

The Role of Digital Online Communication, Mobile Social Media, Word of Mouth on Customer Loyalty at Tindo Store

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ABSTRACT

This research is a quantitative study which aims to determine the simultaneous and partial influence of the marketing mix consisting of digital online communication, mobile social media and word of mouth on customer loyalty to Tindo Store t-shirt fashion products. Primary and secondary data for this study were collected directly from respondents' questionnaires. Parents and youth groups from both inside and outside of Toraja make up the research's population. Thirty respondents were selected for the study's sample using the purposive sampling technique. The Partial Least Square 3.0 (PLS) approach is the data analysis technique used. Based on the findings of the PLS30 analysis, it was determined that digital online communication has a significant impact on customer loyalty, with a value of 93.4%; mobile social media has an insignificant impact, with a value of 0.14%; and word-of-mouth has an insignificant impact, with a value of 0.37%. Using PLS30, it was determined that digital online communication has a significant impact on customer loyalty, with a value of 88.9%.

INTRODUCTION

The market has seen intense rivalry in recent years. Indonesia is a growing nation with several facets to its economic development. One of the Tindo Stores is one of the Small and Medium Industries (IKM) that significantly contributes to the economic growth sector in Eran Batu Kalulu, North Toraja. One of the small- and medium-sized industrial variables influencing economic growth is the fashion industry. A business needs to comprehend customer purchasing behavior if it is to go further (Sumarwan, 2014: 8). According to Suryani (2008), consumer behavior encompasses the process of making decisions as well as the physical actions that consumers take to assess, utilize, or receive goods and services. The term "purchasing behavior" describes how customers make decisions and the variables that may affect those decisions (Sumarwan, 2014:357).

Buying decisions play a crucial function that needs to be taken into account since businesses employ purchasing decisions to develop marketing plans that will be implemented. Understanding customer demands, wants, and preferences is one of the things businesses must keep in mind while promoting products for sale. Aside from that, the corporation needs to take into account significant aspects that can affect purchasing selections. Tjiptono (2008:21) defines purchasing decisions as a process in which customers identify a problem, research a specific brand or product, then assess how effectively each alternative may address the problem before making a purchase.

Loyalty is a valuable asset that can provide great benefits for the company because it can help the company gain competitive advantages. . By understanding the concept of loyalty, a business will be encouraged to continuously create and maintain the customer loyalty it already has. Loyalty arises because of a sense of trust from a customer after using or consuming a product and a sense of satisfaction with the product at the expense of the consumer.

The current phenomenon that is interesting among young people and parents is t-shirt fashion which is the current trend. As in this research, the researcher took a fashion product research study at the Tindo Store located in Eran Batu Kalulu, North Toraja. This business has been operating since 2019 and is still operating. Tindo Store is a fashion t-shirt business with fashion clothing products that highlight product diversity and uniqueness that is different from other fashion businesses, which has loyal fans in its class. As a fashion boutique, t-shirts have penetrated several student circles, including the local community, and it is possible that there are many outside the area.

The Tindo Store always prioritizes products that have the best quality and current trends which are popular with young people and parents, because good products will give their own image to consumers and consumers will not feel at a loss when paying money to buy products. The satisfaction that consumers have will make consumers feel loyal. Based on the description above, and looking at the current conditions, the writer chose the title in discussing the proposal as follows:

"The Role of Digital Online Communication, Mobile Social Media and Word of Mouth on Customer Loyalty at Tindo Store"

Formulation of the problem

The problem formulation in this research is:

1. How much influence does digital online communication have on customer loyalty?
2. How much influence does mobile social media have on customer loyalty?
3. How much influence does word of mouth influence customer loyalty?
4. How big is the influence of digital online communication, social media, word of mouth on customer loyalty simultaneously?

Writing purpose

1. To determine the influence of digital online communication on customer loyalty
2. To determine the influence of mobile social media on customer loyalty
3. To determine the effect of word of mouth on customer loyalty
4. To find out how much digital online communication, mobile social media, word of mouth influence customer loyalty.

Benefits of research

Overall, it is hoped that this research will have the potential to provide significant benefits for related parties, ranging from companies that need insight into economic policy, companies that want to improve their product performance, to academic institutions involved in developing new knowledge in related fields.

A. Company :

1. For companies such as Tindo Stores, this research provides valuable insight into how consumers assess the response of digital online communications and mobile social media to customer loyalty in a fashion t-shirt product so that they can make the necessary adjustments and improvements to increase the product's competitiveness in the market. present time.
2. By understanding the factors that influence consumer purchasing decisions, companies can direct more effective marketing and product development strategies, as well as build stronger relationships with consumers.

B. Academic Institutions:

1. This research can be an important contribution to academics in terms of new knowledge about consumer behavior and market dynamics, especially in the context of the t-shirt fashion industry.
2. The results of this research can also be a source of inspiration for further research or case studies in higher education curricula related to Marketing Management, Consumer Behavior and Brand Strategy.

