

THE EFFECT OF E-MARKETING MIX ON SATISFACTION AND ITS IMPACT ON PARTNER LOYALTY OF DELIMA POINT CHANNEL

Josua Sotarduga Harianja^{1*} and Maya Ariyanti^{2*}

Magister Management, Telecommunication Business, Telkom University

jsothar@gmail.com & josuash@student.telkomuniversity.ac.id ; ariyanti@telkomuniversity.ac.id

ABSTRACT

Payment Point Online Realtime is the payment system of the 21st century and as an answer to the needs of society. Delima Point is one of Realtime Online Payment Point Application that helped enliven the business. A phenomena has been identified in which people who registered as Delima Point Agent experiencing a positive growth each year but the trend of Delima Point transactions is decreasing each year. Factors to be taken into consideration for the Agent or Counter in using the Delima Point Service are not well understood, research is needed with reference to the 11 (eleven) elements of the Electronic Marketing Mix. The purpose of this research is to identify and analyze the effect of E-marketing mix on the satisfaction and its impact on Loyalty of Delima Point Agent.

The independent variables are Product, Price, Promotion, Place, Personalization, Privacy, Customer Service, Community, Security, Site and Sales Promotion, Satisfaction and Loyalty as Dependent variable.

Data processing used descriptive analysis and this research also used approach of equation model of two path or Analysis path. Primary data were obtained by distributing questionnaires offline. The data obtained from valid 300 respondents, which then Processed using SPSS 23.

Based on the results of this study, researchers found that E-Marketing Mix variables significantly influence Customer Satisfaction and its impact on loyalty. With the total of effect 62,3% and 37,7% of other factors.

Keywords : *Delima Point Agent, Analysis Path, E-Marketing Mix*