



INTEGRATED MARKETING ANALYSIS ON BRAND UNDERSTANDING AND ITS IMPACT ON CUSTOMER LOYALTY OF MICRO, SMALL AND MEDIUM ENTERPRISES IN THE FASHION SECTOR IN MAKASSAR CITY

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Abstract

The research objective is to analyze integrated marketing on brand understanding and its impact on brand understanding and customer loyalty. The research approach used is a quantitative approach. The location of this research is the MSME SMEs in the fashion sector in Makassar City. The sample size is 132 MSME actors. The collection technique uses simple random sampling. The data collection method used is a questionnaire. The analytical method used is path analysis and the Sobel test. The results of the study prove that: 1. Integrated marketing has a positive and significant effect on customer loyalty. 2. Integrated marketing has a positive and significant effect on brand understanding. 3. Brand understanding has a positive and significant effect on customer loyalty.

Keywords: *Integrated Marketing, Brand Understanding, Customer Loyalty*

A. INTRODUCTION

In the fashion business world, especially in the digital age, there are so many fashion products offered. Customers can feel overwhelmed by the number of advertisements encountered, both *online* and *offline* advertisements. A strong, consistent, and clear message is an important key in fashion marketing. MSMEs in the fashion sector also develop following the trend or era. Clothing is an item that is needed by the community, so the business of buying and selling clothes is always crowded with buyers. Therefore, many MSMEs are opening home-based clothing businesses. Potential customers who see fashion advertisements that are not clear and difficult to understand, then lose the company's opportunity to get customers (Krypton, 2018).

Integrated marketing can reduce the risk of messages and advertisements from *brands* being ignored by potential customers. Integrated marketing is a holistic approach to communication in marketing. Integrated marketing has the role of communicating product messages to customers, especially to the target market. Companies using integrated marketing strategies collaborate on advertising, direct marketing, internet/digital marketing, sales promotion, publicity, and personal selling as marketing media to increase customer loyalty. Integrated marketing is a specific mix

of promotional tools that companies use persuasively to communicate company value and build customer relationships (Kotler & Amstrong, 2016).

Integrated marketing ensures that all parties work together in an integrated and parallel manner to create an effective communication strategy (Hair et al, 2020). The main principle of integrated marketing is to create a good experience for customers in various aspects of the marketing mix (Damarjati et al, 2016). Integrated marketing seeks to maximize the communication process with positive messages in order to smooth the relationship between brands and customers (Anas, 2019). The benefits of integrated marketing besides being effective or saving time can also save costs and increase excellence, so that by having a consistent and clear message, companies will save more resources or be efficient (Prabela et al, 2016).

Companies need to create a loyal customer base to stay afloat and drive their brand growth through integrated marketing. A customer may be 100% satisfied with a company's products, but they may still look for other alternatives when they shop for similar items. Loyal customers on the other hand, will repurchase a company's products, even if other options are cheaper or even better. Customers who are loyal to the company's brand are also more likely to buy other products within the company's reach without shopping first. Building customer loyalty takes time and effort, but the reward is guaranteed sales. Customer loyalty is built through the company's ability to form good relationships with customers, so that companies are able to understand customer wants, needs, and expectations (Dubey et al, 2019). Service that satisfies consumers must be prioritized by companies to form true loyalty (Sangadji & Sopiah, 2013). The results of this study support the findings of Darmawangsa et al (2015), Bintang & Sutrisna (2017), Pranata & Mayliza (2019), Siregar (2018), Sudrajat (2018) proving that integrated marketing has a positive and significant effect on customer loyalty.

Brand is an identification mark in the trading activities of similar goods or services and at the same time is a guarantee of its quality when compared to similar goods or services products made by other parties. Brands contain a company's promise to consistently provide certain traits, benefits, and services to buyers. Brand understanding is one form of marketing strategy that can show the level of consumer awareness of a product. Understanding the brand can increase a customer's ability to recognize and remember that a brand is part of a certain product category.

