

## **ONLINE MARKETING STRATEGY ON BRAND IMAGE IMPACT ON CUSTOMER SATISFACTION IN PANAI HILIR DISTRICT**

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**Abstract.** *Online shopping satisfaction is a new trend that is occurring in various Indonesian communities, both urban and regional. Online shopping is an option for modern people who want to shop without having to come to a location, but simply through an internet-based application, consumers can directly choose and buy the needs they want. The aim of this research is to determine online marketing strategies, brand image and brand associations and their impact on online shopping satisfaction in Panai Hilir District, Labuhanbatu Regency. The method for determining population and samples generally uses Maximum Likelihood Estimation (MLE), the number of samples in the survey ranges from 100-200 samples. So the sample set was 100 samples. So the target sample is people who live in Panai Hilir District, Labuhanbatu Regency. The sampling technique uses accidental sampling (ie any respondent who coincidentally meets the researcher in the field). The scale technique used by the author chose a Likert scale. Meanwhile, for data analysis techniques in solving problems using the Smart PLS v.4.0 application to predict the model tested in the research. Based on the results obtained, it can be concluded that 1) online shopping satisfaction occurs naturally even in remote areas, as long as the network supports it, online marketing strategies will influence consumer behavior; 2) online marketing strategies have a positive and significant influence on customer satisfaction in Panai Hilir District; 3) brand image has a positive and significant influence on customer satisfaction in Panai Hilir District and 4) brand association has an influence on customer satisfaction in Panai Hilir District. The majority of consumers who shop online are women. It cannot be denied that shopping is synonymous with women .*

**Keywords:** *Online Marketing, Brand Image, Brand Association, Customer Satisfaction .*

### **INTRODUCTION**

Online shopping satisfaction is a new trend that is occurring in various Indonesian communities, both urban and regional. Online shopping is an option for modern people who want to shop without having to come to a location, but simply through an internet-based application, consumers can directly choose and buy the needs they want. The peak increase in online shopping occurred when the Covid disaster hit the whole world, as according to (Utami, 2020) Covid resulted in all activities having to be carried out digitally, including meeting the daily needs of the millennial generation. According to (Faulina et al., 2021) entering the second year of Covid has changed and created social behavior, including online shopping activities. The increase in online shopping provides a great opportunity for business actors to switch to marketing their products online followed by a shift in people's behavior which also shows that society is very open to technological developments. Research (Iswiyanti, 2021) shows that students often shop online on the Shopee marketplace with the Fashion category as their shopping choice. Several references show that online shopping is more focused on by millennials. However, this research seeks to explore various interesting possibilities for developing

research, including online shopping satisfaction and choosing the people of Panai Hilir District in Labuhanbatu Regency.

The popularity of online shopping nationally has also attracted people's selfishness and ambition to be interested in shopping online. According to the data, there is a tendency for people to depend on gadgets, thus providing a lot of space to obtain information and access various internet information on gadgets, including online shopping advertisements. Data on smartphone users according to (Lau & Soediono, 2022) from 2019 to 2021 increased between 60-78 percent or around 167 million Indonesians. This data certainly provides a strong signal for business people to expand their business online, including online advertising and marketing as well. According to (Santoso et al., 2021) business trends during the pandemic are in fact motivating people to build new businesses, meaning that there is readiness of business actors to carry out business development by implementing digital marketing. In research (Ni Kadek Anggi Pratiwi & Ekawati, 2020) , brand image is able to mediate the relationship between e-commerce and purchasing decisions. Through this research, the better the company's brand image in e-commerce, the more impact it will have on online purchasing decisions.

