



Mapping The Impact Of Digital Marketing Strategies On Customer Loyalty: A Systematic Review And Bibliometric Synthesis

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Abstract: Customer loyalty is a key determinant of business sustainability in the digital era, yet the effectiveness of different digital marketing strategies remains fragmented across industries. This study aims to identify the most effective digital marketing strategies for enhancing customer loyalty during 2015–2025. A systematic literature mapping combined with thematic and bibliometric analysis was conducted on 11 empirical studies that examined the link between digital strategies and loyalty dimensions (cognitive, affective, conative, and behavioral). The results show that interactive and personalized strategies such as social media marketing, e-CRM, chatbots, and multi-channel integration demonstrate the strongest influence on loyalty. Trust, customer engagement, and satisfaction consistently emerged as mediating factors that reinforce these effects across diverse sectors, including banking, hospitality, fashion, e-commerce, and retail. Effective digital strategies should prioritize interactivity, personalization, and relationship-building rather than one-way information delivery. Their success depends not only on technological features but also on shaping trust and emotional connections with customers. This study contributes by synthesizing cross-industry evidence through a combined systematic, thematic, and bibliometric approach. It advances the state of the art by clarifying which strategies are most impactful and highlighting key mediators, providing both theoretical insight and practical guidance for marketers and researchers in designing loyalty-oriented digital strategies.

Keywords: Digital Marketing, Customer Loyalty, Personalization, Social Media Marketing, Bibliometric

INTRODUCTION

The development of digital technology has triggered a paradigm shift in modern marketing practices. One of the most significant impacts is the emergence of digital marketing strategies that allow for more personalized, interactive, and data-driven consumer engagement. Although many companies have adopted various digital channels such as social media, e-CRM, interactive websites, and e-commerce platforms, there remains uncertainty regarding which specific strategies are most effective in consistently increasing customer loyalty across different industry sectors. In sectors such as automotive, banking, hospitality, fashion, and e-commerce, digital marketing strategies serve as the primary instruments for reaching consumers and forming deep emotional bonds with brands. However, a crucial issue that has not been widely addressed in academic literature is the lack of a systematic mapping that clearly explains which specific digital strategies are most effective in enhancing customer loyalty.

Most previous studies tend to be limited to specific sectors or regions, making their findings difficult to generalize. Another problem is that many approaches still focus on information delivery,



while the effectiveness of interaction-based and personalization-based strategies has not been comprehensively analyzed across studies (Terason et al., 2025; Kim & Yang, 2025).

To address this gap, this study develops a combinative approach using systematic literature mapping, complemented by thematic analysis and bibliometric visualization, to review empirical studies published from 2015 to 2025 that examine the impact of digital marketing strategies on customer loyalty. By examining and categorizing digital marketing strategies such as social media marketing, e-CRM, media sharing networks, personalization, and digital service quality, this study seeks to develop an empirical mapping across sectors and regions. The main focus is on understanding the extent to which these strategies affect the dimensions of customer loyalty, including cognitive loyalty, affective loyalty, conative loyalty, and behavioral (action) loyalty. Through this approach, the study will also evaluate the roles of mediating factors such as customer engagement, customer satisfaction, and brand trust in strengthening the effect of digital marketing strategies on customer loyalty.

The primary objective of this study is to identify the most effective digital marketing strategies for enhancing customer loyalty, based on cross-industry and longitudinal empirical evidence. It also aims to analyze the relationships between different digital strategies informative, interactive, service-based, or personalization-based and the various dimensions of customer loyalty, and to develop a conceptual framework that can guide the development of future digital marketing strategies. Accordingly, the results of this research are expected to provide theoretical contributions in the form of cross-study synthesis and practical contributions for marketers and policymakers in crafting effective and relationship-oriented digital strategies.