Brand understanding describes the existence of the brand in the minds of customers which is one of the important roles in brand equity. Customers who are aware of a brand, have more tendency to make repeat purchases or have loyalty. Brand awareness, imagining brand characteristics quickly, recognizing logos quickly will make customers more loyal to the brand of a product. The results of research from Keke (2015) and Alberta (2021) which prove integrated marketing has a positive and significant effect on brand understanding. Research results from Chusniartiningsih & Andjarwati (2019), Murhadi & Reski (2022), Baisyir (2021) which prove understanding through brand awareness has a positive and significant effect on customer loyalty.

Customers are now increasingly selective in choosing a product, not only looking at the physical form of a product but also its benefits. The more brands, types and various product variances offered by companies to customers, customers will be more selective

in purchasing decisions according to their needs (Li, 2019). Differences in customer perception will create different purchasing behaviors (Ni Putu, 2020). If the company wants to provide great *value* to customers, it must provide greater benefits than customer sacrifices. A good perception of value to a product will lead to repeat purchases or customer loyalty (Larasti et al, 2013). The results of this study support the findings of Chusniartiningasih & Andjarwati (2019), Murhadi & Reski (2022), Baisyir (2021) which prove that understanding through brand awareness has a positive and significant effect on customer loyalty.

B. THEORY REVIEW

1. Integrated Marketing Communication Concept

Integrated marketing communication according to Belch & Belch (2018) is a concept of marketing communication planning through the value of a comprehensive plan. Marketing communication here means representing all elements in the marketing mix, among others, *advertising, sales promotion, personal selling, direct marketing, public relations, and internet marketing*. Shimp (2014) defines integrated marketing communication as the process of communication, including planning, creating, integrating, and implementing various forms of marketing communication (advertising, promotion, publication, events, etc.).

Integrated marketing communication according to George Belch (2018) is a concept of marketing communication planning through the value of a comprehensive plan. integrated marketing communication as a communication process, including planning, creating, integrating, and implementing various forms of marketing communication (Shimp., 2014). Furthermore, in measuring integrated marketing communications in the modern era, there are several indicators described by Belch & Belch (2018), namely:

There are several reasons why advertising is an important part of many reasons for integrated marketing communications programs. One of them is because media advertising is still the most cost-effective way to reach many consumers with advertising messages. Television in particular is the best way for marketers to reach the mass market. Advertising is also an important strategy to build company or brand equity because it is a powerful way to provide information to consumers as well as to influence their perception. Advertising can be used to create attractive and unique images and associations for brands, which can be especially important for companies selling products or services that are difficult to distinguish on the basis of functional attributes.

b. Direct Marketing. Direct marketing is more than just a catalog of letters and order letters. It involves a variety of activities, including database management, direct sales, telemarketing, and direct response advertising via email, online, and various broadcast and print media.

c. Digital/Internet Marketing Companies use the advantages of the internet, many increase the role of various forms of digital and social media in their integrated

marketing communication programs. They develop campaigns through their website, social media, and e-commerce in their marketing strategy.

d. Sales Promotion Sales promotion is a marketing activity that provides extra value or incentives to salespeople, distributors, or end consumers and can stimulate sales immediately. Sales promotions are generally divided into two main categories: consumer-oriented activities and trade-oriented activities. Sales promotion is usually done in the form of giving discount coupons, discounts, sweepstakes, and others.

e. Publicity/Public Relations PR uses publicity and various other tools including publication-specific tools, participation in community activities, fundraising, sponsorship of special events, and various public affairs activities to enhance the company's brand image.

f. Personal Selling A form of person-to-person communication in which the seller tries to help or persuade a prospective buyer to purchase a company's products or services.

2. Brand Understanding Concept

a. Customer Loyalty Concept

Customer loyalty is the customer's enduring commitment to resubscribe or repurchase selected products or services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change (Griffin, 2015).

