

RELATIONSHIP BETWEEN CUSTOMERS LOYALTY WITH PROSUSTAINABILITY NETWORK AS MEDIATION VARIABLE

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Abstract:

Changes in current economic conditions and technological developments and trends will affect customers and their behavior. Therefore, it is to increase consumer loyalty through social media engagement. This study examines the relationship between Customers Loyalty and Prosustainability Network Quality as Mediation variables by exploring social media and customer satisfaction. This study uses a quantitative approach, and a sample of 300 was statistically tested through SmartPLS 3. The results of this study show: 1) Social Media has a positive and significant effect on Customer Loyalty; 2) Social Media has a positive and significant effect on Prosustainability Network Quality; Prosustainability Network Quality has a positive and significant effect on the Customer Loyalty variable; Prosustainability Network Quality which mediates the relationship between Social Media and Customer Loyalty; Prosustainability Network Quality has a positive and significant effect on Customer Satisfaction; Customer Satisfaction has a positive and significant effect on Customer Loyalty.

Keywords: Customers Loyalty, Prosustainability Network Quality, Social Media, Customer Satisfaction

Introduction

In a rapidly changing industry environment, the marketing department has to go the extra mile to create loyal customers, which is not easy. Changes in current economic conditions and technological developments and trends will affect customers and their behavior. These changes result in severe competitive pressures, and affect customer behavior. The trend of customer behavior patterns in the future is expected to include 3 things, namely, customers have greater attention to quality and value, time will be very valuable for customers, and their awareness of prices is getting bigger (Dharmmesta, 1994; Dharmmesta, 1999). Discussions to develop customer loyalty strategies that increase the effectiveness of customer loyalty programs have been carried out by many researchers and practitioners. As Reichheld and Sasser (1990) cited by Bowen and Chen (2001: 213) stated that "...when a company retains just 5 percent more of its customers, profits increase by 25 percent to 125 percent." The increase in profit came from a decrease in marketing and operational costs, as well as an increase in sales. Loyal customers have a lower tendency to switch brands, and are less price-sensitive, but more often and/or more, they become the strong word of mouth, and create business referrals (Hallowell, 1996; Mittal & Lassar, 1998; Bowen & Chen, 2001). ; Rowley and Dawes, 2000).

The development of social media now has an important role in marketing strategies for small and large businesses, in services or manufacturing. Now sharing information with

customers or followers is not the only advantage of using social media for a business. Many industries worldwide have found ways social media can contribute to success and development in all aspects. One of the benefits of social media is as a digital marketing tool to communicate and interact online with your clients and potential business clients. Social media in today's business world supports business marketing strategies. However, the benefits of social media are not only as a marketing platform, but the content shared can also increase engagement. The need for a brand to connect with customers and introduce new products through new social media platforms is considered important in its development. Therefore, social media platforms in the future are believed to be able to accommodate the needs of creativity and productivity and play a role in the future running digital marketing, a view on utilizing new future technology or social media as a form of something that is currently viral.

The important thing that distinguishes this research is related to the quality of the customer network (Prosustainability Network Quality). Augusty (2003) said that the aggregate measure generated through the accounting and financial processes does not directly describe management activities, especially marketing management. Therefore, the measure used should be based on activities that can explain marketing activities. This study uses social media because to increase the competitiveness of the manufacturing industry, it is necessary to have a long-term sustainable relationship between customers and companies that are mutually beneficial, so that the problem of customer retention, customer satisfaction, product and service quality and cross-selling are important indicators that must be considered in the industry. Manufacture. In addition, this research develops by connecting social media to customer loyalty, while previous research only ends with customer satisfaction.

