

## **Casual Store Surabaya Marketing Communication Through Shopee Marketplace In Maintaining Consumer Loyalty**

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**Abstract.** *Marketing communication strategy is a way to consume products to the target market in order to achieve the company's goals. Through marketing communication strategies, companies try to disseminate information, influence, persuade and remind target messages about the company and the products offered by the company can be accepted. This study uses a descriptive qualitative research type. This study aims to determine the marketing communication strategy of the Casual Surabaya shopee marketplace in maintaining consumer loyalty. With data collection techniques carried out by observation, interviews, and documentation. Data analysis techniques use data reduction, data presentation and drawing conclusions. The results of the study show that brands and products most often use marketing communication strategies, such as utilizing their features such as Store Promo features, Discount Packages, Store Coupons, Store Vouchers, Shopee live and Seller Chat Of course, these strategies are very important to maintain brand and product loyalty among consumers.*

**Keywords:** *Marketing Communication Strategy, Marketplace, Shopee*

### **I. INTRODUCTION**

The purpose of competition is to keep businesses afloat in this era of rapid advancement. It is inevitable that brands compete with each other. Businesses strive to offer a variety of easily accessible facilities to retain their customers. Companies also strive to innovate or improve the services they offer for their current line of goods and services. While companies routinely engage in healthy competition with their core business plans, in times of intense market competition, companies are sometimes forced to engage in unhealthy competition, also known as cut-throat competition. One of the essential components to keep a business going is loyalty. Expert studies show that 1% of organizations rely on customer loyalty to maintain their brand or product.

*Marketplace* is an online market where all transactions including buying and selling goods can be done. Based on its design, the market only provides a trading location for those who want to open a shop and trade in it. It does not provide any products for sale (Mahir Pradana 2015). Each vendor is very careful about the products they sell, and the market only ensures that all online sales transactions can be completed safely and without the need for any payment processors. This market itself first gained its popularity in 1995. At first glance, this market is similar to a traditional market, which is a place where traders and buyers from various regions gather. The market is just a place where transactions between buyers and sellers occur. However, what makes it work is the online system provided by the *marketplace*, so that sellers and buyers do not have to wait patiently to complete their transactions (Mahir Pradana 2015). Although traditional markets still have the same

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goals, *marketplace* are more computerized and rely on networks to support them in order to provide the latest information and services to various sellers and buyers (Betti Dame Hutauruk, Jimmy Febrianus Naibaho, 2017).

Online media has grown very rapidly, and is now used for more than just communicating, exchanging messages, and spreading information. Currently, items such as food, books, clothing, and other items can be bought and sold through the internet. Currently, many people use the internet for social media such as Facebook and Instagram, and of course for online shopping. Based on the data above, Shopee is in the top position in Indonesia with a percentage of 77%. Tokopedia is in second place with 39%, followed by the Lazada site with 28%, Bukalapak with 9%, Alfagift with 7%, and Klik Indomaret with 5%. The online shopping site JD.ID contributed the remaining 5% (Idris et al., 2023).

Shopee is the most widely used online shopping platform, with 77% of Indonesians using it regularly. Forrest Li founded Laut Limited, formerly known as Garena, in 2009, and is the owner of Tokopedia, a commercial electronic website headquartered in Singapore (Fauziah, 2020). For vendors who want to advertise goods or services on Shopee, Shopee offers the ability to shop online. You can use a computer or smartphone to start a shop on Shopee. Shopee offers the following advantages (Loro & Mangiaracina, 2022). : a) Very effective and efficient because we can buy or sell products quickly and easily, and the procedure only takes 30 seconds. b) Provides photo and video features to vendors to facilitate marketing of their goods. c) Various payment options in cash, COD, and installments (Shopee Paylater) are available for use until the transaction is complete. from the first order to the evaluation of the goods. This facilitates the seller's process to review online purchases and sales.

In this study, Toko Casual Surabaya chose the Shopee *marketplace* as their online sales platform because they thought it was easy to use and practical. With a surge in sales of goods through the *marketplace* of more than 20% over the past year, Shopee has emerged as one of the fastest growing *e-commerce* sites in Indonesia. The shopee *marketplace* also usually holds annual discounts, therefore toko Casual Surabaya chose to create a Shopee online store as one way to sell shoes (Vanni, 2022).