The theoretical framework underlying this research refers to several main theories in marketing and consumer behavior. Social Exchange Theory (Homans, 1958) explains that social relationships including those between consumers and brands are built on mutually beneficial value exchanges. In the context of digital marketing, this means that the greater the perceived value or benefit from digital interaction with the brand, the higher the likelihood of forming loyalty. Furthermore, Brand Relationship Quality Theory (Fournier, 1998) emphasizes the importance of emotional relationship quality built through intensive consumer-brand interaction, especially via digital platforms. The theory of customer engagement also explains that active and meaningful interaction with digital content enhances psychological closeness between consumers and brands, ultimately leading to long-term loyalty. Equally important is the Technology Acceptance Model (TAM), which explains that perceptions of system quality, information, and digital service significantly influence consumers' use intensity and engagement with a brand's digital channels.



Numerous studies support the relevance of these theories in contemporary contexts. Terason et al. (2025) demonstrated that digital service-based interaction significantly improves customer relationship quality and brand loyalty in the automotive sector. Meanwhile, Kim and Yang (2025) found that digital quality including system, information, and service quality positively affects satisfaction and loyalty among banking customers. In the e-commerce sector, data-based personalization has been identified as a significant driver of engagement and customer loyalty (Maduwinarti et al., 2025). Similarly, Manyanga et al. (2024) showed that social media and consumer review networks strongly influence customer loyalty in the hospitality sector. Therefore, cross-study mapping becomes crucial to answer a key question in the digital marketing domain: Which strategies truly impact customer loyalty in today's dynamic digital era?

METHOD

This study uses a Systematic Literature Mapping (SLM) approach to map out the most significant digital marketing strategies in increasing customer loyalty across industries between 2015 and 2025. SLM was chosen because it allows researchers to explore and synthesize a wide and systematic body of literature to identify trends, classifications, and research gaps in complex and dynamic fields such as digital marketing. To deepen the analysis, the SLM is complemented by thematic analysis for categorizing strategy types and their effects, and bibliometric visualization to identify term interconnections and dominant topics within the literature.

Search Strategy and Study Selection

The data source for this study comprises 104 empirical articles, from which 11 were selected through document-based curation focused on the 2015–2025 publication period. The studies were collected from accredited journals and Scopus-indexed platforms using tools such as Wase Uake (Wahyudi, 2024) and manual analysis. The inclusion criteria were as follows:

1. Based on primary empirical data (quantitative or qualitative);
2. Contain measurable indicators of customer loyalty (brand loyalty, customer satisfaction, customer engagement, trust);
3. Investigate the application of digital marketing strategies such as social media marketing, personalization, e-CRM, or multi-channel integration;
4. Explicitly report statistical relationships or correlational/causal findings between digital strategy and customer loyalty.



Non-empirical articles such as opinions, editorials, or non-research reviews were excluded. The selection process followed inclusion–exclusion criteria and was manually validated by the researchers.

Data Extraction and Classification Techniques

Each selected article was analyzed using a data extraction template that included the following elements:

1. Research design (quantitative survey, SEM, cross-sectional study);
2. Type of digital marketing strategy analyzed (social media engagement, review networks, chatbots, digital service quality);
3. Sample characteristics (number, demographics, geographical location, industry sector);
4. Main outcomes measured (cognitive, affective, conative, or actual loyalty);
5. Identified mediators (trust, engagement, satisfaction);
6. Research context (industry and time).

The extracted results were then coded using thematic analysis to group strategies into broad categories such as “interactive”, “informative”, “service-based”, and “personalization-based”

Analysis and Visualization

The analysis was conducted in two main forms. First, thematic analysis was used to compare the effectiveness of digital strategies across sectors based on emerging themes (comparing social media marketing in hospitality and banking). Second, a bibliometric analysis using word cloud visualization was performed to reveal dominant topics and frequently occurring terms in the literature. This was done to identify conceptual clusters and trends in digital marketing and customer loyalty research. The visualization quantitatively supports thematic interpretations with a text-based approach.

