

The Effect of Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage on Customer Loyalty: A Case Study of Adeliashop Customers

Ferby Savira^{1*}, Dedi Hariyanto², Mahardika Agung Madepo³

^{1,2,3} Faculty of Economics and Business, Universitas Muhammadiyah Pontianak

*Corresponding Author: ferbysavira88@gmail.com

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ABSTRACT

This study aims to analyze the effects of Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage on Adeliashop Customer Loyalty. The study employed a quantitative approach with an associative method. The population comprised 3,415 Adeliashop customers who had made at least two purchases between January 2024 and December 2025, and 150 respondents were selected using purposive sampling based on predetermined criteria. The results show that Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage each have a positive and significant effect on Customer Loyalty. The multiple linear regression equation is $Y = -0.227 + 0.352X_1 + 0.313X_2 + 0.100X_3 + e$, indicating that Instagram Content Strategy has the strongest effect, followed by Digital Channel Integration and Shopee AI Chatbot Usage. Simultaneously, the three independent variables significantly affect Customer Loyalty. The correlation coefficient of 0.951 indicates a very strong relationship, while the coefficient of determination of 0.904 indicates that 90.4% of the variation in Customer Loyalty can be explained by the three independent variables.

INTRODUCTION

The development of digital technology has transformed trading and marketing patterns through the use of the internet, social media, and e-commerce platforms as part of the interaction and transaction processes between businesses and customers. This development has also shifted customer behavior toward faster, easier, and more efficient purchasing processes across various digital channels (Ahadiyah, 2024). In Indonesia, marketplace usage shows a strong trend, with Shopee being the most frequently accessed e-commerce platform at 53.22%, followed by TikTok Shop at 27.37% (GoodStats, 2025). Social media marketing activities can encourage more active interaction when the content presented is entertaining, relevant to current

trends, communicative, and tailored to consumer characteristics (Febriansyah et al., 2024). In marketing, Instagram has also developed into a medium used by businesses to display products, convey information, and build customer interaction through consistently managed visual content (Zein, 2025).

Changes in customer interaction patterns no longer occur through a single digital channel but involve movement between social media, communication applications, and marketplaces throughout the process of searching for information and completing transactions. Cross-channel integration allows customers to obtain relatively consistent information when moving from one platform to another (Putri & Salsabela, 2025). The development of digital services is also marked by the use of Artificial Intelligence chatbots, which enable information to be delivered to customers automatically and quickly (Fahmi, 2024). In an omnichannel environment, the role of an AI chatbot extends beyond automating responses because it can provide customers with near-instant access to information when assistance is needed during the purchasing process. Continuous automated service availability can also help address routine inquiries beyond conventional service hours, while personalized responses and recommendations make the information provided more relevant to customers' immediate needs.

These mechanisms can reduce uncertainty during product search and transaction processes, minimize delays in obtaining information, and facilitate customers' movement from product discovery on Instagram to transactions on Shopee. Timely, relevant, and accessible responses can consequently strengthen customers' confidence in the service process and reduce purchase friction caused by delayed, incomplete, or inconsistent information. In this way, the AI chatbot can contribute to a more seamless customer experience within the interconnected digital channels used by the business. At the same time, customer loyalty remains associated with repeat purchasing behavior, the tendency to maintain a relationship with a company, and the willingness to recommend it to others (Fajar & Sundari, 2024). Changes in consumer behavior involving more than one digital channel encourage companies to connect their marketing channels so that the process from information search to transaction can proceed in a more integrated manner (Baso et al., 2025). This pattern forms part of Adeliashop's digital activities, which use Instagram as a promotional medium, Shopee as a transaction channel, and an AI chatbot feature as a customer service tool.