Table 1. Research Gaps

Research Gaps	Effect	Previous Research
Social Media Influence Against Customer Loyalty.	+/Sig	Asril (2021) Communication using Social Media significantly affects distributor loyalty mediated by Customer Satisfaction.
Social Media Influence Against Customer Loyalty.	+/Sig	Carla Martins, Lia Patricio. (2018) Social Media significantly affects Customer Loyalty, mediated by Satisfaction and social networks or network sites.
Social Media Influence Against Customer Loyalty.	+/Sig	Social media mediated by e-commerce sites significantly influence customer loyalty.
Social Media Influence Against Customer Loyalty.	-/T Sig	Lu, Q.S (2019) Social Media does not significantly affect Customer Loyalty in retail sales.
Social Media Influence Against Customer Loyalty.	-/T Sig	Chu-Bing Zhang, Yi-Na Li (2018) Social media cannot directly affect Customer Loyalty, but uses the Trust variable as a mediation, so that in the

		end, social media can increase customer loyalty.
Social Media Influence Against Customer Loyalty.	-/T Sig	Marzouk (2016),) reported that the relationship between social media marketing and brand loyalty was weak and insignificant.
Social Media Influence Against Customer Loyalty.	-/T Sig	Jibril et al. (2019), that Social Media Platform only indirectly stimulates Consumer-Brand Promise and Trust, towards Consumer Brand Loyalty through Online Based-Brand Community.

Based on Table 1, empirical evidence from previous research reveals a research gap that examines the relationship between social media and Customer Loyalty. That social media can not necessarily be applied to aim directly at the success of increasing customer loyalty, but it is necessary to have other factors that can help the application of social media to be successful and effective in making business customers loyal. This research aims to know the role of Prosustainability Network Quality as a mediating variable of social media related to Customer Loyalty. The originality of this study is the use of the Prosustainability Network Quality variable to influence the role of social media so that it influences Customer Loyalty, which according to Chu-Bing Zhang, and Yi-Na Li (2018), social media cannot have a direct effect on Customer Loyalty, but uses variables others so that in the end social media can increase customer loyalty. The following studies show some research gaps between social media variables on customer loyalty and other independent variables. For example, Marzouk (2016) reports that the relationship between social media marketing and brand loyalty is weak and insignificant, although his study also shows that social media marketing influences the formation and expansion of brand awareness and, in turn, increases the company's sales performance. Then the offer of a conceptual model that describes the relationship between SMP (Social Media Platform) and CBL (Consumer Brand Loyalty) was obtained from Jibril et al. (2019), which conducted a study of 122 social media users affiliated with at least one online brand community, found that SMP (social media platform) only indirectly stimulated consumer-brand promise and trust (CBPT), towards CBL (consumer brand loyalty). Through OBBC (online-based-brand community).

Another finding from Ibrahim (2021) explains that the level of globalization and connectivity, and the Human Development Index do not have a significant moderating effect on social media marketing activities (SMMA) and brand loyalty (BL). This study can pinpoint factors that moderate this relationship. The antecedent of the customer loyalty variable taken from the Lie (2019) study, shows that the variable price and consumer trust have a positive and significant impact on customer loyalty, but the service quality variable has a negative and insignificant effect on customer loyalty. The study was conducted on the Go-Jek company to examine the effect of service quality, price, and consumer trust on customer loyalty of 322 STIE Sultan Agung Pematang Siantar students. Then Shirazi Adam et al. (2020), have shown

that online media has a positive but not significant effect on customer satisfaction, while the digital supply chain was found to have a positive and significant impact on customer satisfaction. Also, Indiyarto & Harisno (2016) reported that there was no positive and insignificant effect between social media interactions on the purchase intention of XYZ cellular subscribers in the city of Samarinda. His research was conducted on 246 customers as respondents regarding information system-based CRM strategies associated with other variables such as: perceived value, perceived service quality, customer satisfaction, customer loyalty, corporate image and purchase intention.

Following the phenomenon of the industrial world in the current internet era, where companies must be able to compete, survive in the long term and make their customers loyal by creating good marketing strategies, and responding to customer needs quickly, one of which is through social media services. So the problem formulations for this research are: 1.) Does Social Media have a positive and significant effect on Customer Loyalty? 2.) Does Social Media have a positive and significant effect on Prosustainability Network Quality? 3.) Does Prosustainability Network Quality have a positive and significant effect on Customer Loyalty? 4.) Does Prosustainability Network Quality mediate the relationship between Social Media and Customer Loyalty? 5.) Does Prosustainability Network Quality have a positive and significant effect on Customer Satisfaction? 6.) Does Customer Satisfaction have a positive and significant effect on Customer Loyalty?