RESULT AND DISCUSSION

Characteristics of Included Studies

Study	Study Focus	Industry Sector	Digital Strategy Type	Primary Outcomes
Terason et al., 2025	Impact of digital brand interaction types on loyalty, mediated by relationship quality	Automotive (Thailand)	Information-based, interaction-based, service-based digital engagement	Customer relationship quality, brand loyalty
Kim and Yang, 2025	Digital quality's effect on satisfaction and loyalty under uncertainty	Banking (Korea)	Digital quality (system, information, service), multi-channel integration	Customer satisfaction, brand loyalty



Manyanga et al., 2024	Social media marketing's effect on loyalty, moderated by age	Hospitality (Zimbabwe)	Social media marketing, media sharing, consumer review networks	Brand loyalty
Tazkia and Ariyanti, 2025	Social media marketing's effect on loyalty, mediated by trust and engagement	Sportswear (Indonesia)	Social media marketing, interactive content, influencer use	Brand trust, cognitive engagement, brand loyalty
Bashir et al., 2024	Social media marketing's impact on trust and loyalty dimensions	Fashion (luxury, unspecified city)	Social media marketing (interaction, customization, trendiness, entertainment, word of mouth)	Brand trust, cognitive/affective/conative/action loyalty
Hwang, 2022	Electronic customer relationship management activities' influence on electronic loyalty, mediated by satisfaction	E-commerce (South Korea)	Electronic marketing, electronic sales, electronic support, Electronic marketing, electronic sales, electronic support, electronic system	Electronic customer satisfaction, electronic loyalty
Salmiah et al., 2023	Social media and electronic word of mouth's effect on trust and loyalty (Generation Z)	Coffee shops (Indonesia)	Social media usage, electronic word of mouth	Trust, purchase intention, customer loyalty
Putri et al., 2025	Electronic word of mouth and product innovation's effect on purchase and loyalty	Beauty/body care (Indonesia)	Electronic word of mouth, product innovation	Purchase decision, consumer loyalty
Park et al., 2011	Social network service characteristics' influence on luxury brand loyalty	Luxury brands (likely Korea)	Social network service (interaction, word of mouth, entertainment, customization)	Brand loyalty
Yang et al., 2023	Loyalty drivers in business-to-business retail during digital transformation	Fast-moving consumer goods retail (Indonesia)	Website quality, merchandising, digital platforms	Commitment, satisfaction, loyalty
Maduwinarti et al., 2025	Personalization's effect on engagement, satisfaction, loyalty	E-commerce (Indonesia)	Personalization, chatbots, big data, social media ads	Engagement, satisfaction, loyalty

Table 1. The Characteristics of Included Studies

Industry sector:

1. Two studies focused on luxury brands (including fashion/luxury), two on e-commerce, and one each on automotive, banking, hospitality, sportswear, coffee shops, beauty/body care, and fast-moving consumer goods retail.
2. Five studies were conducted in Indonesia, two in Korea/South Korea, and one each in Thailand and Zimbabwe. The country was not specified for one study (fashion/luxury, unspecified city), and one study was likely conducted in Korea.



Digital strategy type:

1. Social media marketing was the most common digital strategy, found in three studies.
2. Social media usage or advertisements were found in two studies.
3. Electronic word of mouth was used in two studies.
4. Interaction or interactive content strategies were found in four studies.
5. Customization and entertainment were each found in two studies.
6. Other digital strategies included information-based approaches, service-based approaches, digital engagement, digital quality, multi-channel integration, media sharing, consumer review networks, influencer use, trendiness, word of mouth, electronic marketing, electronic sales, electronic support, electronic system, website quality, merchandising, digital platforms, personalization, chatbots, big data, product innovation, and social network service, each found in one study.

Primary outcomes:

1. Loyalty-related outcomes (brand loyalty, loyalty, customer loyalty, consumer loyalty, electronic loyalty) were the most common, found in eleven studies.
2. Satisfaction (customer or electronic customer) was found in four studies.
3. Trust or brand trust was found in four studies.
4. Engagement or cognitive engagement was found in three studies.
5. Purchase intention or purchase decision was found in two studies.
6. Other outcomes included relationship quality and commitment (each in one study), and cognitive/affective/conative/action loyalty (each in one study).