In the context of this research, the phenomenon studied is Tindo Store customer loyalty by consumers in Toraja and outside the Toraja area. This research focuses on how digital online communication, mobile social media and word of mouth influence customer loyalty. This phenomenon is interesting to research because many t-shirt fashion stores throughout Indonesia, especially Tindo stores, have developed and many consumers consider various factors before making a purchase such as durability, comfort and brand reputation. Apart from that, the digital communication, social media and word of mouth based approach used in this research shows that customer loyalty can be measured and analyzed quantitatively, which is an important part of understanding customer behavior. This phenomenon reflects the interaction between digital communication, mobile social media and word of mouth in influencing customer decisions

THEORETICAL REVIEW

Marketing Management

In order to accomplish business objectives successfully and efficiently, marketing management, according to Santoso, S. (2018), is an approach that attempts to plan, implement, and control the marketing activities of a product or service. This includes market analysis, pricing, promotion, and product distribution. or services the company offers to consumers. In addition to directly promoting goods and services to consumers, marketing management also include determining their requirements and wants and providing value to them.

Customer Value Theory

Customer value theory is an approach that focuses on the perception of value that consumers have for a product or service, which is the result of a match between the benefits obtained from the product or service and the costs incurred to obtain it. Customer value is not just about price or monetary costs, but also includes the psychological, social, and functional benefits that consumers obtain from using a product or service.

The concept of customer value is very important in understanding consumer behavior and purchasing decisions, because consumers tend to choose products or services that provide the greatest value to them overall.

Some important aspects of customer value theory include:

A. Product or service benefits:

It includes the functional, emotional, and social benefits perceived by consumers from using a product or service.

B. Cost :

Costs include not only the price of the product or service itself, but also additional costs such as time, effort, and risks that may be associated with obtaining and using the product or service.

C. Value Perception:

Perceived value is the result of the match between benefits and costs perceived by consumers. If the perceived benefits outweigh the costs,

then consumers will feel that the product or service provides good value for them.

D. Relationship with Purchasing Decisions:

Customer perception of value has a direct impact on consumer purchasing decisions, consumers tend to choose products or services that provide the highest value for them in relation to the costs incurred.

Understanding Digital Communication

Digital comes from the word *Digitus*, which in Greek means fingers. If we count the fingers of an adult, the number is 10. This value is from 2 radixes, namely 1 and 0, therefore digital is a depiction of a number state consisting of the numbers 0 and 1 or off and on (binary numbers). All computer systems use digital systems as their database, which can also be called Bits (binary digital). Advanced equipment such as computers, their processors have a series of complex binary calculations.

This digital concept also turns out to be a picture of understanding an opposing situation. In the image of the light switch being pressed on, the room will appear bright, but if the off button is pressed around the lights, the room will become dark. The condition of the universe as a whole adheres to this digital system. In the equatorial hemisphere, the emergence of day and night is an irrefutable phenomenon. Psychologically, humans are formed with two natures, namely good and bad, all of which are touched by this digital concept (Wijoyo, 2020).

Since humans are social beings, communication is the most crucial aspect of existence. It is possible to say that communication emerges as a result of social interactions because communication activities take place when humans engage with other humans. The process of transmitting information, concepts, feelings, expertise, etc. through the use of symbols like words, images, numbers, and others is called communication, according to Berelson & Steiner. Transmitting messages from communicator to communicant with the intention of altering a person's disposition, demeanor, and even actions is called communication. Because it has the ability to regulate and adjust to its surroundings, communication is essential to human existence.

Digital communication refers to communication that is based on internet technology. Media like computers, cellphones, and other social media platforms are used to carry out the communication process indirectly through the use of the internet. A wide range of information delivery methods, including e-mail, video, text messaging, internet advertising, sponsored search, press releases, podcasts, and more, are referred to as "digital communication."

Understanding Social Media

Internet media, also referred to as e-commerce—the buying, selling, and marketing of goods and services through electronic systems like radio, television, and internet computer networks—is no longer utilized as a tool to market a good or service due to the advancement of increasingly sophisticated technology.

Social media usage dominates internet use in Indonesia, which has contributed to the rise of e-marketing, which uses social media marketing strategies to promote a company's brand or product. According to Thoyibie (2010), "social media is content containing information, which is created by people who use publishing technology, is very easy to access, and is intended to facilitate communication, influence and interaction with others and the general public".

The widespread usage of social media as a tool for product marketing expands the marketing audience. The frequency of product discussions on social media increases with the number of products, allowing for the expansion of information. Social media is used to sell a good or service, brand, or issue by leveraging audiences who utilize social media. This practice is known in the marketing industry as social media marketing. "Social media marketing is the process of getting website traffic or mass attention through available social media," according to Trattne (2013).

Additionally, social media can be used to encourage customers to voice their opinions about the goods or services provided and to share those opinions on online social networks. This can help consumers learn more about the market and the products or services provided by reading other people's comments and opinions.

