

# Customer loyalty: effects of sales information system, marcomm, and brand ambassadors

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## Customer loyalty: effects of sales information system, marcomm, and brand ambassadors

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**Abstract** Cosmetic products have different characteristics compared to other products. Recently, it is considered as primary needs rather than secondary which are always included in the monthly shopping list. Without leaving its identity, the company is based on multi-level marketing, which previously was a negative image. Oriflame required to satisfy customers so that they can get loyal customers. This research will analyse the influence of Sales Information System, IMC Strategy (Integrated Marketing Communications) and the Role of Brand Ambassadors on the loyalty of customers of Oriflame products in Indonesia. To obtain data for analysis, this research conducts the non-probability sampling method of purposive sampling, which is a method of determining respondents to be sampled. The population in this study are all customers of Oriflame products in Indonesia.

**Keywords:** IMC; Brand Ambassador; Customer Loyalty; Oriflame

## INTRODUCTION

Cosmetic products have different characteristics compared to other products. Recently, it is considered as primary needs rather than secondary, and always included in the monthly shopping list. Among the various cosmetics brands in the market, Oriflame has become an arguably popular product in Indonesia. Being popular is not necessarily an instant result, given the fact that it has been established for about 30 years in Indonesia. This is proved by the various awards achieved such as the Top Brand Award. For the last 3 years, at least 10 Oriflame products entered and topped the category of "personal care" in the Top Brand Award.

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Oriflame carries the concept of Multi-Level Marketing (MLM). Multi-Level Marketing (MLM) takes the form of more than one level, where consultants get sales commissions and sales bonuses from the sale of goods and or services, they do themselves and network members in their groups (Juwita 2013, 1). Judging from its establishment in Sweden in 1967 and then circulated since 1986 in Indonesia, the position of these products among other cosmetic products that carry the MLM concept in Indonesia is taken into account.

Table 1  
Indonesian Oriflame Development Stage

Oriflame Indonesia	Stage I (1989 - 1996)	Stage II (1996 - 2006)	Stage III (2006 - 2016)
Headquarters	Ruko Jl. Musi, Jakarta	Two-story building, Jl. Bulungan, Jakarta	Standard Chartered Skyscraper Building, Sudirman, Jakarta
Sales	1991: IDR 117 Million	1996: IDR 20 Billion 1997: IDR 51 Billion 1998: IDR 14 Billion (Monetary crisi)	2015: IDR 1.21 Trillion
Consultant (Sales Force)	800	5000	>300.000
Ranking on World	Second lowest	Top 10	Runner-up

Source: <https://id.oriflame.com/about/our-story>

This does not just happen without the hard work of the company to give satisfaction to customers because it is the future of the company. Satisfied customers repeat purchases so they eventually can be loyal customers. Customer loyalty is a benchmark for customer loyalty to the products used. Customer loyalty is a measure that can determine and predict the company's sales growth (Griffin 2003, 223).

If the customer is loyal to a product, the customer will also feel satisfied with the product. Based on data from 58 countries that have Oriflame, Indonesia is ranked sixth. For now, Oriflame Indonesia is the number one self-selling cosmetics system in the country. Even though it developed rapidly, Oriflame Indonesia never once forgot its initial business concept, namely "sold from friends to friends".

In the recent all-digital era, in order to keep existing and competing, Oriflame is required to remain able to satisfy customers so that loyal customers are obtained without leaving the identity as an MLM-based company. Now, online businesses are booming, popular, and accessible. Only need a gadget and all items can be easily obtained, especially cosmetics, local products, or imported products can be easily obtained at varied prices. With the proliferation of online business, Oriflame products are now accessible by customers from all corners of Indonesia. From the researchers' point of view, this opportunity for online is a great opportunity for Oriflame to reach

customers outside Java. With the existence of a special website that utilises the Sales Information System for both consultants and customers, there is no longer the word "distance limits us" to market Oriflame products.

The Integrated Marketing Communications (IMC) strategy in the multi-level marketing system carried out by Oriflame is important because it is a simple concept that brings all forms of communication into a single and unified solution. Where in essence, IMC integrates all promotional tools so that these tools can work together in harmony.

