



The Impact of Sales Information Systems and IMC Strategies on Customer Loyalty with Brand Ambassador Mediation

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Abstract

Purpose: This research examines the impact of sales information systems and IMC strategies on brand ambassadors and customer loyalty, analyzing their effects directly and through the mediating role of brand ambassadors at PT Arwinda Tour and Travel in Sidoarjo from 2021 to 2023.

Research Methodology: A quantitative, causal approach was used, employing survey research. A purposive sampling technique was applied, selecting 75 customers who used PT Arwinda's services between 2021 and 2023. Data were collected via questionnaires and analyzed using the Partial Least Squares (PLS) method with SmartPLS 4.0 software.

Results: Sales information systems and IMC strategies significantly and positively affect the role of brand ambassadors. They also positively influence customer loyalty, both directly and through the mediating role of brand ambassadors among PT Arwinda's customers in Sidoarjo from 2021 to 2023.

Conclusions: Sales Information Systems and IMC strategies positively influence brand ambassadors and customer loyalty, with brand ambassadors playing a crucial mediating role at PT Arwinda Tour and Travel (2021–2023).

Limitations: This study is limited by the sample size of 75 customers and focuses on one company, which may not fully reflect broader industry trends.

Contributions: The study provides valuable insights into how sales information systems and IMC strategies affect customer loyalty, emphasizing the role of brand ambassadors as a mediator, and offers practical recommendations for improving customer loyalty strategies in the tourism industry.

Keywords: *Brand Ambassador, Customer Loyalty, Integrated Marketing Communication (IMC) Strategies, Sales Information System*

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1. Introduction

In today's world, we are confronted with a fundamental human need: the desire to bring thoughts into various forms. Among these thoughts are those that cater to our spiritual and psychological needs. People often seek entertainment and refreshing experiences to break free from the monotony and stress of their daily lives. This need manifests in many ways, whether it is visiting natural attractions, exploring historical sites or museums, spending time at the zoo, going on pilgrimage tours, or traveling both domestically and internationally, including sacred journeys to places like Mecca (Stone & Nyaupane, 2019; Strawn & Gioielli, 2020). Consequently, the tourism industry, particularly in the form of Tour and

Travel businesses, is thriving.

The Tour and Travel sector serves consumers by facilitating journeys to specific destinations and holds a prestigious position compared to other types of businesses (Aprillita & Perkasa, 2021; Paulino et al., 2021; Tonino, 2020). This status is not arbitrary; it stems from the sector's wide market appeal and the ongoing demand for entertainment. It is evident that the Tour and Travel business is flourishing, leading to significant competition as companies vie for the attention of potential customers. To stand out, businesses must craft effective marketing strategies that encompass segmentation, targeting, and positioning, each of which plays a crucial role in capturing consumer interest (Anggraini, 2021; Tong et al., 2020).

To truly succeed and expand in the Tour and Travel landscape, companies need to do more than just offer quality products, excellent service, and competitive pricing (Chen et al., 2021; Rosário & Raimundo, 2021). They must also effectively communicate what they provide through various marketing channels. This communication is vital; it opens doors and offers consumers the information they need, ultimately leaving them satisfied and informed (Darmawan & Grenier, 2021; Hole et al., 2018). Below is a recap of the visitor data for PT Arwinda Tour and Travel:

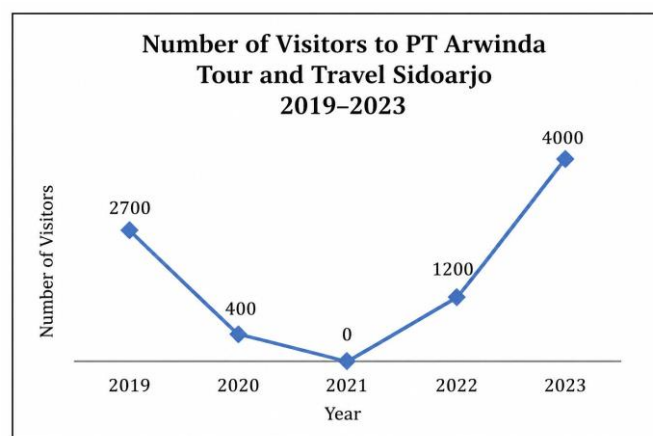


Figure 1. Visitor Data for PT. Arwinda Tour and Travel Sidoarjo 2019-2023

Based on Figure 1, the number of visitors to PT. Arwinda Tour and Travel fluctuated, indicating the need for the company to evaluate its relationship with customers. In 2021, the company faced a shutdown due to the COVID-19 pandemic, highlighting the potential lack of customer satisfaction with its offerings (Rapaccini et al., 2020; Satria, 2021; Srivastava & Kumar, 2021). Good service is crucial for transforming casual consumers into loyal customer (Abdullah, 2021; Jung & Jeon, 2021). Building customer loyalty should be the primary objective of every sales interaction or communication with potential buyers.

According to Solihin (2021) and Sukesu (2013), a customer is considered loyal when they demonstrate consistent purchasing behavior or when certain conditions compel them to make at least two purchases within a specified timeframe. Satisfied customers tend to become more loyal and continue their patronage to the brand (Anyasor & Njelita, 2020; Arslan, 2020; Fathihani & Nasution, 2021). However, it is essential to understand that customers who frequently buy products are not always the most loyal. Customer satisfaction can be measured based on the customers' own experiences and the perceived value of the product or service (Bruhn & Schnebelen, 2017; Fathihani, 2021; Porcu et al., 2017).

The increasing utilization of the Internet correlates directly with marketing practices, making online marketing increasingly popular alongside the rise in Internet use (Ayuningtyas & Ilman, 2021; Rizqi &

Sakinah, 2021). Integrated Marketing Communication (IMC) is defined by experts as the ratio of benefits to costs for consumers, reflecting what they receive compared to what producers offer. Brand ambassadors play a significant role in facilitating marketing activities both locally and globally (Bruhn & Schnebelen, 2017; Ikhsani et al., 2021; Wahyuningsih et al., 2021). Companies employ brand ambassadors to influence consumer purchasing decisions, ensuring that products resonate with potential buyers and fostering interest in advertised products (Isibor et al., 2021; Syahrial & Sudono, 2021; Wardhani & Ully, 2021). The selection of a brand ambassador is often based on their positive image, which the company hopes will symbolize the desires and needs of prospective consumers. This strategy aids companies in gaining recognition and effectively conveying product value (Berlian Rms & Wahyuningsih, 2021).

Given these insights, the author is particularly interested in exploring customer loyalty. The findings of this research are presented in this paper entitled "The Influence of Sales Information Systems and Integrated Marketing Communication (IMC) Strategies on Customer Loyalty with the Role of Brand Ambassador as a Mediating Variable at PT. Arwinda Tour and Travel Sidoarjo."

2. Literature Review

2.1 Sales Information Systems and Their Role in Marketing Performance

Sales Information Systems (SIS) are integrated digital platforms that support the collection, processing, and distribution of sales-related data to improve managerial decision-making (Courchesne et al., 2019; Li & Zhang, 2017). These systems enable organizations to monitor customer behavior, track purchasing patterns, and optimize sales strategies in real time. By providing accurate and timely information, SIS enhances responsiveness to market changes and improves the effectiveness of customer relationship management. In the context of customer loyalty, SIS contributes by enabling personalized services, faster problem resolution, and more efficient communication between firms and customers (Dehghanpour et al., 2020; Pham-Singer et al., 2021).

2.2 Integrated Marketing Communication (IMC) Strategies in Building Customer Relationships

Integrated Marketing Communication (IMC) refers to the strategic coordination of promotional tools such as advertising, public relations, direct marketing, and digital communication to deliver a consistent brand message (Al-Hawary & Alhajri, 2020; Cavaliere et al., 2021). IMC has evolved from a tactical communication approach to a customer-centric strategy that emphasizes engagement and relationship building. Effective IMC strategies help organizations create unified brand experiences across multiple channels, which strengthens customer trust and emotional attachment. Consistency in messaging and interaction plays a key role in influencing consumer perceptions and encouraging long-term loyalty (Foroudi et al., 2017; Manser Payne et al., 2017).