The benefits of Customer Loyalty according to (Tjiptono & Gregorius, 2016) are as follows:

1. Loyalty increases customer purchases, showing that customers tend to spend more each year from a provider that has a special relationship with these customers. When customers perceive the value of a company's products and services to be at a high level, they tend to buy back from the same service provider to counteract the risk that might be possible if they move to another supplier or provider.

2. Customer loyalty lowers the cost borne by the company to serve customers. An organization incurs a number of start-up costs in its efforts to attract new customers. In the short term, those costs often exceed the revenue generated from customers, therefore gaining customer loyalty means helping to lower sales-related costs on those bookings, resulting in higher profit margins.

3. Customer loyalty promotes positive word-of-mouth communication. Satisfied and loyal customers are more likely to give very positive recommendations through word of mouth. This form of communication can prove helpful for new customers seeking to evaluate the degree of risk involved in purchasing decisions. Therefore, a recommendation serves as a marketing support and helps lower the company's expenses to attract new customers

4. Employee Retention

Employees in businesses are often influenced by their daily interactions with company customers, because people tend or prefer to work with companies or organizations in order to keep their customers satisfied and loyal, so companies that show customers with loyalty and high levels of satisfaction tend to have lower staff turnover rates.

According to Griffin (2015) customer loyalty seems to be a more reliable measure for predicting sales and financial growth. Different from satisfaction, which is an attitude, loyalty can be defined based on buyer behavior. A loyal customer is one who:

1. Make regular repeat purchases Loyal customers are those who make regular purchases of goods or services even though they will continue to buy even though the price increases.
2. Buy between product lines and services A loyal customer is not just buying one type of product or service that he uses to others, both friends and relatives. They always try to influence others to use the same product or service by always telling the advantages of the product or service he uses until the person tries to use it.
3. Demonstrate immunity to attraction from competitors Loyal customers always refuse when offered products or services from other companies (competitors). They already have their own love for the products or services that have been used.

Types of customer loyalty according to Griffin (2015) are as follows:

1. No Loyalty. This can happen when customers' repurchase attitudes and behaviors are equally weak, then loyalty is not formed.

2. Spurious Loyalty. Such a state is characterized by a non-attitudinal influence on behavior,

such as subjective norms and situational factors. This kind of situation can also be said to be inertial, where consumers find it difficult to distinguish various brands in product categories with low levels of engagement, so repurchases are made on situational grounds, such as familiarity (due to strategic product placement on display shelves, outlet locations in shopping centers).

3. Latent Loyalty. A latent loyalty situation is defined when a strong attitude is accompanied by a pattern of repurchase

the weak. The situation that is of great concern to marketers is due to the influence of non-attitudinal factors that are as strong or even tend to be stronger than attitudinal factors in determining repeat purchases.

4. Loyalty. This is the ideal situation that most marketers expect. Where consumers have a positive attitude towards the product or producer and accompanied by consistent repurchase patterns.

C. RESEARCH METHODS

The research approach used is a titative approach. The location of this research is on MSMEs in the fashion sector in Makassar City. The sample size was 132 MSME actors. The collection technique uses *simple random sampling*. The data collection method used is questionnaires. The analysis methods used are path analysis (*Path Analysis*) and Sobel test. Integrated marketing indicators (X) consist of advertising, direct marketing, internet/digital marketing, sales promotion, publicity, and personal selling. Brand understanding indicators consist of Brand awareness, imagining brand characteristics quickly, recognizing logos quickly. Customer loyalty indicators consist of recommendations, word of mouth, non-switching, and rebuying.

