

The Influence of Business Communication and Social Media on Online Shop Business

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh komunikasi bisnis dan penggunaan media sosial terhadap kinerja bisnis online shop, dengan fokus pada efisiensi operasional, peningkatan penjualan, dan loyalitas pelanggan. Manfaat dari penelitian ini adalah memberikan wawasan bagi pemilik bisnis online tentang pentingnya komunikasi bisnis yang efektif dan pemanfaatan media sosial untuk memperkuat hubungan dengan pelanggan serta meningkatkan kinerja bisnis. Metode yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui survei kepada pemilik dan pengelola online shop yang aktif menggunakan media sosial di Indonesia. Data yang diperoleh dianalisis menggunakan teknik statistik deskriptif dan regresi untuk mengetahui hubungan antara variabel komunikasi bisnis dan penggunaan media sosial terhadap penjualan dan loyalitas pelanggan. Hasil penelitian menunjukkan bahwa komunikasi bisnis yang baik, terutama komunikasi internal, berpengaruh signifikan terhadap efisiensi operasional dan kepuasan pelanggan. Selain itu, penggunaan media sosial yang kreatif dan interaktif terbukti meningkatkan penjualan dengan memperluas jangkauan pasar dan meningkatkan engagement pelanggan. Penggabungan keduanya juga berkontribusi pada peningkatan loyalitas pelanggan, di mana bisnis yang mengelola keduanya dengan baik memiliki pelanggan yang lebih loyal dan cenderung melakukan pembelian berulang.

Kata Kunci: Komunikasi Bisnis, Media Sosial, Bisnis Online Shop.

Abstract

This study aims to analyze the influence of business communication and social media usage on the performance of online shop businesses, focusing on operational efficiency, sales growth, and customer loyalty. The benefit of this study is to provide insights for online business owners about the importance of effective business communication and the utilization of social media to strengthen customer relationships and improve business performance. The method used is a quantitative approach, with data collection through surveys from owners and managers of online shops that actively use social media in Indonesia. The data obtained were analyzed using descriptive and regression statistical techniques to determine the relationship between business communication and social media

usage on sales and customer loyalty. The results of the study show that good business communication, especially internal communication, significantly influences operational efficiency and customer satisfaction. In addition, the creative and interactive use of social media has been proven to increase sales by expanding market reach and improving customer engagement. The combination of both also contributes to increasing customer loyalty, where businesses that effectively manage both aspects have more loyal customers and are more likely to make repeat purchases.

Keywords: *Business Communication, Social Media, Online Shop Business.*

Introduction

The rapid development of information and communication technology (ICT) in recent decades has changed the business landscape around the world. One significant change is the emergence of the online business phenomenon, which has revolutionised the way consumers shop and how products are marketed. Online shops, which offer the convenience of shopping through digital platforms, have become the first choice for many consumers. Along with this rapid growth comes new challenges for business owners to stay relevant and competitive in an increasingly connected and open marketplace. One of the key factors that support the success of an online shop business is the ability to communicate well, both in terms of internal communication between teams within the organisation and external communication with customers (Virgiawan et al., 2022).

Effective business communication is an important aspect in ensuring smooth operations, including human resource management, customer service, and marketing strategies. For example, clear communication between management and employees regarding policies, company goals, and changes in daily operations can improve productivity and efficiency. On the other hand, good external communication through various channels, such as websites, emails, and social media, will shape customers' positive perceptions of the brand or products offered, as well as strengthen relationships with existing customers.

Social media, in the context of an online shop business, is the main platform that facilitates external communication. Platforms such as Instagram, Facebook, TikTok, and Twitter allow businesses to interact directly and personally with consumers. Not only as a tool for promotion, social media also provides an opportunity for businesses to listen to the voice of customers, respond to queries

or complaints, and build a loyal community. Based on reports from various studies, around 70-80% of consumer purchasing decisions are now influenced by online presence and interaction through social media, making these platforms vital for the survival and development of online businesses (Nguyen et al., 2022).

However, despite social media being a very effective channel to market products and interact with customers, there are many online shops that fail to utilise the full potential of social media. One of the contributing factors is the lack of understanding on how to build the right communication with the audience. Often, businesses only focus on visual content and product promotion without paying attention to deeper engagement with consumers. This is where the importance of a business communication strategy that is not only effective in managing internal operations, but also in building long-term relationships with customers through the right communication channels.

