

# Analisis Strategi Marketing Public Relations Shopee Dalam Mempertahankan Loyalitas Pelanggan = Analysis of Shopee's Marketing Public Relations Strategy in Maintaining Customer Loyalty

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## Abstrak

Dalam era digitalisasi, perusahaan e-commerce semakin berkembang di Indonesia. Studi ini menganalisis strategi Marketing Public Relations (MPR) Shopee dalam mempertahankan loyalitas pelanggan. Data menunjukkan pertumbuhan sektor e-commerce di Indonesia, dengan sekitar 90% pengguna internet melakukan aktivitas belanja online. Shopee, sebagai salah satu e-commerce terkemuka, menghadapi persaingan ketat. Survei pada penelitian sebelumnya menunjukkan bahwa tingkat loyalitas konsumen tergolong rendah, dengan kecenderungan beralih platform e-commerce. Shopee memimpin dalam jumlah kunjungan situs web e-commerce. Dalam upaya mempertahankan posisinya, strategi MPR diperlukan untuk menumbuhkan loyalitas konsumen. Implementasi MPR melalui pendekatan push, pull dan pass strategy diharapkan dapat meningkatkan kesadaran produk, perhatian publik, dan volume penjualan. Loyalitas pelanggan diukur melalui praktik pembelian ulang secara terus menerus. Studi ini bertujuan untuk mengetahui dampak kegiatan MPR Shopee terhadap fasilitas, layanan, serta kepuasan konsumen, dalam rangka meningkatkan loyalitas pelanggan. Dalam persaingan yang ketat, strategi MPR menjadi kunci untuk mempertahankan posisi Shopee sebagai platform e-commerce terkemuka di Indonesia.

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In the era of digitalization, e-commerce companies are flourishing in Indonesia. This study analyzes Shopee's Marketing Public Relations (MPR) strategy for winning customer loyalty. Data shows the growth of the e-commerce sector in Indonesia, with approximately 90% of internet users engaging in online shopping. Shopee, as one of the leading e-commerce companies, faces fierce competition. Surveys from previous research show that consumer loyalty rates are low, with a tendency to shift between e-commerce platforms. Shopee leads in the number of visits to e-commerce websites. In an effort to maintain its position, the MPR strategy is needed to growing consumer loyalty. The implementation of MPR through a push and influence approach is expected to increase product awareness, public attention, and sales. Customer loyalty is measured through continuous repurchase practices. The purpose of this study is to understand the impact of Shopee's MPR activities on facilities, services, etc., with the goal of increasing customer loyalty. In tight competition, the MPR strategy is key to Shopee's position as the leading e-commerce platform in Indonesia.