

Digital Promotion as an Informatics-Enabled Service System: Consumer Loyalty and Purchasing Decisions in Modern Retail

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Abstract. This study also examines how digital promotions influence the purchasing decisions of modern retail consumers in Siantar City. Modern retail consumers in Siantar City were the subjects of this study. This study collected 258 respondents using a purposive sampling technique. The data analysis technique used was structural equation modeling - the smallest angle ratio. The results of this study indicate that digital promotions directly have a positive and significant influence on consumer loyalty, and that digital promotions also have a positive and significant influence on consumer purchasing decisions. Furthermore, consumer loyalty as a mediating variable is unable to strengthen the influence of digital promotions on consumer purchasing decisions. For retail consumers, digital promotions are unable to influence their purchasing decisions.

Keywords: Digital Promotion, Purchasing Decisions, Consumer Loyalty, Siantar.

1. Introduction

The increasingly advanced economy and the development of people's socio-economic life have changed people's lifestyles from previously implementing traditional concepts to using modern concepts. All aspects of society are starting to adopt modern concepts, including retail activities. Retail activities in Indonesia are divided into two concepts: modern retail and traditional retail (Felycia & Genoveva, 2021). Modern retail has competitive advantages in terms of good physical conditions and tends to be luxurious, a fixed pricing method, having strong capital, requiring a sufficient workforce, and a payment system built on developing technology (Child et al., 2015; Nsimbi et al., 2015). Meanwhile, the characteristics of traditional retail are less good physical conditions, less neat layout, negotiable pricing methods, having weak capital, and generally using a cash payment system (Utomo, 2011; Muqit, 2020).

The growth of modern retail has had a significant impact on the economic sustainability of those surrounding the retail sector, but it also impacts the sustainability of traditional retail (Yulita et al., 2019). Previously, consumers preferred shopping at traditional retailers due to their low prices. However, with increasing economic progress in each region, convenience has become an attractive factor (Felycia & Genoveva, 2021). However, the increasing expansion of modern retailers has benefited this sector from increasing annual revenues, which will continue to grow, and has led to intense competition between modern and traditional retailers (Colombo & Hou, 2021).

The development of modern retail through digital technology can certainly increase consumer loyalty. Consumers who are loyal to a product will certainly recommend that product to others. Loyal consumers will also certainly reject offers from other products (Griffin, 2005). According to Griffin (2005), consumer loyalty is a consumer who is said to be loyal if the consumer exhibits regular purchasing behavior or there is a condition that requires the consumer to buy at least twice within a certain time interval. The main goal of achieving consumer loyalty is because it is very profitable for the company. Widyawati (2017) explains that consumers who have high loyalty to a brand can be seen from the continuous use of a particular product despite the presence of competing services offered with better prices, convenience, and design. Research conducted by Gumilang (2017) found that consumer loyalty has a positive effect on consumer purchasing decisions.

Digital promotion is a crucial communication tool that companies must consider because it aims to influence purchasing decisions and consumer loyalty. The more engaging a company's digital promotions, the greater their impact on consumer loyalty and purchasing decisions. Several studies conducted by Farisi and Siregar (2020) found that digital promotions impact customer loyalty. Digital promotional activities are believed to influence consumers' purchasing decisions and boost sales. For example, research by Febrianti et al. (2021) found that the relationship between promotions and purchasing decisions indicates that the digital promotional mix significantly influences purchasing decisions. Based on the aforementioned issues, researchers are interested in conducting research related to the Influence of Digital Promotion on Purchasing Decisions with Consumer Loyalty Interventions in Siantar City.

2. Literature Review

2.1 Buying decision

Consumer product purchases are influenced by various factors. A purchase decision is a buyer's response to product selection, brand selection, channel selection, purchase timing, and purchase amount, which determine the purchase decision (Maina et al., 2024). A buyer will make a purchase if the product they are looking for matches their desires. Naturally, when making a purchase, every buyer will consider several factors, whether it be the service system, facilities, or the seller's communication style. Therefore, to support consumer interest in purchasing goods, each seller must consider certain factors (Al Kurdi & Alshurideh, 2025). This allows a person to make a decision about the product.

Consumer decisions about a product or service are the process of evaluating and receiving brand information, considering how other brands can meet consumer needs, and ultimately deciding on the brand they choose (Wang et al., 2022). Consumers' desire to purchase arises when they feel attracted to, desire to use, and own the product they see. When purchasing a product or service, consumers must go through several stages or processes in the purchasing decision-making process. Therefore, to facilitate consumer decision-making, it is important to ensure that the decision is made easily. Every branded product must be more creative in marketing its products so that consumers can retain and become loyal customers.

2.2 Consumer Loyalty

Maintaining a product's sales value requires a strategy to maintain customer loyalty. According to Oliver (2014), customer loyalty, or consumer loyalty, is a firm commitment held by consumers to consistently purchase or prioritize a product or service. This leads to repeat purchases, even when consumers are influenced by situational factors or marketing from competitors. Meanwhile, according to Nurhilalia & Saleh (2024), consumer loyalty can be seen from regular purchasing behavior or conditions that require consumers to purchase at least regularly over a certain period. Therefore, consumer loyalty is essential for a business to operate consistently.

