



Influence of Influencer Marketing and Event Marketing in Order to Build Tokopedia Brand Loyalty

Didi Tarmidi ¹, Lulu Jane Rimba ²

^{1,2}Management, Economics and Business, Universitas Widyatama, Bandung, Indonesia

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ABSTRACT

Maintaining consumer loyalty to the brand is the main important task that must be in the marketing strategy to maintain the company's sales and revenue especially if the company is e-commerce in Indonesia such as Tokopedia. This study will reveal how the influence of variable influencer marketing and Tokopedia marketing events in building consumer brand loyalty. This research method uses a quantitative approach with survey instruments then described in descriptive analysis. At the end of the study, it was shown that the results of both variable influencer marketing and event marketing had a significant impact on the loyalty of 46.3%. Further reviewed influencer marketing, influencer marketing encourages consumers to routinely review marketing events on the Tokopedia application and then marketing events also help consumers visit longer with offers at a limited time in certain product categories - certain products encourage consumers to keep using Tokopedia as an option in shopping.

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Corresponding Author:

Didi Tarmidi,

Management, Economics and Business,

Universitas Widyatama,

Jl. Cikutra No.204A, Sukapada, Kec. Cibeunying Kidul, Kota Bandung, Jawa Barat 40125 Indonesia

Email: didi.tarmidi@widyatama.ac.id,

INTRODUCTION

Globalization makes everyone connected through internet network technology and not only communicate but also do business and shop online which makes it very easy for someone to find the goods needed. E-Commerce Technology or Marketplace is an online facility that connects sellers with buyers through the internet and one of the big players in Indonesia is Tokopedia with more than 149 million visits in 2021 followed by databooks. katadata.co.id (2022).

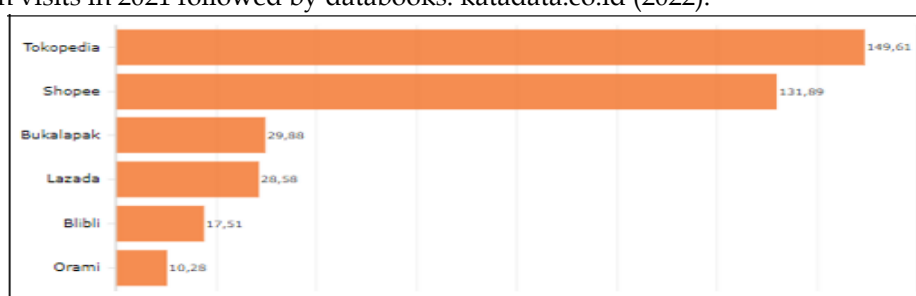


Figure 1. E-Commerce Sites with the Highest Number of Visitors in Indonesia (2021)

But the challenge faced by Tokopedia is to maintain brand loyalty among consumers because 85% of E-Commerce consumers are GEN-Z and Millennials. Based on the research results of Katadata Insight Center and Kredivo, on average all age groups continue to transact online, about 17 to 20 times a year. GEN Z and Millennials have the lowest loyalty among previous generations reported to linkedin.com. A study by Daymon Worldwide showed that only 29% of Millennials typically buy from the same brand, compared to Generation X's 35% of total buyers, making purchases against the same brand. According to the 2018 Millennial Loyalty Survey by Codebroker, 70% of this generation is only involved in less than 50% of brand loyalty activities even if they use a member card. Another data mentions the results of Populix research, 62.65% of Generation Z said they are not fixated on one brand when shopping. Generation Z routinely monitors the promotional media of its chosen brand through marketing events or influencers from the categories they participate in.

Tokopedia is not the only marketplace in Indonesia there are still other big names such as Shopee, Bukalapak, Orami, Lazada, Bhineka, etc. so Tokopedia needs to keep its consumers from being acquired by its competitors. Building brand loyalty there are many ways but based. A study conducted by Accenture found that 95 percent or more of Generation Z and Millennials say they want Retailers and Brands to interact actively through personalized promotional messages. This personalized Promotional Message can be realized by collaborating with influencers with special categories such as gadget categories and also through specific marketing events such as "Super Gadget Day" where this communication will further personalize the specific message to certain consumers.

Previous research by Gunawarde (2020) "Role of Event Marketing in developing Brand Trust and Brand Loyalty" stated that the relationship between event marketing and brand loyalty is very close and this research reveals that event marketing can encourage brand trust and brand loyalty. According to Belch & Belch in Isya Rafika (2018: 2) said that "advertising and promotion, an integrated marketing communication perspective." Define Event Marketing as a type of promotion in which a company or brand is connected to an event or where the activity is themed to create an experience for customers and also to promote products and services. And a study by Dogra (2019) "The Impact of Influencer Marketing on Brand Loyalty Towards Luxury Cosmetics Brands: Comparison of Generation Z And Millennials", revealed that the results of research, that Influencer Marketing does have an impact on cosmetic brand loyalty. Kotler & Keller (2016:216), "People who influence the buying decision, often by helping define specifications and providing information for evaluating alternatives. Technical people are particularly important influencers.", it can be interpreted as an influencer is a person who influences purchasing decisions, because the presence of influencers can help consumers determine specifications and information to evaluate alternatives.

