certain criteria. The sample of research is 95 respondents selected by using purposive sampling technique. SMEs which became the focus of this research is the women's SMEs who use internet marketing as an effort to market their products. Primary data collection by spreading questionnaires and conducting interviews to respondents while collecting secondary data using literature study. The analysis method used is Multiple Linear Regression and Path Analysis. Ghozali (2006) describes linear regression is a regression used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent variable with the independent variable. While the path analysis is used to see the effect of independent variables on the dependent variable directly or indirectly (Dalimunthe *et al.*, 2016; Muda and Dharsuky, 2016; Muda *et al.*, 2017; Yahya *et al.*, 2017; Sadalia *et al.*, 2018; Erlina and Muda, 2018; Sadalia *et al.*, 2018 and Muda *et al.*, 2018). To be said to have a good estimate, a linear regression model must have BLUE (Best Linear Unbiased Estimator) properties, which means that decision making through either F test or t test should not be biased. To produce decisions that have BLUE characteristics, some basic requirements must be met. The basic requirements that must be met by the linear regression model are as follows:

1. Data is normally distributed.
2. There are no symptoms of multicollinearity.
3. There are no symptoms of autocorrelation.
4. There are no symptoms of heteroscedasticity.

If one of the basic assumptions is not fulfilled, then the regression equation obtained is no longer BLUE, so decision making is biased. Before proving the hypothesis that uses multiple linear regression tests, then the classical assumptions must be tested (Dalimunthe *et al.*, 2016; Muda and Dharsuky, 2016; Muda *et al.*, 2017; Yahya *et al.*, 2017; Erlina, 2017; Sadalia *et al.*, 2018; Erlina and Muda, 2018 and Muda *et al.*, 2018), each of which is explained below:

Multicollinearity test is applied for multiple regression analysis consisting of two or more independent variables. Multicollinearity test aims to test whether the regression model found a correlation between independent variables Dalimunthe *et al.*, 2016; Muda and Dharsuky, 2016; Muda *et al.*, 2017; Yahya *et al.*, 2017; Sadalia *et al.*, 2018; Erlina and Muda, 2018 and Muda *et al.*, 2018). In determining the presence or absence of multicollinearity, the following methods can be used:

1. Tolerance value is the amount of error that is statistically justified (α).
2. Variance Inflation Factor (VIF) value is a standard deviation inflation factor squared.

Heteroscedasticity test aims to test whether in the regression model there is a residual variance inequality one observation to another observation (Sirojuzilam *et al.*, 2016; Azlina *et al.*, 2017; Sadalia *et al.*, 2017; Dalimunthe *et al.*, 2017 and Muda *et al.*, 2018). If the residual variance from one observation to another observation remains, then it is called homokedasticity and if different is called heteroscedasticity. A good regression model is homokedasticity or heteroscedasticity does not occur with the basis of analysis:

- If there are certain patterns, such as the existing dots form a certain pattern that is regular (wavy, widened and then narrowed), it indicates that heteroscedasticity has occurred.

- If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, heteroscedasticity does not occur.

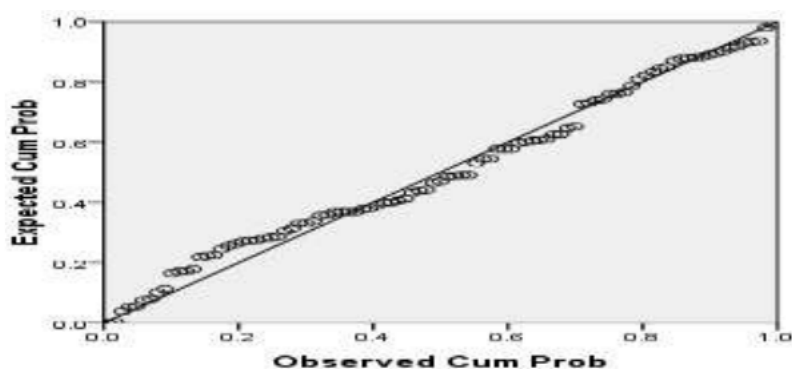
4. RESULT AND DISCUSSION

4.1. Result

4.1.1. Classic assumption test

1. Normality test

In the Fig. 1 Graphical normality test results using the P-P plot, it appears that the dots spread around the diagonal line and its distribution follows the direction of the diagonal line. It shows that the regression model is worthy of use because it meets the normality assumption.