Therefore, the crucial phenomena that form a strong basis for the importance of this research include online shopping behavior and online marketing strategies implemented by marketplace business actors. Even though online shopping behavior occurs in the highest urban areas, it is not impossible that even coastal communities have the same abilities and desires, however , this requires basic research that coastal communities have the power to shop online. Research according to (Rakib & Makassar, 2020) suggests that the government should encourage the economy of coastal communities by increasing economic literacy in order to create rational consumption behavior in society. The existence of these related references is interesting for the author to conduct research on online marketplace marketing strategies and their impact on brand image and shopping satisfaction. As according to (Ngafifi, 2014), technological progress is something that cannot be avoided in this life, because technological progress will continue to follow this progress. According to (Musnaini et al., 2020) technology is a whole means of providing goods necessary for the continuity and comfort of human life.

Seeing the increasingly large and real contribution of the role of online media in product marketing in the urban business sector, it creates quite a gap with coastal communities such as in Panai Hilir District, Labuhanbatu Regency, which is even on the coast. There is something that is forgotten about the hegemony of digital technology development, namely how responsive coastal communities are to the internet or online media as a marketing tool. This is also the starting point for this research to be carried out as a phenomenon or problem. According to the results of the study above, it is stated that technology cannot be avoided by anyone, this means that this theory applies to anyone and wherever they are, regardless of their origin. According to the sources that I obtained to support this research, they can be seen below:

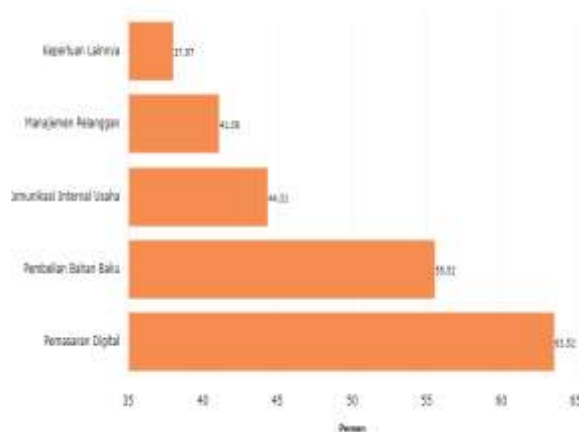


Figure 1. Utilization of Internet Services as Marketing

Based on Figure 1, the reasons why business actors use media and use the internet for marketing are at the highest level with a percentage of 63.52 % . Through responses from the public as business actors, it is explained that any business actor has cloned online marketing as a way to introduce their products so that consumers can make better purchasing decisions online. Based on the theoretical and scientific phenomena described in detail, this is the basis for the research, the aim of this research is to determine online marketing strategies, brand image and brand associations and their impact on online shopping satisfaction in Panai Hilir District, Labuhanbatu Regency.

**RESEARCH METHOD**

The research concept adopted is descriptive research using a quantitative approach as an effort to solve the problem formulation and establish a hypothesis. This research design uses primary data (questionnaire) as the main research data which contains various questions in a questionnaire prepared in a Google form which is distributed to the entire specified sample. The method for determining population and samples generally uses Maximum Likelihood Estimation (MLE), the number of samples in the survey ranges from 100-200 samples. So the sample set was 100 samples. So the target sample is people who live in Panai Hilir District, Labuhanbatu Regency. The sampling technique uses accidental sampling (ie any respondent who coincidentally meets the researcher in the field). The scale technique used by the author chose a Likert scale. Meanwhile, data analysis techniques for solving problems use the Smart PLS v.4.0 application to predict the models tested in research.

**RESULTS AND DISCUSSIONS**

The particular demographics of the respondents in the study include gender and age, which are in the table below:

Table 1. Particularity of Respondents Based on Gender

Gender	Amount
Man	28
Woman	72
<b>Total</b>	<b>100</b>

Source: processed data, 2022

Based on the results in the table above, the most dominant number of respondents who shop online are women. With a total of 72 people. Meanwhile, the number of male respondents was only 28 people. The incessant development of online shops is largely influenced by the hobbies of Indonesian women. The reason why women like shopping more than men is because women really like shopping, which is a way of discovering new things, and shopping is also considered a form of relaxation.