Adeliashop's internal data show an increase in digital activity and sales during 2024-2025, although this increase was not fully matched by the proportion of customers making repeat purchases. On Instagram, the Adeliashop account recorded 4,035 interactions from 1,245 accounts, 8,061 profile visits, and 488 external link clicks during the observation period documented in the company's internal data. On Shopee, the number of visitors increased from 153,809 in 2024 to 173,932 in 2025, while the conversion rate rose from 2.25% to 3.13%. Total sales also increased from IDR 597,623,480 to IDR 676,383,550, while the number of cancelled orders rose from 1,899 to 2,577 transactions. During the same period, customers with more than three orders increased from 285 to 882, while repeat customers with two to three orders increased from 688 to 1,560, based on processed transaction data from the Adeliashop Shopee Seller Center (Adeliashop Shopee Seller Center Transaction Data, 2024-2025).

The disparity between the high level of visitor activity and the number of customers making repeat purchases reveals an empirical issue in customer retention. Adeliashop recorded 173,932 visits in 2025, whereas only 882 customers had made more than three orders, indicating

a substantial difference in scale between visitor activity and repeat customers (Adeliashop Internal Data, 2024-2025). Instagram content strategy is associated with promotional activities, content quality, customer interaction, and consistency in account management, all of which can affect the digital marketing communication process (Hidayat et al., 2025). Channel integration is also related to the connection between promotional and transaction channels, which can influence how smoothly customers move between platforms (Baso et al., 2025). The use of AI chatbots in digital services is associated with response speed, information quality, personalized answers, and ease of use in customer interactions (Nadzila & Gaffar, 2025).

Several previous studies have shown that digital technology is related to patterns of interaction and customer loyalty, although their analytical focuses vary. Wicaksono et al. (2024) found that the use of digital technology in marketing activities had a positive and significant effect on customer loyalty among fashion MSMEs. Rhomazani et al. (2025) showed that digital technology can improve the effectiveness of marketing communication and strengthen relationships between companies and customers through interaction and transaction processes. Nadzila and Gaffar (2025) reported that the use of AI chatbots is associated with improved service quality through responses that are rapid, accurate, and readily accessible to customers. These findings indicate that digital marketing activities, communication integration, and the use of service technology are related to the formation of customer behavior. However, they do not yet address all three aspects within a single model involving a fashion MSME that uses Instagram and Shopee simultaneously.

The research gap lies in the separate treatment of variables in previous studies. Wicaksono et al. (2024) primarily discussed the use of digital technology in fashion MSME marketing and its relationship with customer loyalty. Rhomazani et al. (2025) focused on the effectiveness of digital technology in marketing communication and customer loyalty in digitally based businesses. Nadzila and Gaffar (2025) more specifically examined the use of Artificial Intelligence chatbots in relation to customer experience and loyalty on e-commerce platforms. The present study places Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage within a single analytical model involving Adeliashop customers. This positioning differentiates the study from previous research because it examines, both partially and simultaneously, three forms of digital activity used in the promotion, transaction, and customer service processes of a marketplace-based fashion MSME.

Based on the empirical problem and the differences in focus among previous studies, this study aims to analyze the partial and simultaneous effects of Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage on Adeliashop Customer Loyalty.

RESEARCH METHOD

This study employed a quantitative method with an associative approach to examine the effects of Instagram Content Strategy (X1), Digital Channel Integration (X2), and Shopee AI Chatbot Usage (X3) on Adeliashop Customer Loyalty (Y). This approach was used to measure relationships among variables through numerical data and statistical testing (Sugiyono, 2017). Primary data were collected through a questionnaire using a five-point Likert scale, while secondary data were obtained from sales reports, customer data, Instagram activity, transaction histories, Adeliashop documentation, and scientific literature. Instagram Content Strategy was measured using indicators of promotional activity, content quality and appeal, customer

interaction, and consistency in account management (Zein, 2025). Digital Channel Integration was measured through the linkage between promotional and transaction channels, information consistency, ease of movement between channels, and social media support for e-commerce sales (Baso et al., 2025). Shopee AI Chatbot Usage covered responsiveness, information quality, service personalization, and ease of use (Fahmi, 2024), while Customer Loyalty was measured through repeat purchases, commitment to continue choosing Adeliashop, and willingness to recommend it to others (Fajar & Sundari, 2024).

