The Role of Digital Marketing Platforms on Supply Chain Management for Customer Satisfaction and Loyalty in Small and Medium Enterprises (SMEs) at Indonesia

Muhammad Adam[1], Mahdani Ibrahim[2], Ikramuddin[3], Hendra Syahputra[4]

[1,2]*Faculty of Economics and Business, Universitas Syiah Kuala, Darussalam, Banda Aceh, Indonesia*
[3]*Faculty of Economics and Business, Universitas Malikulssaleh , Lhokseumawe, Aceh Indonesia*
[4]*Faculty of Knowledge Management in Da'wah and Communication, Universitas Islam Negeri Ar-Raniry , Darussalam, Banda Aceh, Indonesia*
*Corresponding author [1]muhammadadam@unsyiah.ac.id
[2]mahdani@unsyiah.ac.id
[3]ikramuddin@unimal.ac.id
[4]hsyahputra@gmail.com

Abstract. The main aim is to investigate the digital technologies supporting small and medium enterprises (SMEs) operating in creative industries in their supply chain management strategies. In the globalization era, digital marketing platforms play a significant role in increasing customer loyalty and indirectly effect on the economic growth of a community. In conjunction with its essential issue, the current study aims to investigate the role of digital marketing platforms (online media) and its structural relationship to the consumer satisfaction and loyalty in SMEs at Aceh province, Indonesia. This study designed using Quantitative analysis with a cross-sectional study through a survey questionnaire. This study involved all of the customers the SMEs products in Aceh province, Indonesia. A total of 219 customers have participated in answering the survey questionnaire via Google forms. The data analyzed using the Analysis of Moments Structure by assisting the statistical software IBM - AMOS Version 22. The digital platforms performed by using the Sobel test. The results of this study found that the digital marketing for supply chain (online media) significantly affect consumer satisfaction. Then, digital supply chain has a significant effect on consumer satisfaction. Also, this study found that the product review does not significantly affect the consumer loyalty. Besides that, the consumer satisfaction and the use of online media directly affect the consumer loyalty. In conclusions, this study successfully investigated the online media digital supply chain, and consumer satisfaction and its structural relationship on consumer loyalty in SMEs products that viewed as a digital marketing perspective. Then, this study comprehensively evaluated the role of digital supply chain, consumer satisfaction, and consumer loyalty in providing SME products with competitive advantages that contribute to regional economic growth. Supply chain management practices were also statistically significant, and mediated the relationship between customer satisfaction and product quality and flexibility

Keywords— Consumer loyalty, consumer satisfaction, supply chain management, digital platforms (online media), Small and Medium Enterprises

1.   Introduction

In the digital era, online platforms have been significantly increasing customer satisfaction and customer loyalty and indirectly affect the economic growth of a community. This phenomenon provides potential opportunities to develop and utilize all of the industrial sectors in the marketing of SME products and services. According to the National Development Planning Agency (BPN), the Central Bureau of Statistics (BPS), and the United Nations Population Fund, whereby the SMEs in Indonesia reached 58.97 million in 2018. Also, the Finance Deputy of the Ministry of Cooperatives and SMEs, (Kemkop UKM), micro, small, and big business units numbered 58.91 million, 59,260, and 4,987, respectively, in 2018 [1-4].

The number of SMEs in the Aceh Province has increased rapidly from 48,882 in 2014 to 75.207 in 2016 [5]. Most SMEs are engaged in trade, services, agriculture, mining, industry, fisheries, transportation, and livestock business. Although the number of SMEs continues to increase, this sector has not achieved optimal productivity. The sub-

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optimal development of SMEs in Aceh can contribute to factors such as high transaction costs due to persistent uncertainty and high market competition. Also, a study by Hasan et al, (2020) stated that the SMEs has limited access on financial institution for getting the financing support. Further, [6] stated that the SMEs have limited access to production resources, particularly raw materials and capital, limited facilities and infrastructure, imperfect market information, inadequate entrepreneurial competencies, and limited capital support hindered the optimal development of SMEs in Aceh, Indonesia.