Literature Review

Carla Martins, (2018) conducted an understanding of the antecedent contribution to Customer Loyalty, viewed from online communities and services. The results reveal that Social Media has a dual role as a community and an additional service. Consumers see Social Media as a way to express themselves and entertain themselves and also as a way to interact with and receive relevant information from sellers or companies. This study shows a positive influence in managing Social Media networks on their consumer loyalty and continues to improve studies on this so that consumers remain loyal in the future. Bickart and Schindler, (2001), consumers can perceive the information contained on Social Media about a product as a more credible source of information to support consumption or repeat purchase decisions. The study surveyed more than 1,000 industrial customers in Indonesia and social media engagement to measure the level of customer loyalty. The results show that using social media is directly related to increased loyalty. This study states that organizations can bring back dissatisfied customers and stakeholders through social media channels. Based on the previous explanation, the first hypothesis is:

H1: Social Media has a positive and significant effect on Customer Loyalty.

Social Media apps have profoundly changed the way companies and customers interact. Communications used to be more effective, from company to customer, have become fully interactive among customers and between customers and companies (Farquhar & Rowley, 2006; Fisk et al., 2008; Hanna et al., 2011). Social Media has been widely used by many companies as the main channel for advertising and selling their products (Quevedo, 2012), the benefits of using Social Media are not only as a marketing platform, but the content shared can also increase engagement with consumers. Prosustainability Network Quality is a network

between companies and their distribution channels. Companies can be successful if they have the power to build networks; this power is very important because only with good networking power can we choose the type of network, we can move the network in the direction we want and be able to accommodate our interests through a sales network that is external to the company. The next role of Social Media is also in reflecting the user's self-image or other people and even an influencer, also supporting the Prosustainability Network Quality, namely the expansion of the network of relationships. Based on the previous description, the second hypothesis is:

H2: Social Media has a positive and significant effect on Prosustainability Network Quality.

In the research of Minna Saunila, Tero Rantala and Juhani Ukko, (2015), a network of relationships that is continuously maintained will increase the reputation and maintain the company's business continuity. Maintaining an effective company business network to increase Customer Loyalty and competitive advantage, the existing network can be maintained by always interacting and maintaining long-term relationships with customers, distributors, and company partners, to serve customers better. Based on the existing description, the third hypothesis is:

H3 : Prosustainability Network Quality has a positive and significant effect on Customer Loyalty

Social media use to increase the manufacturing industry's competitiveness requires a sustainable long-term relationship between customers and companies that are mutually beneficial, so that customer retention issues, customer satisfaction, product and service quality and cross-selling are important indicators that must be considered in the manufacturing industry. Third, develop by connecting Social Media to Customer Loyalty; many other companies already have social networks but cannot develop their network sites. Fourth, companies must understand how they can promote their network sites to attract and engage customers. Martins and Patrício (2013) found that the content of network sites tends to be largely self-contained by the company, and interactions between companies and customers are more frequent than interactions between customers. Thus, Customer Loyalty can be influenced through Prosustainability Network Quality by considering service concepts and methods with the application of Social Media, service approaches through social media, identifying, understanding and dimensions of Prosustainability Network Quality that can foster customer loyalty. Based on the existing description, the fourth hypothesis is:

H4 : Prosustainability Network Quality mediates the relationship between Social Media and Customer Loyalty.