The study population comprised 3,415 Adeliashop customers who had made at least two purchases between January 2024 and December 2025. The sample was selected using purposive sampling based on the following criteria: customers who had made repeat purchases, interacted through Instagram, transacted through Shopee, used the Shopee AI chatbot feature, were at least 17 years old, and were willing to participate as respondents. A calculation using the Slovin formula with a 10% margin of error produced a minimum sample size of 98 respondents, while this study included 150 respondents.

The data were analyzed using SPSS through instrument testing, classical assumption testing, multiple linear regression, coefficient analysis, and hypothesis testing. Instrument testing consisted of validity and reliability tests. An item was declared valid when the r-count exceeded the r-table at a 5% significance level, while a variable was considered reliable when Cronbach's Alpha exceeded 0.60 (Sugiyono, 2019).

Classical assumption testing included normality, multicollinearity, heteroscedasticity, and linearity tests. Normality was assessed using the Kolmogorov-Smirnov test, with Sig. > 0.05 indicating normally distributed residuals. Multicollinearity was absent when Tolerance > 0.10 and VIF < 10. The Glejser test was used to assess heteroscedasticity, with Sig. > 0.05 indicating no heteroscedasticity (Ghozali, 2021). Linearity was confirmed when the Deviation from Linearity significance value was greater than 0.05 (Sugiyono & Susanto, 2015).

Multiple linear regression was then used to examine the effects of Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage on Customer Loyalty. The correlation coefficient (R) was used to assess relationship strength, while R^2 and Adjusted R^2 measured the model's explanatory power. Hypotheses were tested using the t-test and F-test at a 5% significance level. A partial effect was significant when Sig. < 0.05, while a simultaneous effect was significant when Sig. < 0.05 and F-count exceeded F-table (Sugiyono, 2017).

RESULTS & DISCUSSION

RESULTS

Test Research Instruments

a. Validity Test

The validity test was conducted on four variables: Instagram Content Strategy (X1), Digital Channel Integration (X2), Shopee AI Chatbot Usage (X3), and Customer Loyalty (Y). Testing used the Corrected Item-Total Correlation value, which was compared with the critical r value at a 5% significance level for 150 respondents. An item was considered valid when its calculated r value exceeded the critical r value. This test was intended to ensure that each statement item accurately measured the relevant research variable and that the instrument was suitable for subsequent analysis. The validity test results are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
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Instagram Content Strategy (X1)	X1.1	0.821	0.160	Valid
	X1.2	0.801		
	X1.3	0.718		
	X1.4	0.676		
	X1.5	0.741		
	X1.6	0.741		
	X1.7	0.773		
	X1.8	0.798		
Digital Channel Integration (X2)	X2.1	0.819	0.160	Valid
	X2.2	0.734		
	X2.3	0.762		
	X2.4	0.676		
	X2.5	0.734		
	X2.6	0.727		
	X2.7	0.782		
	X2.8	0.805		
Shopee AI Chatbot Usage (X3)	X3.1	0.714	0.160	Valid
	X3.2	0.790		
	X3.3	0.686		
	X3.4	0.633		
	X3.5	0.769		
	X3.6	0.739		
	X3.7	0.765		
	X3.8	0.768		
Customer Loyalty (Y)	Y.1	0.842	0.160	Valid
	Y.2	0.736		
	Y.3	0.776		
	Y.4	0.759		
	Y.5	0.754		
	Y.6	0.832		

Source: Processed Data, 2026

Based on the validity test results in Table 1, all statement items had r-count values greater than the r-table value and were therefore declared valid. This indicates that the research instrument accurately measures the variables under investigation and is suitable for subsequent analysis.

b. Reliability Test

Reliability indicates the consistency of respondents' answers to the research instrument. A questionnaire is considered reliable when its Cronbach's Alpha value exceeds 0.60. The reliability test results are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Threshold	Description
Instagram Content Strategy (X1)	0.894	0.60	Reliable
Digital Channel Integration (X2)	0.890	0.60	

Shopee AI Chatbot Usage (X3)	0.877	0.60
Customer Loyalty (Y)	0.874	0.60

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all variables had Cronbach's Alpha values above 0.60 and were therefore declared reliable. Accordingly, the research instrument demonstrated good consistency and was suitable for subsequent analysis.