This IMC activity refers to a modern marketing communication strategy known as the marketing mix, consisting of four variables: product, price, place, and promotions. This strategy is applied by a company or seller depends on the need of consumers and competitors in order to produce the response desired by the target market (Futrell, 2001: 56).

Modern marketing communication strategies are used. For example, the marketing mix, wherein the form of a simple concept brings together all forms of communication to understand consumers' needs.



Figure 1. Rossa as Oriflame Indonesia's Brand Ambassador  
Source: <https://lifestyle.sindonews.com/read/>

A brand ambassador is required to present the best portrait or image of a product. This person is usually from celebrities or other popular people (Prawira, 2012: 4).

Entering the new year of 2018, Oriflame Indonesia collaborated with Gisella Anastasia and Isyana Sarasvati as brand ambassadors. Not only women, but Gading Martin also bears the same status. The three of them joined Rossa who had already become Oriflame's brand ambassador for NovAge products.

On its launch, Gisel and Gading were chosen as the Fragrance Ambassador. Meanwhile, Isyana Sarasvati as The One Color Cosmetics Brand Ambassador and Rossa remain as NovAge Brand Ambassador.



Figure 2. Latest Indonesian Oriflame Brand Ambassador.  
Source: <https://www.jawapos.com/entertainment/lifestyle>

"Oriflame's mission is to help realise dreams and change people's lives. All are rooted in our fundamental values, namely, Togetherness, Spirit and Passion. This also makes Oriflame choose them to be Brand Ambassadors, because besides they are beautiful, they have a spirit and passion in his dream," explains Vice President of Indonesia & Southeast Asia and Head of Indonesia Oriflame, Niclas Palmquist in Jakarta, Thursday (2/1).

Latest reported in Kompas.com (Tashandra, 2018), Oriflame Indonesia has just launched NovAge Men, the latest skin care designed specifically for men and claimed to restore the appearance of being young, healthy, and full of energy. The launch of the Oriflame NovAge Men product range is located at Plaza Indonesia on Wednesday (09/12/2018).



Figure 3. Men's skin care product, NovAge Men  
Source: Tashandra, 2018

From those aforementioned explanations, the author is interested in analysing Oriflame's actions to be able to continue to exist by not overriding its main concepts and principles amidst increasingly fierce market competition.



The author will review the latest Sales Information System from Oriflame, the Marketing Strategy of its consultants, and 3 new Brand Ambassadors who joined in 2018 to complement the previous Brand Ambassador. Based on the phenomena described earlier, the problem to be examined is whether the Sales Information System, IMC Strategy (Integrated Marketing Communications) and the Role of Brand Ambassadors influence simultaneously the loyalty of customers of Oriflame products in Indonesia.

This research will also determine whether the utilisation of Sales Information System, the adaptation of IMC (Integrated Marketing Communications) strategy, and recruitment of Brand Ambassadors partially influence the loyalty of customers of Oriflame products in Indonesia.

Sugiyono (2015, 135) defines the population as "a region of generalisation consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and the conclusions are drawn."

The population in this study are customers of Oriflame products in Indonesia. In this case, in the Oriflame business empire, each customer can be called in various ways along with the development of this cosmetics business. They are free to choose whether they are just using their products, becoming sellers at Oriflame, or building a business at Oriflame.

Consultants namely Oriflame Indonesia designations for divided members and agents of Oriflame products: Due to unavailability of data on the exact number of all Oriflame consultants in all regions of Indonesia, the sampling technique in this study is in the form of non-probability sampling, namely sampling where each member of the population does not have the same opportunity as a sample (Juliansyah Noor 2011, 154).

The researchers employ the non-probability sampling method of purposive sampling, which is a method of determining respondents to be sampled based on certain criteria. For this study, the criteria we include for the respondents are sufficiently-aged subjects, characterised by active e-mail address as self-identity. The subjects expressed willingness to participate in filling out the research questionnaire through online surveys. Subjects are Oriflame customers (both members, consultants, networks, etc.) domiciled in Indonesia. The subjects fill up to the end of the survey (24 questions). The filing period is within 1 month from 9 January 2019 to 9 February 2019.

