Impact of Digitalization Business Communication and Pricing on Consumer Satisfaction and Customer Loyalty

Erika Nurmatriani[1], Muh Sidik[2]

[1,2]Universitas Sangga Buana, Bandung, Indonesia
erika.nur@usbypkp.ac.id

Abstract

The digital business landscape in Indonesia is witnessing significant growth. This is evident from the increasing number of e-commerce platforms emerging in the market. Notably, several of these platforms have experienced rapid expansion, achieving unicorn status. This economic digitalization presents unique opportunities for the micro, small, and medium enterprises (MSMEs) sector. Micro, small, and medium enterprises (MSMEs) in Purwakarta Regency, West Java, have expressed concerns regarding the digitalization progress, which has not yet fully supported the existence of MSMEs and competition in trade with Chinese products, which are significantly cheaper in the e-commerce sector. Effective business communication training is essential for product promotion in the digital marketplace, as well as for developing competitive pricing strategies for micro, small, and medium enterprises (MSMEs) with the ultimate goal of enhancing consumer satisfaction and loyalty towards products from MSMEs in Purwakarta. This study aims to investigate the extent to which business communication strategies and pricing strategies can improve consumer satisfaction and loyalty towards MSME products in Purwakarta, West Java. The research employs a descriptive quantitative approach with a sample size of 104 online shoppers via Instagram. The findings indicate a significant positive indirect effect of business communication on customer loyalty through consumer satisfaction as an intervening variable, as well as a significant positive indirect effect of pricing on customer loyalty through consumer satisfaction as an intervening variable. However, there are limitations, particularly regarding the in-depth exploration of the weaker dimensions of the pricing strategy variable, which could be addressed in future research.

I. Introduction

The digital business landscape in Indonesia is witnessing significant growth. This is evident from the increasing number of e-commerce platforms emerging in the market. Some of these platforms have experienced rapid expansion, achieving unicorn status. The digitalization of the economy presents unique opportunities for micro, small, and medium enterprises (MSMEs). These businesses can market their products and services more broadly, conveniently, and cost-effectively. Consequently, MSMEs are able to sustain themselves even during crises or pandemics, such as the current COVID-19 situation, where individuals are compelled to limit mobility and direct interactions. With the aid of digital technology, the interaction necessary to meet consumer needs can be fulfilled, resulting in a significant number of businesses surviving and thriving. This, in turn, positively impacts job creation and reduces unemployment rates, ultimately benefiting the national economy.

According to data from Ernst & Young, e-commerce transactions have increased by 40% annually (www.kominfo.co.id). Additionally, the number of internet users in Indonesia has reached 93.4 million, with 71 million of them being smartphone users. From these statistics, it can be anticipated that e-commerce and the digital economy will continue to experience positive growth in the future.

Instagram has gained popularity across various demographics, including ordinary individuals, celebrities, public figures, and government officials. As a widely embraced social media platform in Indonesia that allows users to share visual content, accessing Instagram has become a favored activity among internet users. It is not surprising that online entrepreneurs are increasingly leveraging Instagram to enhance their businesses, with many utilizing it for marketing and sales transactions, commonly referred to as online shopping. According to data released by Napoleon Cat, the number of Instagram users in Indonesia reached 69.2 million (69,270,000) during the period from January to May 2019. This figure represents a month-to-month increase in the usage of this photo-sharing platform. In January, there were approximately 62.23 million users, which rose to 62.47 million in February. The following month, March, saw a significant surge, bringing the total to 64 million users. By April, the user count had increased to 65.7 million, culminating in May with a total of 69.2 million users. Figure 1 describes instagram users in Indonesia (May, 2020).

Figure 1. *Instagram Users in Indonesia as of May 2020.*

To understand the public's opinion on shopping through the evolving digital media in Purwakarta City, the researcher selected 50 respondents from various groups, including civil servants, private employees, students, and average citizens, with an average of 10 individuals from each category. The results are as follows:

Table 1. Shopping Preferences Data in Purwakarta City

No	Description	Expenditure		
		Online (%)	Mall/Supermarket (%)	Market/Store (%)
1	Civil Servants	43.20	36.80	14.00
2	Private Sector Employees	64.30	22.00	17.70
3	University Students	78.15	20.15	1.70
4	Students	62.50	26.20	1.30
5	The Public	42.50	23.70	33.80

Source: Data Processing 2021 AHWA

According to Table 1.1, the majority of respondents prefer online shopping, influenced by factors such as time constraints, distance, and the convenience of the shopping process. Online shopping is predominantly favored by students at 78.15%, followed by private employees at 64.30%, school students at 62.50%, civil servants at 43.20%, and other members of the community at 42.50%.