Marketing and information technology are integrated to form new capabilities that ultimately improve company performance and positively affect customer satisfaction. (Malthouse et al., 2013; Mithas, Ramasubbu, and Sambamurthy, 2011; Nath, Nachiappan, and Ramanathan, 2010; Rapp, Trainor, and Agnihotri, 2010). The company's ability to increase its relationship power for the long term means forming loyal customers where their needs and desires are satisfied, Tjahyadi, R.A., (2006). Three basic principles must be understood before

a company develops a relationship marketing strategy: loyalty and satisfaction, profitability, and customer retention (McIlroy & Barnett, 2000). Prosustainability Network Quality within the company can establish long-term relationships with consumers to maintain their customers and remain loyal to the products or services offered, managed properly and sustainably and continuously, ultimately increasing the company's advantages that affect customer satisfaction. Based on the existing description, the five hypotheses are:

H5: Prosustainability Network Quality has a positive and significant effect on Customer Satisfaction.

According to Ehigie (2006), customer loyalty is formed by customer expectations, perceived service quality, and level of satisfaction. In the absence of loyalty, dissatisfaction resulting from an unsatisfactory service experience will cause customers to engage in some form of complaint behavior. However, for the company, there are positive aspects of the behavior of consumer complaints. Customer Loyalty reflects a psychological commitment to the brand of a product (goods or services). Loyalty from a consumer can be created when the consumer becomes a supporter of a company or organization without any encouragement from the company or organization (Dick & Basu, 1994). Customer Loyalty is formed because consumers are satisfied with a certain product or service. Therefore, loyal consumers are less likely to do brand switching.

H6: Customer Satisfaction has a positive and significant effect on Customer Loyalty.

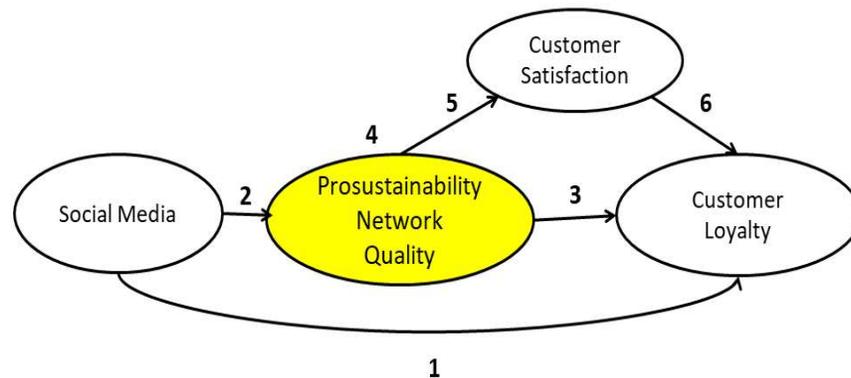


Figure 1. Conceptual Framework

An operational definition is a definition given to a variable by giving meaning, specifying an activity, or providing an operation needed to measure that variable (Sekaran, 2016; Cooper & Emory, 1995). As previously explained in the conceptual framework, this research involves social media, sustainability network quality, customer satisfaction, and customer loyalty. Five social media indicators that summarize the various characteristics of consumer perceptions are interactivity, informativeness, personalization, trendiness and Word-of-Mouth (WOM). The dimensions of Prosustainability Network Quality according to the concept of Network Theory are Discipline Sales Network, High Impact Distribution Channel, and Well Perform Network. Indicators in measuring customer satisfaction, adapted from (Zeithaml and Bitner, (2005)); Parasuraman, et al., (1988), are as follows: Reality, Reliability, Responsiveness, Assurance, and Empathy. To measure loyalty, adapted from previous research

(Dwyer et al., 1987; Fornell, 1992; Lam et al., 2004; Bahosh et al., 2013; Kishada et al., 2013; Butt et al., 2013), as follows: Cognitive, Emotional, Behavioral.

Methodology

Following the formulation of the problem and research objectives, this research design uses a quantitative approach (positivism) with an emphasis on explanatory research to explain causal relationships between variables through hypothesis testing (Sekaran, 2003). Cooper and Schindler (2006) reveal that research based on hypothesis testing to test a phenomenon that occurs is a type of explanatory research. The sample in this study is the distributor of BIG Champion sandpaper in Indonesia which is active in the transaction process of as many as 300 distributors. As the main instrument in this study, which contains several closed questions that are described with a Likert scale. The questionnaires were distributed via e-mail and WhatsApp distributors after the researchers asked for their willingness via random telephone contact or e-mail. The data analysis method used in this research is descriptive and statistical analysis, namely Smart PLS 3. (Partial Least Square).