For one month, the online survey was filled by at least 5 respondents in a day so that the number of respondents is 150. After checking the eligibility according to the criteria, the researchers concluded that only 60 respondents who could be analysed further.

The type of data used in this study, using data acquisition perspective, is primary data, which is collected directly by researchers from direct surveys and data sources of this research are based on

direct surveys conducted by researchers to the first source (Siregar, 2013, 16).

There are two types of data used, namely primary and secondary. Primary data obtained from the distribution of online questionnaires, which is a set of questions that have been designed in advance where the respondent is given an alternative choice of answers according to his/her opinion. It is an efficient data collection mechanism if the researcher knows exactly what the respondent wants and how to measure the variables to be examined. The questionnaire is closed using a Likert scale. In its processing, the questionnaire answer score is assumed to have the same characteristics as interval data so that it includes quantitative data types.

Secondary data used for this research are Oriflame profile, its organisational structure, and documents related to the object of research. Secondary data can be obtained from various sources such as books, reports, journals. Related articles, news, company data that supports research. Measurement of this variable the method used by the researcher is the scale method. This literary scale is used to measure opinions, perceptions of each person, or group and the last measure attitudes. At this literary scale, all variables to be measured by the researcher will be translated into variable indicators of convenience which will make it the starting point in compiling instrument items in the form of words (Sugiyono 2013, 169).

## **DISCUSSION**

### **Sales Information System (X1)**

Sales Information System is an information system that organises a series of procedures and methods designed to produce, analyse, disseminate and obtain information to support decision making regarding sales. It is also regarded by Ely and Sri (2009), as quoted by Yulia, (2011) as a series of procedures and methods designed to produce, analyse, disseminate, and obtain information so that they can become supporters when making sales decisions. Online Cosmetic Sales Information System at PT. Orindo Alam Ayu (ORIFLAME) was created as a supporting tool for consultants, especially those working at Oriflame. This information system is made for various reasons, apart from being the prestige of the company, it is also made to facilitate the sale of products. In addition, this system is expected to produce accurate sales information, considering that online sales are an important thing to do at each agency or company to maintain increased sales stability and to provide satisfaction to consumers. With this system, consumers are also expected to increase.

Currently, a good sales system is based on the network, which is online. The benefits of the system can be felt by both parties of sellers and buyers.

For sellers, the application of this system cuts spending that normally exists in the old system. For example, if the old system is

required to open a new branch to expand the business wing, this is not the case with the online system because the sellers can introduce the results or products to the public through the web where each consumer in one location can access the required information without the need to open a new branch or marketing office.

For consumers, this system is very helpful. Consumers do not need to come to the location to buy the desired item. Moreover, crowded urban traffic may cause wasted time just to get to the location. With the online sales system, consumers can get the desired items just from their chairs (Yulia, 2011).

Indicator:

Accuracy X1.1

1. The level of accuracy of the data generated by the system
2. The level of accuracy of the information generated by the system.

Reliability of X1.2

3. The level of speed of the system
4. Level of ease of the system
5. Level of usability of the system

Security X1.3

6. Level of security of access to the system
7. Level of data security on the system

Speed X1.4

8. Level of speed of access on the web

### **IMC (Integrated Marketing Communications) Strategy (X2)**

The Integrated Marketing Communication (IMC) Strategy is a concept that brings together all forms of communication into a single solution. In essence, Integrated Marketing Communication (IMC) integrates all promotional tools so that they can work together in harmony with Oriflame consultants. Activities in Integrated Marketing Communication (IMC) refer to modern marketing communication strategies, namely the marketing mix applied by a company or seller according to the needs of consumers and competitors. This is done to produce the response desired by the target market. According to Futrell (2001, 56), the marketing mix consists of 4 variables: product, price, place, and promotions.

Oriflame carries the concept of Multi-Level Marketing (MLM) in the form of more than one level, where consultants get commissions and sales bonuses from the sale of goods and/or services that they do themselves and network members in their groups. Oriflame consultants are distribution networks within Oriflame companies if associated with the marketing mix the consultants enter into the 3rd P



namely place and 4th P, namely promotions. The consultant is classified as P-3 because it is a key where customers can buy a product. While the consultant is classified as P-4 because it is an extension of the company in the process of distributing products from the company to the final consumer. This makes independent consultants Oriflame have to do things related to promotional activities.