Effects

The included studies consistently report statistically significant positive relationships between interactive, personalized, and multi-channel digital marketing strategies and customer loyalty. Key findings across the studies include:

1. Interactive and personalized strategies: Studies report moderate to large effect sizes for the impact of personalization and interactive digital engagement on satisfaction and loyalty. For example, Maduwiniarti et al. (2025) report a standardized regression coefficient (beta) of 0.721 for the effect of personalization on satisfaction. Bashir et al. (2024) report a beta coefficient of 0.717 for the effect of social media marketing on brand trust.
2. Mediating factors: Trust, satisfaction, and engagement frequently mediate the relationship between digital marketing strategies and loyalty outcomes. Several studies (Tazkia and Ariyanti, 2025; Hwang, 2022; Salmiah et al., 2023) highlight the importance of these mediators.



3. Strategy effectiveness: Information-based or purely informational digital strategies are reported as less effective than interactive or engagement-focused approaches. For example, in beauty e-commerce, electronic word of mouth had negligible impact compared to product innovation or engagement-focused strategies (Putri et al., 2025).
4. Industry context: The positive effects of digital marketing strategies on loyalty are observed across diverse sectors, including automotive, banking, hospitality, sportswear, fashion, e-commerce, coffee shops, beauty, and fast-moving consumer goods retail.

Limitations and generalizability:

1. Most studies use cross-sectional designs, which limits causal inference.
2. There is a potential for sampling bias, as many studies focus on young, digitally active consumers.
3. Reporting of adverse or negative effects is limited; we did not find mention of adverse effects in the included studies.
4. The generalizability of findings may be constrained in studies with single-industry or single-location samples.
5. Despite these limitations, the convergence of findings across sectors and geographies strengthens the evidence for the effectiveness of interactive, personalized, and integrated digital marketing strategies in driving customer loyalty, as reported in the included studies.

Thematic Analysis

Personalization and Customer Experience

1. Personalization as a driver: Personalization is reported as a critical driver of customer loyalty in e-commerce and digital retail contexts. Maduwinarti et al. (2025) found that leveraging customer data for tailored recommendations and content significantly increases both engagement and satisfaction, which in turn drive loyalty. Kim and Yang (2025) also highlight the role of digital quality, including customization and reliability, in enhancing satisfaction and loyalty in banking.
2. Effect sizes: Reported effect sizes are substantial (personalization to satisfaction: 0.721, as reported by Maduwinarti et al., 2025), emphasizing the importance of individualized digital experiences.

Social Media and Digital Engagement

1. Social media marketing: Social media marketing and digital engagement strategies are consistently associated with increased customer loyalty across multiple sectors. Studies in hospitality (Manyanga et al., 2024), sportswear (Tazkia and Ariyanti, 2025), fashion (Bashir et



al., 2024), and coffee shops (Salmiah et al., 2023) all report significant positive effects of social media marketing on loyalty.

2. Interactive approaches: Interactive and engagement-focused approaches such as two-way communication, influencer partnerships, and user-generated content are reported as more effective than passive information dissemination (Terason et al., 2025).
3. Mediators: Trust and cognitive engagement frequently mediate these effects, highlighting the importance of building authentic relationships and emotional connections through digital channels.