Classical Assumption Test

a. Normality Test

The normality test was conducted using the One-Sample Kolmogorov-Smirnov Test on the unstandardized residuals. The normality test results are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	150
Test Statistic	.058
Asymp.Sig.(2-tailed)	.200 ^d

Source: Processed Data, 2026

Based on the test results in Table 3, the Asymp. Sig. (2-tailed) value was $0.200 > 0.05$, indicating that the residuals were normally distributed. Therefore, the normality assumption was satisfied, and the regression model was suitable for subsequent analysis.

b. Multicollinearity Test

The multicollinearity test was conducted to detect high correlations among the independent variables in the regression model. The multicollinearity test results are presented in Table 4.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Instagram Content Strategy (X1)	.518	1.931
	Digital Channel Integration (X2)	.526	1.900
	Shopee AI Chatbot Usage (X3)	.976	1.024
a. Dependent Variable: Customer Loyalty (Y)			

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 4, all independent variables had Tolerance values > 0.10 and VIF values < 10 . Therefore, the regression model showed no evidence of multicollinearity, indicating that correlations among the independent variables did not interfere with the model and that it was suitable for subsequent testing.

c. Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the variance of the residuals differed across observations in the regression model. A sound regression model has constant residual variance and does not exhibit heteroscedasticity. The results are presented in Table 5.

Table 5. Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.060	4.194		.014	.989
	Instagram Content Strategy (X1)	-.021	.043	-.127	-.473	.637
	Digital Channel Integration (X2)	-.006	.171	-.039	-.037	.971
	Shopee AI Chatbot Usage (X3)	.336	1.755	.208	.191	.849

a. Dependent Variable: ABS_RES (Y)

Source: Processed Data, 2026

Based on the Glejser test results in Table 5, all independent variables had significance values greater than 0.05: 0.637 for X1, 0.971 for X2, and 0.849 for X3. Therefore, the regression model showed no evidence of heteroscedasticity and satisfied the assumptions required for regression analysis and hypothesis testing.

d. Linearity Test

The linearity test was conducted to ensure that the relationships between the independent and dependent variables were linear before multiple linear regression analysis was performed. A relationship was considered linear when the significance value for Deviation from Linearity was greater than 0.05. The test examined X1, X2, and X3 in relation to Customer Loyalty (Y). The results are presented in Table 6.

Table 6. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Customer Loyalty (Y) * Instagram Content Strategy (X1)	.000	.219	Linear
Customer Loyalty (Y) * Digital Channel Integration (X2)	.000	.354	
Customer Loyalty (Y) * Shopee AI Chatbot Usage (X3)	.000	.142	

Source: Processed Data, 2026

The linearity test results in Table 6 show that all independent variables had a Linearity significance value of 0.000 and Deviation from Linearity values greater than 0.05: 0.219 for X1, 0.354 for X2, and 0.142 for X3. Therefore, the relationships of Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage with Customer Loyalty were linear and satisfied the assumption for multiple linear regression analysis.

Hypothesis Test

a. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the partial and simultaneous effects of Instagram Content Strategy (X1), Digital Channel Integration (X2), and Shopee AI Chatbot Usage (X3) on Customer Loyalty (Y). The results are presented in Table 7.

Table 7. Multiple Linear Regression Analysis Results

Coefficients ^a	
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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.227	.703		-.323	.747
	Instagram Content Strategy (X1)	.352	.066	.450	5.303	.000
	Digital Channel Integration (X2)	.313	.066	.398	4.722	.000
	Shopee AI Chatbot Usage (X3)	.100	.047	.125	2.130	.035

a. Dependent Variable: Customer Loyalty (Y)

Source: Processed Data, 2026

Based on the multiple linear regression results in Table 7, the following multiple linear regression equation was obtained.