Table 2. Selected Shopping Data via E-Commerce in Purwakarta City

No	Description	Expenditure		
		Instagram (%)	Facebook(%)	Other Media (%)
1	Civil Servants	38,20	36.80	25,00
2	Private Sector Employees	56,30	34,00	16,70
3	University Students	68,25	30,45	1,70
4	Students	62,50	26,20	1,30
5	The Public	54,50	29,50	16,00

Source: Data Processing 2021

According to Table 1.2, the majority of respondents prefer shopping via Instagram, influenced by factors such as time, distance, and the convenience of the shopping process. Online shopping is predominantly engaged in by students at 68.25%, private employees at 56.30%, school pupils at 62.50%, civil servants at 38.20%, and other members of the community at 54.50%. To assess the effectiveness of Business Communication, questions were posed to both online business managers and non-online entrepreneurs, with the following results:

Table 3. Effectiveness Level of E-commerce Business Communication in Purwakarta City

No	Description	BUSINESS COMMUNICATION				
		SE	E	CE	KE	TE
1	Business education	1	4	4	1	
2	Business ideas	-	2	4	4	
3	Business skills	1	2	3	4	

Source: Data Processing 2021

Based on Table 1.3, business communication with the indicator of business education shows an effective score of 4, a fairly effective score of 4, the indicator of business ideas is fairly effective with a score of 4, and the indicator of business skills is fairly effective with a score of 3. This indicates that there remains a significant number of respondents who rated these indicators as less effective. To assess public opinion regarding the price levels of shopping through digital media that is evolving in Purwakarta City, the researcher selected 50 respondents from various groups, including civil servants, private employees, students, and the general public, with an average of 10 individuals from each category. The results are as follows:

Table 4. E-commerce Shopping Price Levels in Purwakarta City

No	Description	PRICE LEVEL				
		SS	S	CS	KS	TS
1	Fulfilling Needs	1	4	4	1	-
2	Desires	-	2	4	4	-
3	Satisfying Consumers	1	2	3	4	-
4	The Value of A Good Expressed In Monetary Terms	1	2	3	4	-

Source: Data Processing 2021

Based on Table 1.4, the price level indicators show that the fulfillment of needs is rated at 4, while the adequacy of desires is also rated at 4. The consumer satisfaction indicator received a score of 2 for "sufficiently appropriate" and a score of 3 for "adequately appropriate." Additionally, the value of a product is rated at 3 for "sufficiently appropriate." However, several indicators indicate that respondents still provided relatively low scores regarding the appropriateness of prices, which is notably significant. To assess the level of satisfaction with shopping via Instagram, the following questions were posed:

Table 5. Customer Satisfaction Levels for Shopping via Instagram in Purwakarta City

No	Description	Level of Satisfaction for Shopping via Instagram				
		SP	P	CP	KP	TP
1	Physical calculability	4	2	2	1	1
2	Facilities	3	1	2	3	1
3	Service quality	5	3	1	1	-
4	Timeliness	6	1	1	1	1
5	Friendliness	4	2	2	1	1
6	Responsiveness to customer desires	3	1	2	3	1
7	Responsiveness to customer needs	5	3	1	1	-
8	Effective communication	6	1	1	1	1
9	Extensive knowledge	4	2	2	1	1
10	Courteous and polite demeanor	4	2	2	1	1
11	Genuine and close attention to each customer	3	1	2	3	1

Source: Data Processing 2021

According to Table 1.5, the data on satisfaction levels indicate that the punctuality indicator received a score of 6, reflecting a high level of satisfaction, while the indicator for effecti communication also achieved a score of 6. However, the table reveals several low scores, with a significant number of respondents expressing dissatisfaction. To assess customer loyalty regarding shopping through Instagram, the following questions were posed:

Table 6. Customer Loyalty Levels for Shopping via Instagram in Purwakarta City

No	Description	Shopping Satisfaction Level via Instagram				
		SL	L	CL	KL	TL
1	Repeat purchases	4	2	2	1	1
2	Periodic purchases	3	1	2	3	1

No	Description	Shopping Satisfaction Level via Instagram				
		SL	L	CL	KL	TL
3	Continuous purchases from the same producer	5	3	1	1	-
4	Promotion	6	1	1	1	1

Source: Data Processing 2021

Based on Table 1.6, the data indicates that the indicator for promoting products to friends or acquaintances with a very loyal level received a score of 6, while purchasing products from the same producer at a very loyal level received a score of 5. It is noteworthy that the number of respondents who are less loyal or disloyal remains significantly high. In light of this information, the researcher intends to conduct a study titled: Analysis of the Impact of Business Communication and Pricing on Consumer Satisfaction and Its Implications for Customer Loyalty (A Case Study of Online Shopping Customers in Purwakarta City).