Companies must pay attention to customer consistency in purchasing certain products. The more consistent customers there are, the more effective the strategy for building customer loyalty can be. This requires a firm commitment to repurchase or support the selected product or service in the future, regardless of situational influences and marketing efforts that could potentially cause consumers to switch (Rinaldi et al., 2022). Therefore, consumer loyalty can increase the impact of consumer purchasing decisions on a product or service (Thessa, 2023). Therefore, it can be said that it is important to maintain customer loyalty in a company.

2.3 Digital Promotion

Modern marketing systems require more complex strategies and media, such as the use of digital promotions. Digital promotion is a marketing tool that provides information about products or services online with the aim of attracting potential consumers to purchase (Poljić et al., 2018). Every company must pay attention to digital marketing systems in this modern era. This is because it will significantly impact the company's future status. Essentially, companies influence consumers to become familiar with the products they offer, which then excites them and leads to purchase. Therefore, digital promotion can be a solution for marketers to convey information about their products and persuade consumers to buy them. The primary goal of digital promotion is to provide information, attract attention, and subsequently influence increased online sales. According to Schoell (2016), the goal of digital promotion is to capture attention, educate, encourage, persuade, and convince consumers. These digital promotional activities are believed to influence consumers' decisions about where and how they shop.

Communicating products and services to customers through digital promotional activities is also crucial. Companies use digital promotions to highlight product features and persuade customers to purchase. Digital promotional strategies are implemented by combining electronic advertising, personal selling, electronic sales promotions, and publicity into an integrated program to communicate with buyers and other parties, ultimately influencing customer loyalty (Swastha and Irawan, 2010). Therefore, digital promotions must provide a lot of information related to the products being marketed. Because customers will be loyal and faithful to the company when the company can provide diverse, easily accessible, and satisfying digital promotions (Farisi and Siregar, 2020).

3. Research Method

The research method used is quantitative. Simply put, quantitative research is understood as research conducted with a specific purpose, namely as an alternative to testing research hypotheses and supporting conclusions. All data findings in the field will be analyzed using statistical methods, after which the significance of group differences and the significance of the relationship between the variables used will be obtained. According to Supratiknya (2015) explanation, quantitative research in practice has one major goal, namely for the purpose of objectively testing theories by examining the relationship between variables. The research to be conducted will examine the determinants of purchasing decisions of modern retail consumers in Siantar City using the promotion variable (X), one intervening variable, namely "consumer loyalty", and one dependent variable, namely "purchase decisions".

The research object is modern retail consumers in Siantar City who have made purchases at least in the last 3 months. This study applies a descriptive analysis method, while the hypothesis testing analysis uses SEM-PLS. The population in this study is the people of Siantar City. The number of samples used is 258 respondents. The types and sources of data used in this study are Primary Data and Secondary Data. This research uses a questionnaire as a method of research data collection. The research questionnaire is distributed online. The analysis technique used is Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) analysis method approach which will assess the Measurement Model (Outer Model), Structural Model (Inner Model), and Hypothesis Testing.

3.1 Validity and Reliability Test

The validity or invalidity of a questionnaire must be known by researchers, as well as the ability of the indicators or dimensions to explain the meaning to be measured by the statement (Ferdinand 2014). One type of validity test is construct validity. Testing the validity of the indicator model or reflective dimensions can be done by analyzing convergent validity and discriminant validity. Based on the convergent validity test, loading factors and AVE values of 0.50 to 0.60 are considered sufficient, while based on the discriminant validity test, there is a suggestion that the root value of AVE should be greater than 0.50 (Ghozali 2018).

A reliable instrument is one that, when used repeatedly to measure the same object, will produce the same data. Cronbach's alpha is the most commonly used statistic to test the reliability of a research instrument. A questionnaire is considered reliable if a person's answers to the statements remain consistent over time (Sugiyono, 2019). A construct is considered reliable if the Cronbach's alpha and composite reliability values are above 0.70.

3.2 Research Hypothesis

The hypotheses of this research are:

1. Promotion has a positive and significant effect on consumer loyalty.
2. Promotion has a positive and significant effect on purchasing decisions.
3. Consumer loyalty has a positive and significant effect on purchasing decisions.
4. Promotion has a positive and significant effect on purchasing decisions, with consumer loyalty as an intervening variable.

4. Result and Discussion

4.1 Descriptive Variable Indicators

As is known, the number of respondents in this study was 258 people. To determine the respondents' perceptions of the research questionnaire, the perception scores were tabulated and described as follows:

The results of the tabulation of respondents' answers to the promotion variable can be described as follows:

Table 1. Description of Promotion Variable Indicators

No.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Neutral		Agree		Strongly agree	
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
1	Modern retail advertising has a unique appeal.	0	0,00	6	2,33	39	15,12	150	58,14	63	24,42
2	Modern retail advertising uses a clear and concise style to convey its message.	3	1,16	0	0,00	15	5,81	147	56,98	93	36,05
3	Modern retail advertising is very clear and easy to understand.	0	0,00	21	8,14	33	12,79	150	58,14	54	20,93
4	Marketers' offers are highly engaging.	3	1,16	15	5,81	12	4,65	123	47,67	105	40,70
5	Sales promotions are frequent.	0	0,00	12	4,65	24	9,30	165	63,95	57	22,09
6	Modern retailers often offer discounts on product purchases.	3	1,16	6	2,33	24	9,30	150	58,14	75	29,07
7	These sales promotions are highly appealing.	3	1,16	6	2,33	36	13,95	111	43,02	105	40,70

Source: Processed Primary Data, 2024

Table 1 provides an overview of respondents' perceptions and views on promotions conducted by modern retailers, as described below.