By reviewing previous research and sources of information such as news media and surveys from credible parties this research will combine both influencer marketing variables and event marketing will be combined to see its influence on brand loyalty.

RESEARCH METHOD

This research will discuss issues related to the influence of influencer marketing and event marketing on brand loyalty on the Tokopedia application in Bandung City. In this study, researchers used quantitative data types and sources, for the sample selected in this study amounted to 100 consisting of Tokopedia application users in Bandung city. This research sampling method uses nonprobability sampling techniques. Primary data in this study was obtained through questionnaires, while secondary data was obtained from journal publications and textbooks. The data analysis used is the descriptive analysis by adopting several linear regression analysis techniques using SPSS 25 for windows software.

RESULTS AND DISCUSSIONS

Regression analysis is used to determine the existing relationships between variables. This makes it possible to deduce a variable when knowing the value of another variable of the acquired relationship. The regression model equation used by the author is a multiple regression analysis equation. The regression equation model uses several linear regression analyses shown below.

Table 1. Multiple Linear Regression Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.521	5.089		2.460	0.016
	INFLUENCER_MARKETING	0.754	0.152	0.434	4.967	0.000
	EVENT_MARKETING	0.772	0.196	0.344	3.946	0.000

a. Dependent Variable: BRAND_LOYALTY

The constant value of 12.521 means that the dependent variable which is a brand loyalty variable is worth 12,521 if the influencer marketing variable and the event marketing variable are considered constant (value 0). In other words, if the value of influencer marketing and event marketing does not change, the value of brand loyalty also does not change. If the regression coefficient value of the influencer marketing variable shows 0.754, this means that the influencer marketing variable increases by one (1), and the other independent variable, the event marketing variable, is considered constant (value 0). The variable whose dependent variable is a brand loyalty variable of 0.754. A positive sign for the regression coefficient value indicates that influencer marketing has a positive effect on brand loyalty. This means that the higher the influencer marketing, the higher the brand loyalty.

If the regression coefficient value of the event marketing variable shows 0.772, this happens when the event marketing variable increases (1) and another independent variable, the influencer marketing variable, is considered constant (value 0). The bound variable, the brand loyalty variable, rose by 0.772. A positive sign for the regression coefficient value indicates that event marketing has a positive effect on brand loyalty. In other words, the better the marketing event, the higher the value of brand loyalty.

Table 2. Simultaneous Hypothesis Testing ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1255.931	2	627.965	41.812	.000 ^b
	Residual	1456.819	97	15.019		
	Total	2712.750	99			

a. Dependent Variable: BRAND_LOYALTY

b. Predictors: (Constant), EVENT_MARKETING, INFLUENCER_MARKETING

Based on the analysis in the table above, based on the significant value in the following case if below < 0.05 is called an effect. In the table above, it can be seen that the important value is 0.000. Therefore, from the value of its importance, we can conclude that influencer marketing and event marketing affect brand loyalty at the same time.

Table 3. Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	0.463	0.452	3.87540

a. Predictors: (Constant), EVENT_MARKETING, INFLUENCER_MARKETING

From the results shown in the table above, the square of R in this study was 0.463 or 46.3%. This means that brand loyalty is influenced by influencer marketing and event marketing by 46.3%. The remaining 53.7% or 0.537 were influenced by variables or other factors not studied.

CONCLUSION

The results of this study show that Influencer Marketing and Event Marketing influence the building of Brand Loyalty from Tokopedia's online buying and selling platform. Both independent variables influence consumer behavior to keep regularly visiting Tokopedia through influencer information that provides the latest information about marketing events that contain various kinds of attractive offers tailored to the shopping behavior of each buyer which turns out to keep buyers loyal to wait for the latest items and the latest promos from the Tokopedia platform.

The cumulative measurement by both Influencer Marketing and Event Marketing variables in building Brand Loyalty is 46.3%. However, if examined more deeply the results of regression tests in the coefficient table, the largest coefficient value is Event Marketing so the second follow-up conclusion is that Tokopedia can increase Brand Loyalty by first increasing the quality and quantity of Event Marketing with the addition of other events so that visits become more routine which then the next priority is to find influencers who can communicate the event well to targeted communities targeted.

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