Independent consultant of Oriflame is not an employee of Oriflame, but a member of Oriflame who is in charge of selling products. But even though it is not an employee, the consultant is bound by the regulations made by Oriflame. One of them is not to state that they have any form of working relationship with Oriflame. A consultant is not permitted to represent himself on behalf of the company without stating clearly that he is an independent beauty consultant or independent consultant of Oriflame. Consultants are an extension of Oriflame's conduct of recruitment and sales activities. However, based on the code of ethics, consultants are prohibited from selling products in retail and/or online. Sales are only done through printed catalogues and/or online catalogues. Therefore, the strategy of Integrated Marketing Communication (IMC) is needed to support the success of marketing activities. There are 8 marketing Integrated Marketing Communication (IMC) strategies conducted by the first independent Oriflame consultant.

#### *Advertisement*

According to Tjiptono (2008, 226), is a form of indirect communication based on information about the advantages/benefits of a product that arranged in such a way as to create a sense of fun and influence one's mind to make a purchase. The four main functions of advertising are informative or informing the ins and outs of the product to the public, persuading that is influencing the audience to buy, reminding or refreshing the information that has been received by the audience, and entertainment that creates a pleasant atmosphere when the audience receives and digests the information.

#### *Sales Promotion*

Many ways of sales promotion are done by consultants so that prospective customers are interested in buying the items offered. The bazaar is one of them because when a consultant opens an open table, the consultant can directly meet with prospective customers and influence the prospective customer. As for prospective customers, with the open table, prospective customers can freely try Oriflame products and consultants can convince prospective customers more about the quality of Oriflame products.

### *Events and Experience*

It is an activity or program sponsoring an event, with the aim of creating a daily interaction.

### *Public Relations and Publicity*

The activity is also called public relations, is a comprehensive communication effort of the company to be able to influence perceptions, opinions, beliefs, and attitudes of various groups towards the company (Tjiptono 2008, 230).

### *Direct Marketing*

Direct marketing uses advertising to connect customers with sellers, where sellers don't need to visit retail stores to buy products. Similar to Oriflame which carries the concept of multi-level marketing (MLM), customers must go through a consultant because Oriflame products are not sold in stores. This activity can also occur when consultants hold bazaars. Oriflame products that customers ordered on the bazaar will be sent directly to the customer's home. This is one of the advantages of a direct marketing / direct selling marketing system (Etzel, Walker, and Stanton 2004, 440).

### *Interactive Marketing*

It is an activity of an online program designed to involve customers/prospects. Interactive marketing directly or indirectly increases awareness, improves image, and creates sales of products and/or services. There are many online programs/activities that can be done to build interactive marketing. Online programs have advantages over other programs: they are flexible, not time-bound, and does not require a specific workplace. This means that business people can do work from anywhere as long as they have a computer connected to the internet.

### *Marketing from Mouth to Mouth*

It is an oral, written, and electronic communication between communities that relates to excellence/experience when buying or using a product or service (Kottler & Keller 2009, 174). Communication can take place in a conversation between people to people, chat rooms, or conversations using blogs.

### *Personal Selling*

Sales that are more emphasized communication face to face directly with customers. Done to introduce products/services and offer themselves as business partners. It is expected that the face-to-face method can directly shape customers' understanding of the product so that they will be interested in the product offering. According to Kottler & Keller (2009, 175), personal sales can include several activities such

as sales presentations, sales meetings, incentive programs, samples, and trade shows.

Integrated Marketing Communications Strategy is a simple concept that brings together all forms of communication into a single solution. Where in essence the IMC strategy integrates all promotional tools so that these tools can work together in harmony with the Oriflame consultants. This activity refers to the modern marketing communication strategy known as the marketing mix.