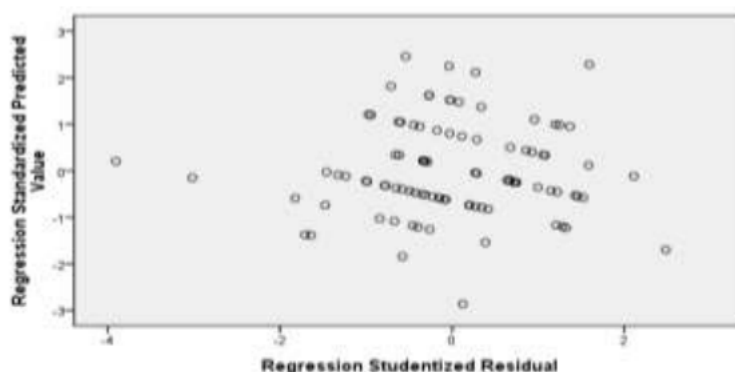


Sources : SPSS Result (2018).

Figure 1 Graphic of Normality Test

2. Heteroscedasticity test

From the Figure 2. The Graphic of heteroscedasticity test output can be seen that there is no clear pattern, the dot does not accumulate, and the points spread above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity.



Sources : SPSS Result (2018).

Figure 2 Graphic of Heteroscedasticity Test

3. Multicollinearity Test

This test aims to test whether the regression model found a correlation between independent variables. A good regression model should not be correlated with independent variables. From Table 1. There is no symptom of multicollinearity in Facebook interaction, Instagram, Twitter, Line, WhatsApp and Marketing of SMEs because each tolerance value is above 0.10 and also VIF value which is under 10.

Table 1 Multicollinearity Test Results

	Tolerance	VIF
1 (Constant)		
Process	.252	3.967
Customer Relationship	.275	3.636
Online	.285	3.509
The Exchanging	.278	3.598
Satisfaction	.285	3.507
Brand Awareness	.337	2.964

Sources : SPSS Result (2018).

4.1.2. Hypothesis Test

1. Multiple Linear Regression Analysis First Path

$$Y = 2.130 + 0.009 + 0.214 + 0.039 + 0.043 + 0.165 + 0.428 + e$$

Based on the model can be interpreted:

- Constants (a) of 2,130 indicate the value of customer loyalty level will remain at 2,130 if all independent variables are zero.
- The process has a coefficient value of 0.009, meaning if the value of this variable is increased one unit then it will increase customer loyalty value of 0.009 (0.9%) with the assumption that other variables are fixed.
- Customer relationship has a value of coefficient of 0.214, meaning that if the value of this variable is increased one unit it will increase customer loyalty value of 0.214 (21.4%) with the assumption that other variables are fixed.
- Online has a coefficient value of 0.039, meaning if the value of this variable is increased one unit then it will increase customer loyalty value of 0.039 (3.9%) with the assumption that other variables are fixed.
- The exchange has a coefficient value of 0.043, meaning if the value of this variable is increased one unit then it will increase customer loyalty value of 0.043 (4.3%) with the assumption that other variables are fixed.
- Satisfaction fulfillment has a coefficient value of 0.165, meaning that if the value of this variable is increased one unit then it will increase customer loyalty value of 0.165 (16.5%) assuming other variable is fixed value.
- Brand awareness has a coefficient value of 0.428, meaning if the value of this variable is increased one unit then it will increase customer loyalty value of 0.428 (42.8%) with the assumption that other variables are fixed.

2. Multiple Linear Regression Analysis First Path

$$Y = -1.093 + 0.507 - 0.151 + 0.059 + 0.411 + 0.227 + e$$

Based on the model can be interpreted:

- Constants (a) of -1.093 indicate that the brand awareness variable value will remain at -1.093 if all independent variables are zero.
- The process has a coefficient value of 0,507, meaning that if the value of this variable is increased one unit it will increase the value of customer loyalty by 0.507 (50.7%) assuming other variables are fixed value.
- Customer relationship has a coefficient of -0.151, meaning if the value of this variable is increased one unit it will decrease the value of customer loyalty of -0.151 (15.1%) assuming other variables are fixed value

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- Online has a coefficient value of 0.059, meaning if the value of this variable is increased one unit then it will increase customer loyalty value of 0.059 (5.9%) with the assumption that other variables are fixed.
- The exchange has a coefficient value of 0.411, meaning that if the value of this variable is increased one unit then it will increase customer loyalty value of 0.411 (41.1%) assuming other variable is fixed value.
- Satisfaction fulfillment has a coefficient value of 0.227, meaning that if the value of this variable is increased one unit then it will increase customer loyalty value of 0.227 (22.7%) assuming other variable is fixed value.

4.1.3. *F-test result*

Table 2 F Test

Model	df	F	Sig.
Regression	6	79.891	.000 _a
Residual	88		
Total	94		

Sources : SPSS Result (2018).