II. Review of Literature

2.1 Business Communication

According to Kotler (2017:361), business communication is defined as a human activity aimed at satisfying the needs and desires of individuals through an exchange process. The communication process begins with a source that generates a message, which is then transmitted through a channel, whether it be wired or via airwaves. The message is received by a receiver that reconstructs the signal until it reaches its intended destination. In this context, the destination refers to the recipient who is the target of the message. Within the communication process described by Shannon and Weaver, one significant element is the presence of noise. This noise represents obstacles that occur within the channel, resulting in a message that may differ from what was originally transmitted by the source. Consequently, the presence of noise can lead to an imperfect transmission of the message sent by the source, potentially resulting in communication failure.

2.2 Business Communication Dimensions

Rosenblatt et al. (1977: 3) define business communication as "the exchange of ideas, opinions, information, instructions, and similar elements that serve a specific purpose, presented either personally or impersonally through symbols or signals to achieve organizational objectives." This definition encompasses six fundamental elements of business communication: (1) Purposeful: Business communication must have a predetermined objective aligned with the organization's goals. The communication objectives may be formal or informal, but they should not be social unless they support the primary aims of the organization. (2) Exchange: This activity involves at least two parties, namely the communicator and the recipient. (3) Content: Ideas, opinions, information, and instructions constitute the message's content, which varies depending on the purpose, situation, and context. (4) Channels: These can be personal or impersonal, including face-to-face interactions or television broadcasts that reach millions simultaneously. (5) Symbols or Signals: These are the tools or methods used to convey or exchange messages, which can be positive or abstract; signals may be verbal or nonverbal. The key aspect is ensuring that the conveyed message is clearly understood. (6) Achievement of Organizational Goals.

2.3 E-Commerce

The definition of e-commerce has evolved from the traditional concept of a physical marketplace located in a specific geographical area to a modern framework known as e-commerce. E-commerce refers to the utilization of the internet, the World Wide Web, and mobile applications for conducting business transactions (Traver & Laudon, 2014, p. 112). Traver & Laudon (2014, p. 76) indicate that there is a distinction between e-commerce and e-business. E-business pertains more to the digital processes and transactions within a company, which involve information systems under the company's control. It does not encompass commercial transactions that involve the exchange of value across organizational boundaries. For instance, the control mechanisms of a company's online inventory system are considered part of e-business. As e-commerce continues to grow, if a market participant views consumers as passive targets of aggressive advertising campaigns and product branding efforts aimed at influencing consumer perceptions over the long term, this may ultimately affect consumer purchasing behavior.

2.4 Online Shop

According to Halim (2010;109), online shopping is defined as "the process by which consumers directly purchase goods, services, and other items from sellers in an interactive and real-time manner via the internet. Through online shopping, a buyer can first view the goods and services they intend to purchase through the websites promoted by the seller. This shopping activity represents a new form of communication that does not require face-to-face interaction; rather, it can be conducted remotely from anywhere in the world using devices such as notebooks, computers, or mobile phones connected to the internet." Understanding consumer behavior is crucial as it contributes to the implications of marketing strategies. In other words, companies must study consumer behavior to gain insights into various aspects of their customers, which will ultimately serve as a guideline for developing marketing strategies. The necessity of studying consumer behavior is paramount, as consumers are a source of profit for businesses, and their understanding is essential for the survival of the company in its business activities. Consumer behavior examines how individuals, groups, and organizations select, purchase, use, and determine products, services, ideas, or experiences that satisfy their needs and desires. This behavior is influenced by cultural, social, personal, and psychological factors. A deeper understanding of the underlying factors affecting consumer behavior enhances the ability to develop marketing strategies that effectively meet consumer needs.