The first statement states that respondents consider modern retail advertising to have a unique appeal, respondents who stated that they strongly agree were 63 people or equal to 24.42%. Respondents who stated that they agree were 150 people or equal to 58.14%. Respondents who stated that they disagree were 39 people or equal to 15.12%. Respondents who stated that they strongly disagree were 6 people or equal to 2.33%. Respondents who stated that they strongly disagree. From the tabulation, basically, 82.56% of respondents considered modern retail advertising to have a unique appeal. However, there were 17.44% of respondents who stated that modern retail advertising has a less attractive appeal.

The second statement states that respondents assess that modern retail advertisements use good language style in conveying messages, respondents who stated that they strongly agree were 93 people or equal to 36.05%. Respondents who stated that they agree were 147 people or equal to 56.98%. Respondents who stated that they disagree were 15 people or equal to 5.81%. Respondents who stated that they disagree were none. Respondents who stated that they strongly disagree were 3 people or equal to 1.16%. From the tabulation, basically there are 93.03% of respondents who assess that modern retail advertisements use good language style in conveying messages. However, there are 6.97% of respondents who stated the opposite that modern retail advertisements use language style that is less easy to understand in conveying messages.

Based on the results of respondents' answers regarding the third statement stating that respondents considered modern retail advertisements very clear and easy to understand, respondents who stated that they strongly agreed were 54 people or equal to 20.93%. Respondents who stated that they agreed were 150 people or equal to 58.14%. Respondents who stated that they disagreed were 33 people or equal to 12.79%. Respondents who stated that they disagreed were 21 people or equal to 8.14%. Respondents who stated that they strongly disagreed. From the tabulation, basically, 79.07% of respondents considered modern retail advertisements very clear and easy to understand. However, there were 20.93% of respondents who stated that modern retail advertisements were unclear and seemed ambiguous.

Based on the results of respondents' answers regarding the fourth statement stating that respondents considered the intensity of offers made by marketers to be very high, respondents who stated that they

strongly agreed were 105 people or equal to 40.70%. Respondents who stated that they agreed were 123 people or equal to 47.67%. Respondents who stated that they disagreed were 12 people or equal to 4.65%. Respondents who stated that they disagreed were 15 people or equal to 5.81%. Respondents who stated that they strongly disagreed were 3 people or equal to 1.16%. From the tabulation, basically, there are 88.37% of respondents who considered the intensity of offers made by marketers to be very high. However, there are 11.63% of respondents who stated the opposite that the intensity of offers made by marketers is very rare and tends to be low.

Based on the results of respondents' answers regarding the fifth statement stating that respondents assess that sales promotions are often held, respondents who stated that they strongly agree were 57 people or equal to 22.09%. Respondents who stated that they agree were 165 people or equal to 63.95%. Respondents who stated that they disagree were 24 people or equal to 9.30%. Respondents who stated that they disagree were 12 people or equal to 4.65%. Respondents who stated that they strongly disagreed. From the tabulation, basically, 86.04% of respondents assessed that sales promotions were often held. However, there were 13.96% of respondents who stated that the sales promotions were rarely carried out by management.

Based on the results of respondents' answers regarding the sixth statement stating that respondents consider modern retailers often provide discounts when purchasing products, respondents who stated that they strongly agree were 75 people or equal to 29.07%. Respondents who stated that they agree were 150 people or equal to 58.14%. Respondents who stated that they disagree were 24 people or equal to 9.30%. Respondents who stated that they disagree were 6 people or equal to 2.33%. Respondents who stated that they strongly disagree were 3 people or equal to 1.16%. From the tabulation, basically there are 87.21% of respondents who think that modern retailers often provide discounts when purchasing products. However, there are 12.79% of respondents who stated the opposite that discounts given when purchasing products are rarely given.

Finally, based on the results of respondents' answers regarding the seventh statement stating that respondents considered the sales promotion carried out to have high appeal, respondents who stated that they strongly agreed were 105 people or equal to 40.70%. Respondents who stated that they agreed were 111 people or equal to 43.02%. Respondents who stated that they disagreed were 36 people or equal to 13.95%. Respondents who stated that they disagreed were 6 people or equal to 2.33%. Respondents who stated that they strongly disagreed. From the tabulation, basically, 83.72% of respondents considered the sales promotion carried out to have high appeal. However, there were 16.28% of respondents who stated that the sales promotion carried out had average appeal.

Furthermore, the results of the tabulation of respondents' answers to the consumer loyalty variable can be described as follows:

Table 2. Description of Consumer Loyalty Variable Indicators

Number.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Neutral		Agree		Strongly agree	
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
1	During my shopping at this modern retailer, I was satisfied with the service provided.	0	0,00	18	6,98	15	5,81	147	56,98	78	30,23
2	I would recommend this modern retailer to others.	0	0,00	12	4,65	36	13,95	132	51,16	78	30,23
3	I will continue to shop at this modern retailer.	3	1,16	9	3,49	18	6,98	165	63,95	63	24,42
4	I consider this modern retailer a top choice among other modern retailers.	3	1,16	9	3,49	24	9,30	192	74,42	30	11,63
5	I feel I have a good relationship with this modern retailer.	0	0,00	9	3,49	30	11,63	138	53,49	81	31,40

6	I feel this modern retailer offers attractive rewards and benefits to consumers.	0	0,00	12	4,65	30	11,63	129	50,00	87	33,72
7	I will directly report any dissatisfaction with the service to this modern retailer.	0	0,00	12	4,65	6	2,33	147	56,98	93	36,05

Source: *Processed Primary Data, 2024*

Table 2 provides an overview of respondents' perceptions and views on consumer loyalty to modern retail, as described below.