As'ad and Alhadid (2014) claimed in their study that the following metrics can be used to gauge the effectiveness of social media marketing:

1. Online Communities, a company or similar business can use social media to build a community around an interest in its product or business. The spirit of the community to build loyalty, encourage discussions, and contribute information, is very useful for the development and progress of the business.
2. Interaction, social media allows for greater interaction with online communities, through information that is always up-to-date and relevant from customers.
3. Sharing of content, can be in the form of talking about the scope of individual exchange, distribution and receiving content within the rules of social media.
4. Accessibility, which refers to the ease of access and minimal cost to use the media.

Understanding Mobile

A market is a network of interactions and relationships where information, products, services and payments are exchanged. When people enjoy electronic market places, the business center is no longer a physical building but rather a location on a network where business interactions take place. In electronic markets, the main participants, transaction holders, buyers, brokers and sellers are not only in separate places so they rarely know each other. Electronic markets take advantage of the general shift that is occurring from a market-centric environment to a customer-centric one. Internet

marketers must have many strategies in order to sell the products or services they market.

Mobile is a medium for reaching audiences wherever someone goes (Wikipedia Indonesia). According to Mariotti (2006: 277) "Marketing is a sensor system for a company. And marketing is a communication system on which the body of the company relies to provide input from the senses." According to Mariotti (2006: 277) "five marketing things are important to know: Must have a plan, Pay attention to customers, Do homework, Maintain relationships with customers, Take advantage of the speed and reach of technology." This is effective in the sense that this method allows organizations or individuals to directly communicate quickly. This is an interactive promotion that is very relevant in today's advertising. Mobile-Marketing is known today as wireless marketing.

Mobile-Marketing is mass persuasion technology, technology that persuades people through cellphone media. Cell phones have become a basic need for all people. Types of cellphones are currently developing very quickly and are very user-oriented, one of which is the smartphone type. Mobile marketing can be broadly defined as "the use of mobile media as a marketing communications tool" or "the distribution of any type of promotional or advertising message to customers via wireless networks". A more specific definition is: "by using interactive wireless media to provide customers with time- and location-sensitive, personal information that promotes goods, services and ideas (Putria, 2015).

There are many benefits obtained by organizations in implementing Mobile-Marketing, including: (Sanjaya and Tarigan, 2009: 81):

1. Can send useful information about the organization's products/services. In this case, what needs to be emphasized is useful information.
2. Can receive the information customers need.
3. Send images, music, or videos of your organization's advertisements.
4. Carrying out sales transactions or more accurately called Mobile-Commerce.

Mobile Marketing Indicators

Meyliana (2010: 532) at Bina Nusantara University College. In the MC Acceptance Model framework there are nine indicators, namely:

1. User Control User Control namely the extent to which an individual can choose the timing, content, and sequence of communication. Environmental psychology has shown that someone who feels in control is more likely to behave more positively.
2. Responsiveness Responsiveness namely the main focus of response speed or response time. Perceived responsiveness is closely related to the timeliness of the information that has been discussed in the communication area. Responding quickly to consumer requests will be considered timely information to consumers.
3. Personalization Personalization namely the one-to-one marketing paradigm emphasizes the benefits of personalization.

“Individualization” clearly defines new interactive markets as opposed to markets. The online environment has enabled marketers to build customer profiles and develop interactive relationships so that marketing communications can be personalized to meet the needs and desires of small segments of homogenous society or even down to individuals.

4. **Connectedness** Connectedness that is, in the online environment, electronic communities form groups of consumers with shared interests and provide consumers with unprecedented ways of interacting with community members. These communities have become dynamic places for consumers to pursue their interests. This kind of social interaction can be fulfilled from wherever the user is in the mobile commerce environment.
5. **Ubiquitous Connectivity** Ubiquitous Connectivity that is, in a mobile commerce environment, consumers can access mobile internet information or services at the point of need regardless of where one is located. This shows that there is always a communication channel between marketers and consumers.
6. **Contextual Offer** Contextual Offer namely, communication can be defined broadly as a way of sharing information between companies that is useful and timely, both formally and informally.
7. **Trust** Trust is a belief that arises between two parties, who make an agreement and a statement from one party that can be relied on to carry out its obligations correctly so that it can be accepted by the other party.
8. **Attitude toward using mobile commerce** Attitude toward using mobile commerce is the attitude of sellers and consumers in communicating using cellphone media to carry out business activities.
9. **Behavioral intention to use mobile commerce** Behavioral intention to use mobile commerce namely, we can know the intentions of sellers and consumers in marketing activities via cellphone media by looking at their behavior.

Definition of Word of Mouth

Word of mouth (WOM) is a statement (personal or non-personal) conveyed by someone other than the organization (service provider) to consumers (Tjiptono, 2016: 29). Another definition of word of mouth (WOM) is word of mouth communication by other people about a product (Suryani, 2013: 169). Along with the development of technology and information, the concept of Word-of-Mouth developed and gave birth to a concept that is in accordance with the changes themselves, namely Electronic Word of Mouth (eWOM) Communication (Dewi, 2021).

