

CHAPTER V: CONCLUSION

5.1 Conclusion

Digital marketing is much more convenient for businesses to conduct surveys online with a purpose to get relevant information from targeted groups and analyzing the results based on their responses. 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. Building long-term relationships with customers is essential for any sustainable business. By building relationship with customer can achieve the levels of customer satisfaction and customer value necessary. In this stage, for a firm, it is necessary to have customer relationship management so as not to lose customer trust. Thus, digital marketing is not actually about understanding the underlying technology, but rather about understanding people, how they're using that technology, and how marketers can leverage that to engage with them more effectively. Understanding people is the real key to unlock the potential of digital marketing.

This research is conducted with an objective to analyse that digital marketing has positive effects on the customer relationship. Based on the analysis of the research, a conclusion has been drawn that online marketing communication that given by GO-JEK in Indonesia through digital platform have an influence on the customer behaviour,

customer value, customer engagement, and customer loyalty of its customers. This shows that digital marketing affects customer relationship in GO-JEK Indonesia's case.

5.2 Research Limitation

In conducting this research, there are several limitation that influence result of this research, the limitations are as follow:

1. This research is conducted to only on GO-JEK transportation services in Indonesia.
2. This research only analyses the effect of online marketing communication on four component of customer relationship customer behaviour, customer value, customer engagement, and customer loyalty.
3. This research sample is only limited to Indonesian people as GO-JEK customers who use and/or ever experienced GO-JEK transportation services in Indonesia, and this sample could not yet represent all populations of all GO-JEK customer in Indonesia.

5.3 Suggestion

Based on the results of the analysis conducted by the researcher in the previous chapter shows that online communication marketing affects some component of customer relationship in GO-JEK Indonesia, then the researcher gives some suggestions which may be used as recommendation for the company or any party that may be benefited from this research. The suggestions are:

1. The researcher conduct this research to suggest that digital marketing can have positive effects on customer relationships.

2. Traditional marketing may still have its place, but digital marketing is a huge to ignore. As the times develop, digital marketing is not just marketing through digital platform. In digital marketing, the company also needs to pay attention to customer relationship. It will give more value to the customers. Based on the results obtained by the researcher about the effect of digital marketing on customer relationship in GOJEK Indonesia is already classified as good, so that needs to be done by GO-JEK Indonesia is maintaining this and even increasing it so that the digital marketing can innovate even more in customer relationships.
3. For the next researchers who will conduct research in the same field, if will use this research as a reference, then it should be reviewed and should expand the research so that more complete information is obtained about the factors that affect customer relationship in digital marketing.

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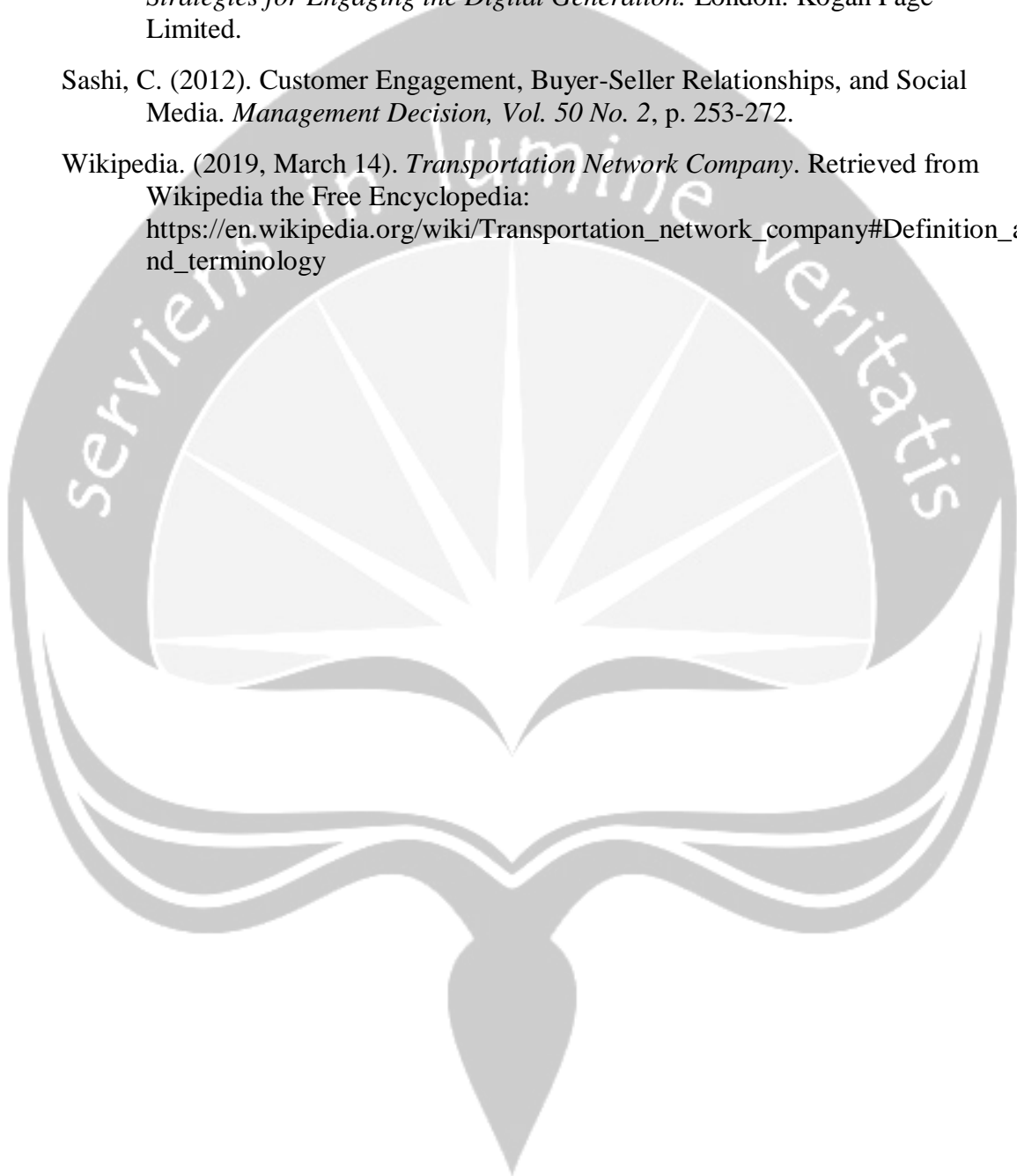
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APPENDIX A
QUESTIONNAIRE

