

## Marketing Public Relations Strategy in Increasing Customer Loyalty Ms. Glow Store Bandung

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**Abstract:** *The purpose of this research is to make or recommend a strategy for the MS Glow Store Bandung. The recommended strategy is the marketing public relations strategy to increase customer loyalty again, Ms. Glow Store Bandung. Customer loyalty is very important for the company because it has a big influence on the company, so a strategy to deal directly with customers is needed. This study used qualitative methods with interview techniques. The results of this study are that Ms. Glow Store Bandung can use marketing public relations strategies to increase customer loyalty. By using a pull strategy by promoting products via television or radio, a push strategy by holding promotions and price discounts, and a strategy pas by participating in social activities, as well as being balanced or accompanied by other marketing activities to increase customer loyalty.*

**Keywords:** *strategy, public relations, marketing public relations, customer loyalty*

**Abstrak:** Tujuan dari penelitian ini adalah membuat atau merekomendasikan strategi untuk ms glow store bandung. Strategi yang di rekomendasikan ialah startegi marketing public relations agar dapat meningkatkan Kembali loyalitas pelanggan ms glow store bandung. Loyalitas pelanggan sangat penting bagi perusahaan karena berpengaruh besar terhadap perusahaan, maka di perlukan strategi yang berhubungan langsung dengan pelanggan. Pada penelitian ini menggunakan metode kualitatif dengan Teknik wawancara. Hasil dari penelitian ini ialah ms glow store bandung dapat menggunakan strategi marketing public relations dalam meningkatkan loyalitas pelangganya Kembali. Dengan menggunakan strategi pull dengan cara mempromosikan produk melalui televisi atau radio, strategi push dengan cara mengadakan promo dan potongan harga , dan strategi pash dengan cara mengikuti kegiatan kegiatan sosial, serta di imbangi atau di barengi dengan kegiatan kegiatan marketing lainnya guna meningkatkan kembali loyalitas pelangganya.

**Kata kunci:** Strategi, public relations, marketing public relations, loyalitas pelanggan

### 1. Introduction

To compete in the market, business owners must have an effective strategy and continue to improve product quality to meet consumer needs, as is the case with the cosmetics industry, which is growing rapidly at this time. in the cosmetic market. Even for those with increasingly complex lifestyles, cosmetics play an important role in supporting appearance. Cosmetics are abasic as the need to provide food and clothing. It can be said that the Indonesian cosmetic industry is growing from year to year. Many people are increasingly aware of the value of cosmetics in enhancing their appearance. As a result, the market potential for the Indonesian cosmetics industry is growing and developing rapidly.

According to data obtained from BPOM, the cosmetics industry in Indonesia currently numbers 913 company units, which is an increase of 20.6% from 2021. This illustrates that the Indonesian cosmetic industry is experiencing technological advancements that are driven by other supporting tools, in addition to, In addition, the emergence of new cosmetic companies in Indonesia has become a major factor in the rise of the cosmetic industry in that country.

For companies to achieve business goals, companies must build consumer loyalty and retain consumers, because that is one of the conditions that must be met by a business to succeed in the competition. Every business must work to produce and provide the goods and services that customers demand while maintaining the highest level of product quality to fulfill this goal. Every business must be able to understand what customers want and need. Every business should value customer loyalty as this shows their dedication to the brand, which in turn generates profits for the business. In addition, keeping customers for a long period of time is easier than getting new customers. Companies must be able to set a strategy to manage consumers by realizing their needs in the hope that these customers will buy the company's goods.

Loyalty, of course, doesn't just happen. Customers will go through several stages and processes before buying cosmetic products, including watching advertisements and seeking advice from others. After going through these phases, the customer starts evaluating the products side by side to make a final decision based on his experience and buys the same. Creating a good brand image in the eyes of consumers is one way to gain a competitive advantage and maintain their loyalty. Loyalty is expressed when customers are satisfied with the services provided, but also show their appreciation for the recognition, personalized service, and treatment as valued individuals.

Customer loyalty is very important and must be taken into account by businesses. If customers are loyal to a business, they are more likely to spread the word about it to their friends and family, helping the business gain priority in their hearts and reducing the likelihood that they will switch to a competitor's product or service.