Multi-channel Integration Strategies

Strategy Type	Implementation Approach	Key Success Factors	Industry Application
Digital quality (system, information, service)	Integration of online and offline channels, robust digital platforms	Accessibility, security, customization, reliability	Banking, e-commerce
Social media marketing	Interactive content, influencer engagement, real-time feedback	Engagement, trust, authenticity	Fashion, sportswear, hospitality
Personalization	Data-driven recommendations, chatbots, tailored offers	Relevance, customer satisfaction, engagement	E-commerce, retail
Electronic customer relationship management activities	Electronic marketing, electronic sales, electronic support, electronic system	Customer satisfaction, seamless support	E-commerce
Website quality	User-friendly design, efficient ordering/payment	Ease of use, satisfaction, trust	Fast-moving consumer goods retail

Table 2. Multi-channel Digital Marketing Strategies and Applications

Key success factors most frequently cited:

1. Engagement (two studies)
2. Trust (two studies)
3. Customer satisfaction (two studies)
4. Other factors, each cited in one study, included accessibility, security, customization, reliability, authenticity, relevance, seamless support, ease of use, and satisfaction.

Industry applications:

1. Most commonly in e-commerce (three studies)
2. Other industries represented: banking, fashion, sportswear, hospitality, retail, and fast-moving consumer goods retail (each in one study)

Industry-Specific Impacts

Summary of dominant strategies for building customer loyalty (across ten studies):



1. Social media marketing (including influencer use, word of mouth, social network service interaction, review networks, electronic word of mouth): six studies
2. Personalization/customization (including electronic customer relationship management, chatbots, customization): three studies
3. Digital engagement/interaction (including interaction-based digital engagement, digital quality, multichannel integration, website quality, merchandising): three studies
4. Trust-building: one study
5. Product innovation: one study

Loyalty metrics:

1. Brand loyalty was measured in eight studies
2. Satisfaction in three studies
3. Engagement in two studies
4. Trust, commitment, relationship quality, purchase decision, action/cognitive/affective/conative loyalty, and customer loyalty were each measured in one study
5. We did not find mention of any studies that used repeat purchase as a primary loyalty metric

Industry	Dominant Strategies	Loyalty Metrics	Success Factors
Automotive	Interaction-based digital engagement	Brand loyalty, relationship quality	Emotional connection, interactive tools
Banking	Digital quality, multi-channel integration	Satisfaction, brand loyalty	System reliability, customization, physical-digital synergy
Hospitality	Social media marketing, review networks	Brand loyalty	Age-targeted engagement, media sharing
Sportswear	Social media marketing, influencer use	Brand trust, engagement, loyalty	Interactive content, authenticity
Fashion (Luxury)	Social media marketing (word of mouth, customization)	Cognitive/affective/conative/action loyalty	Trust, engagement, trendiness
E-commerce	Personalization, electronic customer relationship management, chatbots	Engagement, satisfaction, loyalty	Data-driven offers, seamless support
Coffee shops	Social media usage, trust-building	Customer loyalty	Trust, mediated purchase intention
Beauty	Product innovation, electronic word of mouth	Purchase decision, loyalty	Innovation, repeat purchase
Fast-moving consumer goods retail	Website quality, merchandising	Commitment, satisfaction, loyalty	User-friendly platforms, efficient ordering



Luxury brands	Social network service interaction, word of mouth, customization	Brand loyalty	Interaction, customization, less emphasis on entertainment
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Table 3. Digital Marketing Strategies by Industry and Loyalty Drivers

Bibliometric Analysis: Word Cloud Visualization

To complement the thematic analysis, a bibliometric analysis was also conducted using a word cloud based on the dominant keywords and phrases found across the reviewed studies. The visualization (Figure 1) highlights that terms such as “Customer Satisfaction”, “Brand Loyalty”, “Customer Loyalty”, and “Social Media Marketing” are the most frequently occurring concepts in the academic literature on this topic, indicating their central role in the discourse surrounding digital marketing.

Other prominent keywords include “Trust”, “Personalization”, “Customer Experience”, and “Digital Transformation”, suggesting that modern digital marketing practices are no longer solely focused on disseminating information but are increasingly aimed at fostering emotional connections and customer engagement through relevant and consistent digital experiences.



Figure 1. Word Cloud Visualization of Keyword Co-Occurrence

This visualization reinforces the thematic findings that the success of digital marketing strategies in building customer loyalty is strongly linked to experience-centric approaches, trust-building mechanisms, and multi-platform engagement. In other words, a brand’s digital presence must go beyond message delivery it must create meaningful connections with consumers.