2.5 The Concept of Price

Buchari Alma (2005:169) states that in economic theory, the concepts of price and value are closely related to the determination of pricing. The terms utility and value are defined as follows: (1) Utility refers to an attribute inherent in a good that enables it to satisfy needs and desires, thereby providing consumer satisfaction. (2) Value represents the worth of a product in exchange for another product, which can be illustrated in a barter situation where goods are exchanged directly. Although contemporary economic activities no longer rely on barter, they utilize money as a measure, which is referred to as price—the monetary expression of a good's value.

2.6 Consumer Satisfaction

The term "satisfaction" originates from the Latin words "satis" (meaning sufficient or adequate) and "facio" (to do or make), which can be simply interpreted as the effort to fulfill a need. According to Kotler (2007:177), satisfaction is defined as "the feeling of

pleasure or disappointment that arises after comparing the actual performance (outcome) of a product with the expected performance (or outcome). If the performance falls short of expectations, the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, the customer is very satisfied or pleased. Satisfaction encourages consumers to repurchase and consume the product again. Conversely, dissatisfaction leads to disappointment and may result in the cessation of future purchases or consumption of the product," as noted by Nirwana (2004:321). Zikmund et al. (2003:72) define satisfaction as "the evaluation made after purchase, resulting from a comparison between pre-purchase expectations and actual performance." Satisfaction is a function of perceived performance and expectations. It represents the overall attitude exhibited by consumers towards a product or service after acquisition.

Customer satisfaction is influenced by two cognitive variables. The first is pre-purchase expectation, which refers to the belief about the anticipated performance of a product or service. The second is disconfirmation, which is the discrepancy between pre-purchase expectations and post-purchase perceptions. During the purchasing process, consumers typically have certain expectations regarding the products or services they intend to consume. Following the purchase, they will conduct an evaluation (post-purchase assessment). The comparison between the expectations held by the consumer and their perception of the consumed goods or services results in confirmation (either positive or negative).

2.7 Customer Loyalty

According to Tjiptono (2008), customer loyalty is defined as "repeat purchases that may result from a company's market dominance, which has successfully made its product the only available alternative." Consequently, customers are left with no opportunity to choose. Furthermore, repeat purchases can also stem from ongoing promotional efforts aimed at enticing and persuading customers to repurchase the same brand. In the absence of market dominance and intensive promotional activities, customers who are loyal to a specific brand tend to remain committed to that brand and are likely to buy the same product again, even when numerous alternatives are available.

2.8 Dimensions of Loyalty

Jill Griffin (as cited in Hurriyati, 2010, p. 130) identifies several indicators utilized to assess the variable of customer loyalty, which include: (1) Engaging in regular repeat purchases. (2) Making purchases across various product and service categories. (3) Recommending products to others. (4) Demonstrating resistance to the allure of similar products offered by competitors.

2.9 Dimensions of Loyalty

The analysis indicates that there is a significant influence of marketing communication on the satisfaction of ATM card users. This finding aligns with previous research conducted by Limakrisna (2008), which asserts that marketing communication simultaneously affects customer satisfaction, with a particularly dominant partial influence on it. Additionally, this study is supported by research from Chrismardani (2014), which states that marketing communication channels are integral for companies that can effectively enhance customer satisfaction. This study indicates that price has a significant positive impact on customer satisfaction among Gojek Online users, specifically among students of the Faculty of Economics and Business at Unsrat Manado. This suggests that

any increase or decrease in customer satisfaction for Gojek Online users is influenced by corresponding changes in price. Price encompasses all forms of monetary costs that consumers incur to acquire, possess, and utilize a combination of goods and services from a product. For companies, pricing serves as a means to differentiate their offerings from those of competitors (Hasan, 2013:521). Research conducted by Manus (2015) found that price significantly affects customer satisfaction for Tri prepaid card users in the Wawalintouan area of Tondano Barat.

In a highly competitive market, companies are increasingly vying to enhance customer satisfaction in order to foster strong loyalty towards the restaurants offered by entrepreneurs. According to Jones and Sasser (1994:745), customer loyalty is an endogenous variable influenced by a combination of satisfaction, indicating that customer loyalty is a function of satisfaction. If the relationship between satisfaction and customer loyalty is positive, then higher levels of satisfaction will lead to increased customer loyalty.