The first statement states, "I feel satisfied with the service I receive while shopping at modern retail." 78 respondents, or 30.23%, strongly agreed. 147 respondents, or 56.98%, agreed. 15 respondents, or 5.81%, disagreed. 18 respondents, or 6.98%, disagreed. There were no respondents who strongly disagreed. From this table, 87.21% of respondents stated that they were loyal to modern retail because they felt satisfied while shopping. However, 12.79% of respondents stated that they were not loyal to modern retail because they felt dissatisfied while shopping.

The second statement stated that I would recommend this modern retailer to others. 78 respondents, or 30.23%, strongly agreed. 132 respondents, or 51.16%, agreed. 36 respondents, or 13.95%, disagreed. 12 respondents, or 4.65%, disagreed. There were no respondents who strongly disagreed. From this table, 81.39% of respondents stated that they were loyal and would recommend this modern retailer to others. However, 18.61% of respondents stated that they were not loyal to this modern retailer and did not intend to recommend this modern retailer to others.

Based on the results of respondents' answers regarding the third statement, which stated that I would continue shopping at this modern retailer, 63 respondents, or 24.42%, strongly agreed. 165 respondents, or 63.95%, agreed. Eighteen respondents, or 6.98%, disagreed. Nine respondents, or 3.49%, disagreed. Three respondents, or 1.16%, strongly disagreed. The table shows that 88.37% of respondents stated they were loyal to modern retail and would continue shopping there. However, 11.63% of respondents stated they were not loyal to modern retail and were not interested in continuing shopping there.

Based on the respondents' responses to the fourth statement, which stated that I consider this modern retailer to be my primary choice among other modern retailers, 30 respondents, or 11.63%, strongly agreed. 192 respondents, or 74.42%, agreed. 24 respondents, or 9.30%, disagreed. 9 respondents, or 3.49%, disagreed. 3 respondents, or 1.16%, strongly disagreed. From this table, 86.05% of respondents stated that they were loyal to this modern retailer because they considered it their primary choice among other modern retailers. However, 13.95% of respondents stated that they were not loyal to this modern retailer because they did not consider it their primary choice and preferred other modern retailers.

Based on the respondents' responses to the fifth statement, which stated that I feel I have a good relationship with this modern retailer, 81 respondents, or 31.40%, strongly agreed. 138 respondents, or 53.49%, agreed. 30 respondents, or 11.63%, disagreed. 9 respondents, or 3.49%, disagreed. There were no respondents who strongly disagreed. The tabulation shows that 84.89% of respondents stated they were loyal to modern retail because they felt they had a good relationship with it. However, 15.11% of respondents stated they were not loyal to modern retail because they did not feel they had a good relationship with it.

Based on the respondents' responses to the sixth statement, which stated that I feel this modern retailer offers attractive rewards and benefits to consumers, 87 respondents, or 33.72%, strongly agreed. 129 respondents, or 50.00%, agreed. 30 respondents, or 11.63%, disagreed. 12 respondents, or 4.65%, disagreed. There were no respondents who strongly disagreed. From this tabulation, 83.72% of respondents stated that they were loyal to modern retailers because they offered attractive rewards and benefits to consumers. However, 16.28% of respondents stated that they were not loyal to modern retailers because they did not offer attractive rewards and benefits.

Finally, based on the respondents' responses to the seventh statement, which stated that I would directly report any inconvenience/dissatisfaction with the service to this modern retailer, 93 respondents,

or 36.05%, strongly agreed. Respondents who agreed were 147 people or equal to 56.98%. Respondents who stated that they disagreed were 6 people or equal to 2.33%. Respondents who stated that they disagreed were 12 people or equal to 4.65%. There were no respondents who stated that they strongly disagreed. From the tabulation, basically, there are 93.03% of respondents who stated that they are loyal to modern retail because they are quick to respond to inconvenience/dissatisfaction with the service they received. However, there are 6.97% of respondents who stated that they are not loyal to modern retail because they are less responsive in responding to inconvenience/dissatisfaction with the service they received.

Furthermore, the results of the tabulation of respondents' answers to the purchasing decision variables can be described as follows:

Table 3. Description of Purchasing Decision Variable Indicators

Number.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Neutral		Agree		Strongly agree	
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
1	I bought a product at a modern retailer because it met my needs.	0	0,00	9	3,49	36	13,95	120	46,51	93	36,05
2	I bought a product at a modern retailer because the specifications and design matched my needs.	0	0,00	6	2,33	45	17,44	111	43,02	96	37,21
3	I learned about the product at a modern retailer from an advertisement/relative/neighbor and was interested in purchasing it.	0	0,00	12	4,65	21	8,14	114	44,19	111	43,02
4	I bought a product at a modern retailer because I tried it and it suited my needs.	0	0,00	9	3,49	36	13,95	135	52,33	78	30,23
5	I bought a product at a modern retailer because it fit my lifestyle.	0	0,00	9	3,49	15	5,81	186	72,09	48	18,60
6	I bought a product at a modern retailer because I was attracted to the product design.	0	0,00	15	5,81	27	10,47	135	52,33	81	31,40
7	I bought a product at a modern retailer because I saw it in person in the store.	0	0,00	9	3,49	12	4,65	102	39,53	135	52,33
8	I will repurchase the product at a modern retailer after experiencing the benefits.	0	0,00	3	1,16	30	11,63	198	76,74	27	10,47
9	After purchasing the product at a modern retailer, I was very satisfied.	0	0,00	18	6,98	6	2,33	165	63,95	69	26,74

Source: Processed Primary Data, 2024

Table 3 provides an overview of respondents' perceptions and views on consumer purchasing decisions in modern retail, as described below.