The Central Bureau of Statistics (BPS) in the Aceh Province reported that productivity growth, evidenced by increased production, differ between large and medium manufacturing industries, and between micro and small enterprises in the Aceh Provinc[7]. In general, production in large and medium manufacturing industries in the Aceh Province increased by 3.46% (quarter to quarter) in the third quarter of 2017 compared to the second quarter. This increase in production occurred in the food and nonmetal industries [7]. The BPS also reported that 3.79 million SME players utilized digital technology or e-commerce [8]. This number is low compared to the total number of SME actors. Generally, SME players market their products by utilizing the major marketplace platforms in Indonesia, such as [9]. According to [10], the concept of e-SME is a breakthrough in SME product marketing in terms of entering the ASEAN free market. The e-SME initiative, which is based on Android applications, employs a system similar to online buying and selling platforms. The only difference is that e-SME is controlled and supervised by the government to transform the digital marketing system to support SMEs' performance. The digital transformation is limited to the direct use of and investment in digital technology. Still, it is also related to the need to make business models more efficient, which is expected to lead to value creation for customers and employees, enabling SMEs to stay competitive in the digital economy [11, 12].

The digital economy era demands various improvements from SMEs, including better brand product quality standards. Standardized product quality will enhance consumer satisfaction, which eventually affects consumers' loyalty to the product. Government and business actors, especially in Aceh Province, who are still unsure of

how to market their products using digital-based technology media, face several challenges and constraints, such as inadequate human resources, lack of experience, inability to use digital-based electronic devices or technology, lack of innovation, and weak production capacity. The common problems that most domestic industries, particularly SMEs, face relate to lack of knowledge about business management and modern business promotion [13]. Thus, to gain competitive advantage, companies must set a transparent market and learning orientations because knowledge of digital-based market and learning orientations is the key to obtaining competitive advantages that eventually affect SME performance.

2. Literature Review

Small and Medium Enterprises (SMEs) Industry

Small and medium enterprises play a crucial role in enhancing the social welfare of the community and the economic growth of Indonesia. SMEs consist of 99.99 percent of the total business actors in Indonesia, or 56.54 million units [14]. In Indonesia, SMEs are defined in Act Number 20 of 2008, i.e., the company classified as an SME is a small company owned and managed by someone or owned by a small group of people with a certain amount of wealth and income" [15]. According to BPS, SMEs can be defined based on the amount of labor employed. Small businesses have a workforce of 5 to 19 people, while medium-sized companies comprising of 20 to 99 workers. Furthermore, according to the Organization for Economic Co-operation and Development (2000), SMEs are defined as non-subsidiary independent firms that employ less than a given number of employees.

Digital marketing

With the advancement of the Internet, the concept of marketing has shifted from traditional to modern. The Internet has changed consumer behavior in obtaining information from magazines, newspapers, and in some cases, television and radio. Digital marketing used as a marketing media strategy to strengthen demand in the community and to support various business activities [16]. According to the American Marketing Association, digital marketing refers to the activity, institution, and process, facilitated by the digital technology of

creating, communicating, and conveying value to consumers and other interested parties [17, 18]. In [19] defined digital marketing as the use of technology to support product marketing activities whose final aim is to enhance consumer knowledge by adjusting the offered products to meet customers' needs.

Digital marketing applied by companies to their perceived benefits and use [20, 21]. To enhance the usage of digital marketing, marketers must focus on maintaining relationship-based interactions with their customers. According to [22], digital marketing defined as a sub-branch of traditional marketing. The digital channels employed to achieve the same goals as those of traditional marketing, that is, to attract new consumers and retain old customers by providing higher value. This marketing approach involves engaging customers with brands through social media, blogs, forums, email, mobile phones, website, and online platforms.

