

## **THE INFLUENCE OF E-MAIL MARKETING TOWARDS BRAND LOYALTY OF LAZADA.CO.ID**

The purpose of this research is to examine the influence of E-mail marketing toward Brand Loyalty Lazada.co.id. In order to know the relationship among E-mail marketing towards Brand loyalty, a simple regression analysis, F-test, T-test, was applied. The samples in this research is 100 people with the criteria that those persons should be customers of lazada.co.id and have gotten email marketing from lazada.co.id. The sampling technique was a purposive sampling with 100 respondents and the research instrument used demographic background, E-mail marketing and Brand Loyalty. The test is using validity test and reability test. The hypothesis testing was using T test to analyze the data to be used in Simple Regression Analysis. There is positive and significant influence of E-mail marketing on Brand Loyalty

Keywords: Email marketing, Brand Loyalty

### **INTRODUCTION**

Today technology is growing so rapidly, so people can easily get information especially when the internet takes a part as one of the elements in human communication interaction. It is the internet which can relates people all over the world regardless of their age. Internet functions a lot one of which is for interconnection-networking which is an open global communications network that can connects millions and even billions of computer networks with different type of communication such as telephone, satellite and others.

The internet is a computer network that was formed by the US Department of Defense in 1969. This network came into Indonesia probably at the end of 1980. The internet is often called as the

universe of information presenting the amenities that can be enjoyed by internet users, among World Wide Web (WWW), Bulletin Board System (BBS), Chats, Newsgroups, File Transfer Protocol (FTP). There are many functions and benefits of the internet that we can feel like adding one's insight and knowledge, making ease of one's communication, providing ones a chance to do online shopping on the internet as a vehicle for entertainment, making ones easy to share everything easier, and facilitating ones to search for jobs. To summarize, the internet can be utilized in all fields including the field of business as there are more and more people utilize internet in order to support their business.

The acceleration of technology nowadays make things run easily and

efficiently as the role of human beings is increasingly assisted and put at ease. Furthermore, it also puts people at ease to do their duties. Information technology (internet) that exists today can be utilized by many parties, ranging from students up to the level of companies management, even the government has been using information technology tremendously. Internet today is a very helpful and becomes a great influence on the lives of fellow human beings interaction as people are not necessarily travel and spend a lot of travel expenses far away in order to communicate with people around the world.

Nowadays, many internet users do a lot of online transaction over the internet one of them is online shopping. This makes business reacts as there are more and more businessman try to provide many online shopping websites for this increasingly number of online buyers. In the field of E-commerce it was found out that there are many internet users who spend time to conduct online ticket (55%) as well as book hotels and travel agencies (46%) in the next six months. Furthermore, four out of ten consumers (40%) plan to purchase electronic books (e-books), nearly four out of ten consumers plan to buy clothing, accessories, or shoes (37%), and more than a third of consumers plan to buy event tickets (34%) by (Sakina Rakhma, 2014).

This strategy is increasingly used by companies that want their

business to be well known by people all over the world, as this strategy does not require companies to expand their business physically to other countries, as the investment required for the expansion itself is also very expensive. Therefore, companies simply do promotions through internet then the company can be known. The use of payment transactions can also be done via internet. This concept is known as e-commerce, namely trade transaction online or online shop.

With E-commerce the complexity of the administrative bureaucracy and payment can be deleted. The concept of e-commerce itself makes transaction activities can run easily and quickly, and most importantly is it is done to foster buyer confidence to be able to conduct such transactions with the assurance of network security internet which is completely safe, in addition to the problem of web design as well as product offerings including company profile, so that consumers may be interested to go to the company website and subsequently conduct online transaction.

No wonder that today there are more and more e-commerce sites in Indonesia and of course this is good news for consumers of internet users in Indonesia because they do not need to go out for shopping. E-commerce is a useful site as a place of selling goods. And many observers are predicting e-commerce sites in Indonesia will progress

rapidly. E-commerce is now a choice for the community because of its flexibility, which means there is no need to go out to the shopping center the goods can be purchased and delivery to home.

Email marketing is used to promote business products online. Moreover, email marketing can also be applied to the means of marketing in the world of online business. Apart from being an online marketing email marketing also has the advantage in promoting a more personalized means of personal communication that is expected to be younger in marketing, with a more personal approach will be easier to increase the appeal of potential customers. In addition, email marketing can be done continuously and the process is done more quickly.