The first statement states, "I buy products at modern retail because they meet my needs." 93 respondents, or 36.05%, strongly agreed. 120 respondents, or 46.51%, agreed. 36 respondents, or 13.95%, disagreed. 9 respondents, or 3.49%, disagreed. There were no respondents who strongly disagreed. From this table, 82.56% of respondents decided to purchase at modern retail because it met their needs. However, 17.44% of respondents stated the opposite, deciding not to purchase at modern retail even though it met their needs.

The second statement states that I buy products at modern retailers because the specifications and design match my desires. 96 respondents, or 37.21%, strongly agree. 111 respondents, or 43.02%, agree.

45 respondents, or 17.44%, disagree. 6 respondents, or 2.33%, disagree. There are no respondents who strongly disagree. From this tabulation, 80.23% of respondents decided to make a purchase at a modern retailer because the specifications and design matched their desires. However, 19.77% of respondents stated the opposite, deciding not to make a purchase at a modern retailer even though the specifications and design matched their desires.

Based on the results of respondents' answers to the third statement, which states that I learned about products at modern retailers from advertisements/relatives/neighbors and am interested in purchasing them, 111 respondents, or 43.02%, strongly agree. Respondents who agreed were 114 people or equal to 44.19%. Respondents who stated they disagreed were 21 people or equal to 8.14%. Respondents who stated they disagreed were 12 people or equal to 4.65%. Respondents who stated they strongly disagreed were none. From the tabulation, basically there are 87.21% of respondents decided to make a purchase at a modern retail because they knew the product in modern retail from advertisements/relatives/neighbors and I am interested in buying it. However, there are 12.79% of respondents who stated the opposite by deciding not to make a purchase at a modern retail even though they knew the product in modern retail from advertisements/relatives/neighbors and I am interested in buying it.

Based on the respondents' responses to the fourth statement, which stated that I buy products at modern retailers because I've tried them and they suit my needs, 78 respondents, or 30.23%, strongly agreed. 135 respondents, or 52.33%, agreed. 36 respondents, or 13.95%, disagreed. 9 respondents, or 3.49%, disagreed. There were no respondents who strongly disagreed. From this tabulation, 82.56% of respondents decided to make a purchase at a modern retailer because they've tried them and they suit their needs. However, 17.44% of respondents stated the opposite, deciding not to make a purchase at a modern retailer even though they've tried them and they suit their needs.

Based on the respondents' responses to the fifth statement, which stated that I buy products at modern retailers because they suit my lifestyle, 48 respondents, or 18.60%, strongly agreed. 186 respondents, or 72.09, agreed. 15 respondents, or 5.81, disagreed. 9 respondents, or 3.49, disagreed. There were no respondents who strongly disagreed. The tabulation shows that 90.15% of respondents decided to purchase products from modern retail outlets because they fit their lifestyle. However, 9.85% of respondents stated the opposite, deciding not to purchase products from modern retail outlets even though they fit their lifestyle.

Based on the respondents' responses to the sixth statement, which states that I buy products in modern retail because I'm attracted to the product design, 81 respondents, or 31.40%, strongly agreed. 135 respondents, or 52.33%, agreed. 27 respondents, or 10.47%, disagreed. 15 respondents, or 5.81%, disagreed. There were no respondents who strongly disagreed. From this tabulation, 83.73% of respondents decided to purchase products in modern retail because they were attracted to the product design. However, 16.27% of respondents decided not to purchase products in modern retail despite being attracted to the product design.

Based on the respondents' responses to the seventh statement, which states that I buy products in modern retail because I can see the product in-store, 135 respondents, or 52.33%, strongly agreed. 102 respondents, or 39.53%, agreed. Twelve respondents, or 4.65%, disagreed. Nine respondents, or 3.49%, disagreed. None strongly disagreed. The tabulation shows that 91.86% of respondents decided to purchase products from modern retailers because they could see the products in-store. However, 8.14% of respondents decided not to purchase products from modern retailers again despite being able to see the products in-store.

Based on the results of respondents' responses to the eighth statement, which stated that I would repurchase products from modern retailers after experiencing the benefits I experienced, 27 respondents, or 10.47, strongly agreed. 198 respondents, or 76.74, agreed. 30 respondents, or 11.63, disagreed. 3 respondents, or 1.16, disagreed. There were no respondents who strongly disagreed. From this

tabulation, 87.48% of respondents would repurchase products from modern retailers after experiencing the benefits I experienced. However, 12.52% of respondents would not repurchase products from modern retailers after experiencing the benefits I experienced.