$$Y = -0.227 + 0.352X_1 + 0.313X_2 + 0.100X_3 + e$$

- 1) Constant: The constant value of -0.227 represents the baseline value of Customer Loyalty in the regression model. Because the variables were measured using a Likert scale, the primary interpretation focuses on the regression coefficients of the respective independent variables.
- 2) Instagram Content Strategy (X1): The regression coefficient of 0.352, with a significance value of $0.000 < 0.05$, indicates that Instagram Content Strategy has a positive and significant effect on Customer Loyalty. A one-unit increase in X1 increases Customer Loyalty by 0.352 units.
- 3) Digital Channel Integration (X2): The regression coefficient of 0.313, with a significance value of $0.000 < 0.05$, indicates that Digital Channel Integration has a positive and significant effect on Customer Loyalty. A one-unit increase in X2 increases Customer Loyalty by 0.313 units.
- 4) Shopee AI Chatbot Usage (X3): The regression coefficient of 0.100, with a significance value of $0.035 < 0.05$, indicates that Shopee AI Chatbot Usage has a positive and significant effect on Customer Loyalty. A one-unit increase in X3 increases Customer Loyalty by 0.100 units.
- 5) Dominant Variable: Based on the Standardized Coefficients Beta values, Instagram Content Strategy had the strongest effect at 0.450, followed by Digital Channel Integration at 0.398 and Shopee AI Chatbot Usage at 0.125. Therefore, Instagram Content Strategy made the largest contribution to Adeliashop Customer Loyalty.

b. Correlation Coefficient Analysis (R)

Correlation coefficient analysis was used to measure the strength and direction of the relationships among the research variables using the Product-Moment correlation technique. The SPSS results are presented in Table 8.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951 ^a	.904	.902	1.48024

Predictors: (Constant), Shopee AI Chatbot Usage (X3), Digital Channel Integration (X2), Instagram Content Strategy (X1).

Source: Processed Data, 2026

Based on the correlation analysis results in Table 8, the R value was 0.951, indicating a very strong simultaneous relationship between Instagram Content Strategy, Digital Channel Integration, Shopee AI Chatbot Usage, and Customer Loyalty. This finding indicates that improvements in the three variables are closely associated with increased Adeliashop Customer Loyalty.

c. Determination Coefficient (R^2)

The coefficient of determination test produced an R Square value of 0.904, meaning that Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage simultaneously explained 90.4% of the variation in Customer Loyalty. The remaining 9.6% was influenced by factors outside the research model, such as product quality, price, customer satisfaction, and promotion.

The high R^2 value indicates that the three independent variables have strong explanatory power for customer loyalty within Adeliashop's digital ecosystem. This may be attributable to the conceptual connections among the variables, which jointly shape the customer experience from information search and digital interaction to the purchasing decision. However, the high R^2 value should be interpreted cautiously because measuring all variables using the same source and method may create common method bias.

d. Simultaneous Test (F Test)

The simultaneous test (F-test) was used to assess the joint effect of the independent variables on the dependent variable. If Sig. < 0.05 and the calculated F value exceeds the critical F value, the independent variables jointly affect the dependent variable. Conversely, if Sig. >= 0.05 and the calculated F value is less than or equal to the critical F value, the independent variables do not jointly affect the dependent variable. The results are presented in Table 9.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	3004.933	1001.644	457.142	.000 ^b
Residual	319.900	2.191		

Dependent Variable: Customer Loyalty (Y)

Predictors: (Constant), Shopee AI Chatbot Usage (X3), Digital Channel Integration (X2), Instagram Content Strategy (X1).

Source: Processed Data, 2026

Based on the simultaneous test (F-test) results in Table 9, the F-count value is 457.142, with a significance value of $0.000 < 0.05$. Therefore, Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage simultaneously have a significant effect on Customer Loyalty.

e. Partial Test (t Test)

The t-test was used to examine the partial effect of each independent variable on the dependent variable. An effect was considered significant when Sig. < 0.05, whereas Sig. >= 0.05 indicated a nonsignificant effect. The results are presented in Table 10.