Market potential and high revenue have created competition in the cosmetic industry. This competition can arise because of new competitors. MS Glow skin care products may face competition in the future. MS Glow is one of the products offered to meet the basic needs of facial care for both men and women, both for normal facial skin (for healthy and glowing skin) and to get rid of skin problems caused by acne. Ms. Glow is very aware of how important customer loyalty is to the company because loyal customers will benefit the company. Ms. Glow competes competitively with other cosmetic brands in Indonesia so that their customers remain loyal to the company. However, in the past few months, Ms. Glow has experienced a decline in customer loyalty. This decrease in customer loyalty arose because of the impact of the existence of COVID a significant effect on the economy of the Indonesian people, and the impact of the conflict between Ms. Glow and ps glow which was detrimental to ms Glow itself.

Before there was COVID-19 at the beginning of 2020, MS Glow's products were very popular in the market and were in the top skincare with the highest consumer loyalty. However, since the outbreak of Covid 19 and the dispute with Ps Tore, Ms. Glow experienced a decrease in customer loyalty, which also occurred at the MS Glow branch in the city of Bandung, which also experienced a decrease in customer loyalty. Ms. Glow Bandung has tried to increase customer loyalty again in various ways, but the methods that have been used have been less effective.

To be able to increase customer loyalty again, Ms. Glow Store Bandung, a marketing strategy must be implemented to increase customer loyalty again. Ms. Glow Store Bandung can implement a marketing and public relations strategy to increase customer loyalty again. This marketing public relations strategy is a form of communication strategy that can be relied upon by a business to connect with its customers to increase customer value, increase customer loyalty, encourage purchases, and create a favorable business perception.

## 2. Literature review

### 2.1 Public Relations

Public relations is a form of planned communication from within and outside the organization to achieve the goals set. Public relations must have understanding and cooperation between the public and the organization, and by the definition of self-satisfaction, the organization must be able to maintain communication.

Public relations serves to build two-way communication between the company and its internal and external publics and develop mutually beneficial relationships with target audiences or parties that are considered important by the company. (Maryam, 2017)

### 2.2 Marketing Public Relations

Marketing public relations is the process of analyzing and evaluating consumer behavior and customer needs through communications that contain reliable information and evidence and that portray the business and its products as fulfilling the needs of consumers.

Planning, implementing, and evaluating are programs from marketing public relations that can encourage purchases and consumer satisfaction through the dissemination of accurate information and through creating a good impression related to identifying their business or goods according to the needs, desires, and interests of consumers (Maryam, 2017)

Marketing public relations aims to gain public trust and confidence while presenting a positive image for companies and organizations, besides that companies must implement appropriate and effective strategies to compete in a very complex economic climate (Rachmawati Asri et al., 2018)

Marketing public relations is the process of organizing, implementing, and evaluating initiatives that encourage consumer purchases and satisfaction through the dissemination of accurate information and through perceptions that link businesses and their products to consumer needs, wants, concerns, and interests. (ChristianTulis, 2019)

### 2.3 Marketing Public Relations Dimensions

(Noviani et al., 2018) There are three dimensions to marketing public relations which include:

1. Push Strategy, implement techniques that will inspire or promote more purchases, which in turn will increase usage or sales figures.
2. Pull strategy, public relations must have a promotion strategy, and action to attract public attention and stimulate consumer demand, to achieve organizational goals.
3. Pass strategy, influencing public opinion through various community activities or events featuring activities such as social responsibility or even concern for issues related to conditions and some environmental problems, works to create favorable public opinion.

(Saraswati & Prihadini, 2020) Not only are there three tactics or three strategies in the marketing public relations strategy, but there are strategic marketing public relations activities that are very related to consumers, including

- a. Publication
- b. Program
- c. News
- d. Identity Media
- e. Social activity
- f. Sponsorships

## 2.4 Marketing Public Relations strategy

The marketing public relations strategy is a strategy that aims to increase awareness, encourage purchases, promote communication, and create bonds between customers, businesses, and product brands. The use of this strategy has a positive influence on companies in increasing customer loyalty. (Evita & Setyanto, 2019)

Several researchers have conducted research discussing marketing and public relations strategies and customer loyalty. One example of his research entitled The influence of the marketing public relations strategy in increasing customer loyalty in the My Telkomsel application in research conducted by Gita and Guntur in 2018 and the results of this study that the marketing public relations strategy affects customer loyalty in the Mt Telkomsel application.