Based on the overall framework of thought presented above, a research paradigm can be formulated regarding the Analysis of Business Communication and Pricing in relation to Consumer Satisfaction and its Implications for Customer Loyalty. This is illustrated in the following diagram, focusing on the case study of online shopping customers in Purwakarta.
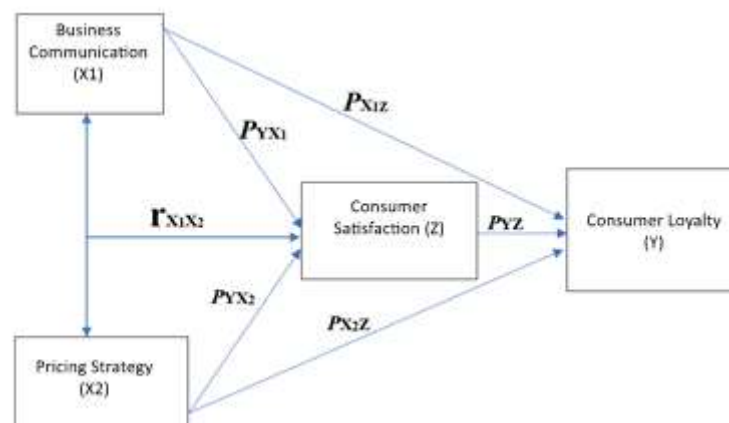
Figure 2. Research Framework

2.10 Hypotheses

Based on the literature review and the conceptual framework presented, the hypotheses formulated for this research are as follows:
1. Business communication and pricing significantly influence consumer satisfaction and have implications for customer loyalty;
2. Business communication has a positive effect on consumer satisfaction;
3. Pricing impacts consumer satisfaction;
4. Business communication and pricing jointly affect consumer satisfaction;
5. Consumer satisfaction influences customer loyalty;
6. Business communication affects customer loyalty;
7. Pricing has a direct effect on customer loyalty;
8. Business communication indirectly influences customer loyalty through consumer satisfaction;
9. Pricing indirectly affects customer loyalty through consumer satisfaction.

III. Research Method

The research employs both descriptive and verificative methods. The descriptive method is utilized to address the formulated research questions. Specifically, this method aims to understand and analyze Business Communication and Pricing in relation to Customer Loyalty, with Consumer Satisfaction serving as an intervening variable. According to Sugiyono (2014:8), the verificative method involves conducting research on a specific population or sample with the objective of testing established hypotheses. In this study, the verificative method is applied to assess the extent to which Business Communication and Pricing influence Customer Loyalty through Consumer Satisfaction as an intervening variable.

This research employs a subject data type, as the information gathered pertains to the attitudes and characteristics of a group of individuals who serve as the study's subjects (respondents). The subject data is derived from responses collected through a questionnaire distributed to respondents who are online shopping customers via the social media platform Instagram. The type of data utilized in this study is primary data, which is obtained through the use of a questionnaire instrument and its distribution to the respondents. In contrast, the supporting data consists of secondary data, which has already been processed and is presented in a quantitative format.

The research population consists of 141 individuals who are online shopping customers via the social media platform Instagram, as recorded in 2021. To facilitate the research process, particularly concerning time constraints and cost efficiency, the established population comprises 141 individuals who have over three years of experience and possess auditor competency certification. The sampling method employed in this study is purposive sampling, which is a technique for selecting samples based on specific considerations (Sugiyono, 2018). By applying this formula, the following sample is obtained: $n = 141 / (1 + 141 (0.05)^2) = 104.25$, which is rounded to 104. Using a margin of error (e) of 5%, the sample size is determined to be 104. To assess the validity, three types of tests are required: validity testing, reliability testing, and normality testing. Path Analysis use for data analysis, contain of multiple linear analysis, or path analysis is the use of regression analysis to estimate the causal relationships among variables (causal model) that have been previously established based on theory.To obtain the path coefficient values for each independent variable, the correlation among the variables is first calculated using the Pearson Product Moment correlation formula. The analysis of the coefficient of determination (R^2) is employed to ascertain the extent to which independent variables collectively contribute to the dependent variable.

IV. Result and Discussion

Validity testing is employed to demonstrate that respondents have the opportunity to express their opinions on a scale ranging from strongly disagree to strongly agree regarding the statements presented in the questionnaire, and that their responses exhibit a diversity of viewpoints. Responses may include categories such as strongly agree, agree, somewhat agree, and disagree. A questionnaire is considered valid for data collection if the corrected item-total correlation value exceeds 0.300 (Waskito, 2020: 38).