Email marketing serves many functions ranging from information about discounts, the latest goods, free postage. This way, consumers can easily find out if there are discount and some stuff updates. Consumers can have the goods very quickly and they would not miss discount given. The news story is in the form of picture and writings to attract customers. This is done to keep consumers would remain loyal to their brand.

The result of research by Merisavo, M and Raulas, M (2004) explained that regular contact with consumers by e-mail has positive effect on brand loyalty. The consumers exposed to the e-mail

marketing will recommend that brand to their friends. E-mail also activated consumers to visit retail stores, buy the brands product, and visit the brands site on the internet via links. The data show that consumers with higher brand loyalty appreciate regular communication from the brand more than less loyal. From this he conclude that e-mail offers marketer opportunity to further strengthen the brand loyalty of already loyal customers keeping in frequent contact with them.

According to Merisavo, M and Raulas, M (2004) research marketing using email marketing towards brand loyalty has a positive influence as the application of email marketing has an easier strategy to perform promotional strategies on a product brand. According to Schiffman and Kanuk (2009) brand loyalty is a consistent consumer preference for buying on the same brand on a specific product or service category. Brand loyalty is a strong commitment in subscribing or buying a brand consistently in the future.

High brand loyalty can increase trade and can attract new customers because customers feel confident that branded products can minimize risk. Another advantage gained from brand loyalty is that companies can respond more quickly to competitors' movements.

Another research finding by Faribozi, E and Zahedifard, M (2012) stated that E-mail marketing is a form of direct marketing which

uses E-mail as a means of communicating commercial or fund-raising message to audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. According to Chaudhuri, A and Holbrook, M, B. (2001, p.82), it is explained that brand loyalty is a degree of dispositional commitment in terms of some unique value associated with the brand. In order to increase purchase intention, there are some stages to follow namely problem recognition, information search, and alternative assessment. There are some e-commerce sites that do e-mail marketing such as lazada.co.id, tokobagus.com, blibli.com, zalora.com. In this case, most of the e-commerce do email marketing techniques to its customers.

Email marketing has several assessment indicators for consumers who will choose the brand to buy. It can be done by personally sending email messages, doing time in email submissions, illustrating, selecting sentences that will be used to promote and use the logo in email marketing to attract consumers. These strategies are taken to promote products to be sold.

Lazada.co.id is one of the most famous E-commerce in Indonesia. The brand is strong and well known for Indonesians. One of the strategies that lazada uses in order to make its customers loyal to its brand, Lazada used E-mail marketing to inform about the new product and discount.

However, there are some customers that not comfortable with e-mail marketing as they think that e-mail marketing is spamming and in the other words it is disturbing, because of the bulk of Email notification regarding product promotion and discount information that Lazada sent to its customers almost every week or month. The levels and stages of this will help the company to find out the effect of email marketing towards brand loyalty of lazada.co.id.

Based on the data from metrotvnews.com in early 2017 Lazada became the leader of e-commerce with 21.2 million unique visitors. Meanwhile, in the marketplace, Tokopedia is at number one with the number of unique visitors as much as 14.4 million. This proves that Lazada has been successful in its marketing strategy. One of the marketing mix strategies done by Lazada is email marketing. Email marketing is one of the most effective personal selling strategies in e-commerce business (Pogorelova, etl al, 2016). This is not apart from email marketing capabilities that are more personal, presenting more precise information and presents a complete price. Email marketing strategy makes Lazada more elegant with the delivery of scheduled emails and which is not too often. Other e-commerce such as Bukalapak.com and Tokopedia.com are more offensive by sending email marketing to customers and even fall into the category of spam. Different

email marketing strategies and high traffic and sales are an interesting phenomenon to investigate. Whether it is due to its high visits and sales for an appropriate email marketing strategy or because of another factor.

Lazada is selected to be the object of this research with the consideration that lazada is one of the online shopping websites which has already had many visitors and consumers based on the (SimiliarWeb 2016). Moreover, Lazada and has some marketing strategies that have been applied in the promotion ranging from discounting and marketing strategy through email marketing. With its large number of visitors and consumers, it is no wonder that many customers who make purchases to Lazada which used internet marketing as one of its marketing.