Based on the above table, it can be seen that the F test results show a significant value of 0.000 is smaller than 0.05. The results of this F test indicate that the independent variables simultaneously have a significant influence on the dependent variable that is customer loyalty. To see what independent variables affect the customer loyalty, then t test (partial test).

4.1.4. *t-test Result*

Table 3 t-test

Model	B	t	Sig
(Constant)	2.130	.104	.031
Process	.009	3.100	.918
Customer Relationship	.214	.497	.003
Online	.039	.579	.621
Exchange	.043	2.295	.564
Satisfaction	.165	7.101	.024
Brand Awareness	.428		.000

Sources : SPSS Result (2018).

Based on the Table, the results of regression test analysis stated that all variables each have a partially significant influence (individual) on the loyalty of UMKM customers with the Government. The process has a significance value of 0.918 > 0.05, meaning that the process in internet marketing partially has no significant effect on customer loyalty. Customer relationship has significance t value of 0.003 < 0.05, meaning that customer relationship in internet marketing partially significant effect on customer loyalty. Online has a significance value of 0.621 > 0.05, meaning online in internet marketing partially no significant effect on customer loyalty. The exchange has a significance of t value of 0.564 > 0.05, meaning that the exchange in internet marketing partially has no significant effect on customer loyalty. Satisfaction fulfillment has significance value of t equal to 0.024 < 0.05, meaning satisfaction in internet marketing partially significant effect on customer loyalty. And brand awareness has a significance value of 0.000 < 0.05, meaning that brand awareness in internet marketing partially significant effect on customer loyalty.

4.1.5. Coefficient of determination

Table 4 Coefficient of Determination Result (R²)

Model	R	R Square	Adjusted R Square
1	.919 ^a	.845	.834

Sources : SPSS Result (2018).

Based on Table 4, R Square value is 0.845 which means that 0845 (84.5%) independent variable can describe customer loyalty. While the rest of 15.5% is described or explained by other variables that are not included in the research model.

4.1.6. Path Analysis Equation I

Path analysis is used to examine the effect of mediation of a research model through intervening variables. Intervention variable in this research is brand awareness. Based on regression equation I it is known that only customer relationship, fulfillment of satisfaction and brand awareness significantly affect customer loyalty. So then the researchers will test whether customer relations and satisfaction fulfillment can affect customer loyalty through brand awareness. The following is the result of path analysis in this research.

Table 5 Path Analysis Equation I Result I

Model	R Square	Beta	t	Sig.
Customer Relationship	.400	.632	7.868	0.000

Table 6 Path Analysis Equation I Result II

Model	R Square	Beta	t	Sig.
Customer Relationship	.825	.361	6.414	0.000
Brand Awareness		.636	11.317	0.000

Sources : SPSS Result (2018).

Based on the output of SPSS in Table 5, the standardized beta value of customer relationships in equation I is 0.632 and significant value of 0.000 which means the customer relationship in internet marketing significantly affects customer loyalty. The value of standardized coefficient beta 0.632 is the path or path value p2. At SPSS output equation II standardized beta value for customer relationship is 0.361 and brand awareness is 0.636. The standardized beta value of the customer relationship of 0.361 is the p1 path value and the standardized beta brand awareness value of 0.636 is the p3 point value. The value of e1 = 0.774 and the value of e2 = 0.418. The result of path analysis shows that the magnitude of direct influence (p1) is 0.361 (36.1%) while the indirect effect is calculated by multiplying the indirect coefficient of 0.632 x 0.636 = 0.402 (40.2%). So with these results it can be seen that the indirect effect of customer relationship on customer loyalty is greater than direct influence (0.402 > 0.361).

Table 7 Test Result Analysis of Satisfaction Fulfillment Path Equation I

Model	R Square	Beta	T	Sig.
Satisfaction	.507	.712	9.780	0.000

Sources : SPSS Result (2018).

Table 8 Test Result Analysis of Satisfaction Fulfillment Path Equation II

Model	R Square	Beta	t	Sig.
Satisfaction	.805	.344	5.250	0.000
Brand Awareness		.620	9.461	0.000

Sources : SPSS Result (2018).

Based on the output of SPSS in Table 8, the standardized beta satisfaction satisfaction value in equation I is 0.712 and the significant value is 0.000, which means satisfaction fulfillment significantly affects brand awareness. At SPSS output equation II standardized beta value for fulfillment satisfaction of 0.344 and brand awareness of 0.620. The value of standardized coefficient beta 0.712 is the path or path value p2. The standardized beta value of the fulfillment requirement of 0.344 is the p1 path value and the standardized beta brand awareness value of 0.620 is the p3 point value. The value of $e_1 = 0.702$ and the value of $e_2 = 0.441$

The result of path analysis shows the magnitude of the direct effect (p1) is 0.344 (34.4%) while the indirect effect is calculated by multiplying the indirect coefficient of $0.712 \times 0.620 = 0.441$ (44.1%). With these results it can be concluded that the indirect influence of compliance decisions on customer loyalty greater than direct influence ($0.441 > 0.344$).