1. Based on research by Jimenez and Medoza (2015), there are 3 indicators of electronic word of mouth, namely as follows:
2. Intensity, is the number of opinions written by consumers on a social networking site or can also be the frequency with which someone accesses information and interacts with social networking users who discuss a product.

3. Valence of Opinion, is consumers' opinions, both positive and negative, regarding products, services, brands, including positive and negative comments as well as recommendations from users of social networking sites.
4. Content, is the content of information on social networking sites related to products and services, such as information on color variations, sizes, quality of materials, as well as the prices offered.

Customer Loyalty

1. Understanding Customer Loyalty

Loyalty is the desire inherent in the human soul to stick to goals and commit to remaining loyal in different situations and circumstances (Hurriyati, 2010). Loyalty is the desire of consumers or customers to continue doing business with similar companies in the long term. Customer loyalty is an activity related to the loyalty and consistency shown by customers in purchasing a company's products or services (Griffin, 2005).

According to Griffin (2005), it can be said that loyalty can be said if consumers or customers show regular purchasing behavior or exist in conditions that require consumers or customers to make purchases at least twice within a certain period of time. Customer loyalty is a good perspective on customers' attitudes towards a company, its products and services, which creates an attraction for them to continue returning to the company (Agustin, 2018). Customer experience in transactions is a factor that makes customers loyal because the first impression they make is always the same. A good impression creates a positive impression and vice versa (Aryatama, 2024).

2. Factors That Influence Customer Loyalty

According to Hasan (2013), there are several factors that influence customer loyalty, namely:

a. Customer satisfaction

Customer satisfaction is a factor that influences customer loyalty. The positive impact of customer satisfaction will increase customer loyalty to a company. Likewise, vice versa, the negative impact of customer satisfaction will reduce customer loyalty.

b. Product and Service Quality

The quality produced by products and services is closely related to customer loyalty. Quality drives sales, increases market share, and encourages/directs customer loyalty.

c. Perceived Value

Perceived value is a comparison of the perceived benefits and costs incurred by customers as a key factor in customer retention.

d. Trust

Trust is understood as a view of confidence in the reliability of the company, which is determined by the systematic confirmation of the expectations of the company's offer.

e. Customer Relations

Customer relationships are defined as the customer's perception of the proportionality of the relationship between costs and benefits, the relationship between costs and benefits in a sustainable and reciprocal relationship.

3. *Customer Loyalty Indicators*

Customer loyalty indicators are a benchmark for companies to understand customers and measure company revenue. According to Griffin (2005), there are several indicators of customer loyalty, namely:

a. Make Regular Purchases

Is a decision behavior to continuously purchase products or services from the selected company.

b. Recommend to others

This is behavior that refers to a suggestion or suggestion from someone to another person to choose the proposed product or service.

c. Buying Between Product/Service Lines

A group of products or services produced by a company so that when consumers or customers remain loyal to a company, they try various variations of the menu offered.

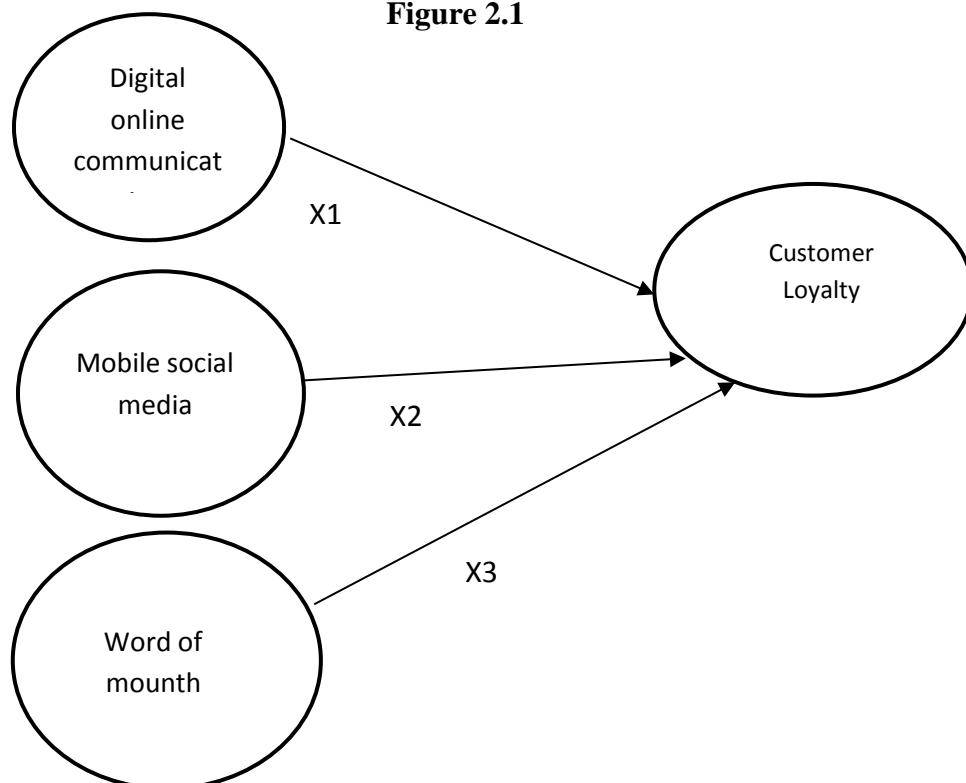
d. Do not buy similar products/services from competitors

When someone is loyal to a company's products or services, they will not buy other products or services except from that company. They remain loyal even though other competitors appear.