Finally, based on the results of respondents' responses to the ninth statement, which stated that after purchasing products from modern retailers, they were very satisfied, 69 respondents, or 26.74, strongly agreed. 165 respondents, or 63.95%, agreed. Six respondents, or 2.33%, disagreed. Eighteen respondents, or 6.98%, disagreed. There were no respondents who strongly disagreed. The table shows that 90.69% of respondents stated that they were satisfied with their purchase at a modern retailer, which led to their decision to purchase at that retailer. However, 9.31% of respondents stated that they were dissatisfied with their purchase at a modern retailer, which led to their decision to purchase at that retailer.

4.2 Structural Equation Model Testing

SEM-PLS testing is conducted in two ways: outer model testing and inner model testing. These tests are conducted to ensure that the model and tests produced accurate and academically sound results. The following is a discussion of these two testing models.

4.2.1 Outer Model Testing

4.2.1.1 Convergent Validity Test

The convergent validity test is conducted by examining the loading factor value of each instrument on the construct variable. A loading value greater than 0.6 indicates a good loading factor value for the instrument measuring the construct variable. The second convergent validity test is performed by examining the Average Variance Extracted value for the construct variable. An Average Variance Extracted value greater than 0.5 indicates a good average variance extracted for the construct variable. The results of this convergent validity test are explained as follows:

Table 4. Loading Factor and Average Variance Extracted Values

Variable Instruments			Convergent Validity Test Results	
Variables	Questionnaire Statement	Code	Loading Factor	Average Variance Extracted
Promotion (X)	Modern retail advertising has a unique appeal.	X1	0,752	0,599
	Modern retail advertising uses a clear and concise style to convey its message.	X2	0,742	
	Modern retail advertising is very clear and easy to understand.	X3	0,835	
	Marketers' offers are highly engaging.	X4	0,763	
	Sales promotions are frequent.	X5	0,800	
	Modern retailers often offer discounts on product purchases.	X6	0,762	
	These sales promotions are highly appealing.	X7	0,758	
Consumer Loyalty (Z)	During my shopping at this modern retailer, I was satisfied with the service provided.	Z1	0,819	0,638
	I would recommend this modern retailer to others.	Z2	0,767	
	I will continue to shop at this modern retailer.	Z3	0,820	
	I consider this modern retailer a top choice among other modern retailers.	Z4	0,804	
	I feel I have a good relationship with this modern retailer.	Z5	0,778	

	I feel this modern retailer offers attractive rewards and benefits to consumers.	Z6	0,816	
	I will report any inconvenience/dissatisfaction with the service directly to this modern retailer.	Z7	0,783	
Purchase Decision (Y)	I bought a product at a modern retailer because it met my needs.	Y1	0,760	0,590
	I bought a product at a modern retailer because the specifications and design matched my needs.	Y2	0,779	
	I learned about the product at a modern retailer from an advertisement/relative/neighbor and was interested in purchasing it.	Y3	0,807	
	I bought a product at a modern retailer because I tried it and it suited my needs.	Y4	0,721	
	I bought a product at a modern retailer because it fit my lifestyle.	Y5	0,712	
	I bought a product at a modern retailer because I was attracted to the product design.	Y6	0,786	
	I bought a product at a modern retailer because I saw it in person in the store.	Y7	0,757	
	I will repurchase the product at a modern retailer after experiencing the benefits.	Y8	0,773	
	After purchasing the product at a modern retailer, I was very satisfied.	Y9	0,814	

Referring to Table 4, it is known that the loading factor value of each research variable instrument is greater than 0.6, so it can be concluded that the convergent validity test using the loading factor approach has been met. In other words, the construct variable instrument in the study is valid. Meanwhile, based on the AVE value to determine the requirements for a model to have good validity, it can also be seen if each latent variable with a reflective indicator has an AVE > 0,5. The analysis results shown in Table 4 show that the AVE value of each latent variable has a value > 0,5 and it can be said that the SEM PLS model meets the requirements for good convergent validity.

4.2.1.2 Discriminant Validity Test

Discriminant validity testing uses the Fornell-Larcker Criterion technique. The Fornell-Larcker Criterion postulate states that if the root value of the Average Variance Extracted is higher than the correlation value of other construct variables, then discriminant validity can be said to be good. The results of the discriminant validity test in this study can be seen in Table 5 below :

Table 5. Fornell-Larcker Criterion Test

	Buying decision	Consumer Loyalty	Digital Promotion
Purchasing Decisions	0,768		
Consumer Loyalty	0,923	0,799	
Digital Promotions	0,955	0,894	0,774

Table 5 shows that the correlation matrix values for the construct variables themselves are greater than the matrix values for the construct variables with other constructs. The correlation matrix value for the purchasing decision variable is 0.768. The correlation matrix value for the consumer loyalty variable is 0.799. Finally, the correlation matrix value for the promotion variable is 0.774. These matrix values for the construct variables are greater than the correlation matrix values for the construct variables with other construct variables.

4.2.2 Reliability Test of Research Instruments

The reliability testing of the research instrument was conducted by examining the composite reliability and Cronbach's alpha values for each latent variable. If the composite reliability and Cronbach's alpha values for each latent variable are greater than 0.7, the model can be considered reliable. The following are the results of the research instrument reliability testing.

Table 6. Reliability Test of Research Instruments

Variables	Reliability Test		Conclusion
	Cronbachs' Alpha	Composite Reliability	
Promotion	0,888	0,912	Reliable
Consumer Loyalty	0,905	0,925	Reliable

Purchase Decisions 0.913 0.928 Reliable

Table 6 shows that all latent constructs have good reliability, accuracy, and consistency, as they meet the requirements with composite reliability and Cronbach's alpha values for each latent construct exceeding 0.7.