On the other hand, the use of social media that is not well integrated into the overall business strategy can negatively impact the reputation and credibility of the online shop. Therefore, the synergistic utilisation of effective business communication and social media is an important factor in the success and growth of online businesses. Businesses that have a well-thought-out communication strategy, which combines efficient internal communication and interactive external communication through social media, have a greater chance of increasing brand awareness, engagement, and ultimately sales (Putri & Riofita, 2024).

Various previous studies have shown that business communication and social media have a significant effect on the performance and success of online shop businesses. For example, research conducted by Kumar et al. (2016) showed that companies that implement good internal communication tend to have higher levels of customer satisfaction, while effective use of social media can expand market reach and increase customer loyalty. This confirms that both aspects-

business communication and social media-are mutually supportive pillars in creating long-term success for online shop businesses.

In Indonesia, while many online shops have utilised social media as part of their marketing strategy, there are still a number of challenges that need to be overcome. One of them is the need to understand the evolving behaviour of digital consumers, as well as how the right business communication can enhance the customer experience in interacting with the brand. In addition, another challenge faced by online business owners is how to manage consistent and integrated communication across various social media channels to maintain the company's reputation and credibility (Rusdiono, 2019).

Against this background, this article aims to analyse the influence of business communication and social media on online shop businesses. The main focus of this research is to identify the extent to which efficient business communication and appropriate use of social media can improve operational performance, customer satisfaction, and sales for online shop businesses. Thus, the results of this study are expected to provide useful insights for online shop owners to optimise their communication strategies in an increasingly competitive digital era.

Basic Theoretical

Business Communication

Business communication refers to the process of exchanging information between individuals or groups in the context of an organisation or company to achieve a common goal (Safitri & Aravik, 2025). In the context of an online shop business, business communication involves interactions between managers, staff, and customers to ensure smooth operations and fulfilment of customer needs. According to Robbins and Judge (2017), effective communication in an organisation can improve operational efficiency and strengthen relationships between parties involved in business.

Business communication also consists of two main types: internal and external communication. Internal communication refers to the exchange of information that takes place within the company, between managers, employees, and other divisions. External communication, on the other hand, involves

interactions between the company and outside parties such as customers, suppliers, and business partners. In online businesses, external communication is especially important, as quick responses and clear information to customers can increase customer satisfaction and loyalty (Hargie, 2011). Research conducted by McDaniel and Gates (2010) shows that well-structured internal communication can improve coordination between teams and accelerate problem solving. This of course affects overall business performance, including improving service quality and minimising operational errors (Praditya, 2019).

Social Media in Online Shop Business

Social media is a digital platform that allows individuals and organisations to share information, interact, and build relationships online. According to Kaplan and Haenlein (2010), social media can be divided into six categories, namely: social network sites, blogs, content communities, collaborative projects, virtual game worlds, and virtual social worlds. For online businesses, social media is a very effective marketing tool to reach a wider audience and interact directly with customers.

The use of social media in online shops provides a number of benefits, such as introducing products to a wider market, increasing brand awareness, and building emotional relationships with customers (Mangold & Faulds, 2009). In a study conducted by Tuten and Solomon (2015), it was found that social media allows businesses to conduct more personalised and direct marketing to customers, and obtain real-time feedback. Furthermore, social media provides opportunities to interact with customers in the form of comments, private messages, or even live streaming. This allows companies to build customer trust and loyalty. A study by Hernández et al. (2014) showed that customers who interact more with brands through social media tend to have higher loyalty and are

more likely to make repeat purchases (Antow, 2019)

The Effect of Business Communication on Online Business Performance

Good business communication can improve the performance of online shop businesses by smoothing operational flows and interactions with customers. Robbins and Judge (2017) state that open and transparent communication in organisations can encourage better collaboration between team members, speed up the decision-making process, and increase effectiveness in carrying out marketing strategies. In the context of online shops, clear communication between managers, operational staff, and customers will ensure that orders are processed quickly, customer problems are resolved efficiently, and product quality is maintained. Research conducted by Brønn and Martin (2007) also indicates that effective communication between companies and customers can increase customer loyalty. When customers feel that the company is responsive and transparent in conveying information, they are more likely to return to make purchases and recommend the store to others (Mamahani et al., 2019).