Framework of Thought

Based on the literature review above, a framework of thinking can be formulated that will underlie the explanation and research above:

Figure 2.1



Hypothesis

Based on the description above, the research draws the following hypothesis:

H1: Digital communication has an effect on loyalty.

H2: Mobile social media influences loyalty.

H3: Word of mouth influences loyalty

METHODOLOGY

In this chapter, the research will explain in detail the population research design, population and sample, data collection techniques, and data analysis methods used in this research.

Research Design

This research uses a quantitative approach with a survey study design to collect data from respondents. The survey was carried out by distributing questionnaires to randomly selected respondents in certain areas of the Tindo Store

Population and Sample

The population in this study are people who like the current trend of t-shirt fashion. This sample was taken using a proportional sampling method/using a questionnaire, most of the T-shirt users were almost 15 men and 15 women with an average age of 17-30 years.

Data collection technique

Data for this research was collected through the use of questionnaires distributed to respondents. The questionnaire was designed to measure respondents' perceptions of customer loyalty, as well as their purchasing decisions for fashion t-shirts at Tindo stores.

Research Variables

The variables that will be examined in this research are as follows:

A. Independent Variable:

Digital Communication (X1): Customer perception about Tindo Store digital online communication.

Mobile Social Media (X2): Customer perceptions about Tindo Store Mobile Social Media

Word Of Mouth (X3): Customer perception about Tindo Store's Word Of Mouth.

B. Dependent Variable:

Customer Loyalty (Y): The level of customer tendency to buy t-shirts at the Tindo Store

Data Analysis Methods

The data analysis used in this research was obtained from the results using Partial Least Square 3.0 (PLS). The PLS calculation stages use 2 models,

namely the Measurement Model (Outer Model) and Structural Model Testing (Inner Model).

RESULTS

Research result

A. Research Location

This research was obtained directly from respondents through a questionnaire distributed via Google Form and filled in by respondents residing in Toraja and outside Toraja.

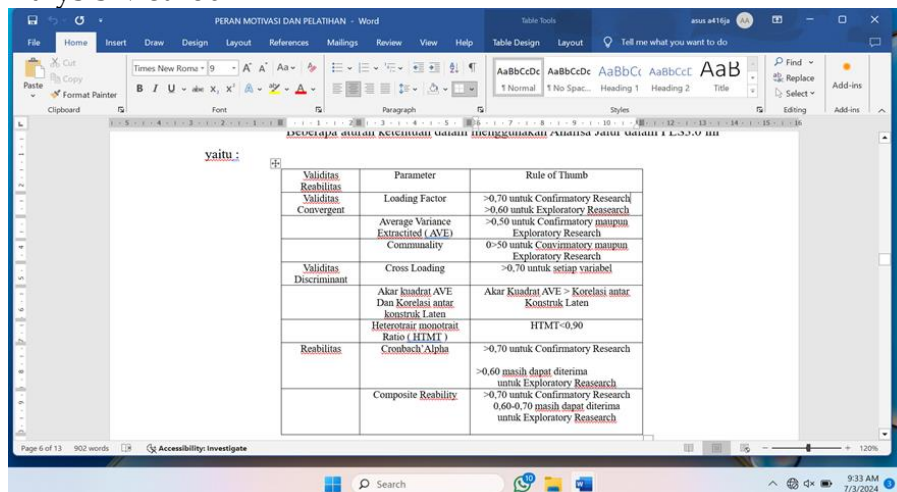
B. Data Collection Methods

In this research I used a research method using 4 variables, namely variables X1 Digital Communication, X2 Mobile Social Media, X3 Word Of Mouth and Y1 Customer Loyalty. In Tindo Store t-shirt fashion products

C. Data types and sources

This research uses a quantitative type of research by collecting data through questionnaires filled out by respondents.