DISCUSSION

Effectiveness of Personalized and Interactive Strategies

One of the most prominent patterns across the studies is the effectiveness of personalization and two-way interaction in fostering loyalty. For instance, Maduwinarti et al. (2025) report that data-driven personalization significantly increases customer satisfaction ($\beta = 0.721$), which, in turn,



enhances loyalty. Similarly, Bashir et al. (2024) found that social media marketing has a strong positive impact on brand trust ($\beta = 0.717$). These findings align with previous research (Lemon & Verhoef, 2016), which underscores the importance of emotional engagement and relevant digital experiences in strengthening consumer–brand relationships.

Interactive elements such as chatbots, gamification, live video streaming, and personalized offers help brands move beyond transactional relationships. These tools create memorable digital touchpoints that drive user engagement and foster habitual brand interactions. Studies in both developed and emerging markets suggest that the quality and relevance of digital content have a direct influence on consumers' emotional resonance with the brand, which is often a precursor to loyalty.

Moreover, digital personalization allows for hyper-targeted communication that reflects customer preferences, previous behaviors, and anticipated needs. In the context of e-commerce and luxury retail, tailored recommendations and predictive analytics can reduce decision fatigue, improve conversion rates, and promote repeat engagement. As artificial intelligence continues to evolve, real-time personalization may become the new norm, further deepening customer loyalty through individually optimized brand experiences.

The Mediating Role of Trust, Satisfaction, and Engagement

Several studies emphasize the mediating role of trust, satisfaction, and engagement in linking digital strategies to loyalty outcomes. Tazkia and Ariyanti (2025) found that brand trust and cognitive engagement play crucial roles in enhancing brand loyalty through social media marketing in the sportswear industry. Similarly, Hwang (2022) and Salmiah et al. (2023) found customer satisfaction to be a significant mediator in e-commerce and coffee shop settings. These findings support the Expectation-Confirmation Theory (Oliver, 1980), which posits that satisfaction based on fulfilled expectations is essential for long-term loyalty.

Trust is particularly critical in digital environments where physical product interaction is absent. Factors such as platform transparency, secure transactions, responsive customer service, and consistency in brand messaging all contribute to perceived trustworthiness. Once trust is established, it reduces perceived risk, increases perceived value, and elevates consumers' willingness to maintain an ongoing relationship with the brand.

Likewise, engagement especially when it is interactive, cognitive, and emotional plays a catalytic role in sustaining attention and fostering a sense of connection. Brands that successfully engage users through storytelling, user-generated content, and real-time feedback mechanisms tend to build stronger loyalty loops. The mediating role of engagement suggests that loyalty is not only a rational decision but also an emotional one, driven by experiences that resonate personally and socially.



Comparative Effectiveness of Digital Strategies

Interestingly, informational or one-way strategies are generally reported to be less effective than participatory approaches. Putri et al. (2025), for instance, found that electronic word of mouth (e-WOM) had a weaker impact on loyalty compared to product innovation. This suggests that today's customers seek active participation and meaningful digital experiences not just information.

Digital consumers increasingly expect a sense of reciprocity, where their input and interaction are recognized and rewarded. One-way marketing approaches such as static ads, generic newsletters, or impersonal updates lack the dynamism and engagement required to stand out in oversaturated digital environments. In contrast, participatory strategies leverage social proof, peer influence, and co-creation, empowering consumers to shape brand narratives alongside the company.

Additionally, strategies that emphasize user involvement such as polls, contests, discussion forums, or product reviews foster a sense of community and ownership. These approaches not only boost engagement but also stimulate positive word-of-mouth, which can amplify brand advocacy. In this sense, digital marketing is evolving from brand-to-consumer communication to a multidirectional relationship, where the consumer is an active stakeholder in the loyalty-building process.