The Influence of Social Media on Online Shop Business Performance

Social media has a very important role in supporting the marketing and performance of online shop businesses. Along with the increasing use of platforms such as Instagram, Facebook, and TikTok, online businesses can utilise the features available to market products in a more visual and interactive manner. According to Nair (2017), social media offers a great opportunity to create closer relationships with customers and build loyal communities. Engaging content, such as product photos and videos, can capture the audience's attention and encourage them to make a purchase. A study by Payne et al. (2017) shows that a business' presence on social media can expand market reach and increase brand influence. Increased interaction with customers on social media is proven to improve the relationship between customers and companies, which in turn can contribute to increased sales and customer loyalty (Herdiyani et al., 2022).

Customer Loyalty in Online Shop Business

Customer loyalty is one of the very important factors in the long-term success of an online business. Customer loyalty can be defined as a customer's commitment to continue buying products or services from a company despite other available options (Dick & Basu, 1994). Effective communication and proper use of social media play an important role in building customer loyalty. In a study by Oliver (1999), it is explained that customers who feel valued and have a positive experience in interacting with the company will tend to become loyal customers. On the other hand, customers who feel ignored or do not get a quick response are likely to move to competitors. Therefore, it is important for online businesses to manage communication well, both through internal and external channels, and utilise social media to maintain good relationships with customers (Putri & Riofita, 2024).

Research Methods

This study uses a quantitative approach with a survey design to analyse the effect of business communication and social media on online shop business performance. The population of this study are online shop owners and managers in Indonesia who actively use social media in their marketing activities. The research sample was taken using purposive sampling technique, with the criteria that respondents are owners or managers who have been running an online shop business for at least one year and are active on social media. Data were collected through questionnaires distributed online to respondents. The questionnaire consisted of questions regarding the application of business communication in the organisation, the use of social media in marketing, and its impact on sales and customer loyalty. Data analysis was conducted using descriptive and inferential statistical techniques, namely regression analysis to see the effect of business

communication and social media on sales and customer engagement (Nguyen et al., 2022).

Results and Discussion

1. Effect of Business Communication on Online Shop Performance

The results show that good business communication, especially internal communication between managers and operational staff, has a significant influence on operational efficiency and customer satisfaction. In an online shop business, clear and structured communication between teams enables faster and more accurate processes in responding to customer complaints, processing orders, and maintaining product quality. When businesses are able to provide quick and precise information to customers, it increases customer trust and creates a more positive shopping experience. As a result, customer satisfaction levels are higher, leading to increased customer retention. Satisfied customers tend to return to shop and recommend the store to others, which of course supports the long-term success of the business (Rahastine, 2019).

2. The Effect of Social Media Use on Increased Sales

Data analysis also reveals that online shops that are active and creative in using social media experience a significant increase in sales. Platforms such as Instagram, TikTok, and Facebook provide opportunities to showcase products in a more engaging and interactive way. By utilising features such as images, videos, and live streaming, businesses can capture consumers' attention and encourage them to make a purchase. Direct interaction through comments, messages, or responses to customer reviews further strengthens the relationship between businesses and consumers. Increased customer engagement on social media is proven to expand market reach, as engaging content can be shared by customers and reach a wider audience. It also increases sales conversions, as consumers feel more connected to the brand and products offered (Ahmad et al., 2024).

3. The Effect of Business Communication and Social Media on Customer Loyalty

Effective use of social media, when combined with responsive and transparent business communication, is proven to increase customer loyalty. In this study, it was found that customers tend to be more loyal to businesses that are able to respond quickly to queries or complaints and provide clear information about their products or services. Quick responses and transparent communication through various channels-especially social media-give customers a sense of being valued and increase their satisfaction. Online shops that successfully combine efficient business communication with good social media utilisation have higher levels of customer loyalty compared to businesses that do not optimise both aspects. Customers who feel emotionally connected to a business through social media are more likely to become loyal customers and make repeat purchases (Fitriani et al., 2023).

Conclusion

This study shows that both effective business communication and appropriate use of social media have a significant influence on online shop business success. Clear and structured business communication, especially internal communication between teams, improves operational efficiency and customer satisfaction. When management teams and operational staff can coordinate well, responses to customer complaints are faster, orders are processed in a timely manner, and product quality is maintained, leading to increased customer loyalty. In addition, social media plays a very important role in increasing sales. Online shops that are active on social media platforms such as Instagram, TikTok, and Facebook can reach a wider audience by showcasing products attractively and interacting directly with customers. Increased engagement through social media is

proven to expand market reach and increase sales conversions, as customers feel more connected to the brand and products offered.

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