Some previous researches show that in e-commerce business Email marketing is one of the tools to create customer loyalty. This is because emails sent by the company can be stored and tagged (subscribers) so that when customers need something they just need to mark and reopene it via the link. In creating such loyalty, email marketing submitted by the company must contain some content and facilities that allow users to share to friends' emails, share to various social media, link on major websites, and link on free registration on easy terms (Fariborzi, 2012). If all facilities are well equipped it will create loyalty to customers.

Based on the explanations above, the writer is interested in conducting research regarding the influence of E-mail marketing towards brand loyalty of Lazada.co.id and thus this research entitles **“The Influence of E-mail marketing towards brand loyalty of lazada.co.id”**.

The problem in this research is “Does E-mail marketing give a significant influence on brand loyalty of Lazada.co.id?”.

## **LITERATURE REVIEW**

### **The Theory of Marketing**

According to American Marketing Association in Kotler & Keller (2012), marketing is defined as an organizational function and a set of process for creating, communicating, and delivering value to costumer and for managing costumer's relationship in ways that benefit the organization and its stakeholder. As the understanding of previously mentioned marketing definition, it explains that the scope of the marketing includes the producer and customers in order to fulfill their own needs. As the result in the modern era of marketing, the perspective view of the main role does not only lay on one side. Hence, it the cooperation between two parties namely producer and customers. Marketing is the process by which a company creates value for costumers and build a strong costumer's relationship to capture value from costumer in return (Kotler & Armstrong *et al.*, 2009).

## **Brand**

According to The American Marketing Association in Kotler (2012:241) a brand is defined as “a name, sign, symbol, or design, or combination of them, intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those competitors”. A brand is thus a product or service whose dimensions differentiate it in some ways from other products or services designed to satisfy the same need. These differences may be functional, rational, or tangible- related to product’s performance of the brand. A brand must represent or serve as a means in a more abstract sense so it may be more symbolic, emotional, or tangible.

## **E-Commerce**

According to Nemat (2011), E-commerce is the use of the internet and website to perform business transaction. E-commerce enabled transactions between and among organizations and individuals involving information systems under the control of the firm it takes the form of e-business. Nowadays, “e” that stands for “electronic” emerges into something important in the daily life and develop digitally to enable access for everyone as it integrates different types of commerce and business. E-commerce sustains a potential growth to attract more costumer into the promoting market. E-

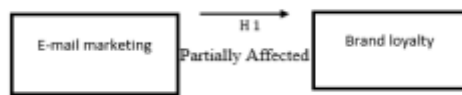
commerce used modern information technology and systems as the median to perform a business transaction via Internet as the fundamental network.

## **E-mail Marketing**

E-mail marketing is an important medium of marketing communication especially for companies seeking to build and maintain closer relationships with customers (McCloskey, 2006). Widespread adoption of e-mail as a means of distributing promotional messages has the advantages of low setup and distribution costs, targeted distribution of promotions such as discounts and coupons, and affordability by small and medium-sized businesses (Moustakas, Ranganathan, and Duquenoy, 2006).

## **Hypothesis Development**

In this research the theory of Brand Loyalty is developed based by the previous research from Merisavo, Marko. And Raulas, Mika (2004). This research found that E-mail marketing has positive effect on brand loyalty. The consumers exposed to e-mail marketing recommended the brand to their friends which can turn in to the overall increase in brand equity. Another research conducted by Hoogma (2015) suggested that e-mail marketing can have a positive and negative effect on both types of brand loyalty.



**H1:** E-mail marketing has partial effect.

## RESEARCH METHOD

### Research Type

The approach used in this research is quantitative approach, because this research is presented with numbers and test hypothesis. This is in accordance with opinion (Suharsimi, 2010) which suggests quantitative research is a research approach that many are required mengunakan numbers, ranging from data collection, interpretation of the data, and the appearance of the results in order to answer the proposed problem formulation. The type of research used in this study is correlation or correlation research is a study to determine the relationship or influence between two variables or more without any attempt to influence these variables so there is no manipulation of variables (Faenkel and Wallen, 2008). In this study data were collected by using questionnaires. The results of the questionnaire were analyzed to determine the effect of variables calculated using simple linear regression. The variables studied in this study is the effect of email marketing on brand loyalty.