Results and Discussion

The distributors of PT conducted this research. Bahtera Indoampelas Gemilang, which was established in 1996. The company has its head office in West Jakarta, while its factories are located in Serang – Banten and branch offices are spread across almost all major cities in 34 provinces in Indonesia. The respondents of this research are the distributors of BIG Champion sandpaper in Indonesia. The implementation time of this research was carried out from February 2021 to August 2021. To see the effect of the independent variables on the dependent variable and to test the hypotheses proposed in the study, structural equation modeling (SEM) analysis was used, which in this study used the SmartPLS 3.3.3 application. . There are two main stages in SEM analysis with SmartPLS, namely the analysis of the outer model and the analysis of the inner model which will be described as follows.

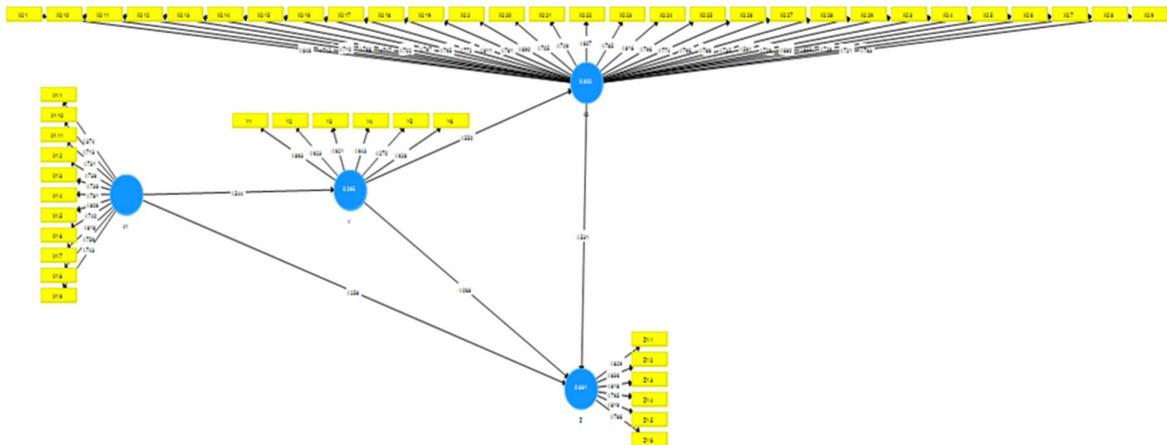


Figure 2. Measurement Model / Outer Model

In the analysis phase of the measurement model (outer model), there are two things to be analyzed, namely validity analysis (convergent validity, discriminant validity) and

reliability analysis (Cronbach's alpha, and composite reliability) (Hair et al., 2014). The following presents the data processing results using the SmartPLS application, which can explain the analysis of the measurement model (outer model). The second measure of convergent validity is the average variance extracted (AVE) value, where the variable is declared valid if the AVE value exceeds 0.5 (Hair et al., 2014). Based on the results of the loading factor and AVE above, it can be concluded that the four latent variable constructs have good validity ($AVE > 0.5$), which means that the information in each latent variable can be reflected through its manifest variable.

Table 2. Average Variance Extracted (Convergent Validity).

Variable	Average Variance Extracted (AVE)
(X1) social media	0.534
(X2) Customer Satisfaction	0.543
(Y) Prosustainability	0.720
(Z) Customer Loyalty	0.663

Source: Data Processed (2021)

The second measure of convergent validity is the average variance extracted (AVE) value, where the variable is declared valid if the AVE value exceeds 0.5 (Hair et al., 2014). Based on the results of the loading factor and AVE above, it can be concluded that the four latent variable constructs have good validity ($AVE > 0.5$), which means that the information in each latent variable can be reflected through its manifest variable. Finally, discriminant validity is used to prove whether the dimensions of a construct will have a greater value in the construct it forms than the value with other constructs. The cross-loading value is obtained by comparing the magnitude of the relationship of each dimension to the variable, or as reflected by the factor loading value, with the magnitude of the relationship of each dimension to other variables. To get valid results, then the magnitude of the relationship of each dimension to the variable must be greater than the relationship of each dimension to the other variables. From the results of the cross-loading test above, it is found that the factor loading of each dimension on the latent variable is proven to be greater than the relationship to the other latent variables, so that it can be concluded that discriminant validity is met.