Casual Surabaya store is a store that sells various types of shoe products, such as school shoes, sandals, running shoes and work shoes. Casual Surabaya store assisted by the business owner, its establishment is located in the Grand Royal Regency housing complex and employs three workers. Surabaya Casual processes a fairly large number of transactions every day.

This is in line with the findings of researchers conducted by KHOFIFAH, ROHMATUL (2022) "title Utilization of the Shopee Marketplace as a Marketing Communication Media for Online Shop JR. id4" The research conducted by Khofifah, Rohmatul succeeded in collecting data, which was then studied and produced research findings. Therefore, the following conclusions can be drawn from the research regarding the utilization of the Shopee *marketplace* as a marketing communication

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media for the JR.id4 online shop: 1. JR.id4 online business owners use the shopee *marketplace* for marketing communications. The four components of the 4P marketing concept of product, price, location, and promotion are analyzed. 2. Misspellings of addresses by customers, their unclear answers regarding purchases, and lack of reviews after customers receive the merchandise are factors that hinder the process. This study uses a qualitative research methodology, and data collection techniques include observation, interviews, and documentation.

Research conducted by Utari, Tri, and Yulia Sariwaty (2023) "Utilization of the Shopee Marketplace as a Marketing Communication Media for Putri Indah Store" The findings of Utari, Tri, and Yulia Sariwaty show that Putri Indah can utilize various features in the Shopee *marketplace* to support sales in achieving its goals. These features are marketing communication facilities. Communication shows that traders do not always receive orders directly. Intermediaries must appear and be approved before this order can be fulfilled. Customers can also use the chat function and comments column to ask about the availability of goods and provide assessments after receiving them. Consumer purchases must be immediately packed and sent through an intermediary (*ex-spedisi*) with varying estimated flexibility based on distance. In addition, customers have a chance if the item does not match.

Research conducted by Sari, A. A. P., & Habib, M. A. F. (2023) "Marketing Strategy Using Shopee Live Streaming Feature as Promotional Media to Increase Consumer Attraction (Case Study of Thrift Shop in Tulungagung Regency)" The research findings show that thrift shop owners have succeeded in attracting customers to their businesses by using visual materials as part of their marketing plan. Better than images or photos, visual materials allow a product to be displayed and have the power to influence people. The fact that visual materials present real evidence will increase consumer satisfaction and trust in the goods purchased and offered. This shows that most customers are more likely to focus on how visual materials are presented at online retailers. Businesses can use visual materials, such as live streaming on online media, to attract customers by displaying their items clearly on the homepage or feed. This is the relationship between visual content and consumer attraction. In addition, consumers will be able to access and share videos containing visual materials more widely and virally. Therefore, the use of visual content media as part of a promotional plan will increase customer purchasing power. When visual materials are shown to customers, they will see the item being promoted professionally and will be more likely to purchase it.

Research conducted by Hamdani, R., Rezky, S. F. (2022) "Utilization and Training of the Use of the Shopee Marketplace as a Marketing Tool at the Maysara Hijab Store" Based on the results of the community service project carried out by Rezky, S.F. and Hamdani, R. regarding the utilization and training of the Shopee *marketplace* for product marketing at the Maysara Hijab store, the PKM Team has succeeded in creating a Shopee *marketplace* with the aim of helping partners market/sell their products. Because only products displayed in photos and videos can be accessed in the store, the latter market maintains a simple design. Therefore, the owner can change the images or videos

requested by Shopee to be displayed at a later time. The owner can also easily understand the instructions given, allowing him to independently sell his goods and see success in the Shopee market.

Lastly, research conducted by Widodo, D. Y. P., & Prasetyani, H “Using Shopee as a Promotional Media to Increase Product Selling Power as a Social Marketing Contact Person” successfully examined Shopee as a promotional media to boost product sales and determine whether shopee marketing has an effect on consumer understanding in buying and selling through the Shopee application. Unwittingly, the proliferation of *e-commerce* has forced business actors to consider this. With the many *e-commerce*, it is very important to maintain product categories and brands to remain competitive in the modern business world. The higher the brand awareness, the easier it is for consumers to remember the product brand; This will prevent them from being disappointed with the brands they have purchased. Therefore, business actors need to build brand recognition. One example is Shopee which has an impressive design and unique features that are managed creatively (S.P. Dewi, 2015).