D. Analysis Method



Validitas	Parameter	Rule of Thumb
Reabilitas		
Validitas Convergent	Loading Factor	>0,70 untuk Confirmatory Research >0,60 untuk Exploratory Research
	Average Variance Extracted (AVE)	>0,50 untuk Confirmatory maupun Exploratory Research
	Communalilty	0-50 untuk Confirmatory maupun Exploratory Research
Validitas Discriminant	Cross Loading	>0,70 untuk setiap variabel
	Akar kuadrat AVE Dan Korelasi antar konstruk Laten	Akar kuadrat AVE > Korelasi antar Konstruk Laten
	Heterotrait monotrait Ratio (HTMT)	HTMT<0,90
Reabilitas	Cronbach/Alpha	>0,70 untuk Confirmatory Research >0,60 masih dapat diterima untuk Exploratory Research
	Composite Reability	>0,70 untuk Confirmatory Research 0,60-0,70 masih dapat diterima untuk Exploratory Research

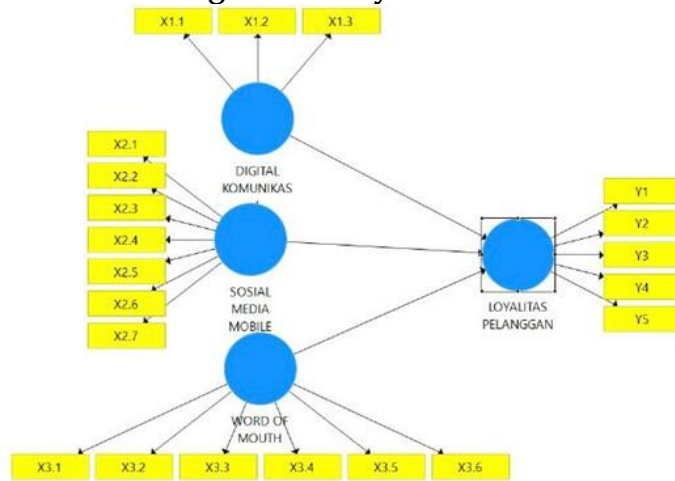
Source: PLS30 prof imam gosali

Validity Test

a. Loading Factor

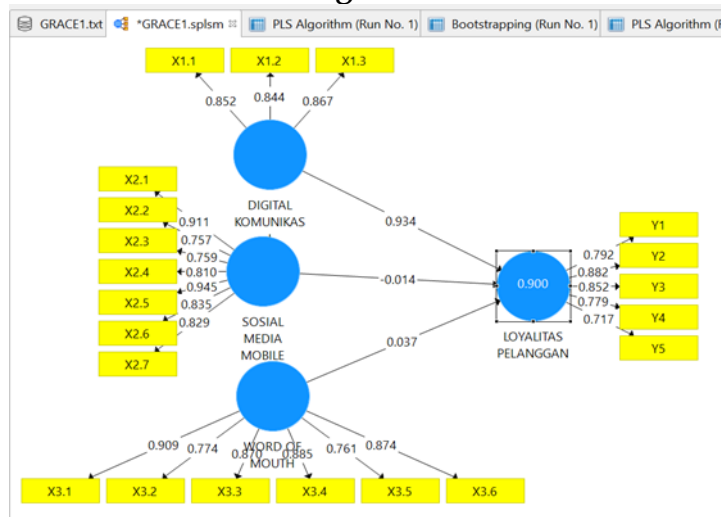
(Loading Factor is the amount of correlation between variables (Indicators) and their latent constructs (factors))

Figure 1 Analysis model



Based on data that has been processed with PLS 30, the following results are obtained:

Figure 2



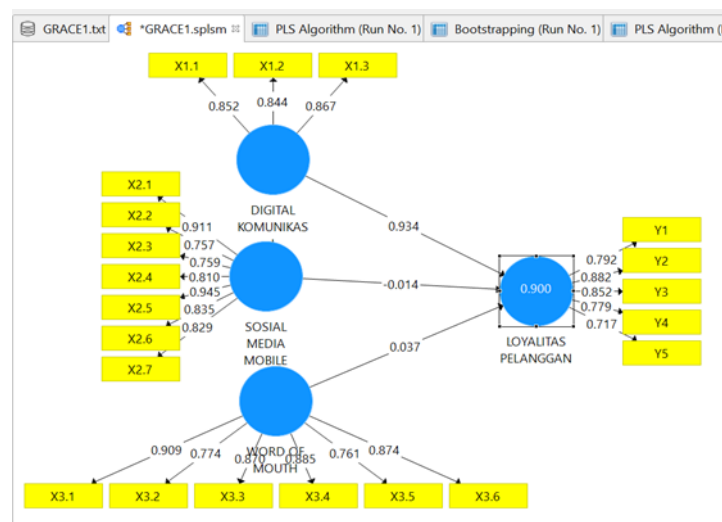
From this picture we can see the outer loading with the following table :

Outer Loadings				
Matrix	DIGITAL ...	LOYALITA...	SOSIAL ...	WORD O...
X1.1	0.852			
X1.2	0.844			
X1.3	0.867			
X2.1			0.911	
X2.2			0.757	
X2.3			0.759	
X2.4			0.810	
X2.5			0.945	
X2.6			0.835	
X2.7			0.829	

Outer Loadings

Matrix	DIGITAL ...	LOYALITA...	SOSIAL ...	WORD O...
X3.1				0.909
X3.2				0.774
X3.3				0.870
X3.4				0.885
X3.5				0.761
X3.6				0.874
Y1		0.792		
Y2		0.882		
Y3		0.852		
Y4		0.779		
Y5		0.717		