2.3 Customer Loyalty as a Key Marketing Outcome

Customer loyalty is defined as the commitment of customers to continue purchasing or supporting a brand over time despite competitive alternatives (Närvänen et al., 2020). It is influenced by satisfaction, trust, perceived value, and emotional attachment to the brand. Loyal customers are more likely to repurchase, recommend the brand, and resist switching to competitors. In modern competitive markets, customer loyalty is not only driven by product quality but also by the overall customer experience created through integrated systems and communication strategies (Hadi et al., 2019; Izogo, 2017).

2.4 Brand Ambassador as a Mediating Factor in Consumer Behavior

Brand ambassadors play a significant role in bridging communication between brands and consumers by representing the values, personality, and identity of a brand (Sadrabadi et al., 2018). They enhance credibility and relatability, which can positively influence consumer attitudes and purchase intentions. In

digital marketing environments, brand ambassadors—especially influencers—serve as trusted sources of information that shape consumer perceptions. As a mediating variable, brand ambassadors strengthen the relationship between marketing strategies (such as SIS and IMC) and customer loyalty by increasing engagement and emotional connection (Andersson, 2019; Smith et al., 2018).

2.5 The Relationship Between SIS, IMC, Brand Ambassador, and Customer Loyalty

The integration of Sales Information Systems and IMC strategies creates a strong foundation for effective customer engagement. SIS provides data-driven insights that support personalized communication, while IMC ensures consistent messaging across platforms. When combined with brand ambassador involvement, these strategies become more persuasive and emotionally appealing to consumers. Brand ambassadors amplify marketing messages and humanize brand communication, thereby enhancing trust and loyalty. Consequently, the synergy among SIS, IMC, and brand ambassadors is expected to significantly strengthen customer loyalty (Hollebeek & Macky, 2019).

3. Methodology

This research employs a quantitative approach, specifically using explanatory research aimed at elucidating the cause-and-effect relationships between the study variables and hypothesis testing (Nasution et al., 2017). This study was conducted at PT Arwinda Tour and Travel in Sidoarjo Regency. The criteria for sample selection included customers who had utilized the services of PT. Arwinda Tour and Travel between 2021 and 2023. A total of 75 samples were collected for this study. Data were collected using a questionnaire method, with sampling techniques based on probability sampling. After the samples were collected, the next step involved data analysis using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) using SmartPLS 4.0 software.

4. Results and Discussion

Model analysis using partial least squares (PLS) with the Smart PLS program yielded the following results:

4.1 Results

4.1.1 Hypothesis Test

Table 1. Data Analysis Results

Variable Relationship	Original Sample	Sample Mean	t-statistic	P Values	Results
Sales Information System (X1) -> Role of Brand Ambassador (Z)	0.110	0.806	8,786	0,010	Significant
IMC Strategy (X2) -> Role of Brand Ambassador (Z)	0.056	0.607	6,232	0.040	Significsnt
Sales Information System (X1) -> Customer Loyalty (Y)	0.119	0.505	6,318	0.035	Significant
IMC Strategy (X2) -> Customer Loyalty (Y)	0.012	0.045	7,265	0.034	Significant

Variable Relationship	Original Sample	Sample Mean	t-statistic	P Values	Results
Sales Information System (X1)*IMC Strategy (X2) -> Role of Brand Ambassador (Z) -> Customer Loyalty (Y)	0.155	0.188	8,211	0.018	Significant

4.2 Discussion

4.2.1 The Influence of Sales Information Systems on the Role of Brand Ambassador

This study shows that the p-value for the relationship between the sales information system and the role of the brand ambassador at PT Arwinda Tour and Travel in Sidoarjo for the year 2021–2023 is 0.010, which is less than 0.05. Additionally, the T-statistic is 8.786, exceeding the critical value of 1.96, with a coefficient value of 0.110. This suggests that the sales information system has a direct positive and significant impact on the role of brand ambassadors. This finding aligns with that of [Keke et al. \(2021\)](#) and [Nasution et al. \(2017\)](#), who concluded that sales information systems influence brand ambassadors.