In [23] said that there are some types of digital media can be used as indicators to measure consumer behavior, namely, (1) institutional web sites or microsites, (2) websites or microsites for clients, (3) chat/voice/video via Internet Protocol (IP), (4) cellular networks, (5) mobile applications, (6) discussion forums, (7) Facebook, (8) Twitter, (9) Orkut, and (10) blogs. In [24] found that the success of marketing activities depends mainly on the organization's website, social marketing, and digital advertising, all of which comprise digital marketing. Furthermore, [25] described the evolution of digital marketing through devices, including Web 2.0. E-commerce, social media (blogs, Google+, Facebook, Instagram, LinkedIn, Twitter, Pinterest, YouTube, Wikis), and other media such as display advertising, email (newsletters), mobile applications, pay-per-click (PPC) marketing, and search engine optimization.

Online media

Social networking plays a vital role in developing marketing relationships. SMEs can obtain the benefits of social networking strategies offered by platforms such as Facebook, Twitter, and YouTube, which are essential channels for SMEs to advertise their brands for a low budget [26]. Social media is more than a means of communication and entertainment. For SMEs, online social media is also an important part of their business marketing strategies [27]. Further, [28] proposed two new

relationships in sales strategy: developing business credibility through social media and utilizing social media websites to increase sales.

Consumer satisfaction

Consumer buying behavior within the e-commerce context can be influenced by the level of consumer satisfaction obtained from online transactions, which leads to repeat purchases (loyalty) further. Previous research [29] shows that when consumer satisfaction is achieved in online transactions, it stimulates repeat purchases. Consumer satisfaction with the consumption of an item or service purchased from a company is reflected in the repurchase of the goods or services [30]. Further research [31] found that social media, particularly promotions via social media, significantly affects consumer satisfaction. Moreover, [32] stated that knowledge about products and online services would increase the consumer satisfaction of SME product buyers. Additionally, consumer satisfaction and trust have a positive and significant influence on online purchasing [33].

Consumer loyalty

Loyalty is defined as a firm commitment to repurchase or repeat purchases of favored products or services in the future, leading to repeated purchases of the same brands, regardless of various situational influences and marketing promotions that might shift this behavior [34]. Concerning consumer loyalty, customers in social media may turn to marketers and advertisers who produce, edit, and share information online about specific companies, products, and services. In [35] found that companies can develop their branding strategies using social media and online brand communities through online co-creation marketing strategies. This insight informs practitioners regarding the impact of social media on branding and provides them with ideas about how they can improve brand loyalty.

The Conceptual Model Development
Relationship between online media and consumer satisfaction

Sales strategies have developed rapidly with the emergence of new media channels that can be employed for marketing strategies, such as Facebook, YouTube, Google, and Twitter [36], enabling customers to take more active roles as market players and allowing sellers to reach their consumers regardless of time and place. Brands

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introduced through social media influence the way customers think about products and brands [37], which in turn affects customer satisfaction. Several empirical studies concluded that digital marketing (online media) has a significant impact on customers [38], making digital marketing crucial in enhancing customer satisfaction. Furthermore, [39] observed that online-based social media has a significant impact on encouraging customer satisfaction with certain products and brands. Online customer satisfaction must also be followed by high quality, convenience, and low [40-42]. H1: Online media has a positive and significant influence on the consumer satisfaction of MSME customers in the Aceh Province.

Relationship between digital supply chain and consumer satisfaction

The relationship between products and digital supply chain is crucial in maintaining customer loyalty to SME products. Proper digital supply chain allow consumers to gain an understanding about a product. Digital supply chain process should mention the product used, its specialties, punctuality, volume, valence (negative and positive), and completeness. Some empirical studies have highlighted the importance of digital supply chain, such as that of Zhao, Wang, Law, and [16], who found a positive causal relationship between usability, review expertise, timeliness, volume, and completeness, as well as the purchase intention of customers online. However, the effect of online reviews on repurchase intention due to satisfaction value factors is not statistically significant. In [9] found that digital supply chain made by online customers have a positive and significant effect on customer satisfaction. Additionally, [12] observed that satisfied customers tend to recommend products and services to other people through digital supply chain in the form of text or ranks on websites, social media, blogs, and other online platforms. H2: digital supply chain have a positive and significant influence on the consumer satisfaction of SME customers in the Aceh Province.