Based on the table above, the indicator values for variable x1 (Digital Communication) are all greater than 0.7, this means that the indicator values are considered valid and reliable. In the Social variable X2 (Car Media) it can be seen that the indicator values are all greater than 0.7. In the variable



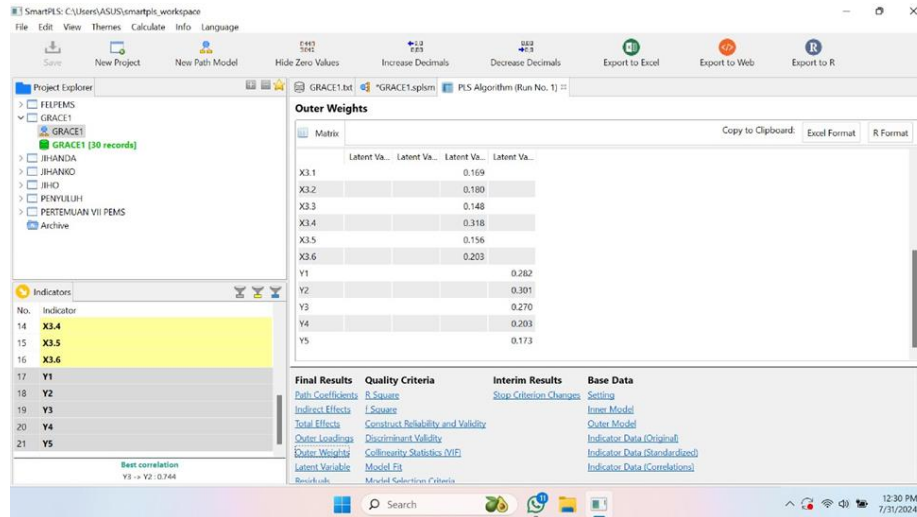
With the following table:

The screenshot shows the SmartPLS software interface. The 'Outer Weights' matrix is displayed as follows:

	Latent Va...	Latent Va...	Latent Va...	Latent Va...
X1.1	0.382			
X1.2	0.367			
X1.3	0.421			
X2.1		0.180		
X2.2		-0.007		
X2.3		0.323		
X2.4		0.055		
X2.5		0.633		
X2.6		0.091		
X2.7		-0.149		
X3.1			0.169	
X3.2			0.180	

The 'Indicators' list on the left shows the following indicators and their corresponding latent variables:

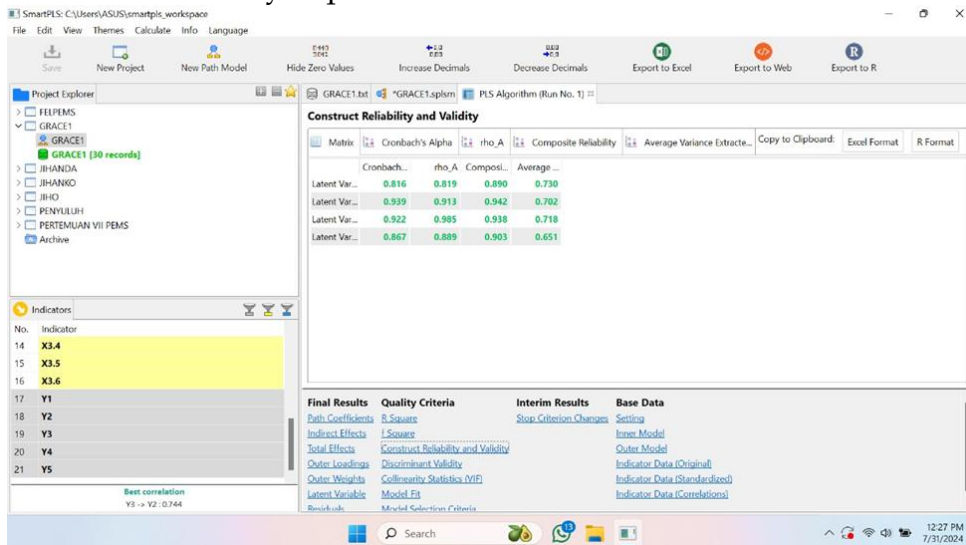
- X3.4, X3.5, X3.6 (Latent Variable 14)
- Y1, Y2, Y3, Y4, Y5 (Latent Variable 17)



After Indicator X1.3 was removed from the first model, the outer weights met the requirement of being greater than 0.7 and were considered valid.

b. Average variant exctracted AVE i.e. shows that (googling)/ and add explanation

Based on the analysis pls 3 eat the AVE value



From the table above, the validity value must be greater than 0.5. In this table it can be seen that the value of the Digital Communication variable is 0.816 and is considered to be a valid variable, mobile social media shows a value of 0.939, showing that the customer loyalty variable is also considered valid and variable. word of mouth shows a value of 0.922 which is also considered valid and the customer loyalty variable shows a value of 0.867 meaning that these variables are digital online communication (x1), mobile social media (x2), word of mouth (x3) and the customer loyalty variable (Y1) considered valid in the model.