After the validity test is met, the next step will be to test the reliability of the measurement model by taking into account two criteria, namely Cronbach's alpha and composite reliability, which is obtained by looking at the output overview of the results of the SmartPLS algorithm. The recommended value to meet the reliability of the measurement structure is above 0.700 (Hair et al., 2014). The following are the results of Cronbach's alpha and composite reliability tests on each research variable:

Table 3. Cronbach's Alpha dan Composite Reliability

	Cronbach's Alpha	Composite Reliability
(X1) social media	0.908	0.925
(X2) Customer Satisfaction	0.970	0.972
(Y) Prosustainability	0.905	0.934
(Z) Customer Loyalty	0.898	0.922

Source: Data Processed (2021)

The table above shows that the results of Cronbach's alpha and composite reliability are declared reliable where all variables have values that exceed the recommended values; this shows that the measurement model has good reliability. In addition, R Square (R²) analysis was carried out on each endogenous latent variable which showed how much influence the endogenous latent variable received from each exogenous variable that contributed to it. The greater the value of R², the greater the influence received by the endogenous variables (Hair et al., 2014).

Table 4. R² Result

	R Square	R Square Adjusted
(X2) Customer Satisfaction	0.302	0.300
(Y) Prosustainability	0.295	0.293
(Z) Customer Loyalty	0.661	0.658

Source: Data Processed (2021)

Based on the table above, the variable (X2) Customer Satisfaction is influenced by (X1) social media simultaneously at R² = 30.2%, and the remaining 69.8% is influenced by other variables outside the variables studied. Variable (Y) Prosustainability is influenced by (X1) social media simultaneously at R² = 29.5%, and the remaining 70.5% is influenced by other variables outside the variables studied. The variable (Z) Customer Loyalty is influenced by (X1) social media simultaneously at R² = 66.1%, and the remaining 33.9% is influenced by other variables outside the variables studied. Hypothesis testing is used to test the presence or absence of the influence of the independent variable on the dependent variable. In SmartPLS to, test the significance of the path coefficient using bootstrap with a significance level of 5%. The results of the calculations to test the hypothesis are presented in the following figures and tables:

Table 5. Hypothesis Testing Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
X1 social media -> Y Prosustainability	0.544	0.550	0.050	10.840	0.000	Sign.
X1 social media -> Z Customer Loyalty	0.258	0.268	0.123	2.102	0.036	Sign.
X2 Customer Satisfaction -> Z Customer Loyalty	0.531	0.526	0.119	4.481	0.000	Sign.
Y Prosustainability -> X2 Customer Satisfaction	0.550	0.557	0.051	10.683	0.000	Sign.
Y Prosustainability -> Z Customer Loyalty	0.068	0.065	0.033	2.049	0.041	Sign.

X1 social media -> Y Prosustainability -> Z Customer Loyalty	0.037	0.036	0.019	1.978	0.048	Sign.
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Source: Data Processed (2021)

From testing the research results, there is a positive and significant influence of Social Media on Customer Loyalty at the distributor of PT. Bahtera Indoampas Gemilang. It follows the results of path coefficients with the original sample value, which shows a positive number with a t-count value greater than the t-table value and a smaller p-value, so it can be said that the Social Media variable has a positive and significant effect on the Customer variable. Loyalty. These results can be interpreted that a better the level of socialization or dissemination of information through digital that the distributor of PT has carried out. Therefore, Bahtera Indoampas Gemilang affects the level of loyalty of its customers.