Relationship between online media and consumer loyalty

Using the Internet and online media provides interactional and transactional benefits. Online media contributes positively to the enhancement of customer loyalty. A previous study [21] examined social media engagement focusing on Facebook and concluded that Facebook is an important channel for increasing brand recognition and, ultimately, customer loyalty to the brand. The development of online media marketing strategies has enabled SMEs to maintain their customer relationships, resulting in high loyalty. H3: Online media has a positive and significant influence on the consumer loyalty of SME customers in the Aceh Province.

Relationship between digital supply chain and consumer loyalty

A marketing strategy that involves various online media platforms is the most prominent predictor of customer loyalty among SME customers, followed by various positive and negative customer responses. The better the rank and response rates to positive comments, the higher the loyalty of SME customers. Therefore, digital supply chain on social media, especially regarding product rating and responses to negative comments, must be managed well. Some studies, including the one by [22], explain that digital supply chain can improve customers' positive perceptions regarding product loyalty. In [24] found that digital supply chain made by online customers have a positive and significant effect on customer satisfaction, which ultimately affects customer loyalty. H4: digital supply chain have a positive and significant influence on the consumer loyalty of SME customers in the Aceh Province.

Relationship between consumer satisfaction and consumer loyalty

In [29], SME companies use online social media with four main objectives: (a) branding, (b) community gathering, (c) customer satisfaction and loyalty, and (d) economic performance. Customer satisfaction is also a construct that enhances customer loyalty. In [31] stated that customer satisfaction has a significant effect on customer loyalty and acts as a mediating variable in its relationship with loyalty. The above statement is in line with the findings of [5, 19] that customer satisfaction can encourage customer loyalty to certain products and brands. Furthermore, [28] found that customer satisfaction has a significant effect on customer loyalty. H5: Consumer satisfaction has a positive and significant influence on the consumer loyalty of SME customers in the Aceh Province.

3.   Methodology

This study designed using Quantitative analysis with a cross-sectional study through a survey

questionnaire. This study involved all of the customers the SMEs products in Aceh province, Indonesia. A total of 219 customers have participated in answering the survey questionnaire via Google forms. A sample size of 100–200 was considered ideal for this research based on the maximum likelihood estimation (MLE) parameter. The data analyzed using the Analysis of Moments Structure (AMOS) by assisting the statistical software IBM - AMOS Version 22. Data analysis using AMOS is generally depicted in a circular image with arrows showing the relationship between the independent, mediator, and dependent variables. The SEM analyzed the relationship between research variables and measurement errors. Each variable was converted into an indicator, measured by ranking answers along an interval scale of 1 to 5. The causal model formulated by this researcher must be based on

strong theoretical considerations. This path analysis model is suitable for testing research hypotheses that show direct and indirect relationships. Also, descriptive statistics analyzed utilizing the Statistical Package for Social Sciences (SPSS-22). The digital platforms performed by using the Sobel test.

4.   Results and Discussion

Results

Demography Profile of Respondents

Table 1 presents the profile of the respondents. A majority of the respondents in this study were male (50.7%), aged between 18 and 30 years (49.20%), had undergraduate education (52.69%), were married (73.50%), and worked as civil servants (61.10%).