## 2.5 Customer loyalty

(Saraswati & Prihadini, 2020) explain that customer loyalty is a customer that describes the characteristics of loyal customers who regularly make repeat purchases, cross product, and service lines, recommend businesses to others, and show resistance to competitors' influence. Customer loyalty is one form of using a product or service repeatedly or continuously because this tends to create feelings of recommending the product or service to others so that they can feel the same feeling of satisfaction as they feel when using the product or service. Used

## 3. Research methods

Mixed method is a research technique used when researchers need to combine quantitative and qualitative methodologies in a single study to answer questions about outcomes and processes. according to Creswell, The mixed Method is a research technique that combines quantitative and qualitative methodologies to produce more thorough, valid, trustworthy, and objective data during a research project.

## 4. Results and Discussion

The respondents used in the study were 35. Respondent criteria in this study are 1). Users of ms glow products. The following are the results of the questionnaire that has been distributed to ms glow customers in the city of Bandung.



Figure 1. Purchase frequency data

Based on the data above, it can be seen that out of these 35 respondents, 40% made purchases twice a month, 37.1% made purchases three times a month, and 22.9% made purchases more than 3 times a month. It can be concluded that loyal customers based on the data above can be

said to be still lacking, only 22.9% compared to before the existence of Covid 19 and the conflict with PS Glow which could reach 70% in a month customers made purchases more than 3 times

Table 1.1 Questionnaire Results

Pernyataan	Respondent Assessment									
	Strongly Disagree		Don't agree		disagree		Agree		Strongly agree	
	N	%	N	%	N	%	N	%	N	%
The products issued by Ms Glow have fulfilled the needs of my face	0	0%	0	0%	8	22,9 %	21	60% %	6	17,1 %
I feel satisfied with Ms glowproducts	0	0%	0	0%	8	22,9 %	19	54,3 %	8	22,9 %
I am satisfied with the discounts and promos on Ms glow products	0	0%	0	0%	23	65,7 %	11	31,4 %	1	2,9%
I will not switch to other products besides ms glow	0	0%	0	0%	15	42,9 %	16	45,7 %	4	11,4 %
Ms Glow products will be my first choice when shopping	0	0%	0	0%	15	42,9 %	13	37,1 %	7	20%
I will recommend to other people/my family to buy ms glowproducts	0	0%	0	0%	13	37,1 %	19	54,3 %	3	8,6%
I will invite other people/my family to buy ms Glow products	0	0%	0	0%	13	37,1 %	18	51,4 %	4	11,4 %
I will be a loyal customer of ms glow	0	0%	0	0%	13	37,1 %	15	42,9 %	7	20%

source: Data Processed by the author

Based on the results of table 1.1 above, it can be explained that the customer agrees that the MS Glow product has met the needs of the customer's facial condition which shows a percentage of 60%, and the customer also agrees that the results of using the MS Glow product are satisfied by showing a percentage of 54.3% but as a result of the data the percentage of results is 65.7% showing 23 respondents disagree and are dissatisfied with the discounts and promos carried out by ms glow because the discounts and promos carried out are only around 2% percent, this could be one of the factors that occurs in decreased customer loyalty, even though they do not agree and do not like promos and discounts which are only 2% but customers will still use or will not switch to other products with a percentage of 45.7%, even though customers will not switch to using other products but 15 people or 42.9% did not make MSGlow the first product they bought when they were

Shopping means that there are still skincare products that are the top choice, this can also be a factor in decreasing customer loyalty because if Ms. Glow is still not the first choice when shopping for skincare, then Ms. Glow's customers will still recommend MS Glow to the people closest to them, with a total percentage of 54.3%, and as many as 18 people, or 51.4%, will invite their closest friends to buy MS Glow products, and finally, 42.9% of customers will become loyal customers of MS Glow and will continue to make purchases.

Based on the explanation above, it can be concluded that the average customer of MS GLOW is satisfied and likes MS GLOW products, but some deficiencies can reduce customer loyalty, where based on the frequency of purchases as many as 14 people with a total percentage of 40% make purchases 2 times a month, meaning there is a decrease in customer loyalty which can occur due to discounts, promos and the lack of ms glow maintaining good relations with its customers, promos and discounts that are only a little of 2% for customers who have purchased products, then customers who are still generous in making purchases 13 people with MS GLOW products with percentages of 37.1% and 22.9%, when compared to the percentages, they are still far behind customers who make purchases 2 times a month. With PS Glow, customers make purchases 2 times a month. With PS Glow, customers who make purchases more than three times make 70% of the total.

Of course, this is of particular concern to Ms. Glow Store Bandung, who wants to increase customer loyalty again so that they can make purchases more than three times a month. This can be overcome by using a marketing and public relations strategy to increase customer loyalty.