*Marketplace* refers to a virtual market where buyers and sellers can transact with each other. Naibaho, Rumahorbo, and Hutauruk (2017). *Marketplace* is an online market where buyers and sellers conduct business transactions such as selling goods, services, or information (Putra et al., 2017). As stated by Kusumaningsih et al. (2021), a *marketplace* is a website that functions as an intermediary for online transactions of goods between buyers and sellers. The main difference is that in *e-commerce*, there is only one seller, namely the website owner, and there is no opportunity for other traders to market their merchandise on the platform. In addition, there is no bargaining process because the prices given are predetermined. Websites such as berrybenka.com and zalora.com are examples of *e-commerce*. Meanwhile, according to Ardianti and Widiartanto (2019), a *marketplace* states that an online store or also known as an online store allows direct communication between buyers and sellers without the need for intermediaries through chat services such as Whatsapp, BBM, or Line. Through this type of online store, buyers can ask the seller for prices or other things related to the product, even bargaining for prices. *E-commerce* operates with a direct shopping model, where customers simply select the desired item from the website, click the "buy" button, and transfer a specified amount of money. While the marketplace is an online market where buyers and sellers interact and conduct various business transactions.

According to Artaya & Purworusmiardi (2019, in Nathasya 2018), a *marketplace* can be defined as a website that offers retailers the ability to buy and sell goods. Almost the same idea underlies conventional markets and *marketplace*. The platform provides vendors with a place to sell and facilitates easy payments and buyer-seller interactions. According to DeLone & McLean (2003, as cited in Faisal et al., 2020), *marketplace* indicators include the following:

### **1. System quality**

The functionality of a system is its performance. Usability indicators, security requirements, reliability, and access speed can all be used to measure how well the market provides information

to its consumers.

## **2. Information quality**

The extent to which an e-commerce system provides the information needed and expected is known as information quality. The accuracy, understanding, timeliness, and relevance of the information delivered are indicators of its quality.

## **3. Service quality**

The level of suitability of services to customer expectations or needs is measured based on the quality of service evaluated by customers. This can be assessed based on the attitude in providing services, promises made, and response time.

Marketing Communications according to Philip Kotler and Kevin Lane Keller explains that "marketing communication" is a strategy where a business seeks to inform, educate, and inform customers in a clear and concise manner as well as quickly and hastily about the products or services offered. business offerings There must be some kind of marketing concept in marketing communication activities. According to Kotler, there are four functions of the marketing concept called 4P: product (product), price (price), place (place), and promotion (promotion). The other three strategy variables have a significant effect on the results, so that each of these variables is quite important as the only mix strategy. Marketing Communications according to Sutisna (in Hilmiyati, 2021) defines marketing communication as an effort made by business actors to convey and provide comprehensive information about a good or service, so that consumers have a comprehensive awareness of the products offered by business actors. This statement implies that everything requires something that must be given in order to be obtained, and this process is a trade between humans. Meanwhile, one of the phrases used by marketers to try to explain to customers how information about a company's products is distributed is "marketing communication," according to Mahmud Machfoedz (2010). Marketers use various strategies to promote goods, including direct selling, sales promotion, publicity, and advertising. Consumers get information in all forms, including product features and advantages, through information gathering efforts by marketers. The main element in the marketing communication process is communication in delivering messages through the media.

According to an expert, Harmayani et al. (2020) defines *e-commerce* as the purchase, sale, and distribution of products and services through electronic channels such as computer networks, television, www, and other internet networks. Electronic financial transfers, automated inventory management systems, electronic data interchange, and automated data collection systems are other components of *e-commerce*. As defined by Akbar & Alam (2020), is the purchase, sale, and marketing of products and services using electronic systems such as radio, television, computers, and internet networks. Transactions involving business take place on electronic networks such as the internet. *E-commerce* operations are open to everyone who has an internet connection. Meanwhile, *e-commerce* according to Riswandi (2019) is a dynamic collection of business applications and processes,

economics, and applications that connect businesses, customers, and certain communities through electronic exchanges in products, services, and information.