Table 1. The result of the demographic characteristics of the respondents (N=219)

Demographic characteristics		Frequency	Percentage
Gender	Male	111	50.70%
	Female	108	49.30%
Age	<20 years old	51	23.30%
	21–25 years old	58	26.50%
	26–30 years old	16	7.30%
	31–35 years old	20	9.10%
	36–40 years old	19	8.70%
	>40 years old	55	25.10%
Marital Status	Single	119	54.30%
	Married	97	44.30%
	Widow/widower	3	1.40%
Education Level	Primary school	4	1.80%
	Middle school/ equivalent	3	1.40%
	High school	43	19.60%
	Diploma	14	6.40%
	Bachelor degree	96	43.80%
	Post-graduate degree	74	33.80%
Employment Status	Student	100	45.70%
	Government employee	74	33.80%
	Entrepreneur	11	5%
	Private employee	14	6.40%
	Housewife	1	0.50%
	Others	23	10.50%
Income	<Rp. 5.000.000.-	149	68%
	Rp. 6.000.000 to Rp. 10.000.000.-	57	26%
	Rp. 11.000.000 to Rp. 15.000.000.-	7	3.20%
	>Rp. 15.000.000.-	7	3.20%

Reliability and Validity of the model

The statistical description of the model is summarized in Table 2. Confirmatory factor analysis through SEM was conducted to evaluate the reliability and validity of the instrument. The analysis results proved that all constructs were reliable based on the Cronbach's value, and the construct reliability value was greater than 0.70, as recommended by Hair et al. (2014). The validity of the instrument was measured using a Likert scale

(1–5). According to Malhotra and Maryam (2010), discriminatory validity can be determined from the average variance extracted (AVE). The AVE value for each construct was greater than the recommended value, indicating that the measurement model has proper discriminant validity. An AVE value above 0.50 indicates convergent validity. The degree of freedom ($\chi2$ /df = 1.774), Tucker-Lewis index (TLI = 0.944), comparative fit index (CFI = 0.956), and root mean

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square error of approximation (RMSEA = 0–.060) show that the model is statistically fit, confirming its construct validity (Table 3).

Table 2. The result of validity (indicators and construct) and reliability (measurement scale)

Construct and Item	Factor Loading	Composite Reliability	AVE	Shared Variance	Cronbach's Alpha	
Online media MO1 MO2 MO3 MO4	0.728 0.738 0.788 0.745	0.837	0.563	0.288	0.844	
digital supply chain UP1 UP2 UP3 UP4	0.769 0.890 0.759 0.753	0.872	0.632	0.299	0.841	
Consumer satisfaction KPP2 KPP3 KPP4 KSP3 KSP4	0.783 0.850 0.701 0.939 0.891	0.892	0.677	0.154	0.858	
Consumer loyalty LP1 LP2 LP4 LP5	0.832 0.780 0.791 0.742	0.867	0.619	0.559	0.851	

Table 3. The threshold of goodness-of-fit indices

Selected indices	Result	Acceptable level of fit	Source for suggested cutoff limits
Normed χ^2/df	1.774	(χ^2/df) ≥ 3; 5 Sometimes permissible	Hair et al. (2014), Malhotra (2010)
TLI	0.944	TLI > 0.90	
CFI	0.956	CFI > 0.90	
RMSEA	0.060	RMSEA < 0.05 good; 0.05 to 0.10 acceptable	

The analysis of structural model

A structural model was used to assess the relationship between the constructs and to validate the research hypotheses (H1–H5). The theoretical model (Fig. 1) was tested using AMOS SEM software with maximum likelihood estimates of the model parameters. These parameters include standardized regression weights (β) and the significance (p-values) for different paths. The analysis results are presented in Table 4 and Fig. 2. Table 4 and Fig. 2 show the coefficients of standardized regression that explain the direct relationships between the research constructs and confirm the relationship hypothesis. First, online media and customer satisfaction share a positive and insignificant relationship (β = 0.011, t = 0.177, p = 0.86). This result does not support H1, which is therefore rejected. Second digital supply chain were found to have a positive and significant influence on customer satisfaction (β = 0.392, t = 5.044, p = 0.000). It supports H2, which is therefore accepted. Third, online media had a positive and significant influence on customer loyalty (β = 0.615, t = 4.777, p = 000), confirming H3.