In this public relations strategy, there are three tactics or strategies that must be implemented by Ms. Glow Store Bandung to increase customer loyalty, the tactics or three strategies include

- Pull Strategy (strategy to attract customers) is a strategy to involve consumers through a series of activities that provide information through interactive communication methods between companies and customers. This can support the company's product sales activities by providing complete product information. In this strategy Ms. Glow Store Bandung can promote products via television or radio which provides complete and clear information about Ms. Glow's products, then can carry out promotions by participating in activities or events by providing sampling or booths according to the target of Ms. Glow Store Bandung, besides that ms glow store Bandung can become a sponsor at the event. Not only that, but ms glow store Bandung can also place advertisements on billboards, tv, youtube, and others and give prizes such as vouchers, quizzes, give away and games on Instagram, and Facebook, In the form of interaction with customers, this interaction can attract customers to make repeat purchases
- Push strategy is a strategy to persuade customers to buy the goods or services offered by attracting services to attract customer interest in the goods or services offered. In this case, Ms. Glow Store Bandung can provide a promo code where this promo code corresponds to the brand ambassador of Ms. Glow at that time. This promo code can be given to the 10 fastest people and 10 customers who have made repeated purchases shortly, of course with this promo code can encourage customers to make repeated purchases, of course, promos can be done 2 times a week in addition to holding promo codes can also use artists who are currently viral to be made as brand ambassadors, of course, the artist's virality can trigger customers to make repeated purchases.
- A pass strategy is something that can be done after the company's goods or products have reached a very wide market, with the hope that public opinion will support the expansion of sales of these goods. In this case, Ms. Glow Store Bandung can carry out or participate in Corporate Social Responsibility (CSR) social activities by inviting community leaders or

well-known public figures who have a positive image among the community and the community in general, following the company's target market.

Apart from the three specific strategies in the marketing and public relations strategy, MS Glow Store Bandung can also use this activity simultaneously with these three strategies. These activities are also directly related to customers, and of course, with the use of these activities accompanied by these tactics, customer loyalty will increase again. These activities include,

1. Publications, in publication activities, the things that can be done by Ms. Glow Store Bandung must be to disseminate information or publish using print media such as brochures, pamphlets, and flyers so don't depend on or just focus on Instagram, Besides that you can also have your own YouTube account where The YouTube account contains educational information about facial problems, etc. You can also use influencers who have quite high engagement in the Bandung area.
2. Events, to increase customer loyalty again, the Bandung store must hold several events such as events or bazaars collaborating with well-known bands or communities besides regularly holding events once a month in collaboration with various media, influencers, and external parties. Apart from that, they also hold events with customers who have made repeated purchases 5 or 7 times and give special gifts such as televisions, fans, and rice cookers as a form of active interaction with customers.
3. News, someone whose position is in public relations in the Bandung store must have the ability to write news creatively and uniquely so that the media is interested in press releases to be given reviews in the media. Like the Bandung store, you can write news about awards or achievements that have been achieved so far
4. Media Identity, Identity is an aspect and quality of business that can be identified by internal and external customers. In this case, Ms. Glow Store Bandung must have a different identity from Ms. Glow in other branches because it has special characteristics in the minds of customers.
5. Social activities Participating in social activities carried out to foster good faith and as a form of social responsibility is one of the efforts and marketing strategies of public relations. Therefore, the Bandung store must be active in participating in or holding social activities so that it has a positive image in the minds of customers, of course, by already having a positive image, customers will no longer hesitate to make purchases. Store Bandung can take part in social activities such as sharing with orphans, and the dupa, setting aside some of the profits to be distributed to the less fortunate and getting involved when there is a disaster.
6. Sponsorship, Sponsorship activities can benefit companies and event organizers. Therefore, to increase customer loyalty again, Ms. Glow Store can become sponsorship at every event or event to attract customers so they can make repeat purchases

## 5. Conclusion

This public relations marketing strategy can be carried out by Ms. Glow Store Bandung to increase customer loyalty again. Because customers can be said as company assets for the sustainability and progress of the company. This Bandung store can implement three strategies, namely, pull, push, and pash strategies, or can also implement marketing and public relations activities that are very closely related to customers, such as activities, publications, events, media, news, identity media, social activities, and sponsorship. all of these activities can be implemented with the three strategies.

This marketing public relations strategy is an effort as well as a strategy to increase customer loyalty again, as well as improve the quality of services or products. With the use of this strategy, Bandung stores can communicate and interact more closely with their customers. Promos and price discounts are things that are very easy for Bandung stores to do to increase customer loyalty again.

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