**Table 2. Particularity of Respondents Based on Age**

Age	Amount
15-20 Years	40
21-26 Years	34
27-34 Years	6
35-40 Years	9
41-50 Years	11
<b>Total</b>	<b>100</b>

Source: processed data, 2022

Based on the results in the table above, it shows that the majority of customers from online shopping are predominantly aged 15-20 years, numbering 40 people, aged 21-26 years amounting to 34 people, which is quite a lot, aged 27- 34 years amounting to 6 people, where Of the total number, there are the fewest, 9 people aged 35-40 years, and only 11 people aged 41-50 years. Of the total respondents. Because the target market for online shops is not limited, online shopping is therefore in great demand among young people.

**Table 3. Convergent Validity Output**

Variab les	Online Marketing Strategy	Brand Image	Brand Association	Customer satisfaction
SPO1	0.844			
SPO2	0.746			
SPO3	0.890			
SPO5	0.798			
SPO6	0.774			
BI1		0.860		
BI2		0.834		
BI3		0.893		
BI4		0.869		
BA1			0.768	
BA2			0.944	
BA3			0.866	
KP1				0.812
KP2				0.838
KP3				0.821
KP4				0.867
KP5				0.812
KP6				0.772
KP7				0.772
KP8				0.877
KP9				0.897

Source: ( SmartPLS 4 , nd) , 2022.

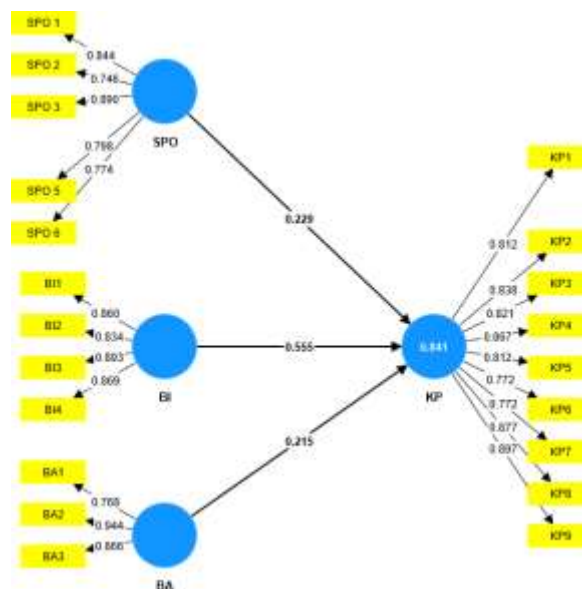
Based on the results shown in the table above, each variable has a different value, where each value obtained is above 0.7 . Online Marketing Strategy Variable (X 1 ) each indicator value is: 0.844, 0.746, 0.890, 0.798, and 0.774. Brand Image variable (X 2 ) with indicator values: 0.860, 0.834, 0.893, and 0.869. In the Brand Association variable (X 3 ) the indicator values obtained are: 0.768, 0.944 and 0.866. Meanwhile, the value of the Customer Satisfaction variable for each indicator is: 0.812, 0.838, 0.821, 0.867, 0.812, 0.772, 0.772, and 0.877. Thus, it is stated that based on convergent validity output testing the results are declared valid.

**Table 4. Goodness of Fit Model Output**

	Saturated models	Estimated model	Model
SRMR	0.081	0.081	Fit
d_ ULS	1,521	1,521	Fit
d_ G	1,238	1,238	Fit
Chi-square	650,909	650,909	Fit
NFI	0.707	0.707	Fit

Source: ( SmartPLS 4 , nd) 2022.

To find out the Goodness of fit value of the model, you can see how big the value obtained is where  $NFI \geq 0.60$  until the model can be declared fit. Based on the values obtained from the data in the goodness of fit model output table above, the NFI value is 0.707, which is greater than the specified 0.60 . So it can be concluded that it meets the requirements. With a high goodness of fit model, hypothesis testing in research is suitable for use.



