

ABSTRACT

This research was conducted to determine the effect of marketing strategies on customer loyalty through customer satisfaction on digital payment OVO in Bandung. The purpose of this research is to find out and analyze how the marketing strategy carried out by OVO, how customer satisfaction with the products provided by OVO and how customer satisfaction affects customer loyalty to the use of digital payment OVO in Bandung.

This study uses a quantitative method with the type of research used descriptive verification, the measurement scale used is a Likert scale. The population of this study is digital payment OVO users in Bandung with a sample of 100 respondents. The sampling technique used is nonprobability sampling. The data analysis method used is Structural Equation Modeling (SEM) and data processing is performed using SmartPLS.

Based on the results of testing the marketing strategy hypothesis on customer satisfaction has a marketing strategy results a positive and significant effect on customer satisfaction, marketing strategies on customer loyalty has a positive and significant impact, then customer satisfaction on customer loyalty shows customer satisfaction has a positive and significant effect on customer loyalty. Based on the results of the study it can be concluded that the marketing strategy is included in the good category, customer satisfaction is in the good category, and customer loyalty is in the good category, and the SEM analysis results show that the influence of marketing strategy on customer loyalty through customer satisfaction has a positive and significant influence.

Keywords: marketing strategy, customer satisfaction, customer loyalty.