

**ANALYSIS OF DIGITAL MARKETING AFFECTS CUSTOMER  
RELATIONSHIP WITH CASE STUDY OF GO-JEK IN  
INDONESIA**

**THESIS**

**Presented as Partial Fulfilment of the Requirements for the Degree of  
*Sarjana Manajemen (SI)* in International Business Management Program  
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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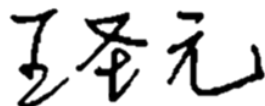
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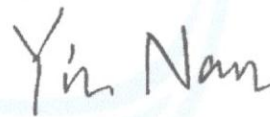
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## AUTHENTICITY ACKNOWLEDGEMENT

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is my own thinking and writing, I fully know and understand that my writings do not contain other's part(s) of other's writing, except for those that have been cited and mentioned in the references.

Nanjing, May 27, 2019

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# **ANALYSIS OF DIGITAL MARKETING AFFECTS CUSTOMER RELATIONSHIP WITH CASE STUDY OF GO-JEK IN INDONESIA**

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## **ABSTRACT**

Digital marketing is not about technology, it is also about people connecting with other people to build relationships and ultimately drive sales. It is also about understanding people, how they're using that technology, and how marketers can leverage that to engage with them more effectively. Digital marketing also helps a firm to get engaged with customers. Customer engagement includes the establishment of a deeper and more meaningful connection between the firm and the customer that continues over time. To get engage with the customers, the company need to build a strong relationship with the customers. Therefore, this practice is very important for a marketing strategy in a company. This research objective is to analyse and find some information if the digital marketing practice through online marketing communication such as e-mail, websites, apps, and social media will affect the customer relationships of ride-hailing service company in Indonesia, GO-JEK. The research analyse the effect of digital marketing on customer behaviour, customer value, customer engagement, and customer loyalty. The research sample consist of 200 Indonesian respondents who were which considered as GO-JEK users who have experienced the GO-JEK services. The result showed that online marketing communication has positive effect on customer behaviour, customer value, customer engagement, and customer loyalty. This means that digital marketing positively affects the customer relationship in GO-JEK Indonesia.

**Keywords:** *digital marketing, customer relationship, online marketing communication, ride-hailing service, GO-JEK*