### Research Location

The research location is a place where the researcher conducts research activities to obtain

necessary data. In this study the selected research location is in the city of Malang. Because the researchers distribute questionnaires directly to consumers lazada.co.id in Malang.

### Operational Definition of the Variable

The operational definition of variables is the element that gives a chance for a study to measure a variable. In other words, it is a kind of operational guidance variable on how to measure variables (Masri and Sofian, 2012).

#### Brand Loyalty

Brand loyalty shows the existence of a bond between the customers with a particular brand. Brand loyalty represents a favorable attitude toward and consistent purchase of a single brand over time (Minor and Mowen, 2002).

#### E-mail Marketing

Email Marketing is one marketing strategy that utilizes information technology in the form of email to perform the process of creating, communicating, shipping and exchange offers that have value for customers, clients, colleagues and society in general (Strauss and Frost, 2012).

### Population And Sample

#### Population

Sugiyono (2013) said that population is a generalization region consisting of objects or subjects that have certain qualities and characteristics determined by

research to be studied and then drawn conclusions. In this research, the population is the costumers who bought the product at lazada.co.id located in the city of Malang. These buyers are the one who also get email marketing from lazada.co.id.

### **Samples**

According to Sugiyono (2013), it is stated that the sample is part of the number and characteristics possessed by population. When the population is too large, the researcher may not learn all about the population. Because the research population is not known the researcher used a formula to determine the sample by Widyanto's (2008) research. Considering the funds, time, effort, and accuracy in analyzing the data, this study uses the sample. As mentioned by Suharsimi Arikunto (2002: 120), because the population is not known then the sampling is done using the following formula:

$$n = \left[ \frac{Z_a}{E} \right]$$

$$n = \left[ \frac{1.96}{0.20} \right]$$

n = 96 respondent

N = sample size

$Z_{a/2}$  = the standard value of the abnormal standard list as predetermioned by the level of trust (a) is 95%.

E = The level of determination that is used by raising the maximum error rate by 20%. From the above calculation it can be seen the samples in this study were as many as 96

respondents. Of the total sample, it was then rounded to 100.

The selection of respondents was taken by purposive sampling method. Purposive sampling is the determination of the number of samples based on certain considerations or requirements (Sugiyono, 2012). This means that every respondent who is taken from the population is chosen intentionally based on certain goals and considerations:

1. The respondent should be customer of lazada.co.id.
2. The respondent should have once got email marketing from lazada.co.id.
3. The respondent aged above 18 years. It is based on. Law No. 23 Year 2002 on Child Protection Article 1 Paragraph (1) stating "Child is a person who has not reached the age of 18 (eighteen) years old, including a child who is still in the womb." This means that the age limit according to this rule is 18 years and above as an adult is able to make choices independently.
4. The respondent is willing to be a respondent.

### **Data and Data Source**

Data is information about the characteristics of an object (person or object) for research purposes. The data collection will be taken or obtained through primary data. According Widayat (2011) primary data is the data specifically collected for the needs of ongoing research.



Primary data will be obtained from the respondents through the questionnaire that has been given to respondents, and consumer's lazada.co.id.

## **Validation and the Reliability**

### **Validity Test**

Validity or accuracy, pertinence or strength is the ability of a measuring instrument to measure what should be measured (Sugiyono, 2012). In other words, the instrument can measure variables desired by the researchers.

An instrument is said to be valid if it is able to measure what is desired. An instrument is said to be valid if it can reveal the data of the variables studied properly. High and low instrument indicates the extent to which the data collected do not deviate from the description of the variable in question.

According to the Sugiyono (2010), the tool is to measure the validity Pearson Product Moment Correlation. An indicator is said to be valid, when  $n = 30$  and  $\alpha = 0.05$ ,  $r = 0.296$  with the provisions table (Nurgiantoro, et al, 2012):

Results count  $r > r$  table (0.296) = valid

Results count  $r < r$  table (0.296) = invalid

### **Reliability Test**

Reliability or level of reliability, accuracy or constancy is the level of skill level instruments to collect data consistently from a group of individuals (Sugiyono, 2012). According to the Usman and Akbar

(2011). Another definition of validity is the tool used to measure the accuracy of the instruments / consistent. Reliability is also called reliability, constancy, consistency or stability.