Consumer Loyalty, according to KBBI, is loyalty and obedience. Loyalty arises from self-awareness and not from external pressure. The following experts provide various interpretations of loyalty. Kotler and Keller (2012, p. 207) define customer loyalty as a consumer's steadfast devotion to a particular product or service, even in the face of future developments that may give other consumers the option to switch to alternative offerings. Meanwhile, loyalty is defined by Ali Hasan (2008:81) as a behavior in which customers consistently buy the same brand. Thus, experts can conclude that strong brand loyalty among consumers is indicated by their repeat purchases of the same commodity or service. In addition, Oliver (1997) explains that there are three stages in the emergence of loyalty, namely: Cognitive Stage, which is the stage where consumers compare products based only on their own understanding; Affective Stage, which is the stage where consumers include their feelings (although Reichheld, Sturn, and Thiry in Astuti (2001) argue that this stage does not guarantee the emergence of loyalty); and the Conative Stage, which is the stage where consumers base their decisions on their wants or needs. Griffin (in Hurriyati, 2010) identified four characteristics of consumer loyalty that indicate loyal customers: 1) Making consistent purchases; 2) Buying goods or services outside the main product line; 3) Referring the brand/product to others; and 4) Showing steadfastness to the product/brand (rather than competing products/brands).

Shopee, as stated by Sastika (2018), is "a mobile application-based online purchase and sale, which is currently developing in Indonesia". Shopee was officially present in Indonesia in 2015. Shopee provides features that allow customers to buy and sell various goods, accompanied by free shipping to Indonesia and attractive offers at a fairly low cost. Shopee is an online *marketplace* application that can be used for smartphone sales transactions quickly and easily. Shopee provides a variety of products, ranging from trendy items to even items for daily or weekly household needs. Shopee was created as a mobile application to make it easier for users to do online shopping tasks without having to create a website using a computer (Astri Damayanti, 2018).

Based on the background of the problem above, the formulation of the problem in this study is how to keep customers loyal to the company or product. The purpose of this study is to determine the marketing communication strategy of the Casual Surabaya Shopee *marketplace* in maintaining consumer loyalty.

## **II. RESEARCH METHODS**

In this study, the researcher used observational studies, and in-depth interview procedures as part of the qualitative descriptive research methodology. The object of this study is the Shopee online store named Casual Surabaya. This study was conducted using Descriptive Qualitative Research. Descriptive research was conducted to obtain an overview of the online business strategy carried out by Shopee in maintaining the loyalty of Casual Surabaya store customers. The information presented

is from Reza Dwi, the responsive and proactive Shopee seller admin who helps customers make purchases and prospective buyers through online media, and Febby Ardianto as the owner of the Casual Surabaya store.

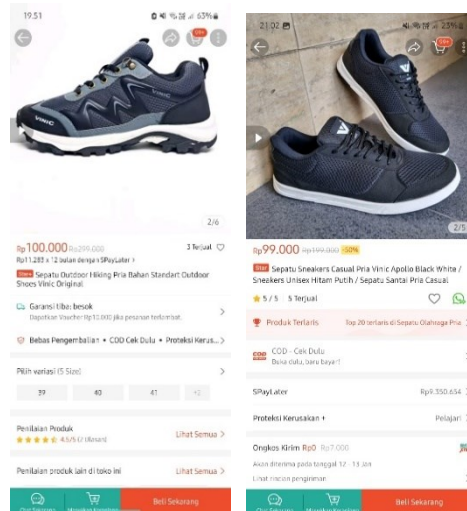
Data analysis techniques use data reduction, data presentation and drawing conclusions. Researchers reduce the amount of data they use by making summaries, selecting important points, and concentrating exclusively on those points. Therefore, the condensed in-depth interview material will appear clearer and simpler to interpret. Meanwhile, the information offered is collected through in-depth interviews with affiliates and then extrapolating the findings. Researchers analyze research data in the form of observations, and interviews to reach conclusions.

### **III. RESULTS AND DISCUSSION**

Doing business on Shopee has several advantages, such as a very large market, very supportive infrastructure, and the ability to make transactions very simple and useful, making it easier for customers. There are also disadvantages. One of them is the fierce competition, meaning that old accounts with more reviews will win over new accounts. By uploading products with great images taken with expert camera services, we can make products more visually appealing and increase customer satisfaction with the items they buy. Of course, this also provides customers with information about the items offered so they can better understand the ingredients of the product. To attract customers to make a purchase. Use keywords to ensure that products appear first when customers search for them.