Indicator:

1. Ads X2.1
2. Sales Promotion X2.2
3. Events and Experience X2.3
4. Public Relations and Publicity X2.4
5. Direct Marketing X2.5
6. Interactive Marketing X2.6
7. Marketing From Mouth to Mouth X2.7
8. Personal Selling X2.8

### **The Role of Brand Ambassadors (X3)**

A brand ambassador is someone who presents the best portrait or image of a product. This person is usually from celebrities or other popular people (Prawira, 2012). Generally, there are 4 characteristics of brand ambassadors known as VisCAP (Visibility, Credibility, Attraction, Power).

Visibility is how far the popularity of celebrities who become brand ambassadors. The popularity of brand ambassadors also has an impact on product popularity.

Credibility is the extent of the celebrity's expertise and objectivity. Expertise refers to the knowledge, experience, or skills related to the brand is supported. The factors of credibility of the company depend on three factors, namely: The expertise of the company (corporate expertise), means the extent to which the company looks capable of making and selling products or doing services; Corporate trust (corporate trustworthiness), means the extent to which companies appear to be motivated to be honest, dependent and sensitive to customer needs; and Corporate attractiveness, means the extent to which a company looks like it is attractive, prestigious, dynamic, etc.

A company that can be trusted will look good in every activity it does. The company still remembers the customer's best interests and is happy to be invited to work together. Trust is the main determinant of the credibility and relationship of one company to another.

The attraction is the nature of celebrities that are considered fun when viewed in terms of concepts and attractiveness by certain groups or customer segments.

Power can increase the intensity of purchasing goods even if it cannot change attitudes, by appearing to order targets to act. Power is the ability to cause submission.

Oriflame already exists in 63 countries in the world and has its own Brand Ambassador in each country. Indonesia since 2011 has involved domestic artists as Brand Ambassadors so that the Oriflame catalogue in Indonesia has been decorated by celebrities from the country to the present. Among others are:

Donna Agnesia, artist and mother of 3 children and wife of Darius Sinatria are Oriflame Indonesia's first Ambassador Brand. Donna was appointed as the Ambassador of Oriflame Skincare Products in 2011. Donna's positive reputation is considered suitable to represent Oriflame Skincare products. Donna also has the same vision as Oriflame which is about the importance of caring for skin beauty.

Nadine Candrawinata, artist and Puteri Indonesia 2005 was appointed as an Oriflame Brand Ambassador for Wellness Products, Nutrishake, in 2012. She was chosen to represent the product because it was considered to represent the perfect picture of a beautiful woman who values health and preserves the environment. Nadine, who has a hobby of traveling, also relies on Nutrishake to meet nutritional needs while in remote areas.

Farah Quinn, a beautiful artist who is good at cooking was appointed as an Oriflame Brand Ambassador for Nutrishake in 2013. Chef Farah Quinn is not only reliable in making recipes for Nutrishake, but also taking into account the nutritional content. Display the cantic and energetic Farah Quinn to represent the picture of Nutrishake.

Rossa, a singer and diva, was appointed as the new Oriflame Brand Skincare, makeup, fragrance, bodycare, and accessories brand ambassador in 2013. Rossa is appointed because of her independence and stunning appearance. The diva is considered as a person who is able to realize dreams while having fun in his work. The choice of Rossa as an Oriflame icon also aims to inspire Indonesian women to look beautiful, independent and dare to achieve their dreams.

Titi Kamal, Beautiful artists and entrepreneurs are appointed as this 2017 Oriflame Fragrance Brand Ambassador. His "nickname" is considered to be of good reputation and attention to appearance, so it is considered suitable to represent this fragrance product.

In SINDONews.com, to inspire Indonesians to reach their dreams and change lives for the better, Oriflame Indonesia introduced 3 new Brand Ambassadors. They are Isyana Sarasvati, Gading Martin, and Gisella Anastasia. Vice President of Indonesia & Southeast Asia Head of Indonesia, Niclas Palmquist, explained why he chose all three, apart from being a popular figure in the celebrity community, they could also inspire their success in being rich. JawaPos.com also reported that Rossa, along with the other three brand ambassadors, supported the Oriflame to strengthen its commitment to inspire Indonesians. Through Oriflame, it can change lives better by offering a unique business system such as marketing Oriflame products through a direct sales system and inviting others to do the same.