D. RESULTS OF RESEARCH AND DISCUSSION

a. The Effect of Integrated Marketing on Customer Loyalty

The results of hypothesis testing prove that integrated marketing has a positive and significant effect on customer loyalty. This is because the calculated t value = 10,470 and the significant value = 0.000 < 0.05. Advertising, direct marketing, internet/digital marketing, sales promotion, publicity, and personal selling are indicators of integrated marketing making a meaningful contribution to customer loyalty. Integrated marketing is a series of efforts made by companies to inform, influence, remind customers directly or indirectly in connection with the products and brands they sell. Integrated marketing has the role of communicating product messages to customers, especially to the target market. Companies using integrated marketing strategies collaborate on advertising, direct marketing, internet/digital marketing, sales promotion, publicity, and personal selling as marketing media to increase customer loyalty.

Advertising is a medium that is still the most cost-effective promotion how to reach many customers with advertising messages. Advertising is also an important strategy to build company or brand equity because it is a powerful way to provide information to customers as well as to influence their perception. Effective advertising will increase customer loyalty to the products offered by the company. Direct marketing is a marketing strategy that relies on direct communication or distribution from marketers to consumers. Effective communication between the company and customers will increase customer loyalty.

Digital marketing is the activity of marketing products and services through internet media. Digital marketing can reach a wider range of customers and can strengthen *Brand Awareness*. Digital marketing can increase customer loyalty when the content presented is interesting and increases customer trust. Sales promotion is a marketing activity that provides extra value or incentives to end customers and can stimulate sales immediately. Sales promotions that are implemented effectively such as in the form of discounted coupons, discounts, sweepstakes, and others will increase customer loyalty where customers do not easily switch to competitors.

Publicity is an effort made by a company to look more trusted and its products can continue to be remembered by customers. This publicity effort is also able to influence the development of customer loyalty through customer trust in the products offered by the company. Personal selling is a form of person-to-person communication in which the seller tries to help or persuade a potential buyer to buy a company's product or service. Personal selling can increase customer loyalty through guarantees for the products offered by the company. The results of this study support the findings of Darmawangsa et al (2015), Bintang & Sutrisna (2017), Pranata & Mayliza (2019), Siregar (2018), Sudrajat (2018) proving that integrated marketing has a positive and significant effect on customer loyalty.

Table 1: Coefficients

Type		Unstandardized Coefficients	Std. Error	Standardize d Coefficients Beta	t	Itself.
1	(Constant)	3.385	1.022		2.168	.032
	X	.426	.041	.640	10.470	.000

a. Dependent Variable: Y

b. Integrated Marketing to Brand Understanding

The results of hypothesis testing prove that integrated marketing has a positive and significant effect on brand understanding. This is because the calculated t value = 8.311 and the significant value = 0.000 < 0.05. Advertising, direct marketing, internet/digital marketing, sales promotion, publicity, and personal selling are indicators of integrated marketing making a meaningful contribution to brand understanding. Integrated marketing is the process of planning by carrying out ideas, branding, promotion, and distribution of goods or services in order to create an exchange of individual and organizational goals. Integrated marketing has the role of communicating product messages to customers, especially to the target market. Companies using integrated marketing strategies collaborate advertising, direct marketing, internet/digital marketing, sales promotion, publicity, and personal selling as marketing media to increase customer understanding of a brand. Advertising is a medium that is still the most cost-effective promotion in how to reach many customers with advertising messages.

Advertising is also an important strategy to build company or brand equity because it is a powerful way to provide information to customers as well as to influence their perception. Effective advertising will increase customer understanding of the brand. Direct marketing is a marketing strategy that relies on direct communication or

distribution from marketers to consumers. Effective communication between the company and the customer will help the customer's understanding of a brand. Digital marketing is the activity of marketing products and services through internet media. Digital marketing can reach a wider range of customers and can strengthen *Brand Awareness*. Digital marketing can increase customer understanding of a brand if the content presented is interesting and able to create a positive perception of the content presented.

Sales promotion is a marketing activity that provides extra value or incentives to end customers and can stimulate sales immediately. Effectively implemented sales promotions will increase customer understanding of a brand through the provision of discount coupons, discounts, sweepstakes, and others. Publicity is an effort made by a company to look more trusted and its products can continue to be remembered by customers. This publicity effort can also influence a development in customer understanding of a brand.