**Figure 2. Structural Model Diagram**

- Information
- SPO (Online Marketing Strategy)
- BI (Brand Image)
- BA (Brand Association)
- KP (Customer Satisfaction)

The results that can be seen from the structural model diagram above, from the left and right sides are the dividend and independent variables. Each arrow pointing to the indicator is the loading factor number at the initial stage of validity testing. From the variable (SPO) Online Marketing Strategy (X1), the loading factor value obtained from each indicator is: (SPO of 0.798, and (X1.5) of 0.774. So that the Online Marketing Strategy (X1) and its indicators can be declared valid. From the variable (BI) Barand Image (X2) it is known that the loading factor value of each indicator is: (BI .4) with a value of 0.869. So that the Brand Image (X2) and its indicators can be declared valid. From the variable (BA) Brand Association (X3), the loading factor value obtained from each indicator is: (BA X3.1) worth 0.768, (X3.2) worth 0.944, and (X3.3) worth 0.866. So that the Brand Association (X3) and its indicators can be declared valid. For the variable (KP) Customer Satisfaction (Y) there are 9 indicators where each loading factor value is obtained: (KP Y.1) is 0.812 , (Y.2) is 0.838, (Y.3) is 0.821, (Y.4) of 0.867, (Y.5) of 0.812, (Y.6) of 0.772, (Y.7) of 0.772, ( Y.8) of 0.877, and finally (Y.9) of 0.897. So that the customer satisfaction variable (Y) and its indicators can be declared valid. Online Marketing Strategy (X1) has an influence on Customer Satisfaction (Y), Brand Image (X2) has an influence on Customer Satisfaction (Y), and Brand Association has an influence on Customer Satisfaction (Y). Based on the data obtained, all indicators for each variable are declared valid and acceptable.

Thus, all the variables and indicators can be said to be valid. The dividend variables and the independent variables show significance where each dividend variable has an effect on the independent variable which is referred to as the original sample value. The original sample results for the Online Marketing Strategy variable (X1) were 0.229. The Brand Image variable (X2) is 0.555. And the Brand Association variable (X3) is 0.215. The Brand Image variable (X2) has a higher significance with the value obtained by the original sample being 0.555. Meanwhile, the Brand Association variable (X3) has a lower significance with a value obtained by the original sample of 0.215.

**Table 5. Construct Reliability and Validity**

Variables	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho_C)	Average Variance Extracted (AVE)
SPO	0.870	0.877	0.906	0.660
BI	0.887	0.888	0.922	0.747
B.A	0.825	0.846	0.896	0.743
KP	0.944	0.946	0.952	0.690

Source: ( SmartPLS 4 , nd) 2022.

Based on the data in the table above, it can be seen that all variables have Cronsbach's alpha values greater than 0.7 . Where the Online Marketing Strategy variable (X 1 ) has a Cronsbach's alpha value of 0.870 > 0.7 . Brand Image variable (X 2 ) Cronbach's alpha value 0.887 > 0.7 . Brand Association variable (X 3 ) with Cronbach's alpha value 0.825 > 0.7 . And the Cronbach's alpha value of the Customer Satisfaction variable (Y) is 0.944 > 0.7 . So from the statement above it can be concluded that all variable values are stated to be good.

Furthermore, it can also be seen from the average variance extracted (AVE) value which describes the average variance in each variable as being greater than 0.5 . The average of the overall value of the Online Marketing Strategy variable (X 1 ) with a value (AVE) of

0.660 > 0.5 . Brand Image variable (X 2 ) value (AVE) 0.747 > 0.5 . Brand Association variable (X 3 ) 0.743 > 0.5 . And the Customer Satisfaction variable (Y) has a value (AVE) of 0.690 > 0.5 , which is stated to have good convergence.