4.2.3 Inner Model Test

Evaluation of the structural model is carried out by analyzing the value of the coefficient of determination or R^2 . Mark R^2 seen from the construct of endogenous variables or variables that are influenced. According to Chin (1998), the value R^2 categorized into three categories, namely value R^2 0.67 (strong), 0.33 (moderate) and 0.19 (weak). The values R^2 can be seen in Table 7.

Table 7. R-Square Value

Latent Variable	R-Square (R^2)	R-Square Adjusted
Consumer Loyalty	0,911	0,909
Purchase Decisions	0,957	0,956

The endogenous variables used in this study mostly have values R^2 which falls into the strong category. Mark R^2 First, digital promotion is able to explain the diversity of consumer loyalty by 91.1%, with the remainder explained by other independent variables not included in this research model. Then, the value R^2 Second, digital promotion and consumer loyalty are able to explain the diversity of purchasing decisions by 95.7 percent, and the remainder is explained by other independent variables not included in this research model. R^2 is used to calculate the value Q^2 or predictive relevance. According to Hair et al. (2006), basically the value of Q^2 has the same interpretation as the value R^2 that is, the higher the value of the data, it can be said that the model has good predictive relevance, meanwhile if the value $Q^2 < 0$ then the model does not have good predictive relevance (Chin, 1998). The results obtained Q^2 Based on the calculation, which is 0.997, this indicates that 99.7% of the data diversity from the study can be explained by the structural model. Meanwhile, the remaining 0.3% indicates that there are other variables not included in the model that can influence consumer loyalty and purchasing decisions of modern retail consumers in Siantar City.

4.2.4 Hypothesis Testing

After passing the measurement requirements, the next stage can be carried out, namely hypothesis testing using the bootstrapping method in Smart-PLS. According to Efron and Tibshirani (1998), the bootstrapping method is a procedure carried out by repeatedly taking new samples of N samples from the original data of size n, in this case a new sample is obtained by taking sample points from the original data one by one up to n times. The bootstrapping method in this study was carried out by resampling 500 times. After bootstrapping, the t-value and p-values will be obtained. Bootstrapping 500 times was carried out to make the results more stable so that the statistical significance value will remain consistent. The following are the results of hypothesis testing both directly and indirectly.

Table 8. Results of the Direct Effect Hypothesis Test

Hypothesis	Original Sample	t-statistics	p-values	Conclusion
Digital Promotion (X) → Consumer Loyalty Satisfaction (Z)	0,407	2,008	0,045	H1 Accepted
Digital Promotion (X) → Purchase Decision (Y)	0,109	5.263	0,000	H2 Accepted
Consumer Loyalty (Z) → Purchase Decision (Y)	0,095	1,647	0,100	H3 Rejected
Digital Promotion (X) → Consumer Loyalty (Z) → Purchase Decision (Y)	0,039	1,600	0,110	H4 Rejected

Based on the results of Table 8, the results of direct hypothesis testing for each variable, both directly affecting consumer loyalty and purchasing decisions, were obtained. Based on this, it was found that of the eleven proposed direct influence hypotheses, only two were rejected. The explanation is as follows.

The results of testing the direct influence of digital promotion on consumer loyalty showed significant results, based on a t-statistic value of 2.008, greater than 1.96, and a p-value of 0.045, less than 0.05. The magnitude of the influence of digital promotion on loyalty is 0.407, or 40.7%. This means that increasing digital promotion will further increase consumer loyalty to modern retail in Siantar City. By conducting promotions through digital systems, consumers will easily obtain information regarding new products. Because consumers will basically pay attention to the latest products from companies where they often buy certain goods (Tarigan, 2025). Therefore, companies in Siantar City must utilize promotions through digital systems in marketing their products.

Furthermore, the test results for the direct influence of digital promotion on purchasing decisions were significant, based on the t statistic of 5.263, greater than 1.96, with a p value of 0.045, less than 0.05. The magnitude of the influence of digital promotion on purchasing decisions was 0.109, or 10.9%. This means that increasing digital promotion will further increase purchasing decisions among modern retail consumers in Siantar City. Entrepreneurs must utilize digital marketing systems, designing creative promotional systems using internet media. because many people today are fond of using electronic media as a means of shopping. Therefore, entrepreneurs must create a lot of content in the media about their products, both related to discounts, product quality, prices and so on. so that consumers are interested in buying the product.

Furthermore, the test results for the influence of consumer loyalty on purchasing decisions were insignificant, based on the t statistic of 1.647, less than 1.96, with a p value of 0.100, greater than 0.05. The magnitude of the influence of digital promotions on purchasing decisions was 0.095, or 9.5%. This means that increasing consumer loyalty does not always increase purchasing decisions among modern retail consumers in Siantar City. It is proven that many people in society are already loyal to the company, but do not always shop and decide to buy. This may be caused by certain factors, such as a lack of product updates, prices that do not decrease or perhaps because the marketing system is less attractive. In addition, it can also be caused by other companies offering newer products. So it can be said that customer loyalty in Siantar City does not influence purchasing decisions.