#### **1. Casual Surabaya Online Shop Products**

Casual Surabaya online shop on Shopee offers a variety of shoes including casual shoes, sports shoes, and school shoes. The most popular shoes or can be called the best-selling product is the plain air force a1 which is also sold by the Casual Surabaya online shop. The products sold have quite varied prices, ranging from 37,500 to 299,000 rupiah. Until now, the total stock of Casual Surabaya products on the Shopee *marketplace* is 288 products.



**Figure 1.** Sepatu

The rapid growth of the internet in Indonesia over the past few years has had a positive impact on business owners, especially the owner of Casual Surabaya, an online store, by allowing them to register their products and do business on the Shopee *marketplace*. The owner of the Casual Surabaya store on Shopee uses the available features to improve his marketing communication strategy. more and more features are available on the shopee marketplace that can be used to measure the rating of an item being sold so that more people can see it.

Question: How long have you been using Shopee as a marketing communication platform, and what made you decide to use its *marketplace*? "I prefer Shopee for my online sales platform, because Shopee holds many big events, I think Shopee is easier in terms of marketing and it is also not difficult to post products to be sold and I have also been selling for about 7 years on Shopee" (Interview, owner Casual Surabaya January 10, 2024)

## 2. System quality

Many features that make it easy for customers and sellers to access and use the shopee market are included in this application. Some of the features used by the Casual Surabaya store to maintain consumer loyalty:

The Free Shipping Program feature is a free shipping offer which is one of the marketing strategies used by merchants to attract customers (Vanni, 2022). Strategies such as offering free samples as part of the sales process are often used by businesses to increase customer acquisition and attract new customers. "I observed that the transaction threshold consistently increased when utilizing the Shopee *marketplace* during the free shipping program" (Interview, Owner Casual Surabaya, January 10, 2024).



The Store Promo feature with discount labels, in-store promotions can arouse the curiosity of potential buyers and draw attention to items from the Casual Surabaya store on other Shopee *marketplaces*. The Seller Center and Shopee application provide access to store offers, or basic business forms, which are used to increase sales by providing discounts. Customers are more likely to buy these featured items from the Casual Surabaya store because of the “yellow” promotional badge on the company’s Shopee store product page, which indicates that the company’s online store offers more affordable prices than other stores. “We continue to set up stores on Shopee for the items we offer. Even though the prices of the products are not too expensive and the service we provide is not good, people are still interested because the products we sell are relatively cheaper compared to products in other stores.” (Interview, Owner Casual Surabaya, January 10, 2024). “One of the reasons why I often shop at Casual Surabaya is that they always hold promotions for their products and have very competitive prices compared to other stores.” (Interview, Haris, January 09, 2024). Usually, retail promotions last for 10 days. The scheduling of commercial advertisements for the Casual Surabaya store can be adjusted to business demands. The Casual Surabaya shop is able to provide a marketing period of at least 180 days. Because flash sales have a short lifespan and may discourage customers from making purchases. Long days often persuade you to buy more items at lower prices from the Casual Surabaya online shop.

Discount Package Feature Casual Surabaya store owners can use the Shopee application to provide in-store discount packages (packages) in the Shopee market. Potential consumers of the Casual Surabaya store can be attracted by providing purchase discounts up to a certain amount or by combining various free items such as stickers and ropes into one promotional package. This is done by creating discount packages such as bundles. Casual Surabaya company sales are boosted by this because more items are sold in one order.

"Because this discount package is very beneficial for potential customers, I usually use it to entice them to explore other things in my store. You get bigger savings the more discounted items you look at." (Interview, Owner Casual Surabaya, January 10, 2024) "Using the discount package makes shopping more economical because the more we buy items at the Casual Surabaya store, the bigger the discount will be so we can save money." (Interview, Haris, January 09, 2024)

My Shop Voucher Feature A promotional tool in the seller center and Shopee app called “My Shop Voucher” allows merchants to set up several types of discounts to encourage purchases. Vendors have the option to create a voucher item that is exclusive to a specific product or a voucher product that is valid for all products in their store.