Table 10. Partial Test Results (t Test)

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.227	.703		-.323	.747
	Instagram Content Strategy (X1)	.352	.066	.450	5.303	.000
	Digital Channel Integration (X2)	.313	.066	.398	4.722	.000
	Shopee AI Chatbot Usage (X3)	.100	.047	.125	2.130	.035

a. Dependent Variable: Customer Loyalty (Y)

Source: Processed Data, 2026

Based on the t-test results in Table 10, the following findings were obtained:

- 1) Instagram Content Strategy (X1) had a regression coefficient of 0.352 with a Sig. value of $0.000 < 0.05$. Therefore, Instagram Content Strategy has a positive and significant effect on Customer Loyalty.
- 2) Digital Channel Integration (X2) had a regression coefficient of 0.313 with a Sig. value of $0.000 < 0.05$. This result indicates that Digital Channel Integration has a positive and significant effect on Customer Loyalty.
- 3) Shopee AI Chatbot Usage (X3) had a regression coefficient of 0.100 with a Sig. value of $0.035 < 0.05$. This means that Shopee AI Chatbot Usage has a positive and significant effect on Customer Loyalty.

DISCUSSION

The Effect of Instagram Content Strategy on Customer Loyalty

The results show that Instagram Content Strategy has a positive and significant effect on Adeliashop Customer Loyalty. This finding indicates that, for Adeliashop customers, Instagram is not merely a place to view promotions; it also serves as an initial space for discovering products, following the latest information, and building a closer relationship with the store. Attention-grabbing content may generate visits, but loyalty is more likely to develop when the information communicated remains relevant and consistent and encourages interaction. Customers who repeatedly have positive experiences with Adeliashop's content are more likely to remember the store and consider it when they need similar products again.

This result is consistent with Zahra et al. (2025), who found that digital marketing strategies play a role in building and maintaining consumer loyalty. Nevertheless, this relationship does not always develop directly. Fetais et al. (2023) found that social media marketing activities did not directly affect brand loyalty but operated through community engagement and emotional attachment to the brand. This difference suggests that the success of Instagram content depends heavily on the response that follows customers' exposure to the content. In the context of Adeliashop, the direct effect found in this study may arise because the respondents were not merely Instagram followers but customers who had already made repeat purchases. They had progressed through the stages of viewing content, interacting, and completing transactions; consequently, their evaluation of the content was more closely related to their decision to continue choosing Adeliashop.

The Effect of Digital Channel Integration on Customer Loyalty

Digital Channel Integration has a positive and significant effect on Adeliashop Customer Loyalty. This result indicates that customers pay attention to continuity in their

experience when moving from Instagram to Shopee. Instagram is used to view products and obtain preliminary information, while Shopee is used to examine product details and complete transactions. When product information, prices, promotions, and purchase links are presented consistently across both channels, customers do not need to repeat their searches or verify conflicting information. This convenience reduces friction in the purchasing process and makes customers more comfortable using Adeliashop's digital channels for subsequent transactions.

This finding is supported by Gao and Huang (2021), who showed that channel integration quality increases customer engagement and receptiveness to relationship programs, which subsequently foster loyalty. Their results demonstrate that loyalty in an omnichannel environment is not determined merely by the number of available channels. More important is whether those channels are genuinely connected and can be used without creating confusion. At Adeliashop, an effective connection between Instagram as a communication channel and Shopee as a transaction channel makes the customer journey feel like one continuous process. Therefore, the relatively strong contribution of Digital Channel Integration in this study can be understood as the result of a shopping experience that is simpler, more consistent, and easier to continue from one channel to another.

The Effect of Using the Shopee AI Chatbot on Customer Loyalty

Shopee AI Chatbot Usage also has a positive and significant effect on Adeliashop Customer Loyalty, although its contribution is smaller than those of Instagram Content Strategy and Digital Channel Integration. The chatbot helps customers obtain preliminary answers about products, the ordering process, and other information without always having to wait for a response from the seller. This speed can reduce uncertainty while customers are considering a purchase. However, its smaller contribution indicates that customers do not yet regard the chatbot as their primary reason for continuing to choose Adeliashop. When purchasing fashion products, customers may still require more specific explanations about size, material, color, product availability, or suitability that automated responses cannot always address adequately.