Personal selling is a form of person-to-person communication in which the seller tries to help or persuade a potential buyer to buy a company's product or service. Personal selling can increase customer understanding of a brand through effective communication between sellers and customers. The results of this study support findings from Keke (2015) and Alberta (2021) which prove integrated marketing has a positive and significant effect on brand understanding.

Table 2: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	2.023	2.041		4.311	.014
	X	.221	.032	.640	8.311	.000

a. Dependent Variable: Z

c. The Effect of Brand Understanding on Customer Loyalty

The results of hypothesis testing prove that brand understanding has a positive and significant effect on customer loyalty. This is because the calculated t value = 3.911 and the significant value = 0.000 < 0.05. Brand awareness, quickly imagining brand traits, recognizing logos quickly are indicators that contribute meaningfully to customer loyalty. Brand is an identification mark in the trading activities of similar goods or services and at the same time is a guarantee of its quality when compared to similar goods or services products made by other parties. Brands contain a company's promise

to consistently provide certain traits, benefits, and services to buyers.

Brand understanding is one form of marketing strategy that can show the level of consumer awareness of a product. Understanding the brand can increase a customer's ability to recognize and remember that a brand is part of a certain product category. Brand understanding describes the existence of the brand in the minds of customers which is one of the important roles in brand equity. Customers who are aware of a brand, have more tendency to make repeat purchases or have loyalty. Brand awareness, imagining brand characteristics quickly, recognizing logos quickly will make customers more loyal to the brand of a product. The results of this study support the findings of Chusniartingsih & Andjarwati (2019), Murhadi & Reski (2022), Baisyir (2021) which prove that understanding through brand awareness has a positive and significant effect on customer loyalty.

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	3.213	2.515		2.168	.012
	And	.235	.059	.244	3.991	.000

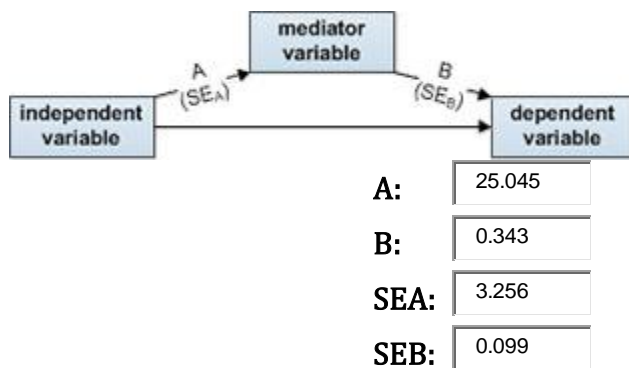
a. Dependent Variable: Z

d. Integrated Marketing Towards Brand Understanding and Customer Loyalty

The results of hypothesis testing through sobel tests prove that brand understanding can positively and significantly mediate the relationship between integrated marketing and customer loyalty. This is because the sobel test value is 3.158 and the significance value is $0.001 < 0.05$.

Integrated marketing is the process of planning by carrying out ideas, branding, promotion, and distribution of goods or services in order to create an exchange of individual and organizational goals. Integrated marketing has the role of communicating product messages to customers, especially to the target market. Companies using integrated marketing strategies collaborate advertising, direct marketing, internet/digital marketing, sales promotion, publicity, and personal selling as a medium in increasing customer understanding of a brand. Customers who have an understanding of a brand will have brand awareness, imagine brand characteristics quickly, recognize logos quickly which will affect customer loyalty.

Figure 1: Sobel Test



Sobel test statistic: **3.15898325**
 One-tailed probability: **0.00079160**
 Two-tailed probability: **0.00158321**

E. CONCLUSION

Integrated marketing has a positive and significant effect on customer loyalty, Integrated marketing has a positive and significant effect on brand understanding. And Brand understanding has a positive and significant effect on customer loyalty.

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