Fourth, digital supply chain had a positive but insignificant influence on customer loyalty (β = 0.047, t = 0.345, p = 0.73). Since this result was not consistent with H3, this hypothesis is rejected. Fifth, customer satisfaction had a positive and significant influence on customer loyalty (β =

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0.336, t = 2.071, p = 0.038). Hence, H5 was accepted. As shown in Table 3, the structural model is also statistically fit ($\chi2$ / df = 1.774, TLI = 0.944, CFI = 0.956, and RMSEA = 0.060). Therefore, it can be concluded that the research model supports the data, as suggested by [9, 12].
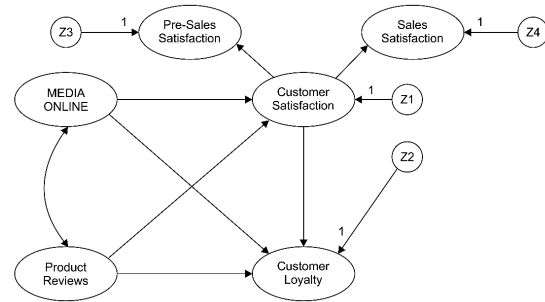

Figure 1. The conceptual framework

Table 4. The result of hypothesis testing

| Hypotheses	Estimates (β)	t-stat	P-value	Decision
H1: Online media $\rightarrow$ Consumer satisfaction	0.011	0.177	0.86	Not supported
H2: digital supply chain $\rightarrow$ Consumer satisfaction	0.392	5.044	0.000	Supported
H3: Online media $\rightarrow$ Consumer loyalty	0.615	4.777	0.000	Supported
H4: digital supply chain $\rightarrow$ Consumer loyalty	0.047	0.345	0.73	Not supported
H5: Consumer satisfaction $\rightarrow$ Consumer loyalty	0.336	2.071	0.038	Supported
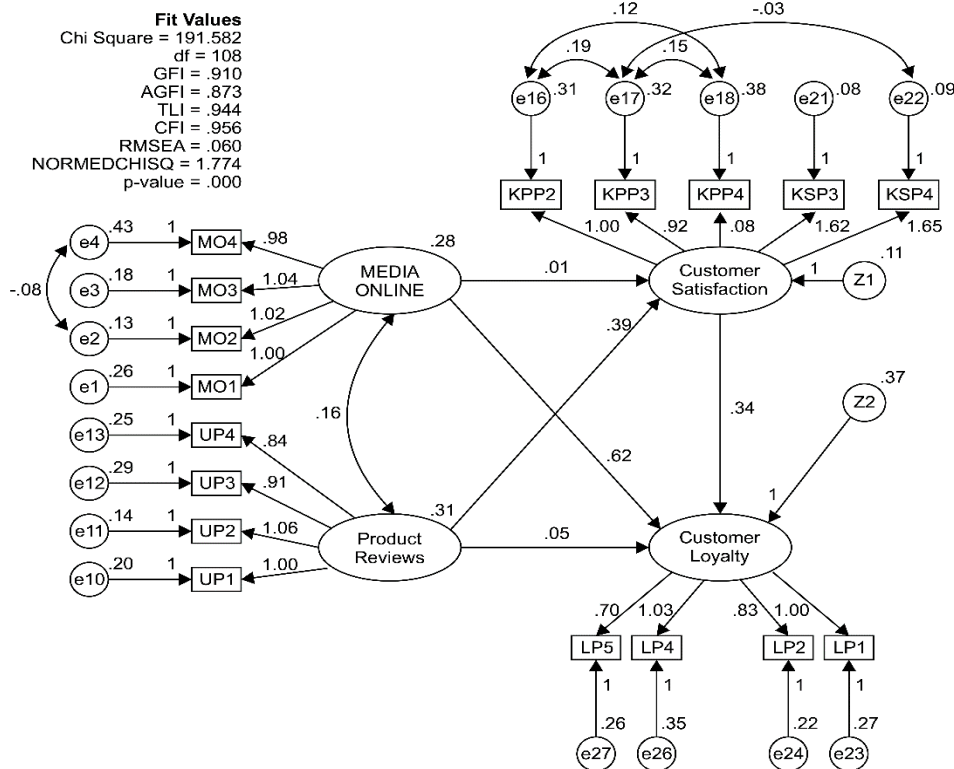
Figure 2. The result of the structural equation model (SEM) using IBM AMOS-22