- Visibility X3.1
  - Popularity
  - Achievement
  - Known as the brand ambassador of the product
  - Interesting
- Credibility X3.2
  - Skilled
  - Honest
  - Experienced
  - Trust
- Attraction X3.3
  - Attractiveness
  - Friendliness
  - Appearance
  - Perception
- Power X3.4
  - Ability to influence consumers' minds
  - Ability to influence consumer attitudes
  - Ability to influence consumer perceptions
  - Ability to influence consumer memory

### **Customer loyalty**

Customer loyalty is customer's commitment to a product or company that is reflected in a positive attitude such as repurchasing and recommending the product or company to other people around them.

According to Kotler (2009, 139), customer loyalty increases when customers are satisfied after they make a purchase. Customer satisfaction is an important indicator that determines customer loyalty. It will be obtained if the selected product exceeds expectations or at least in accordance with the wishes of the customer. Otherwise, dissatisfaction will arise when products do not meet their expectations.

The word "satisfaction" is taken from the Latin language "satis" which means adequate and "facio" which means doing/making. Satisfaction, according to Kotler and Keller (2009, 14), reflects a person's assessment of product performance or the results of a process that is associated with expectations. If the performance of the product or the results of the process does not match the expectations, the customer will be not satisfied and/or become disappointed. Conversely, when the product's performance or process results match expectations, the customer is satisfied and when it exceeds expectations, the customer is happy.



According to Lupiyoadi (2001, 158), there are five factors that influence consumer satisfaction: product quality, service quality, emotions, costs, and prices.

Finally, it can be concluded that customer loyalty is a customer commitment to a product or company reflected in a positive attitude such as making repeated purchases and willingness to tell and then recommending the product to people around.

1  
**Effect of Sales Information System, Integrated Marketing Communications Strategy (IMC) and the Role of Brand Ambassadors Simultaneously Against Customer Loyalty of Oriflame Products in Indonesia.**

1  
Based on the results of hypothesis testing, Sales Information System, Integrated Marketing Communications Strategy (IMC), and the Role of Brand Ambassadors simultaneously influence the loyalty of Oriflame customers in Indonesia. Of the calculations done in this research, it is known that the F-count = 20.485 with the  $\alpha$  value of 0.05. It is concluded that the Sales Information System on the Oriflame website with its latest technology, besides made the processed data more accurate and with great quality so it can speed up the process of transaction and access to information easily, it also helps the entire marketing suite because of the guaranteed security in accessing and data inside so that the speed of access to the web increases. It is in accordance with research done by Yulia (2011). Eight Integrated Marketing Communication Strategies (IMC) used in Oriflame marketing does actually supports the success of marketing activities, especially the independent consultants, which at the root is carrying the concept of Multi-Level Marketing (MLM). This is in accordance with research done by Juwita (2013).

Local celebrities lined up as Brand Ambassadors can display the best image of a product with visibility values, namely the popularity they have, because it will have an impact on the popularity of Oriflame products; their credible level of knowledge, skills, honesty, experience, and trustworthiness with words (Credibility); and also considered as fun to be seen, have attraction (attraction) by certain groups. For example, Isyana was chosen as an icon of the THE ONE product series, Rossa with the skin care series NovAge who is also a Diva and Gading & Gisella as a "fragrance ambassador" so that Brand Ambassadors have the power to influence thoughts, attitudes, perceptions, and the memories of customers to be more loyal so it can increase the intensity of purchases. The four things commonly known as VisCAP (Visibility, Credibility, Attraction, Power) are not significantly different from the Brand Ambassador criteria in a study by R. Yogie et al. (2012).

1  
On the three things above, namely the Sales Information System, Integrated Marketing Communications Strategy (IMC) and, the Role of Brand Ambassadors, they significantly influence customer loyalty

where loyal Oriflame customers will repurchase Oriflame products regularly and increase the intensity of product purchases and also purchase other product lines from Oriflame and will refer to Oriflame products and be consistent with Oriflame products even though there are many similar products from other brands, regardless of their status as a customer only, registering to become a member, or even to become the next level consultant, which is in accordance with previous studies of strong branding (Manoppo & Tumbuan, 2014) and a variety of communication and system strategies in marketing (Rohana et al., 2015) that can improve the loyalty of its customers even in almost all regions of Indonesia.