The instrument which has a level of high reliability tends to produce the same data on a variable or its elements, if repeated at different times in the group of the same individual, so that the instrument can be assessed as reliable (Sugiyono, 2012). According to the Sugiyono (2012) each measuring tool should have the ability to provide a consistent measurement results. In the measuring instrument for physical phenomena (weight and height), the consistency of the measurement results is easily achieved. However, when it aims at measuring social phenomena (attitudes, perceptions and opinions), a consistent measurement is difficult to achieve.

A tool to measure the reliability is Cronbach Alpha. A variable is said to be reliable, if (Nurgiantoro, 2012):

Results  $\alpha > 0.60$  = Reliable

Results  $\alpha < 0.60$  = unreliable

Based on this equation, the instrument is said to be reliable if it had a Cronbach Alpha values above 0.60.

## **Measuring Scale**

In this research, the researcher used survey method by using questionnaire consisting of some statement then in the data

measurement technique the researcher used Likert Scale. According to (Widayat, 2004), the Likert scale is widely used which requires the respondent to indicate the degree of agreement or disagreement to any statement related to the object being assessed. (Sugiyono, 2009) stated that the Likert scale ranges from 1-5 with the choice of answers as follows:

- Strongly agree = 5
- Agreed = 4
- Neutral = 3
- Disagree = 2
- Strongly disagree = 1

The low points reflect a strongly disagreeable expression and high points reflect a strongly amenable expression to the stated statement. The choice of answers to questions is made from the lowest intensity to the highest. This choice can be made of three, five, seven and nine which must be an odd number (Simamora, 2002).

## Data Analysis

### Descriptive Analysis

Descriptive statistics involve transforming raw data into a form that will provide information to illustrate a set of factors in a situation. This is done by ordering and manipulating the raw data collected (Sekaran, 2010). Here's the descriptive analysis division.

Table 1 Descriptive Analysis

No	The scale of answer category	Score category
1	1,00 – 1,80	Very bad
2	1,81 – 2,60	bad
3	2,61 – 3,40	Neutral
4	3,41 – 4,20	good
5	4,21 – 5,00	Very good

### Inferential Analysis

#### a. Simple Linear Regression Analysis

Simple Linear Regression Analysis is an analysis to analyze the influence of one variable X to Y as the effect of email marketing on brand loyalty. By using the formula quoted from the book (Riduwan and Akdon, 2007) namely:

$$Y = b_0 + b_1 X_1 + e$$

Note:

Y = Brand loyalty

$b_0$  = constant score/reciprocal

X = *email marketing*

$b_1$  = regression coefficient

e = error Standard

#### b. t-test

At this stage, the researcher tested the influence of each independent variable contained in the model formed to determine whether all the independent variables that exist in the model individually have a significant influence on the model individually. If the calculation results show that the probability value (P value) < alpha 0.05, then

$H_0$  is rejected and  $H_1$  is accepted. Thus the independent variable can explain the partially bound variable.

## **FINDING AND DISCUSSION**

### **Respondents' General Description**

Characteristics of respondents in this study is based on sex, age, status, income, and education. The characteristics of this respondent are identified based on the collected questionnaire that is in accordance with the total sample in this research that is 100 respondents.

### **The result of instrument testing**

#### **Validity testing**

Validity is the level of reliability of the measuring instrument used. Instruments are said to be valid means that the measuring tool used to get the data is valid or can be used to measure what should be measured (Sugiyono, 2010). Thus, a valid instrument is an instrument that is really appropriate to measure what to measure.

Validity test in this case aims to test the level of accuracy of the instrument in measuring the variables contained in this study consisting of four variables namely financial benefits, social benefits, structural ties, and loyalty. The calculation of instrument validity test used Pearson correlation analysis. The decision about item to be declared valid or not can be done by comparing the value of  $r$  arithmetic with  $r$  value of table. If  $r$  arithmetic  $>$   $r$  table then item item is declared valid. From the test of validity on all samples that was 30 people, the  $r$ -table obtained was 0.296. The value of  $r$  count (Correlation) of all elements of on brand loyalty variable

has bigger value compared to  $r$  table of 30 people used as samples that is equal to 0.296. It can be concluded that all statement in questionnaire of brand loyalty variable is valid and proper to be used as research instrument.