Dear respondent,

This questionnaire allow the researcher to obtain information about your opinion related to the information about offers from GO-JEK that sent to you through online platforms. The data gained from this questionnaire will help the researcher to conduct research on “Analysis of Digital Marketing Affects Customer Relationship with Case Study of GO-JEK in Indonesia.”

This questionnaire is addressed to people in Indonesia as the user of GO-JEK transportation services. Please read the questions carefully and answer according to the reality you received.

Are you a user of GO-JEK transportation service?

- Yes
- No

A. Respondent Characteristic

1. Gender

- Male
- Female

2. Age

- ≤ 19 years old
- 20 – 34 years old
- 35 – 49 years old
- 50 – 64 years old

- ≥ 65 years old

3. Occupation

- Student
- Private employee
- Government employee
- Entrepreneur
- Military / police
- Professional (health/education/engineering/law)
- Laborer / farmer
- Others

4. In a week, how often do you use GO-JEK services?

- ≤ 3 times
- 4 – 6 times
- 7 – 9 times
- ≥ 10 times

5. Where did you find out about interesting offers from GO-JEK? (Can choose more than one)

- E-mail
- Website
- GO-JEK apps
- Social media (Instagram, Facebook, Twitter, YouTube, etc.)

Give a score value to the statements below in accordance with the fact you are as a GO-JEK service users, with a score description:

1 = Very Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Very Agree

B. About online marketing communication

The following statements are your statement regarding the communication about offers given by GO-JEK through online platform.

No.	Question	Score				
		1	2	3	4	5
1.	I can understand the information about the offers clearly					
2.	The information about the offers is very interesting					
3.	The information about the offers is very informative					
4.	The information about the offers is very useful					
5.	The information about the offers is very reliable					
6.	The information about offers given by GO-JEK performs well					
7.	The information about offers given by GO-JEK provides what I need					
8.	The information about offers given by GO-JEK provides what I want					

9.	I feel comfortable with the information about offers given by GO-JEK					
10.	I am satisfied with the information about offers given by GO-JEK					

C. The influence of online marketing communication on customer behavior

The following statements are a statement of the information about offers given by GO-JEK through online platform:

No.	Question	Score				
		1	2	3	4	5
1.	influences the choice of service that I want					
2.	affects my decision to purchase for the services					
3.	affects my decision to use the services					
4.	provides convenience for me to arrange the desired services					
5.	provides the best choice of service to me					

D. The influence of online marketing communication on customer value

The following statements are a statement of the information about offers given by GO-JEK through online platform:

No.	Question	Score				
		1	2	3	4	5
1.	provides benefits in using the service					
2.	provides better service					
3.	shows better service performance					
4.	describes a good image of the services					

5.	improves the reliability of the services					
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E. The influence of online marketing communication on customer engagement

The following statements are a statement of the information about offers given by GO-JEK through online platform:

No.	Question	Score				
		1	2	3	4	5
1.	involves me in creating better services					
2.	establish sufficient mutual interaction between me and GO-JEK					
3.	establish intimacy between me and GO-JEK					
4.	provides recommendations for services that are suitable for me					
5.	strengthen the relationship that has been established between me and GO-JEK					

F. The influence of online marketing communication on customer loyalty

The following statements are a statement of the information about offers given by GO-JEK through online platform:

No.	Question	Score				
		1	2	3	4	5
1.	makes me want remain to be a GO-JEK customer					
2.	makes me willing to spend more money to use GO-JEK service					
3.	makes me want to continue to use GO-JEK service in the future					

4.	makes me want to maintain good relation between me and GO-JEK					
5.	makes me want to recommend GO-JEK service to others					

APPENDIX B

SPSS OUTPUT: VALIDITY TEST

Validity Test Output of Independent Variable (X) : Online Marketing Communication

