

# Analysis integrated marketing communication by e-commerce to improve the customer loyalty (Descriptive study in hijup.com and muslimarket.com)

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## Abstract

The number of company Business with e-commerce in Indonesia is growing, it's make a variety creates effective Integrated marketing communication to improve the customer loyalty. The emergence of e-commerce makes competition to attract customers. Some of like Hijup and Muslimarket, both of them are e-commerce but it has a different concept. Hijup as a Fashion muslim e-commerce and Muslimarket has concept as a Halal market complete. This both of E-commerce has difference integrated marketing communication to created a consumer loyalty. The purpose of this research is to known the Integrated marketing communication from Hijup and Muslimarket as a e-commerce to improve the consumer loyallity By using qualitative descriptive method, also netnography method and constructivisme paradigm to improve the consumer loyalty by integrated marketing communication. This research result is show that before Hijup and Muslimarket do integrated marketing communication make analysis of oppurtunities, analysis of competitive and market segmentation, determine the price and promotion. In promotion mix to improve the consumer loyalty Hijup make many strategy in Advertising, Sales and promotion, personal selling, direct marketing and event promotion. Besides that, Muslimarket more focused in social media and newsletter. However in promotion mix Muslimarket strategy by using personal selling, sales and promotion, and direct marketing. The result of this research is shown that, there is a uniked fom Hijup and Muslimarket. Hijup have a good customer service and world wide free shipping, Muslimarket with the campaign "Berinfaq di Muslimarket" in personal selling.

*Keywords:* Integrated marketing communication; consumer loyalty; E-commerce; Hijup; Muslimarket;

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## 1. Introduction

Nowdays business and internet related each other, in modern era the technology into a unity that's difficult to separate. Through the internet world, all forms of activity can be easily executed. One of that's online business, which is can be integrated directly with internet media. Many start business companies are turning to business marketing through the internet e-commerce network. E-commerce is electronic commerce, in business perspective definition is technology applications to transaction automate and corporate workflows. Perspective communication process e-commerce is delivery of information, product or services by telephone line, computer network and the other of network. Perspective in online definition e-commerce is about sell-buy product and information in internet. E-commerce not just selling and buying, but serving customer and collaboration with business partner, the implementation of electronic transaction within an organization. Many National and international companies have used e-commerce as marketing media. About business, integrated marketing communication through e-commerce Widely applied by various profit companies. Marketing strategic online shop by e-commerce is one of way to do for increase the customer. It's can do by communication mix such as advertising, sales and promotion, public relations, and digital marketing. Many companies in Indonesia develops marketing by e-commerce with market demand and the development of technology that's put the internet forward (Indrajit, 2002: 159).

The development of marketing strategy is influenced by two process, it is market target and marketing mix. Both of them is process in marketing strategy, market target is showed the customers needs and wants, analyze the customer satisfaction on product to be sold. Marketing mix is a method that will be used in product marketing in order to reach the target by marketing mix (Burrow and Kleindl, 2005:11). Hijup and Muslimarket

is the most leading e-commerce company in Indonesia. The interesting thing in hijup and muslimarket is sales prioritize in Islam with their tagline as the identity to be known by e-commerce. Hijup and Muslimarket has the different background, Hijup focus on fashion muslimah for woman and the movement of local brands in Indonesia to marketed with Hijup in all the world. Besides that's Hijup is the first fashion muslim e-commerce in Indonesia and the biggest. Hijup was established in 2011. The concept Hijup like online mall that sell woman fashion muslim from many local designer. The kind of product such as clothes, accessories, veil or craft and the fashions that related with woman. The sales of hijup not only Indonesia, but in overseas. Hijup has tagline for support their program, the tagline is "modest fashion online".