This study follows previous research, research conducted by (Rishipal, 2014) states that social media affects consumer loyalty, while according to (Chen & Yang, 2014) and (Nadeem, 2015) prove that social media can influence and build consumer loyalty; this means that the higher the use of social media by the distributor PT. Bahtera Indoampas Gemilang, the higher the loyalty given by the customers.

From testing the research results, there is a positive and significant influence between Social Media on Prosustainability and Network Quality on the distributor side of PT. Bahtera Indoampas Gemilang. It follows the results of path coefficients with the original sample value, which shows a positive number with a t-count value greater than the t-table value and a p-value less than 0.05, so that it can be said that the Social Media variable has a positive and significant effect on the variable. Prosustainability Network Quality.

From testing the research results, there is a positive and significant influence between Prosustainability Network Quality Media on Customer Loyalty at the distributor of PT. Bahtera Indoampas Gemilang. It follows the results of path coefficients with the original sample value, which shows a positive number with a t-count value greater than the t-table value and a p-value less than 0.05, so that it can be said that the Prosustainability Network Quality Media variable has a positive and significant effect to the Customer Loyalty variable.

From the examination of research results, there is a positive and significant influence on sustainability network quality which mediates the relationship between social media and customer loyalty at PT. Bahtera Indoampas Gemilang. It follows the results of path coefficients with the original sample value, which shows a positive number with a t-count value greater than the t-table value and a p-value smaller than 0.05 so that it can be said that the sustainability network quality variable mediates the relationship between social media and customer loyalty.

The results of this study are also in line with research conducted by Gogi Kurniawan and Henky Herwoto (2017), where the results of his research show that there is a positive impact of using Social Media, one of which is Instagram, which makes it easier for respondents to save time, effort, and cost. With this convenience, there is no need to bother renting a place, or looking for a place where they will promote their products; promotions can also be done anywhere and anytime they wish. Ahmad Syaifulloh Imron (2018) also states that there is a joint impact between social media variables, namely popular content, relevant content,

profitable campaigns, and the frequency of updating content on consumer loyalty. With promotion through social media, it can be seen that there is an increase in consumer enthusiasm so that it is profitable for the company, and in the end, it will form high consumer loyalty.

From testing the research results, there is a positive and significant influence between Prosustainability Network Quality on Customer Satisfaction at PT. Bahtera Indoampas Gemilang. It follows the results of path coefficients with the original sample value, which shows a positive number with a t-count value greater than the t-table value and a p-value less than 0.05, so that it can be said that the Prosustainability Network Quality variable has a positive and significant effect on Customer Satisfaction variable. These results follow the opinion of Monique (2017), that there is a significant relationship between increasing product quality, price, and distribution to increasing customer satisfaction and customer loyalty.

From testing the research results, there is a positive and significant influence between Customer Satisfaction on Customer Loyalty at PT. Bahtera Indoampas Gemilang. It follows the results of path coefficients with the original sample value showing a positive number with a t-count value greater than the t-table value and a p-value smaller than 0.05 so that it can be said that the Customer Satisfaction variable has a positive and significant effect on customers. Loyalty. Theoretically, the results of this study follow research from (Deng, 2011) and (Damayanti & Wahyono, 2015), which state that consumer satisfaction significantly influences consumer loyalty. Furthermore, these results follow research conducted by Yufegi (2019), entitled "The Influence of Customer Satisfaction on Customer Loyalty through Brand Image and Demographic Attributes as Moderator Variables," that customer satisfaction has a significant effect on customer loyalty. It means, that the more satisfied the customer, the more loyal to PT. Bahtera Indoampas Gemilang.

Conclusion

The fulfillment of aspects of customer satisfaction and customer loyalty is the ultimate goal to be achieved by every company, whether engaged in manufacturing or services. The element of product quality that follows consumer expectations will undoubtedly become an antecedent variable that can realize loyalty and satisfaction because it is an indicator to measure achievement in real terms, while an equitable distribution channel strategy is a supporting aspect that is no less important. The price component is not the only reason to make consumers satisfied and loyal. This study's results can contribute to scientific development, especially in the field of Marketing Management. The results of this study can be used as a consideration for both business entities and educational institutions to develop marketing strategies, increase sales turnover, and maintain a sustainable company by adapting to technological developments. The results of this study can be used as reference material for business people on how to create a good, closer and healthier network of cooperation for the sake of the company's future sustainability.