Finally, the test results of the indirect effect of digital promotion on purchasing decisions through consumer loyalty are not significant based on the t-test statistic value of 1.600, which is smaller than 1.96, with a p-value of 0.110, which is greater than 0.05. The magnitude of the effect of digital promotion on purchasing decisions through consumer loyalty is 0.039 or 3.9%. This means that consumer loyalty is not able to increase the influence of promotion in increasing purchasing decisions of modern retail consumers in Siantar City. Digital promotion does play a very important role in increasing consumer loyalty to continue shopping at the company. However, a customer's loyalty to a company because of frequently seeing it on digital media does not influence purchases. This is because

the failure to purchase a product by customers is often caused by other factors that may not be due to digital promotion.

5. Discussion

The results of the study indicate that digital promotion has a significant positive effect on consumer loyalty. This means that when digital promotions carried out by modern retailers in Siantar City are increased, it will increase consumer loyalty to those modern retailers. Communicating products and services to customers through digital promotional activities is also important. Promotion is an activity carried out by companies to highlight product features and persuade customers to buy. Digital promotional strategies combine advertising, personal selling, digital sales promotions, and publicity into an integrated program to communicate with buyers and others, which will ultimately influence customer loyalty (Swastha and Irawan, 2010). Customers will be loyal and loyal to the company when the company can provide a varied level of digital promotion, easy access, and provide satisfaction. Several studies have shown that increasing digital promotions can increase customer loyalty (Siregar, 2020).

The results of this study indicate that the indicators that best describe modern digital retail promotions are very clear and easy to understand. Meanwhile, the indicator that best reflects consumer loyalty is "I will continue shopping at modern retail." Promotional media is a crucial aspect that companies need to pay attention to. Advertising, as one of the digital promotional media, requires clarity and precision in its delivery. It is crucial to maintain and pay attention to the use of grammar in advertisements, which must be as clear and easily understood by consumers as possible. Avoiding ambiguity in message delivery is a key task that companies need to pay attention to in ensuring that messages are delivered on target and in line with company goals.

Furthermore, the research results show that digital promotions have a significant positive effect on purchasing decisions. This means that increasing digital promotions conducted by modern retailers in Siantar City will increase consumers' purchasing decisions towards those modern retailers. Digital promotions are a communication tool for consumers aimed at influencing purchasing decisions. The more attractive a company's digital promotions are, the greater their influence on consumers' purchasing decisions to purchase the company's products or services. Digital promotional activities are believed to influence consumers in making purchasing decisions and boost sales. Wang (2021), in his research examining the relationship between promotions and purchasing decisions, stated that the digital promotional mix significantly influences purchasing decisions. Previous research found that digital promotions have a positive and significant effect on purchasing decisions (Tyas & Hartelina, 2021; Cao, 2021). Likewise, Wu et al. (2021) also found similar results, where promotional factors increase the impact of digital promotions.

In addition, consumer loyalty is a customer's commitment to a brand, store, or supplier based on a very positive attitude demonstrated by consistent repeat purchases and a combination of customer likelihood to repurchase goods and services from the same supplier elsewhere in the future. Consumers will buy more than one product on the same food product. Consumers who are loyal to a product will certainly recommend the product to others. Loyal consumers will also certainly reject offers from other products (Griffin, 2005). The main goal of achieving consumer loyalty is because it is very profitable for the company. Marketers generally want that the consumers they create can be maintained forever.

However, the above statement does not align with the results of this study, which show that consumer loyalty has no significant effect on purchasing decisions. This means that increasing consumer loyalty in modern retail in Siantar City will have no impact on their purchasing decisions. Consumers believe that their loyalty is the basis for continuing to transact with a retailer without necessarily making a purchase decision. This is consistent with Widyawati's (2017) statement, which explains that consumers with high brand loyalty can be seen from their continued use of a particular

product despite competing services offering better prices, convenience, and features. This study's results contrast with Thessa's (2023) research, which found that consumer loyalty has a positive effect on consumer purchasing decisions for goods and services.

In this study, customer loyalty serves as a moderating variable. This means that the level of customer loyalty can influence the extent to which product quality influences purchasing decisions (Walsh et al., 2008). A promotional strategy combines advertising, personal selling, sales promotions, and publicity into an integrated program to communicate with buyers and others, ultimately influencing customer loyalty (Swastha and Irawan, 2010). Appropriate promotions will increase customer loyalty, which ultimately leads to purchasing decisions. Customers with high loyalty tend to stick with a particular brand even though the product quality may not always meet their expectations (Yoon et al., 2013). Conversely, less loyal customers may be more prone to switching brands if they perceive better product quality available elsewhere (Nyadzayo & Khajehzadeh, 2016). However, the above statements do not align with the results of this study, which show that consumer loyalty is unable to significantly mediate the influence of promotions on purchasing decisions. As is known, the increasing number of modern retailers competing to develop their businesses in Siantar City has given consumers many alternatives in purchasing products.

6. Conclusion

Based on the results of the data testing in the study, it can be concluded that Digital Promotion directly has a significant positive effect on consumer loyalty of modern retail in Siantar City. The magnitude of the promotion influencing loyalty is 0.407 or 40.7%. Furthermore, digital promotion directly has a significant positive effect on consumer purchasing decisions of modern retail in Siantar City. The magnitude of the promotion influencing purchasing decisions is 0.109 or 10.9%. Consumer loyalty does not directly affect consumer purchasing decisions of modern retail in Siantar City. The magnitude of the promotion influencing purchasing decisions is 0.095 or 9.5%. Digital promotion does not affect purchasing decisions through consumer loyalty of modern retail in Siantar City. The magnitude of the promotion influencing purchasing decisions through consumer loyalty is 0.039 or 3.9%.

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