4.2. Discussion

The first hypothesis in this study is internet marketing has an effect on brand awareness. Based on the results of testing in this study (regression model II) shows that not all indicators contained in internet marketing affect the brand awareness. Indicators that have a significant influence on brand awareness are only process variables and exchanges. While other internet marketing indicators do not have a significant influence on the formation of brand awareness in women SMEs in North Sumatra. The process in internet marketing is the steps that must be done to run internet marketing. Seven stages of the marketing program process through the internet are forming market opportunities, devising marketing strategies, designing customer experiences, building customer interface relationships, designing marketing programs, improving customer information through technology, and evaluating overall marketing program results. As with traditional marketing programs, internet marketing programs also involve a process. While the exchange in internet marketing means that the impact of this online marketing program is not only happening in the internet world only or online, but also must have an impact on the exchange in real sales. Based on these results, the hypothesis that internet marketing has an effect on brand awareness or H1 is rejected. The second hypothesis in this study is internet marketing affects customer loyalty. Based on the results of testing in this study (regression model I) shows that not all indicators contained in internet marketing affect customer loyalty. Indicators that have a significant influence on customer loyalty are just customer relationship variables and satisfaction fulfillment. While other internet marketing indicators do not have a significant effect on customer loyalty in women SMEs in North Sumatra. And for brand awareness, brand awareness has a significant effect on customer loyalty. Based on these results then the hypothesis stating that internet marketing and brand awareness affect customer loyalty or H2 rejected. The third hypothesis in this study is internet marketing affects customer loyalty through brand awareness at SMEs women in North Sumatra. Test results in this study (Path Analysis) shows that the indicator internet marketing depicted with customer relationship variables can affect customer loyalty through brand awareness at SMEs women in North Sumatra. The value of the direct effect of customer

relationship on customer loyalty is less than the indirect value of customer relationship to customer loyalty through brand awareness ($0.361 < 0.402$). $0.441 > 0.344$

The next result is internet marketing indicator which is described with satisfaction variable able to influence customer loyalty through brand awareness at SME woman in North Sumatera. The value of the direct effect of satisfaction fulfillment on customer loyalty is less than the indirect value of satisfaction fulfillment of customer loyalty through brand awareness ($0.344 < 0.441$). With these results then brand awareness can be a medium for internet marketing in improving customer loyalty to women SMEs in North Sumatera. With this result, the hypothesis stating that internet marketing affects customer loyalty through brand awareness or H3 accepted.

5. CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

- An internet marketing indicator that has significant influence on brand awareness is only process and exchange variables, while customer relationship, online and satisfaction variables do not have a significant effect on brand awareness on women SMEs in North Sumatera.
- Internet marketing indicators that have a significant influence on customer loyalty are just customer relationship and satisfaction variables, while process variables, online and exchange have no significant effect on customer loyalty to female SMEs in North Sumatera.
- Internet marketing depicted with customer relationship variables and fulfillment satisfaction can affect the level of customer loyalty through existing brand awareness.

5.2. RECOMMENDATION

- From the results of testing the first hypothesis research found that internet marketing indicators that can affect the formation of awareness brand is just a process and exchange. It is expected that the perpetrators of women SMEs in North Sumatera to be able to improve the quality of the process in marketing through the internet to customers, in addition to improving the quality of the process, the next thing to note is the exchange. The exchange in internet marketing means that the impact of this online marketing program is not only happening in the internet world only or online, but also must have an impact on the exchange in real sales.
- From the results of the second hypothesis is known that things that can affect the level of customer loyalty is the relationship with customers, fulfillment needs and brand awareness. It is expected that women SMEs in Sumatera can improve these three things because these three things have a positive influence on customer loyalty.
- From the results of the third hypothesis known that internet marketing can affect the level of customer loyalty by building brand awareness products in the eyes of customers. So it is expected that the perpetrators of women SMEs in North Sumatera are able to build brand awareness of each product in the eyes of customers because this will be able to produce customers who are loyal to their products.

ACKNOWLEDGEMENT

Financed By Directorate of Research and Community Service Directorate General Strengthening Research and Development Ministry of Research, Technology and Higher Education In accordance with the Research Contract Number: 003/SP2H/LT/DRPM /IV/2017 April 20, 2017.

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