Moreover, when applied, the results of this research will build a relationship of trust so that new business opportunities will open, and it will be easier to offer products/services and provide more benefits. Theoretically, the contribution of research in several ways about customer loyalty, namely: 1.) This study develops the Theory Network, which was proposed by Emile Durkheim and Ferdinand Tonnies (1890) that people tend to think and behave the

same way because they are connected. With the view that the network system as a whole can be used to interpret the behavior of the people involved (Mitchell, 1969; Tichy, Tushman & Fombrun, 1979). The result of this study is that the role of social media can foster a sense of loyalty mediated by sustainability network quality, following the concept of Network Theory, which is a healthy sales network that is always obedient to sales conditions with more ability to recruit potential customers. 2.) This study proves that pro-sustainability network quality influences customer satisfaction with a significant analysis result, thereby strengthening customer loyalty of sandpaper distributors spread across all provinces in Indonesia. 3.) Social Media, used as one of the variables in this research, is a tool in applying digital customer relationship management; its use has a significant relationship with customer loyalty. This study is one of the few empirical investigations into relationship marketing based on social media communication in the B2B concept. These results follow Asril's (2021) research on relationship marketing in the B2B concept, social media that affects customer satisfaction and loyalty in a B2B environment; the relationship quality aspect of social media services is positively related to customer loyalty. 4.) The results of this study prove the significant influence of customer satisfaction on customer loyalty. It shows that the higher the satisfaction of consumers, the more loyal they will be. According to (Wijaya, 2012) that social media has a role in customer satisfaction which makes companies have to be fast in dealing with consumers and make social media as a way out to satisfy consumer wants and needs.

The results of this study provide practical contributions in several ways regarding customer loyalty, namely: 1.) This study shows the success of the marketing strategy implemented by the company through social media that is used intensely to influence and build the loyalty of sandpaper distributors; social media has an important role in developing strategies for marketing within the company and influencing consumers to buy products online, Liang & Turban (2011). Social media can affect consumer loyalty, Rishipal (2014). Then according to research (Chang, HH., 2009) and (Nadeem, 2015), social media will be able to influence and build consumer loyalty because social media is related to marketing strategies. 2.) This study proves that the pro sustainability network quality, which mediates the social media variable on customer loyalty, does have a significant effect. Building a good business network will help increase relationships, improve business quality, and gain more trust amid competition with competitors, ultimately creating distributor loyalty to sandpaper companies and increasing sales turnover. 3.) This study shows that the effect of customer satisfaction on customer loyalty is significant. According to (P. Kotler & Armstrong, 1997), consumers are considered important because they determine a company's survival, and consumers will survive with a product if they are satisfied with the product. Satisfaction plays an important role in customer loyalty for repurchasing a product and causes consumers to become loyal (Wartini & Utami, 2015). Therefore, maintaining customer satisfaction is a must for the company so that the business continues to advance and develop.

Based on the results of the research conducted, the suggestion for the company is that PT. Bahtera Indoampas Gemilang further improves communication on its services with consumers in an excellent, fast and responsive manner through Social Media to make consumers feel satisfied with the services provided by the seller PT. Bahtera Indoampas Gemilang. Furthermore, PT. Bahtera Indoampas Gemilang can develop its online store site on other social media and increase its promotion not only through internet media, but also expand

its promotion through print and electronic media so that many consumers know about PT. Bahtera Indoampas Gemilang and its site. For further researchers, they should be able to expand the sample and object of research as a generalization of the results of this study, for example, on all online store sites in Indonesia, so that this research has a wider area. The next research is recommended to conduct a mixed-method research method such as direct interviews with customers who feel the company's experience and distributing questionnaires to enrich the research results. Furthermore, further researchers should be able to add other variables or other factors that are still related to this research, such as website quality, risk perception, and e-service, to find out other aspects that can increase consumer loyalty.

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