4.2.2 The Influence of Integrated Marketing Communication (IMC) Strategies on the Role of Brand Ambassador

The findings further reveal that the p-value for the relationship between IMC strategies and the role of the brand ambassador at PT Arwinda Tour and Travel is 0.040, again, less than 0.05. The T-statistic is 6.323, which is greater than 1.96, with a coefficient of 0.056. This indicates that IMC strategies have a direct positive and significant effect on the role of brand ambassadors. This result is consistent with [Agusinta et al. \(2021\)](#) and [Brestilliani and Suhermin \(2020\)](#) study, which asserts that IMC strategies positively and significantly affect the role of brand ambassadors.

4.2.3 The Influence of Sales Information Systems on Customer Loyalty

The analysis shows that the p-value for the relationship between the sales information system and customer loyalty at PT Arwinda Tour and Travel is 0.035, which is less than 0.05. The T-statistic is 6.318, exceeding 1.96, with a coefficient of 0.119. This indicates that the sales information system has a direct positive and significant effect on customer loyalty. This finding is supported by [Nur \(2021\)](#), [Priyono et al. \(2021\)](#), [Saputra and Kusnadi \(2021\)](#), and [Suyanto et al. \(2021\)](#), who indicated that sales information systems positively and significantly influence consumer loyalty.

4.2.4 The Influence of Integrated Marketing Communication (IMC) Strategies on Customer Loyalty

This study also found that the p-value for the relationship between IMC strategies and customer loyalty at PT Arwinda Tour and Travel was 0.034, below the 0.05 threshold. The T-statistic stands at 7.265, greater than 1.96, with a coefficient of 0.012. This suggests that IMC strategies have a positive and significant direct influence on customer loyalty. This aligns with [Nunuh and Wulandari \(2021\)](#), [Nur \(2021\)](#), [Saputro and Soleha \(2021\)](#), and [Sumaryadi and Kusnadi \(2021\)](#), who confirmed the positive and significant impact of IMC strategies on customer loyalty.

4.2.5 The Influence of Sales Information Systems and IMC Strategies on Customer Loyalty through the Role of Brand Ambassador

Finally, the results indicate that the p-value for the relationship between sales information systems and IMC strategies on customer loyalty through the role of the brand ambassador is 0.018, which is less than 0.05 ([Heriyanto, 2021](#); [Ricardianto et al., 2021](#); [Setyawati & Aristiyanto, 2021](#)) The T-statistic is

8.211, exceeding 1.96, with a coefficient of 0.155. This indicates that both sales information systems and IMC strategies positively and significantly influence customer loyalty through the role of the brand ambassador. This finding is in line with the research conducted by [Brestilliani and Suhermin \(2020\)](#) and [Kuncoro and Harahap \(2021\)](#) and [Hapsari \(2019\)](#), which states that sales information systems and IMC strategies have a positive and significant effect on customer loyalty through the role of the brand ambassador.

5. Conclusions

Based on the data analysis and discussion, several conclusions can be drawn. The Sales Information System and Integrated Marketing Communication (IMC) strategies have a positive and significant impact on the role of brand ambassadors at PT Arwinda Tour and Travel in Sidoarjo. Furthermore, both the Sales Information System and IMC strategies positively and significantly influenced customer loyalty at PT Arwinda Tour and Travel during the period of 2021–2023. Additionally, in terms of the mediating variable, the Sales Information System and IMC strategies positively and significantly affected customer loyalty through the role of the brand ambassador among consumers of PT Arwinda Tour and Travel in Sidoarjo from 2021 to 2023.

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Author Contributions

MA conceptualized the study, conducted data collection, and performed data analysis. S provided critical feedback and contributed to data interpretation. Both authors reviewed and approved the final manuscript.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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