		Correlations										
		X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10	Total_X
X.1	Pearson Correlation	1	.431**	.591**	.426**	.397**	.534**	.391**	.341**	.426**	.437**	.664**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.2	Pearson Correlation	.431**	1	.557**	.562**	.459**	.577**	.422**	.422**	.563**	.530**	.747**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.3	Pearson Correlation	.591**	.557**	1	.601**	.535**	.612**	.419**	.420**	.527**	.558**	.783**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.4	Pearson Correlation	.426**	.562**	.601**	1	.517**	.533**	.440**	.370**	.593**	.622**	.763**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.5	Pearson Correlation	.397**	.459**	.535**	.517**	1	.573**	.463**	.412**	.458**	.523**	.719**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.6	Pearson Correlation	.534**	.577**	.612**	.533**	.573**	1	.431**	.372**	.536**	.531**	.763**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.7	Pearson Correlation	.391**	.422**	.419**	.440**	.463**	.431**	1	.712**	.511**	.473**	.715**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.8	Pearson Correlation	.341**	.422**	.420**	.370**	.412**	.372**	.712**	1	.521**	.523**	.693**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.9	Pearson Correlation	.426**	.563**	.527**	.593**	.458**	.536**	.511**	.521**	1	.748**	.786**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200	200	200	200	200	200
X.10	Pearson Correlation	.437**	.530**	.558**	.622**	.523**	.531**	.473**	.523**	.748**	1	.795**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200	200	200	200	200	200
Total_X	Pearson Correlation	.664**	.747**	.783**	.763**	.719**	.763**	.715**	.693**	.786**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Validity Test Output of Dependent Variable (Y1) : Customer Behaviour

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total_Y1
Y1.1	Pearson Correlation	1	.808**	.771**	.665**	.622**	.893**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Y1.2	Pearson Correlation	.808**	1	.834**	.605**	.614**	.898**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Y1.3	Pearson Correlation	.771**	.834**	1	.635**	.629**	.898**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Y1.4	Pearson Correlation	.665**	.605**	.635**	1	.705**	.825**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Y1.5	Pearson Correlation	.622**	.614**	.629**	.705**	1	.818**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Total_Y1	Pearson Correlation	.893**	.898**	.898**	.825**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Validity Test Output of Dependent Variable (Y2) : Customer Value

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Total_Y2
Y2.1	Pearson Correlation	1	.660**	.506**	.588**	.577**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Y2.2	Pearson Correlation	.660**	1	.666**	.661**	.644**	.858**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Y2.3	Pearson Correlation	.506**	.666**	1	.701**	.643**	.833**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Y2.4	Pearson Correlation	.588**	.661**	.701**	1	.727**	.874**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Y2.5	Pearson Correlation	.577**	.644**	.643**	.727**	1	.853**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Total_Y2	Pearson Correlation	.795**	.858**	.833**	.874**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Validity Test Output of Dependent Variable (Y3) : Customer Engagement

Correlations

		Y3.1	Y3.2	Y3.3	Y3.4	Y3.5	Total_Y3
Y3.1	Pearson Correlation	1	.722**	.611**	.507**	.528**	.807**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Y3.2	Pearson Correlation	.722**	1	.703**	.579**	.621**	.873**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Y3.3	Pearson Correlation	.611**	.703**	1	.584**	.721**	.874**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Y3.4	Pearson Correlation	.507**	.579**	.584**	1	.621**	.778**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Y3.5	Pearson Correlation	.528**	.621**	.721**	.621**	1	.838**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Total_Y3	Pearson Correlation	.807**	.873**	.874**	.778**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

Validity Test Output of Dependent Variable (Y4) : Customer Loyalty

Correlations

		Y4.1	Y4.2	Y4.3	Y4.4	Y4.5	Total_Y4
Y4.1	Pearson Correlation	1	.514**	.722**	.748**	.721**	.855**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Y4.2	Pearson Correlation	.514**	1	.607**	.629**	.544**	.782**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Y4.3	Pearson Correlation	.722**	.607**	1	.751**	.749**	.894**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Y4.4	Pearson Correlation	.748**	.629**	.751**	1	.706**	.889**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Y4.5	Pearson Correlation	.721**	.544**	.749**	.706**	1	.867**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Total_Y4	Pearson Correlation	.855**	.782**	.894**	.889**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

APPENDIX C

SPSS OUTPUT: RELIABILITY TEST

Reliability Test Output of Independent Variable (X) : Online Marketing Communication

Reliability Statistics

Cronbach's Alpha	N of Items
.909	10

Reliability Test Output of Dependent Variable (Y1) : Customer Behaviour

Reliability Statistics

Cronbach's Alpha	N of Items
.917	5

Reliability Test Output of Dependent Variable (Y2) : Customer Value

Reliability Statistics

Cronbach's Alpha	N of Items
.897	5

Reliability Test Output of Dependent Variable (Y3) : Customer Engagement

Reliability Statistics

Cronbach's Alpha	N of Items
.891	5

Reliability Test Output of Dependent Variable (Y4) : Customer Loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.906	5