Consumer satisfaction does not act as a mediating variable based on the assessment criteria proposed by Baron and Kenny (1986). By their theory, all a, b, and c paths must have values significantly below alpha 0.05to suggest a mediating role. For H6, the significance of path is higher than 0.05 (i.e., it is insignificant). Hence, the consumer satisfaction variable does not mediate the relationship between online media and consumer loyalty. For H7, the significance of path c is higher than 0.05 (i.e., it is insignificant).

4.2 Discussion

The analysis results show that SMEs customers in the Aceh Province do not perceive online media platform as a factor that influences consumer satisfaction. This finding contradicts that of several empirical studies [1, 16] that the use of online social media platforms has a significant influence on the level of consumer satisfaction with a certain product and brand. Another point of views is coming from a study by [39] which studied about the uniqueness of packaging, productivity and innovation to empowering competitiveness Batik SMEs in West Java Indonesia. They found that the uniqueness of packaging and innovation raise productivity and impact the competitiveness of Batik SMEs in West Java as much as.

However, evidence that customers perceive digital supply chain as an aspect that influences consumer satisfaction supports the finding in previous research [18, 27] that satisfied customers recommend products and services to other people through product reviews in the form of text and good ratings are given on websites, social media, blogs, and other online platforms. Furthermore, MSME customers perceive that online media and consumer satisfaction have a positive and significant influence on consumer loyalty. The results of this research reinforce prior research findings [9, 33] that the development of digital marketing media through online media platforms is a factor that influences consumer loyalty.

Furthermore, the results confirm that consumer satisfaction encourages consumer loyalty toward SME products. These results are also in line with [4] empirical finding that consumer satisfaction has a significant influence on consumer loyalty and mediates the relationship between consumer satisfaction and consumer loyalty. That is, the level of satisfaction affects the sentiment of loyalty. Other researchers [33, 24] also found that consumer satisfaction can encourage consumer loyalty toward certain products and brands. In [3] also observed that consumer satisfaction significantly influenced consumer loyalty. However, product reviews do not increase consumer loyalty among SME product customers as a matter, of course. This results slightly different from the finding of previous research [3, 7] that digital supply chain increase consumer loyalty by improving customers' positive perception regarding certain products. In addition, a study by [9], they investigated the relationship between antecedents (favorability, strengthens, and uniqueness of brand love) and subsequently, its impact on brand loyalty. They found that the strength and excellence that exist in the brand (brand image) will lead consumers to a sense of happiness (love) towards the brand, and it subsequently generates brand loyalty.

Therefore, hypotheses H2, H3, and H5 are accepted, indicating that digital supply chain are a strong predictor of consumer satisfaction, while online media and consumer satisfaction are predictors of consumer loyalty. From these results, it can be implied that the higher the use of online media and the level of satisfaction, the stronger the level of consumer loyalty toward SME products in the Aceh Province. However, H1 and H4 are rejected since the research results do not confirm these research hypotheses. Hence, SME companies must increase their sales activities through online media platforms to provide customers with easier access and help them learn more about the offered products, including product price and distribution channels. Online media can also be used as a medium to promote SME products. Furthermore, SME companies must improve their digital supply chain through online media platforms to increase consumer loyalty to SME products.