Covision

a. From the table below, the statistical value shows that the relationship between digital online communication and customer loyalty has a value of 0.000, more than 0.05. This shows that the relationship is t significant, the value of the relationship is > 0.934 or 93.4%. The relationship between

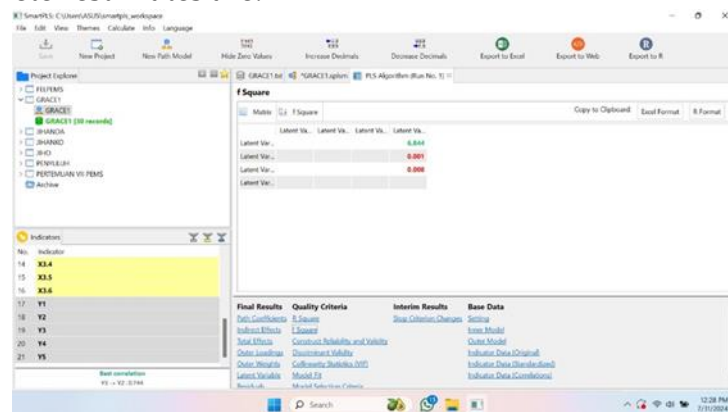
mobile social media and customer loyalty has a P value of 0.854 more than 0.05, indicating that the relationship is not significant at -0.014 or -0.14% and the relationship between word of mouth and customer loyalty has a value of 0.716 > 0.05, this shows that the relationship is not significant. The relationship value is > 0.037 or 0.37%.

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
DIGITAL KOMUNIKASI -> LOYALITAS PELANGGAN	0.934	0.940	0.057	16.315	0.000
SOSIAL MEDIA MOBILE -> LOYALITAS PELANGGAN	-0.014	-0.006	0.076	0.184	0.854
WORD OF MOUTH -> LOYALITAS PELANGGAN	0.037	0.028	0.101	0.365	0.716

- b. The table below shows the simultaneous relationship between digital online communication, mobile social media, word of mouth influencing Tindo Store customer loyalty by 0.889 or 88.9%

	R Square	R Square Adjusted
LOYALITA...	0.900	0.889

F Square measures how well the observation values produced by the model and also the parameter estimates are.



T test

Path Coefficient is a standard version of linear regression weights that can be used to examine possible causal relationships between statistical variables in a structural equation modeling approach.

Path Coefficients					
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
DIGITAL KOMUNIKASI -> LOYALITAS PELANGGAN	0.934	0.940	0.057	16.315	0.000
SOSIAL MEDIA MOBILE -> LOYALITAS PELANGGAN	-0.014	-0.006	0.076	0.184	0.854
WORD OF MOUTH -> LOYALITAS PELANGGAN	0.037	0.028	0.101	0.365	0.716

Respondent Identity

From the questionnaire that was filled out by the respondent, the respondent's identity data was obtained. The purpose of presenting data regarding the respondent's identity is to provide an overview of the respondent's personal situation.

Respondent's Gender

Gender in general can provide an overview of differences in a person's behavior. Presentation of respondent data based on gender is as follows:

Table 5.1 Respondent's Gender

Gender	Number of Respondents	Presentation
Man	15	50%
Woman	15	50%
Total	30	100%

Source: Primary data processed in 2024

Based on table 5.1 above, it can be seen that the female gender has an equal number, namely 15 women (50%) and 15 (50%) male respondents. This is because Tindo Store products are products that are in great demand by young people and parents, both women and men.

Respondent's Age

In this research, it was found that the youngest age was 17 years, while the oldest was 30 years. Next, the age range above is made into an interval using a formula

DISCUSSION

North Toraja local brand, Tindo Store, is clear evidence of an inspiring journey. The founder of this local North Toraja brand, Gracelia Betania Ambadatu, comes from a family that struggled to achieve their dreams. This local North Toraja brand started its existence from the production of simple t-shirts with the label "Boutique Reskie", Tindo Store grew to become one of the local brands in North Toraja

Gracelia Betania Ambadatu has a vision to make consumers shop young and be able to give an impression of satisfaction and comfort to their customers so that they are loyal customers.

CONCLUSIONS AND RECOMMENDATIONS

1. Based on the results of the analysis using PLS30, it was concluded that the influence of digital online communication on customer loyalty had a significant effect with a value of 93.4%.
2. Based on the results of the analysis using PLS30, it is concluded that mobile social media has an insignificant effect on customer loyalty with a value of -0.14%.
3. Based on the results of the analysis using PLS30, it is concluded that word of mouth has an insignificant effect on customer loyalty with a value of 0.37%
4. The digital influence of online communication using PLS30 is concluded to have a significant effect on customer loyalty of 88.9%.

FURTHER STUDY

Since digital online communication shows a significant influence on customer loyalty, while mobile social media and word of mouth have shown minimal impact, future research could explore other variables that might contribute to customer loyalty. Factors such as customer service quality, brand experience, or personalized marketing strategies might play a role and can be examined using PLS30 or other analytical tools.

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