Table 7. Validity Test

No	Variable	Corrected Item-Total Correlation	Criteria	Decision
1	Business Communication	0,323-0,577	0,300	Valid
2	Price	0,342-0,632	0,300	Valid
3	Customer Satisfaction	0,303-0,633	0,300	Valid
4	Customer Loyalty	0,332-0,617	0,300	Valid

Source: Questionnaire (2021)

Considering the information presented in Table 4, it can be explained that all indicators related to the variables of business communication, price, customer satisfaction, and customer loyalty exhibit a corrected item-total correlation value exceeding 0.300. Therefore, by taking into account the information in Table 4.8 and referencing the opinion of Waskito (2020: 38), it can be demonstrated that all indicators of the variables of business communication, price, customer satisfaction, and customer loyalty are deemed valid.

Table 8. Reliability Test

No	Variable	Cronbach's Alpha	Criteria	Decision
1	Business Communication	0,775	0,700	Reliable
2	Price	0,833	0,700	Reliable
3	Customer Satisfaction	0,854	0,700	Reliable
4	Customer Loyalty	0,877	0,700	Reliable

Source: Questionnaire (2021)

The information presented in Table 5 indicates that the Cronbach's Alpha value exceeds 0.700. Considering the details in Table 5 and referencing the opinion of Waskito (2020: 64), it can be concluded that all variables in the study are deemed reliable. The implication of these reliable variables is that the statements included in the questionnaire meet the criteria necessary for use as a data collection tool.

Table 9. Normality Test

One-Sample Kolmogorov-Smirnov Test		Business Communication	Price	Customer Satisfaction	Customer Loyalty
N		104	104	104	104
Normal Parameters[a,b]	Mean	36,2547	49,4434	64,6698	77,2170
	Std. Deviation	6,39801	8,57580	10,76478	12,4617
Most Extreme Differences	Absolute	,084	,066	,044	,052
	Positive	,058	,049	,044	,044
	Negative	-,084	-,066	-,040	-,052
Test Statistic		,084	,066	,044	,052
Asymp. Sig. (2-tailed)		,062[c]	,200[c,d]	,200[c,d]	,200[c,d]
a. Test distribution is Normal.					
b. Calculated from data.					

c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Questionnaire (2021)

The information presented in Table 6 indicates that the asymptotic significance values for the variables are as follows: Business Communication at 0.062, Price at 0.200, Customer Satisfaction at 0.200, and Customer Loyalty at 0.200. All variables exhibit asymptotic significance values exceeding 0.05. Considering that the asymptotic significance values for all variables are above 0.05, and in accordance with Waskito's perspective (2020: 72), it can be concluded that the data indicators for each variable are normally distributed.
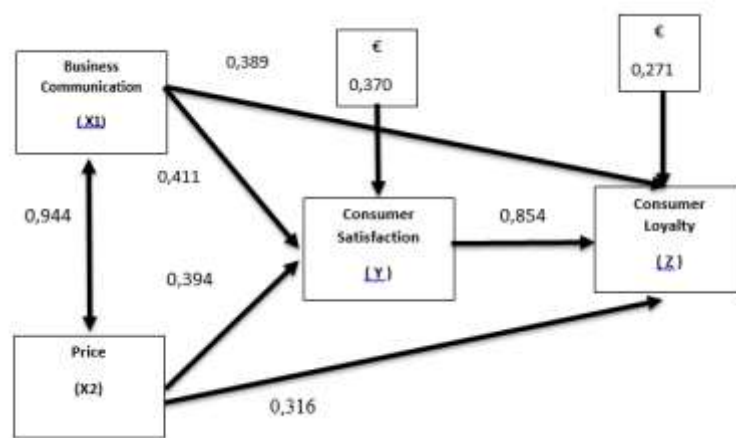
Figure 3. *Complete pathway diagram*

The direct influence of Consumer Satisfaction on Customer Loyalty is measured at 0.854, indicating a very strong relationship. This suggests that Consumer Satisfaction plays a significant role in enhancing Customer Loyalty. Additionally, the coefficient of determination (R^2) is calculated to be 72.90%, which implies that 72.90% of Customer Loyalty is affected by Consumer Satisfaction. The remaining 27.10% is influenced by other unexamined variables, such as organizational commitment and job satisfaction. Figure 3 indicates that the R-squared value is 0.630. This implies that the coefficient of determination is 0.630 x 100% = 63.00%. This means that Business Communication and Price contribute to influencing Consumer Satisfaction by 63%. The remaining percentage, which is 100% - 63% = 37%, is influenced by other variables, such as Product Quality and Discounts.