The value of  $r$  count (Corelation) on the competence variables have greater value than the  $r$  table for a sample of 30 people that is equal to 0.296. It can be concluded that all statements in questionnaire regarding email marketing variables were declared valid and fit to be used as an instrument of the research.

### **Reliability Testing**

Reliability according to Sugiyono (2009) is a series of measurements or a series of measuring tools that have a consistency when measurements made with the measuring instrument is done repeatedly. Conditions that can be proved by consistency results from the use of the same measuring tool that is done repeatedly and gives relatively the same results. For subjective measurements, judgments made by at least two people can yield relatively similar results (reliability between assessors).

From the result of reliability test of instrument it shows that both Brand Loyalty and email marketing variables are reliable because the value of  $r$  alpha  $>$  0,60. This means that  $r$  alpha is greater than the predetermined limit of 0.60 so it can

be said that the instrument reliable

$X = \text{Email marketing}$

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.726			10.318	.000
X_Email_Marketing	.812	.017	.979	47.673	.000

a. Dependent Variable: Y\_Brand\_Loyalty

which means that the instrument has good consistency used by how many times and by anyone will produce consistent data.

### **The Result of data analysis**

#### **The Result of Simple Linear Regression Analysis**

Simple Linear Regression Analysis is intended to determine the influence or relationship of independent variables (X) on the dependent variable (Y). Here are the results of the tests that can be seen in Table 2 below:

The above regression equation can be explained as follows:

1. Constant of 0.726; it means if email marketing (X) value is 0, then Brand Loyalty (Y) value is 0.726. This means that brand loyalty if not influenced by email marketing variable as it has been created for 0.726. This figure is the original value of brand loyalty.
2. The regression coefficient of email marketing (X) variable is 0.812; it means if email marketing has increased, then brand loyalty (Y) will increase. Coefficient is positive value means that there is a positive

Based on the equation previously explained, the regression equation is as follows:

$$Y = a + b_1X + e$$

$$Y = 0.726 + 0.812X + 0.070$$

Note :

Y = Brand Loyalty

a = constant

$b_1$  = regression coefficient

**Table 2 Linier Regression Testing**

#### **The analysis result of determinant Coefficient ( $R^2$ )**

The coefficient of determination on linear regression is often

interpreted as how big the ability of all independent variables in explaining the variance and the dependent variable. In simple terms, the coefficient of determination is calculated by squaring the correlation coefficient (R). This reflects on how much variation of the dependent variable Y can be explained by the independent variable X. When the coefficient of

determination equals 0 ( $R^2 = 0$ ), that means the variation of Y can not be explained by X at all. While if  $R^2 = 1$ , it means the variation of Y as a whole can be explained by the variable X. The result of determination test  $R^2$  is shown in the following table:

Table 3 Determinant Coefficient ( $R^2$ ) Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979 <sup>a</sup>	.959	.958	.13400

a. Predictors: (Constant), X\_Email\_Marketing

Based on the data in Table 3, the number  $R^2$  (R Square) obtained was 0.959 or (95.9%). It shows that

used in the model of email is able to explain 95,9% variation of dependent variable (brand loyalty). While the

Tabel 4 t test Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.726			10.318	.000
X_Email_Marketing	.812	.017	.979	47.673	.000

a. Dependent Variable: Y\_Brand\_Loyalty

percentage of contribution influence independent variable of email marketing to dependent variable (brand loyalty) was equal to 95,9%. The result of  $R^2$  also means that the variation of independent variable

rest of 4.1% was influenced or explained by other variables that are not included in this research model.

Standard Error of the Estimate is a measure of the number of regression model errors in predicting

the value of Y. From the regression results the value obtained was 0.13400 which means the number of errors in the prediction of the purchase decision was 0.13400. As a guideline, if the error Standard of the estimate is less than the deviation standard of Y, then the regression model is better in predicting the value of Y.

### **T-Test**

Test is used to determine whether the independent variable is partially significant or not to the dependent variable, the degree of significance used is 0.05. If the value of significance is less than the degree of trust the alternative hypothesis which states that an independent variable partially affect the dependent variable will be obtained based on the testing criteria

$H_0$  is rejected if  $t \text{ count} > t \text{ table}$  (1,646)

$H_a$  is accepted if  $t \text{ count} < t \text{ table}$  (1,646).