This finding is consistent with Rabani et al. (2024), who found that the use of artificial intelligence, digital literacy, and user experience affected Shopee customer loyalty. More specific support was provided by Shahzad et al. (2024), who found that AI chatbot service quality affected e-brand loyalty both directly and through chatbot user trust, user experience, and electronic word of mouth. These studies demonstrate that the mere presence of a chatbot is insufficient. Its effect on loyalty depends on information accuracy, ease of interaction, and customers' trust in the answers provided. Therefore, the Adeliashop result is more appropriately interpreted as showing that the chatbot functions as a service support tool, while customer relationships still require direct handling when questions cannot be resolved by the automated system.

The Effect of Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage on Customer Loyalty

The simultaneous test results show that Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage jointly have a significant effect on Adeliashop Customer Loyalty. These three variables do not operate at the same point but complement one another throughout the customer journey. Instagram content helps attract attention and maintain communication with customers. Channel integration enables customers to proceed more easily

from information search to transactions on Shopee. Once customers enter the transaction channel, the chatbot provides an initial response when information is needed. Loyalty is therefore formed not by a single feature but by the relatively consistent experience customers receive from viewing a product through completing a purchase.

This explanation is consistent with Zahra et al. (2025), who positioned digital marketing as an important component in maintaining relationships with consumers. Regarding integration, Gao and Huang (2021) showed that channel integration quality fosters loyalty through customer engagement and receptiveness to relationship programs. Meanwhile, Rabani et al. (2024) and Shahzad et al. (2024) demonstrated that AI technology can support loyalty when it produces a useful and trustworthy service experience. Accordingly, this study shows that Adeliashop Customer Loyalty is formed through an interconnected series of digital experiences: customers are attracted through content, experience convenience when moving between channels, and receive support during transactions. If one component does not function properly—for example, if information on Instagram differs from that on Shopee or the chatbot provides an inaccurate response—the customer experience is disrupted, weakening the combined effect of the three strategies on loyalty.

CONCLUSIONS AND RECOMMENDATIONS

The findings demonstrate that Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage jointly have a significant effect on Adeliashop Customer Loyalty. Partially, each independent variable has a positive and significant effect on Customer Loyalty. These findings indicate that customer loyalty is shaped not only by promotional activities on social media but also by the continuity of customer experiences across digital channels and the quality of AI-supported customer service.

The model produced an R Square value of 0.904 and an Adjusted R Square value of 0.902, indicating that the three independent variables explain a substantial proportion of the variation in Customer Loyalty. Among the predictors, Instagram Content Strategy showed the strongest contribution based on the standardized beta coefficient, followed by Digital Channel Integration and Shopee AI Chatbot Usage. This indicates that effective Instagram content management remains particularly important in supporting Adeliashop Customer Loyalty, while channel integration and AI chatbot usage also make meaningful contributions.

The practical implications of these findings emphasize the importance of strengthening Adeliashop's digital customer experience across Instagram and Shopee. Instagram content should remain informative, relevant, visually consistent, and aligned with the branding presented on the Shopee storefront so that customers receive a coherent brand experience across channels. Adeliashop should also continuously refine the AI chatbot's natural language processing (NLP) scripts by reviewing recurring customer inquiries, improving response accuracy, and updating automated responses to better match customer needs. Strengthening visual consistency across platforms and improving chatbot response quality can reduce customer confusion, support smoother interactions, and increase the likelihood of repeat purchases.

This study is limited to 150 Adeliashop customers and focuses on three independent variables: Instagram Content Strategy, Digital Channel Integration, and Shopee AI Chatbot Usage. The relatively high coefficient of determination should also be interpreted cautiously because all variables were measured using questionnaires during the same research period.

Future studies may expand respondent coverage, include different types of businesses, and compare customer behavior across multiple digital platforms. Further research may also incorporate variables such as customer satisfaction, trust, electronic service quality, customer engagement, price perception, brand image, product quality, and digital promotion, as well as mediating or moderating variables, to provide a more comprehensive explanation of customer loyalty in digital marketing contexts.

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