**Table 6. R-square value**

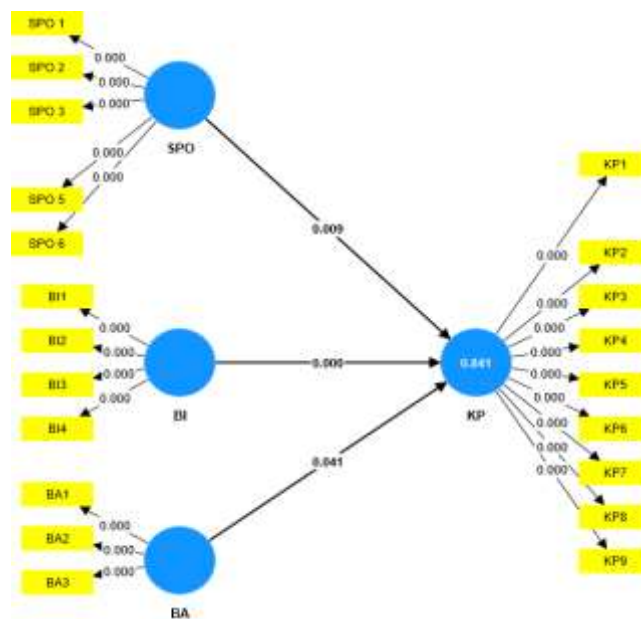
	R-square	R-square adjusted
KP	0.841	0.836

Source: ( SmartPLS 4 , nd) 2022

Based on the data shown in the table above, it can be seen that all Online Marketing Strategy variables (X 1 ), Brand Image (X 2 ), and Brand Association (X 3 ) have a great influence on the Customer Satisfaction variable (Y ) resulting in an R-square value of 0.841, so the model is declared to have a strong influence and is acceptable.

**Hypothesis testing**

To see how the relationship between each variable is based on the results obtained using the Bootstrapping model, it can be seen from Figure 5. Below:



**Figure 5. Bootstrapping Model Diagram**

Source: ( SmartPLS Bootstrapping 4, 2022 , nd)

**Information**

SPO (Online Marketing Strategy)

BI (Brand Image)

BA (brand association)

KP (customer satisfaction)

The results of the Bootstrapping model diagram above include: online marketing strategy (X 1 ) has an influence on customer satisfaction (Y) received with a value obtained of 0.009, brand image (X 2 ) has an influence on customer satisfaction (Y) received with a value of 0.000, and brand association has an influence on customer satisfaction (Y) with a value of 0.041. then based on the data obtained, all indicators from the 3 (three) variables are accepted and declared valid.

Table 7. Path Coefficients

variables	Original sample (O)	Sample mean (M)	T statistics ( O/STDEV )	P values	Results
SPO -> KP	0.229	0.256	2,612	0.009	Significant
BI -> KP	0.555	0.533	4,660	0,000	Significant
BA -> KP	0.215	0.209	2,045	0.041	Significant

Source: ( *SmartPLS Bootstrapping 4* , nd) 2022

Based on the data from the table above, the results of hypothesis testing using SmartPLS with the (Bootstrapping) model are obtained. The results of the T-statistics value state that the relationship between all variables is very significant. And the resulting P-values are greater than 0.05 . So it is stated that Online Marketing Strategy (X1) has a positive and significant effect on Customer Satisfaction (Y), with a T-statistics value of 2.612 and a P value of 0.009. Brand image (X2) has a positive and significant effect on Customer Satisfaction (Y), with a T-statistics value of 4.660 and a P value of 0.000. Brand association (X3) has a positive and significant effect on customer satisfaction (Y), with a T-statistics value of 2.045 and a P value of 0.041.

### Discussion

Of all the hypothesis testing that has been carried out, several research hypotheses have been answered which are combined into several variables. And research results have been obtained which explain:

H1: Online Marketing Strategy has an influence on Customer Satisfaction.

