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**PENINGKATAN *E-LOYALTY* MELALUI PROGRAM *DIGITAL MARKETING COLLABORATION* DAN *ONLINE RELATIONSHIP QUALITY* PADA PELANGGAN *E-WALLET* DI INDONESIA**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana  
pada Program Studi Pendidikan Bisnis



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## PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul “**Peningkatan E-Loyalty melalui Program Digital Marketing Collaboration dan Online Relationship Quality pada Pelanggan E-Wallet di Indonesia**” beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

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## ABSTRAK

Alifa Zalfa Fakhira (1900533) “**Peningkatan *E-Loyalty* Melalui Program *Digital Marketing Collaboration* dan *Online Relationship Quality* pada Pelanggan *E-Wallet* di Indonesia**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan memperoleh gambaran dan pengaruh program *digital marketing collaboration* dan *online relationship quality* terhadap *e-loyalty* pada *Followers* Instagram *E-wallet* di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel berjumlah 200 responden pada pelanggan *e-wallet* yang tergabung dalam *Followers* Instagram *E-wallet* dengan menggunakan teknik *sample random sampling*. Data diolah secara statistik menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran program *digital marketing collaboration*, *online relationship quality* dan *e-loyalty* berada pada kategori tinggi. Program *digital marketing collaboration* memiliki pengaruh positif dan signifikan terhadap *online relationship quality e-loyalty*. Temuan ini menunjukkan bahwa pengaruh tidak langsung program *digital marketing collaboration* lebih tinggi dalam membentuk *e-loyalty* melalui *online relationship quality* pada pelanggan *e-wallet*. Berdasarkan hasil penelitian, peneliti merekomendasikan untuk mengoptimalkan dan menjaga *relationship quality* dengan memberikan yang terbaik melalui *engagement* serta *reciprocity* pada layanan *e-wallet* agar dapat mencerminkan kepribadian yang baik serta meningkatkan *e-loyalty*.

Kata Kunci: *E-Loyalty*, *Online Relationship Quality*, Program *Digital Marketing Collaboration*

## **ABSTRACT**

Alifa Zalfa Fakhira (1900533) "***Increasing E-Loyalty Through Digital Marketing Collaboration and Online Relationship Quality Programs for E-Wallet Customers in Indonesia***" under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

*This study aims to obtain an overview and influence of digital marketing collaboration programs and the quality of online relationships on e-loyalty in Follower Community Instagram E-wallets in Indonesia. This research uses descriptive and verification methods with a quantitative approach. A sample of 200 respondents to e-wallet customers who are members of the Instagram E-wallet Followers Community uses a random sampling technique. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that the description of digital marketing collaboration programs, online relationship quality and e-loyalty were in the high category. Digital marketing collaboration programs have a positive and significant influence on the quality of online e-loyalty relationships. These findings indicate that the effect of indirect digital marketing collaboration programs is higher in forming electronic loyalty through the quality of online relationships on customer electronic wallets. Based on the research results, researchers recommend optimizing and maintaining the quality of relationships by providing the best through engagement and reciprocity on e-wallet services so that they can reflect a good personality and increasing e-loyalty.*

*Keywords: Digital Marketing Collaboration Program, E-Loyalty, Online Relationship Quality*

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