Statistic Test on t-test (partial) shows that the effect of email marketing (X), on brand loyalty (Y) is a significant. Based on Table 4.13 above, it can be described that email marketing variable (X) has a significance value (Sig.)of 0.000 on Table Coefficientsa with value  $\alpha$  (degree of significance) 0.05 it means  $0.000 < 0.05$  or there is significant influence and t test shows  $47.673 > t \text{ Table}$  (1,646). This means that email marketing has a significant and positive impact on brand loyalty.

### **Discussion on Research Finding**

Brand loyalty shows a consistent buying attitude towards a particular brand over time and also a pleasant attitude towards a Nagar brand (2009). Brand loyalty can develop when a brand matches the personality or image of the consumer or when the brand offers satisfaction and profit to the customer's search. Meanwhile, Giddens (2002) said that brand loyalty is the choice that consumers make to buy a certain brand compared to other brands in one product category. This can happen because consumers feel that the brand offers the right product features, images or quality levels at the right price.

Based on the results of the above research, it was found that email marketing has a significant and positive influence on brand loyalty. Moreover, promotion by using email marketing can influence consumers to choose the product brand. The influence of email marketing on the dependent variable (brand loyalty) was 95.9% and the rest can be influenced by other variables.

Email marketing is generally understood as an email containing promotional materials aimed at a large group of internet users, to promote a product or service. Understanding email marketing also includes branding products and companies on the recipient of email marketing. Chaffey, Mayer, Johnston, and Ellis-Chadwick (2003) said that email marketing is a way of marketing that uses email as a

medium to disseminate information. The main purpose of sending email marketing is certainly as a campaign on email recipients. The campaign itself is based on the importance of the trust of potential buyers and customers, so they can continue to visit the website to get more information in, or directly buy the products offered. Basically promotions or advertisements with email marketing are all forms of non-personal communication presentation of ideas, products and services offered by the manufacturer, with a view to influence consumers to buy products offered. With an eye-catching display of email advertising the company expects it to attract consumers to buy products or services they sell. Based on the results of research from Mujiyana, and Mukhyi (2012), it proved that marketing through email or better known email marketing can generate buying interest which then affect the satisfaction so as to create brand loyalty.

The significance of brand loyalty shows that brand loyalty is the most commonly used email marketing technique, as stated by Chiu, et al. (2007) brand loyalty is a very useful and easiest technique to use to improve customer loyalty. The disadvantage of brand loyalty techniques is for customers the value of brand loyalty will continue to decline because the brand loyalty technique is very easy to imitate by competitors. Financial benefit is to provide financial and economic

benefits in the form of cost savings incurred by customers, for example, vouchers, special discounts, and direct prizes in the form of plates, cups, spoons, and other gifts.

From the results of the study there are several indicators that have high value and become a factor to form brand loyalty is the length of ad suitability and add creativity. The ideal length for advertising articles on email marketing is 100-200 words and contains important messages related to the product. Companies should pay attention to sentences and words that are not necessary and should make the writing material remains simple, but can convey the contents well. Advertising articles that are too long will make users become bored and do not continue reading the article it is recommended that an ad is able to give a real solution thoroughly. Unnecessary use of words and sentences does not make the article better (Chiu, et al, 2007).

The selection of the best frequencies for sending emails should be done appropriately and should avoid 'over-mailing' which may lead to a higher rate of rejection by potential customers, and they will even move email marketing into spam. The frequency of excessive email delivery will also affect the customer's emotional impact and may decrease their loyalty and unsubscribe. Research conducted by The DMA National Email Client Report (2015) now known as 'Marketer Email tracker' shows that,

in general, there is a trend over the last four years in which companies contact individuals less regularly once a month. It is considered more effective than sending email in a week frequency because it can affect the feelings of annoyance customers.