According to the results of hypothesis testing, it is known that online marketing strategy variables influence customer satisfaction. Utilizing technology is one way to expand business. Through the internet, business people can market their products easily, by providing promotions, complete products and product percentages according to the price offered. During shopping, consumers will get correct information about the product and the credibility of the seller, so consumers will get what they want without meeting face to face as if everything is within their grasp. This can be seen by looking at the t-statistical value of the online marketing strategy variable, which is  $2.612 > 1.96$  . With a p-value of  $0.009 < 0.05$  . So it can be stated and concluded that the hypothesis that online marketing strategies have an influence on customer satisfaction is accepted. Based on the results obtained, this research supports research (Almas Dwi Nurshadrina\*, 2023) that selling vegetables through online media with the addition of information can increase consumer satisfaction. Research according to (Sarastuti, 2017) online marketing is a strategy that has a positive impact on increasing sales. According to (Nuraini, 2019), implementing a marketing strategy through online media can realize the main goals of the business being run, by displaying photos, price benchmarks and testimonials that can provide customer satisfaction. So it can be concluded that the online marketing strategies experienced by the people of Panai Hilir District are the same as those in urban areas in terms of online shopping which provides satisfaction for consumers themselves.

H2: Brand Image has an influence on Customer Satisfaction.



According to the results of hypothesis testing, it is known that the brand image variable influences customer satisfaction. In Panai Hilir District, customers will feel satisfied if the brand image that is known by the public has high quality which will be felt by consumers. A well-known brand cannot be separated from modern innovations that are always launched and new products are always released. This can be seen by looking at the t-statistic value of the brand image variable which is  $4.660 > 1.96$ . With a p-value of  $0.000 < 0.05$ . So it can be stated and concluded that the hypothesis that brand image has an influence on customer satisfaction is accepted. Based on the results obtained, this research supports research (Wijaya, 2018) which argues that a good brand can certainly increase customer satisfaction. Where are the respondents' responses regarding the statement: Honda is a well-known motorbike brand in the wider community, users have felt great benefits from using Honda brand motorbikes. Meanwhile, according to research (Jannah et al., nd), 2017. The brands at Matahari Department Store Jember are very well known among the public and the quality of the products at Matahari Department Store is really good, making customers feel very satisfied. Even though it is different from this research, it has the same statement that Brand Image has an influence on Customer Satisfaction. According to research (Wayan et al., 2020) brand image has a positive and significant effect on customer satisfaction. So it can be concluded that the brand image that the people of Panai Hilir District have is an attraction for online shopping satisfaction.

H3: Brand Association has an influence on Customer Satisfaction.

According to the results of hypothesis testing, it is known that brand association has an influence on customer satisfaction. Brand association has a big influence on customer satisfaction. Based on the results of research in Panai Hilir District, respondents can feel satisfaction in online shopping on the grounds that each consumer will consider one shop versus another online shop by looking at consumers' responses regarding the products they want to buy. Therefore, consumers can feel satisfaction with the goods they want if the online shop really maintains the quality of its products. This can be seen by looking at the t-statistic value of the brand association variable, which is  $2.045 > 1.96$ . With a p-value of  $0.041 > 0.05$ . So it can be stated and concluded that the brand association hypothesis has an influence on customer satisfaction, is accepted. Thus, this research supports several previous studies, including according to research (Novrianda et al., 2018) that brand associations contribute positively and have a significant influence on customer satisfaction, the attributes that appear will make it easier for customers to remember the brand associations displayed certainly reflects the extent of the quality of the brand. associations. According to research (Maulida & Indah, 2020), brand associations have a significant effect on customer satisfaction. This may happen because customers believe that the products offered are unique and appear different from other brands. And research results do not support research (Pio, 2019) that positive brand associations will be easily and often remembered by consumers, besides that high brand associations will lead to higher perceptions of quality. So it can be concluded that the brand association for online shopping is because the people of Panai Hilir District are connected in customers' memories about a brand which combines and forms an image in customers' memories.

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

Based on the results obtained, it can be concluded that 1) online shopping satisfaction occurs naturally even in remote areas, as long as the network supports it, online marketing strategies will influence consumer behavior; 2) online marketing strategies have a positive and significant influence on customer satisfaction in Panai Hilir District; 3) brand image has a positive and significant influence on customer satisfaction in Panai Hilir District and 4) brand association has an influence on customer satisfaction in Panai Hilir District. The majority of consumers who shop online are women. It cannot be denied that shopping is synonymous with women.

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