5. Conclusion

This study examines the effect of online media digital supply chain and consumer satisfaction and its structural relationship on the customer loyalty of SME product customers in the Aceh Province. The results indicate that online media has a positive but insignificant influence on consumer satisfaction, while digital supply chain were found to have a positive and significant impact on consumer satisfaction. Furthermore, the research results also show that while online media platforms and consumer satisfaction were related to the enhancement of consumer loyalty, product reviews were not found to significantly influence consumer loyalty [6, 8]. The results of this research are expected to provide valuable insights into the development of SME industries in terms of maintaining their sustainability and increasing consumer loyalty. The guidelines proposed in this research can also be used to enable SME industries [13], as potential business actors, to support the economic growth of Indonesia by utilizing online media platforms (Facebook, Twitter, YouTube, etc.) as alternative media for SME product marketing. Further, the use of online media

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platforms is expected to help SMEs improve their competitiveness through digital supply chain.

Theoretical implications

This research has theoretical and practical implications. From a theoretical perspective, the research results confirm that the measurement scale used to evaluate online media indicators, product reviews, consumer satisfaction, and consumer loyalty is reliable and statistically valid. The research model, developed from related literature, was verified. Thus, the research model confirmed the relationships between online media, product reviews, and consumer satisfaction, as well as the relationship between these variables and consumer loyalty in the context of the SME industry in the Aceh Province. This research has contributed valuable information to the body of knowledge about marketing by identifying the factors that strengthen consumer loyalty in the SME industry in the Aceh Province.

From a practical perspective, SME companies can use these research results to understand how online media platforms and product reviews affect consumer satisfaction and, in turn, lead to consumer loyalty in the long run. However, the final outcome largely depends on how customers perceive the use of online media platforms, product reviews, and consumer satisfaction and loyalty— whether they reflect positive attitudes that support the sustainability of the SME business sector. This research confirms the finding of a positive relationship between online media platforms, product reviews, and customer satisfaction and loyalty in prior empirical research [12, 22]. However, in the context of retail networks, in [23] found an insignificant relationship between product reviews and the level of consumer satisfaction. According to [28], most problems faced by SMEs are related to customer communication that fails to attract customers through the effective use of social media platforms such as Facebook and Twitter. Based on the social capital theory, [5] proposed a model that explains how social media increases consumer satisfaction by facilitating three aspects of social capital, namely, social interaction, comprehensible language, and trust, through social presence and interactivity. This finding also provides an opportunity for future researchers to explore the role of online media platforms, product reviews, and customer satisfaction in increasing consumer loyalty in the context of the SME industry in the Aceh Province.

Managerial implications

Adoption of digital supply chain management by SMEs has developed a tremendous performance in business process. Based on the results of this research, it is recommended that SME owners and supply chain managers focus on the important factors related to online media platforms, product reviews, and consumer satisfaction to increase consumer loyalty. Increasing efforts to utilize online media supply chain process as marketing strategies will enable SME owners to increase consumer satisfaction levels. High consumer satisfaction will in turn enhance customer loyalty. To achieve this goal, SME owners and managers should improve their business management capabilities, as well as employees' capability to utilize online media for digital marketing. Such efforts are promising in terms of obtaining long-term profits, including better competitive advantage, increased market share, and improved customer relations. The findings of this research can also help MSMEs to effectively develop their marketing strategies by employing online media platforms and adequate product reviews to improve consumer satisfaction, leading to stronger consumer loyalty toward companies and their brands. Furthermore, SMEs must improve their marketing strategies by focusing on building consumer satisfaction, which will in turn positively affect consumer loyalty. SMEs should mainly focus on engaging their customers through the use of social media and product reviews, high-quality products, and trust, all of which are expected to improve customer repurchase intentions. The marketing strategies proposed in this research are expected to educate SME owners and managers regarding the determinants or factors that stimulate consumer loyalty, leading to sustainable purchase decisions.

Limitations and future research

This research was conducted to examine the process of building consumer loyalty and its antecedents in the context of the SME industry in the Aceh Province. Hence, it suffers from several limitations related to the geographical arc and sample size in measuring the variables of interest. Therefore, future studies should occur in a broader geographical area, involve more respondents, and include other research variables, such as the quality of customer relationships and consumer trust, which affect the success of digital supply chain process.

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