The other one Muslimarket different with Hijup. Muslimarket is the first muslim online shop in Indonesia, that has a concept like muslim market. The existence Muslimarket as being Indonesian citizen which the 80 % majority is muslim. Its make Muslimarket to provides the muslim equipment and the interesting is sell halal food and drink, household equipment, solat equipment for muslim. The good thing from muslimarket is support local designer and muslim seller to build online retail container. However, Muslimarket was established in 2015 but Muslimarket has a program cooperation with Baznas and Dompot Duafa (social foundation in Indonesia). It program is infaq in muslimarket (infaq is make donations). Muslimarket has a concept as halal market which selling various product. Therefore muslimarket has tagline to support that program, the tagline is "serba muslim,serba ada" The different background, purpose and concept will examine the comparison between hijup and muslimarket in developing business by e-commerce. The purpose of integrated marketing communication is comparison of customer loyalty can be increase when buying between this two e-commerce. The customer loyalty can be seen from customer behaviour in shopping time before and after the customer making a purchase on buying and selling forum by hijup and muslimarket e-commerce. This research can know the form of marketing strategy by e-commerce from the biggest online shop which now is fast growing. This paper is divided into several section. Section two is about the method of this research, section three is about result and discussion about integrated marketing communication by e-commerce to improve the customer loyalty in hijup and muslimarket. The last section is conclusion about this research

### *1.1 Theoretical Review*

- Integrated marketing communication

Sulaksana (2005:45) said that marketing communication is dissemination of information about the company and what it offer. In company marketing communication is done by various information through marketing media communication in offering a products to customer. Integrated marketing communication is a way or tactic used in marketing to offering their products, reach of sales significant target and influence customer to be loyal with company.

- Marketing mix and promotion mix

In integrated marketing communication is known term about marketing mix, marketing mix contain in seven concept such as price, product. Place, process, people, physical evidence, and promotion. Marketing mix is known 7P concept. Sulaksana (2005:147) said that In integrated marketing communication is known about promotion mix, it's such advertising, sales and promotion, direct marketing, personal selling, and public relations. Promotions mix is use to increase the company purpose this five integrated marketing communications tools is elements in the shaping of marketing communications. Besides that five marketing mix elements, many company makes event or offline activity as promotions, in this research the writer added one theory about event promotion.

- E-commerce

Suyanto (2003:17) said that e-commerce is a act of conducting business transaction electronically by using internet as the main of communication media. E-commerce associated with sales, advertising, and payment transaction by internet with website media or specific application. E-commerce in Indonesia has five classification, it classification is business to business (B2B), business to customer (B2C), customer to customer (C2C), customer to business (C2B) and government to business (G2B). in strategic e-commerce contained three main concept process, institution, and networks . Concept process contained in marketing, payment fulfillment and sales. Institution concept contained in government, merchant, manufactures, suppliers and customer. Networks concept contained in intranet, internet and extrane.

- Customer loyalty

Hurriyati said that (2008:129) Customer loyalty is deeply held commitment to rebuy or repeat a preferred product or service consistently in the future, despite situational despite and marketing efforts having the potential to cause switching behavior. Loyalty has two, it is customer loyalty and shop loyalty. This research focused in shop loyalty. Shop loyalty is the continuously buying.

## 2. Method

Type of this research is use constructivism paradigm, the research approach is descriptive qualitative. Besides that this research use netnography method. Netnography is the research by using internet from online data and online interview. The focus of netnography is obtain the primary data and secondary data. The interviewees of this research is marketing manager of hijup and muslimarket, public relations hijup, merchandiser hijup, and customer hijup and muslimarket.

## 3. Result and Discussion

Hijup and Muslimarket has two activity in marketing. It is online and offline activity. Online marketing focus in social media, advertising, content digital marketing and sales and promotion. Offline marketing focus in event and promotion activity. Hijup in marketing strategy has been good and develop the integrated marketing communication. In that things the development of marketing hijup are handled by marketing section, chief executive officer and chief community officer. Besides that Hijup has empower change of movement for Indonesia woman designer or buyers. Muslimarket in integrated marketing communication use is still not much done, because of the existence muslimarket not long ago as e-commerce in Indonesia. Muslimarket has program as the most complete halal market in Indonesia by concept e-commerce. This below is promotion mix Hijup and Muslimarket.

