

Comparison of Consumer Loyalty Between Shopee and Tokopedia: A Systematic Literature Review

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Abstract

The world of marketing is very dependent on consumer satisfaction which will affect consumer loyalty, where consumers always play an important role on the spearhead of the business continuity of marketers or companies. Marketers or companies need to pay attention to consumer loyalty as an important factor for the success of selling both goods or services offered to consumers. Consumers who are satisfied with the quality of the product, both goods and or services, will be loyal and refer to other potential customers, so as to create synergy in a product marketing chain. This study focuses on comparing consumer loyalty from two well-known marketplaces in Indonesia, namely Shopee and Tokopedia. Generally, consumer loyalty from the marketplace business depends on the promotion system offered by the marketplace. The more intense the promotions offered by the marketplace, the more it will provide a catalyst for consumers to stay loyal and loyal to shopping on the marketplace page.

Keywords:

Promotion, Consumer Loyalty, Marketplace.

Biography

Haryadi Sarjono as a permanent lecturer majoring in management with specialization in operations management, Bina Nusantara University, West Jakarta, Indonesia, since 1996, has received the best paper at IEOM 2021 Surakarta, Indonesia.

Danang Prihandoko is a lecturer from Management Department in Bina Nusantara University since 2015. He has experience in various industries, not only in education, but in logistics and transportation and services industry as well

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