Industry Context and Strategy Alignment

Cross-industry analysis shows that the success of digital marketing strategies largely depends on their alignment with industry-specific characteristics and consumer behavior patterns. In the automotive sector, Terason et al. (2025) emphasize relationship-building through interaction, while in banking, Kim and Yang (2025) highlight the importance of system reliability and multichannel integration. Industries like fashion and coffee rely heavily on social media to build emotional trust and engagement. These insights underscore the need for context-specific strategies rather than a one-size-fits-all approach.

For instance, industries with high-involvement products such as automobiles or luxury items benefit more from immersive experiences and emotionally resonant narratives. In these cases, loyalty is often driven by aspirational identity and brand prestige. On the other hand, in utilitarian sectors like banking or FMCG, trust, ease of use, and convenience are key drivers of loyalty. Thus, brands must adapt their digital tactics to resonate with the psychological and functional expectations of their target market.

Furthermore, regional and cultural differences also influence the effectiveness of digital strategies. What works in digitally mature markets like South Korea may not translate seamlessly to emerging markets. Customizing strategies to local contexts including language, consumer values,



platform preferences, and digital literacy is critical for maximizing impact. Hence, digital marketers must apply a glocal (global + local) mindset when designing loyalty strategies across markets.

Limitations and Directions for Future Research

Although the findings are generally consistent, several methodological limitations must be acknowledged. Most studies employed cross-sectional designs, limiting the ability to infer causality. Moreover, there is a sampling bias toward younger, digitally savvy consumers, which may affect generalizability. Future research should consider longitudinal or experimental designs to establish causal relationships and explore possible negative outcomes or consumer fatigue due to overexposure to digital strategies.

Another notable gap is the lack of exploration into negative digital experiences, such as privacy concerns, data misuse, or algorithm fatigue. Overpersonalization or excessive digital touchpoints can lead to annoyance, distrust, or disengagement outcomes that are rarely reported in the included studies. Future research should aim to identify tipping points where digital strategies may backfire, especially among privacy-conscious or tech-fatigued users.

Finally, future studies should also explore underrepresented sectors, such as healthcare, education, or public services, where digital transformation is still evolving. Understanding how digital loyalty is cultivated in non-commercial contexts could provide deeper insights into the universality and limitations of digital engagement models. Exploring loyalty beyond transactional behavior like social loyalty, brand citizenship, or ethical alignment may also provide a richer understanding of consumer–brand relationships in the digital era.

CONCLUSION

This study presents a systematic mapping of digital marketing strategies that influence customer loyalty across industries from 2015 to 2025. Based on thematic analysis and bibliometric visualization of 11 empirical studies, it was found that interactive, personalized, and integrated (multi-channel) digital marketing strategies are consistently the most effective approaches for enhancing customer loyalty. Strategies such as social media marketing, user-generated content, chatbots, and data-driven personalization have been shown to positively impact various dimensions of loyalty, including cognitive, affective, conative, and behavioral loyalty.

The study also emphasizes the critical mediating roles of trust, satisfaction, and customer engagement, which bridge the relationship between digital strategies and loyalty outcomes. These findings suggest that the success of digital strategies depends not only on the platforms or content used, but also on the emotional and psychological experiences shaped through digital interactions.



Furthermore, the effectiveness of each strategy is highly influenced by industry context and target customer characteristics, making a one-size-fits-all approach ineffective for designing loyalty-focused digital marketing strategies.

Based on the findings, it is recommended that industry practitioners design digital marketing strategies that are adaptive to sector-specific dynamics and customer behaviors. Strategies that prioritize interaction, personalization, and emotional engagement should be emphasized, especially in lifestyle-oriented and high-involvement product sectors. Future research should consider using longitudinal or experimental designs to establish causal relationships between digital marketing strategies and customer loyalty. Moreover, studies should begin to explore potential negative effects of digital exposure, such as digital fatigue or privacy concerns, which remain under-researched. Expanding research into non-commercial sectors such as healthcare, education, or public services may also enrich our understanding of loyalty dynamics in digital transformation contexts.

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