The DMA Nasional Email Client Report (2015) also explained that marketing using Email looks to be more strategic because it is more efficient and faster than conventional advertising. Companies must develop relevant content and pay attention to the quality of good persuasion sentences. Low quality emails that do not contain persuasion sentences, or contain excessive persuasion sentences can damage the brand and increase the number of unsubscribes. Research from DMA highlights that 73% of companies send 1-2 emails per month 17%, companies still send 4-5 emails per month to their customer contacts, 8% 6-8 times, 8% more than 8 times a month, and 4% send 1 time in one year. On the other hand, too low a frequency can impact brand awareness and brand loyalty. By 2015 4% of respondents only send one email per year to each contact, it causes customers to forget the brand that becomes a subscription. The frequency is very good for this type of retail business. In contrast to businesses like publishers emailing at least weekly. Email delivery every week should be complemented by showing the effect of welcome email, personalization, and dynamic

content, as well as more relevant and contextual content.

Ellis, Fiona and Doherty (2012) explained that the context of email marketing and the development of personalization principles greatly affect brand loyalty. The email context is related to how an email message relates to a job, or an email from family and friends. The customers will as soon as possible delete an email that is not helpful or not in accordance with the context that suits themselves. The positions of prospective customers when opening emails are in 'email-mode' and if emails do not match their wishes, they will soon be deleted. Ellis, Fiona and Doherty (2012) provided an explanation of email marketing strategies that fit the context of first developing email subjects as clearly as possible, research results show that email subject greatly affects about 60-87% open rate. The more "mysterious" and unclear an email subject, the worse it will be. Open rate does not only tell how many people are really interested in the content, but also indicates that the email subject has worked.

The best way to create email subject is to be honest in explaining email content. Simply put, customers make expectations of emails you send and open an important indicator of how messages are received by customers. The second step is to make email content sound more humane. It can be done by creating email content that customers can



accept well. Email content must be persuasive but still natural, something that can make customers bold to reply to messages and talk to companies. If your email marketing has a bad reputation, of course it will affect the image of the company. The humane email criterion of email content should contain friendly words thus increasing the engagement rate.

Email marketing can create brand loyalty when it is done with the right principles. Companies should pay attention to the frequency of delivery and the content of messages sent. Some vitures that can create loyalty include having facilities to be stored and tagged (subscribers), having facilities that allow users to share to friends' emails, share to various social media, link on major websites, and link for free registration on easy terms ( Fariborzi, 2012). This is in accordance with what is done by Lazada where the frequency of email delivery is more scheduled and not too routine. In addition, Email marketing is different from other promotional tools such as social media and websites that are destined and intended for an open audience so that the message conveyed is general and less detail. As email marketing is more closed and personal, it can be adapted to the characteristics of users such as age, education, and sex.

## **Implication of research result**

### **Theoretical implication**

The results showed that overall the three indicators that exist in email marketing can affect customer loyalty from retail companies. This proves Kumar, Grag and Rahman (2010) opinion stating that retail company consumers also consider that keeping in touch with sellers is important, so email marketing strategy can also be applied in retail companies effectively. The results also prove that email marketing strategy towards agricultural retail sector is very effective in attracting brand loyalty

### **Practical Implication**

The results prove that the impact of email marketing on brand loyalty is significant and gives positive results. It is one of the most effective strategies done on consumers of Lazada.co.id through email marketing these customers will easily get the information related to the purchase of clothing brand. Moreover, the consumers will get ads in person and they will easily know the brand. The paper encourages managers to use empowering e-mail marketing strategies and presents several suggestions for future e-mail marketing research. Although the results of this study is positive, but it would be better if lazada.co.id do multiplies its email marketing to its customers so that customers always get up to date information.

## **CONCLUSION**

Based on the results of research that has been implemented then some

conclusions obtained are as follow:  
There is a positive and significant influence of Email marketing on brand royalty. This indicates that if Email marketing increases then the tendency of consumers to take decisions will also increase and the increase is significant or consistent to predict in the future. According to the results of R Square test results Effect of email marketing obtained on dependent variable (brand loyalty) is 95.9% and the rest can be influenced by other variables.

### SUGGESTION

Based on the conclusions obtained in this study, the suggestions as a complement to the results of research that can be given as follows:

1. Companies must be able to maintain or even improve the image formed so that consumers remain loyal. Therefore, companies need to pay more attention to product quality and improve it again.
2. For further research, it is expected that future researchers can examine other variables outside the variables that have been studied in order to obtain more varied results that can affect consumer purchasing decisions

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