### **Effect of Partial Sales Information System on Customer Loyalty of Oriflame Products in Indonesia.**

In Oriflame, this system is an online cosmetic sales information system that organises a series of procedures and methods designed to produce, analyse, disseminate, and obtain information to support decision making regarding the sales (Yulia, 2011: 37).

Based on the results of the hypothesis test, the Sales Information System has a partial effect on the loyalty of customers of Oriflame products in Indonesia. With a significance value of ( ) and the original sample estimate value is negative, which is 0.278, then the direction of the relationship between the Sales Information System to Customer Loyalty is positive.

These results indicate that the Sales Information System has a positive and significant effect on Customer Loyalty. So that if the Customer Information System is increasingly improved in terms of quality, it will spur customer satisfaction and followed by an increase in Customer Loyalty.

There are several respondents who disagree. But it is due to their remote domicile and limited network accessibility. The data showed that those respondents live outside Java, such as East Nusa Tenggara, Kalimantan, and Sulawesi.

### **The Partial Influence of IMC (Integrated Marketing Communications) Strategy on Customer Loyalty of Oriflame Products in Indonesia.**

Integrated Marketing Communication Strategy (IMC) which includes Sales Promotion, Events & Experience, Public Relations & Publicity, Direct Marketing, Interactive Marketing, Mouth to Mouth Marketing, Personal Selling, and Advertising brings together all forms of communication into a single solution. By integrating all promotional tools, these tools can work together in harmony (Aisyah, 2013, 1-2).

Based on the results of the hypothesis test, the IMC Strategy (Integrated Marketing Communications) has no partial effect on the loyalty of customers of Oriflame products in Indonesia. With t-statistics of (0.058 > 0.05) so that it is said that Customer Loyalty will not be

affected even though the IMC Strategy (Integrated Marketing Communications) is increased or in stagnancy.

This can be attributed to the shift in digitalisation-induced conventional promotions. The Eight Oriflame IMC Strategies can be applied through the Sales Information System without shifting the company's principal values. Advertisings that were once synonymous with printed, audio and other types of media, have switched to social media.

### 1 **Effect of Partial Role of Brand Ambassadors on Customer Loyalty of Oriflame Products in Indonesia.**

Based on the results of the test to prove the hypothesis the role of the Brand Ambassador partially affects the loyalty of customers of Oriflame products in Indonesia. With the t-statistic equal to ( ) and the original sample estimate value is negative, which is 0.367, the direction of the relationship between the Brand Ambassador and Customer Loyalty is positive. This means that the higher the value or profile of a Brand Ambassador chosen or contracted by Oriflame, it will also influence the increase in Customer Loyalty, especially if each Brand Ambassador represents one particular series of products.

This can be seen since Oriflame Indonesia began to attract celebrities in the country to promote certain products in their catalogue in 2011. Brand Ambassadors that are alternately adapted to the dynamics of trends in Indonesia and the real positive effects. Products such as Skin Care, Wellbeing, Nutrishake, Make-Up, and Fragrance is various from year to year. In addition, there is also a Brand Ambassador that has been so long on representing a certain product and now become iconic always related to be the representation of the particular Oriflame product lines for Skin Care as proof of consistency and quality of the product.

## **CONCLUSION**

It can be concluded from the results of the assessment and hypothesis testing that the first hypothesis which reads Sales Information System, IMC (Integrated Marketing Communications) strategy and the role of Brand Ambassador simultaneously affect Customer Loyalty of Oriflame Products in Indonesia. The second hypothesis which reads the Sales Information System partially affects the Customer Loyalty of Oriflame Products in Indonesia. The third hypothesis which reads the IMC Strategy (Integrated Marketing Communications) partially influences the loyalty of Oriflame product customers in Indonesia so that the IMC Strategy (Integrated Marketing Communications) does not partially affect customer product loyalty Oriflame in Indonesia. The fourth hypothesis that reads the Role of Brand Ambassadors partially influences the loyalty of customers of Oriflame products in Indonesia.

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