This research has demonstrated a positive and significant impact of Business Communication and Price on Consumer Satisfaction simultaneously. This finding aligns with the perspective of Rosenblatt et al. (1977:3), who define business communication as a process of exchanging ideas, opinions, information, commands, and similar elements, conveyed either personally or through specific signs or symbols to achieve particular organizational objectives. Similarly, Fandy Tjiptono (2015:151) states that price represents the value (typically expressed in monetary terms) that must be sacrificed to acquire, use, or consume a product or service to meet needs. Furthermore, according to Irawan (2004:37), there are five primary dimensions of customer satisfaction: Price for price-sensitive customers; Service Quality; Product Quality; Emotional Factor, which reflects the satisfaction experienced by consumers when using a product or service; and Efficiency, which pertains to the ease of obtaining the product.

There exists a positive and significant influence of Business Communication on Consumer Satisfaction, indicated by a path coefficient of 0.411, a t-value of 2.268, a t-table value of 1.983, and a p-value of 0.025. The findings of this study align with the notion that businesses, whether product or service-oriented, continuously compete to retain customer loyalty and prevent them from switching to alternative products. One strategy believed by marketers to achieve this goal is the establishment of a customer service system that consistently aims for consumer satisfaction. As articulated by Kotler and Armstrong (1999), consumer satisfaction is defined as the level of contentment experienced after comparing perceived performance with expectations. Interpersonal communication is one of the factors that can significantly impact consumer satisfaction. Kotler and Armstrong (1999) further assert that consumers tend to experience greater satisfaction when interacting with employees who possess strong interpersonal skills and social perception abilities, enabling them to understand the feelings, attitudes, and beliefs of consumers.

There exists a positive and significant influence of price on consumer satisfaction, evidenced by a path coefficient of 0.394, a calculated t-value of 2.177, a t-table value of 1.983, and a p-value of 0.032. This finding aligns with the results of the research. In the business world, whether focused on products or services, companies continuously compete to maintain consumer loyalty and prevent them from switching to alternative offerings. One strategy that marketers believe is effective in achieving this goal is the establishment of a customer service system that prioritizes consumer satisfaction. As noted by Kotler and Armstrong (1999), consumer satisfaction is defined as the level of contentment experienced after comparing perceived performance with expectations. One significant factor influencing consumer satisfaction is interpersonal communication. Kotler and Armstrong (1999) assert that consumers tend to experience greater satisfaction when interacting with employees who possess strong interpersonal skills and social perception abilities, enabling them to understand the feelings, attitudes, and beliefs of consumers.

Research has demonstrated a significant positive influence of Customer Satisfaction on Customer Loyalty. This finding aligns with the definition of Loyalty as presented by Kotler, Bowen, and Makens, which describes it as the likelihood of customers repurchasing and their willingness to engage as partners with the company (1999, p. 351). Engaging as a partner entails a readiness to purchase products or services in greater quantities, provide positive recommendations, and inform the company of any operational service errors. Customer loyalty is a primary objective pursued by marketers, as achieving the desired level of loyalty ensures that the company will attain profitability. Additionally, it enables the company to sustain its business operations. Currently, loyalty has become a focal point for entrepreneurs in maintaining their food businesses, supported by several factors, with customer satisfaction being a key element. To achieve customer satisfaction, it is essential to have supporting factors, including the quality of service provided to customers, customer value, and product advantages.

V. Conclusion

There exists a positive influence and significance of Business Communication and Price on Consumer Satisfaction simultaneously, with the impact of Business Communication being more dominant in comparison to the effect of Price on Consumer Satisfaction. This study provides 2 (two) suggestions, namely practical suggestions and theoretical suggestions. Practical suggestions are intended for Online Business Managers to improve respondents' perceptions of Business Communication, price, Consumer Satisfaction and Customer Loyalty. This research offers two recommendations: practical

suggestions and theoretical insights. The practical recommendations are aimed at online business managers to enhance respondents' perceptions regarding Business Communication, pricing, Customer Satisfaction, and Customer Loyalty. The findings of this research can serve as a data source for conducting further studies or additional research with the same variables in locations outside of Purwakarta Regency. It is essential to undertake further research with a more comprehensive scope, which may involve adding independent, intervening, or moderating variables, as well as incorporating additional dependent variables and expanding dimensions and indicators.

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