

ABSTRAK

Perkembangan teknologi digital telah mempengaruhi lanskap pemasaran, terutama dalam industri *e-commerce*. *Conversational marketing* muncul sebagai strategi inovatif yang memungkinkan interaksi *real-time* antara konsumen dan perusahaan melalui teknologi seperti *chatbot* berbasis kecerdasan buatan (AI). Penelitian ini bertujuan untuk mengetahui pengaruh *conversational marketing* terhadap loyalitas pelanggan Lazada dengan fokus pada penggunaan fitur LazzieChat. Menggunakan pendekatan kuantitatif eksplanatif, data diperoleh melalui kuesioner online kepada 100 responden pengguna LazzieChat. Analisis data dilakukan dengan uji validitas, reliabilitas, uji asumsi klasik, serta regresi linear sederhana. Hasil penelitian menunjukkan bahwa *conversational marketing* berpengaruh signifikan terhadap loyalitas pelanggan Lazada. Hasil analisis regresi sederhana menunjukkan bahwa *conversational marketing* berpengaruh signifikan terhadap loyalitas pelanggan, dengan kontribusi sebesar 54%. Indikator seperti interaktivitas, kecepatan respon, personalisasi, kepercayaan, dan konversi terbukti mendorong pembelian ulang, rekomendasi, dan keterikatan pelanggan terhadap *brand*. Hasil penelitian ini selaras dengan teori *Relationship Marketing* yang menekankan pentingnya membangun hubungan jangka panjang dengan pelanggan, serta diperkuat oleh teori *Human Machine Communication* (HMC) yang melihat *chatbot* sebagai komunikator aktif dalam membentuk pengalaman dan loyalitas pelanggan. Dengan demikian, strategi *conversational marketing* di *e-commerce* tidak hanya meningkatkan loyalitas, tetapi juga membentuk pengalaman belanja yang lebih bermakna dan mendalam bagi konsumen.

Kata Kunci: *Conversational Marketing, Loyalitas Pelanggan, E-Commerce, Lazada, Chatbot AI, Relationship Marketing, Human Machine Communication, Digital Marketing.*

ABSTRACT

The advancement of digital technology has significantly influenced the marketing landscape, particularly in the e-commerce industry. Conversational marketing has emerged as an innovative strategy that enables real-time interaction between consumers and companies through technologies such as AI-based chatbots. This study aims to examine the influence of conversational marketing on customer loyalty at Lazada, focusing on the use of the LazzieChat feature. Using a quantitative explanatory approach, data were collected through an online questionnaire distributed to 100 LazzieChat users. Data analysis included validity and reliability tests, classical assumption tests, and simple linear regression. The results show that conversational marketing has a significant effect on customer loyalty, contributing 54% to loyalty variation. Indicators such as interactivity, response speed, personalization, trust, and conversion were found to encourage repeat purchases, customer recommendations, and emotional attachment to the brand. These findings are in line with Relationship Marketing theory, which emphasizes the importance of building long-term customer relationships, and are supported by Human–Machine Communication (HMC) theory, which positions chatbots as active communicators in shaping customer experience and loyalty. Thus, conversational marketing strategies in e-commerce not only enhance loyalty but also create more meaningful and engaging shopping experiences for consumers.

Keywords: *Conversational Marketing, Customer Loyalty, E-Commerce, Lazada, AI Chatbot, Relationship Marketing, Human–Machine Communication, Digital Marketing*