

ANALYSIS OF INTERACTIVE AND EMOTIONAL PROMOTION IN WINNING CUSTOMER HEARTS IN RETAIL BUSINESS

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Abstract

The widespread cooperation carried out by MSME actors can reduce costs for business actors, one of which is in terms of promotion. Indirectly marketing has a wider reach, because the information system is in a technology that has been developed and facilitated by the provider company. The benefits that can be obtained from the results of the cooperation carried out include the absence of recruiting workers for shipping goods and incurring promotional costs such as brochures, advertisements and so on. However, this collaboration must of course be further studied, apart from the expected benefits, the level of consumer satisfaction must also be considered with the existence of partnerships with other parties, where satisfaction is a person's feeling that the goods/services obtained have met or exceeded consumer expectations.

Keywords: Repeat purchases, Cash back, Gifts, Interactive promotions, Customer maintenance

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