### **3. Information quality**

The Shopee Live feature is a live streaming video tool that allows Shopee platform vendors to sell and communicate with buyers directly. First released on June 16, 2019, the Shopee Live function is designed with smartphone users in mind. This service is available to sellers as a way to

increase sales, expand business visibility, and improve store branding. When a life-like event is broadcast to many viewers simultaneously over a network, it is commonly referred to as live streaming (Sarah, 2022). Customers can learn more specific details about a product, such as its material, texture, shape, benefits, and drawbacks, through live broadcasts. so that customers can make better judgments about whether or not to buy and be more objective about it. Direct marketing includes how customers and sellers communicate with each other. Direct response advertising, where a product is advertised through media that attracts viewers to engage and make purchases directly from the manufacturer, is one of the main instruments of direct marketing (Prajana, 2021).

#### **4. Service quality**

The Sales Chat feature that functions as a communication link between buyers and sellers when asking about items to be purchased becomes easier. Surabaya Casual store does its job well in responding to customer discussions, answering 92% of discussions within an hour and always in a polite manner.

Shopee Flash Sale Feature The biggest promotion on Shopee is the flash sale which provides special discounts for a limited time. Sellers can suggest items for upcoming special Shopee promos by taking advantage of the flash sale option on the shopee market. The ability to nominate items for flash sales on the Shopee market is limited to merchants who have been selected to get this privilege. Sellers on shopee can.

Feel confident that the Quality of the ordered product will be sent as promised. Casual Shop Surabaya is willing to bear the risk and accountability if there is a product defect or there is a shipping problem. If a damaged item is sent to the customer, the store will exchange it for a new one or refund the customer's money. Consumer purchases must be immediately packed and sent via expedition, intermediary, with various calculation methods based on distance.

Feel safe in completing transactions. Various payment options in cash, COD, and installments (Shopee Paylater) are available to use until the transaction is complete. from the first order to the evaluation of the goods. This facilitates the seller's process to review online purchases and sales.

Consumer Feedback from Casual Surabaya Stores Through the Shopee *marketplace* This study highlights the relationship between product classification and sales at Casual Surabaya. This rating represents the consumer's assessment of the sales process in an online store. This page is intended to provide a message to online sellers, starting from one star and ending with five stars. The stars indicate the ability of online sellers to provide to consumers by providing quality service and quality of goods that have been sent.

"Customers can be divided into two categories: those who are happy with administrative assistance and those who are not. They also sometimes voice complaints about delayed or damaged packages or items that do not match their choices. Even so, it has become a risk assessment for me.

and I have to be careful when assembling and packing goods so that satisfied customers and male customers will receive positive feedback. " (Interview, Owner Casual Surabaya, January 10, 2024)

Consumer feedback that gave 1 star

"The seller's response was not responsive in chat since the item arrived until now the assessor has not responded at all, asking for size 42 according to the description 26cm, what arrived was very small."

### **5. Consumer feedback that gave 3 stars**

"Not according to the photo, there is no Nike stamp, the shoes are too light, including the expensive price for that price when compared to those sold in the markets."

Consumer feedback that gave 5 stars

"The shoes are ok, light, comfortable, good quality, no defects, good packaging because when the item was received, the box was good, not dented so it can be used to store other items. If you want to buy shoes, just buy them at this store, because I have proven it myself, I don't regret it, for the seller, continue to maintain the good quality of your store, never disappoint consumers."

Based on the results of observations, consumer satisfaction with the Shopee *marketplace* is very high, especially in the outer regions. Because the attractive appearance of the Surabaya Casual store products and the diverse selection of merchandise attract customer purchase requests, sales have increased drastically and maintained consumer loyalty. Customers can show their happiness by leaving comments in the comments column or interacting with sellers through buyer reactions in seller chat. Customers will give negative reviews if the item is badly packaged, slow shipping, or damaged packaging. Conversely, if the item is acceptable and the shipping is fast, customers will give positive reviews. By introducing a method in the Shopee market that is very successful in attracting users to make purchases, and maintaining consumer loyalty.

## **IV. CONCLUSION**

The researcher found that the use of the Shopee *marketplace* successfully maintained consumer loyalty. To attract buyers as part of its marketing communication strategy, the Casual Surabaya store sets prices slightly lower than its competitors and adheres to store policies. The Casual Surabaya store utilizes its features such as the Store Promo, Discount Packages, Store Coupons, Store Vouchers, Shopee live and Seller Chat features to maintain consumer loyalty. The Casual Surabaya store on the Shopee *marketplace* received a positive response from customers, as seen from the quantity and quality of the assessments given by customers who considered the store comfortable. This indicates that the management of the Casual Surabaya Store has succeeded in establishing itself as a communicator.

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