**Table 1. Promotion Mix Hijup and Muslimarket**

Promotion mix elements	Hijup.com	Muslimarket.com
<b>Advertising</b>	Social media, website, mobile application, events	Some of social media and website
<b>Sales and promotion</b>	Website and mobile application and warehouse events	Website and bazar event
<b>Direct marketing</b>	Email, chat website and social media	Email and social media Some of social media
<b>Personal selling</b>	Social media, chat website and mobile application	,partnership, corporate social responsibility, and event promotions
<b>Public relations</b>	Focus in media relations, partnership, corporate social responsibility	Muslimpreneur community and SOUQ
<b>Events</b>	Gathering loyal customer, fashion show, and monthly event	

Marketing strategy hijup is more effective by using promotion mix. The excellence of hijup is make short video about fashion, tutorial hijab, and the other about kind of fashion muslim for woman. The other things hijup has a program video. It's name look book video. Look book video about the amazing of Indonesia. Besides that it's invite the viewers to know about Indonesia. He important thing is involving brand ambassador of hijup and designer hijup in this video. To increasing the customer loyalty of hijup, through the use of promotion mix event promotion make customer more has loyalty. The loyalty from gathering customer in Indonesia or southeast. Besides that advertising, sales promotion, personal selling, and direct marketing can also increasing the customer loyalty. Muslimarket marketing strategy focus in social media and newsletter. Both of them are marketing strategy Muslimarket in product market. In elements of integrated marketing communication muslimarket still not developed in process to product market. Direct marketing by email and social media, sales and promotion, personal selling are become a form of Muslimarket marketing. In public relations still not

enough to increasing the customer loyalty.

Public relations Hijup participate in marketing activity, especially strategically determining the idea, in practice public relations keep corporate brand and support company promotion in image formation. Muslimarket in public relations participate in management of event promotions. The unique of integrated marketing communication hijup in advertising (social media in video formation), sales promotion (special gift, free shipping in southeast), direct marketing (chat room in website), event promotion (gathering for loyal customer). Beside that Hijup always connect with their customer by sending questionnaire for customers. It send by social media Line or direct email. This way effective enough to know about customer needs, what customer wants and suggestion for hijup. The unique from muslimarket in marketing strategy has a program donation in Muslimarket. Donate through the muslimarket website. When customer buy in Muslimarket, customer can do donate by directly enter the nominal in donation column. This program get partnership with Baznas and Dompot Duafa. Here is the SWOT analysis of Hijup and Muslimarket

**Table 2. Comparison of integrated marketing communication of hijup and Muslimarket**

Analysys	Hijup	Muslimarket
<b>Strenght</b>	Has a marketing through video in social media, good in event promotion for customer accesting and brand strategic, customer survey for maintance the customer satisfaction	Sell many kind of muslim needed, has service for free shipping in Indonesia,
<b>Weakness</b>	Public relations is not participating in marketing such event promotion and marketing activity for increasing the customer loyalty	Marketing focus in newsletter and social media,
<b>Opportunities</b>	Majority of Indonesia citizen is muslim, it's make hijup more develop with event fashion show by involve Indonesia designers	The growth of social media user every year can make Muslimarket develop the interesting marketing content by promotion mix especially advertising
<b>Threaths</b>	Many e-commerce in Indonesia which is similar with Hijup	Some of customers who disapointed with Muslimarket service

#### 4. Conclusion

Based on the result and discussion of this research, the conclusion is the important for hijup to developing the work function of public relation. Public relations hijup more focus in media relations, partnership, corporate social responsibility. For increasing the customer loyalty, a public relations should be participate in marketing activity, especially strategically determining the idea, in practice public relations keep corporate brand and support company promotion in image formation. Different with hijup, Muslimarket applied the work of public relations in event promotion. Hijup has been optimized the use of integrated marketing communication elements well and always innovate to increasing the customer loyalty. Muslimarket in development not yet optimized to increasing the customer loyalty. Sales promotion, direct marketing, and personal selling can reach customer loyalty, but the nature is limited.

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