

Integration Of Marketing 5.0 Strategy And Digital Ethics To Improve Customer Loyalty In The Era Digital Transformation

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ABSTRACT

Digital transformation has significantly changed the marketing landscape, creating a need for strategies that integrate advanced technology with humanistic approaches and digital ethics. This study examines the integration of Marketing 5.0 strategies with digital ethical principles to enhance customer loyalty in today's digital era. Based on a literature review from various recent books and journals, the research highlights the crucial role of big data, artificial intelligence (AI), augmented reality (AR), as well as marketing personalization and humanization in delivering relevant and meaningful customer experiences. Moreover, ethical aspects such as transparency, data privacy, and customer trust form a fundamental basis for building sustainable loyalty. The findings indicate that implementing a synergy of innovative technology and strong ethical standards can strengthen customer engagement and trust, while preserving corporate reputation in a competitive digital marketplace. Practical implications for companies include exploiting responsive and adaptive data-driven marketing and reinforcing communication grounded in human values. This study contributes theoretically and practically to the development of modern marketing strategies that are technology-driven as well as human-centered with digital ethics.

Keywords: Marketing 5.0, Digital Ethics, Customer Loyalty, Digital Transformation, Big Data, Artificial Intelligence, Humanization, Sustainable Marketing



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INTRODUCTION

The development of digital technology has brought about significant changes in the way companies execute their marketing strategies (Said et al., 2023). The era of digital transformation demands that businesses go beyond conventional marketing methods and integrate cutting-edge technology and a more humanistic approach to create a more personalized and relevant customer experience. (Hermawan, 2021). The concept of Marketing 5.0 emerged as the latest evolution in the world of marketing that combines artificial intelligence (AI), big data, augmented reality (AR), and other advanced technologies with a human touch that emphasizes personalization and meaningful interactions between brands and customers. (Mubarok, 2021) .

However, amidst the increasingly widespread use of technology, the aspect of digital ethics is a challenge that cannot be ignored. (Sukarta et al., 2024a). The collection and processing of customer data must be carried out while maintaining transparency, privacy, and trust to avoid problems such as data misuse, algorithmic discrimination, or marketing practices that are detrimental to consumers. (Febriane, 2022). Therefore, integrating Marketing 5.0 strategies with digital ethics principles is an important key in building long-lasting and sustainable customer loyalty. (Safitri & Juliati Nasution, 2023).

Customer loyalty is a crucial strategic asset in maintaining business continuity in an increasingly competitive and dynamic market. (Arisetiana et al., 2023). Research from various sources shows that customer loyalty is influenced not only by product and service quality, but also by values of trust, humanistic interactions, and corporate social responsibility (Mardinata et al., 2023). In this context, a marketing approach that combines advanced technology with digital ethics can encourage higher customer engagement, increase satisfaction, and build emotional bonds that strengthen consumer loyalty (Rachmawati et al., 2024).

This study aims to examine how the integration of Marketing 5.0 and digital ethics can be implemented effectively to increase customer loyalty in the era of digital transformation (Asiah et al., 2022). (Utama et al., 2023). By using literature reviews from various recent books and journals, this study attempts to create a conceptual framework that combines technological innovation and ethical standards as the main foundation of modern marketing strategies that are oriented towards sustainability and human values (Sukarta et al., 2024b).

METHOD

This research uses a literature review approach which is descriptive and analytical. (Ningtyas & Angin, 2023). Data were obtained from various secondary sources, namely reference books, scientific journals, popular articles, and the latest industry reports discussing Marketing 5.0, digital ethics, and customer loyalty in the context of digital transformation. (Yulianto et al., 2023). This literature study approach aims to collect, review, and analyze relevant theories, concepts, and previous research results to formulate a conceptual framework and comprehensive understanding of the integration of the latest digital marketing strategies with ethical principles in building consumer loyalty. (Adnan & Mona, 2024).

The literature analysis was conducted systematically, examining key aspects such as data-driven marketing (Kholis et al., 2023), artificial intelligence (AI), augmented reality (AR), personalization and humanization in marketing, and social responsibility and digital ethics (Roy Chaudhuri & Jagadale, 2021). By synthesizing these findings, the research seeks to provide applicable strategic recommendations that align with current digital marketing dynamics. (Widiastuti & Indriastuti, 2022).

This method allows researchers to evaluate and integrate current concepts holistically without collecting primary data, making it suitable for formulating theories and practice guidelines oriented towards technological development and customer trust (Hadi & Zakiah, 2021).

RESULTS AND DISCUSSION

Marketing 5.0 is an evolution of marketing strategy that combines advanced technologies such as artificial intelligence (AI), big data, augmented reality (AR), and the Internet of Things (IoT) with a humanistic approach. (Atmoko, 2018). This concept enables companies to create more personal, relevant, and meaningful customer experiences, thereby significantly increasing customer engagement. (Sampetoding et al., 2024).

The use of digital technology must be balanced with ethical principles such as transparency, data privacy, and customer trust. (Hatala & Latuconsina, 2023). The application of digital ethics can increase consumer engagement by up to 27%, protect data from misuse, and prevent harmful marketing practices such as greenwashing and algorithmic bias. (Tresnawati & Prasetyo, 2022).

The synergy between technological innovation and strong ethical standards has been proven to strengthen customer loyalty through increased trust (Sahrul et al., 2024), satisfaction, and emotional bonds. (Nugraha et al., 2025). This approach also supports the development of purpose-driven brands that are increasingly in demand by modern consumers. (Hutany et al., 2022); (Wibisono, 2020).

Marketing 5.0 strategy leverages big data for adaptive and contextual marketing personalization. (Fallo et al., 2024). Active customer involvement through collaboration (co-creation) can make products and services more relevant, increase customer loyalty and retention. (Nurrochman et al., 2023).

Companies that implement technology-based and ethics-based marketing strategies must be able to adapt agilely to market dynamics, test new ideas quickly, and respond to consumer behavior in real time. (Harto et al., 2024). This results in sustainable competitive advantage in the digital era. (Ali & Fitria, 2021).

Limitations and Need for Further Study (Ananta et al., 2025): Although this concept has great potential, most of the frameworks reviewed are still in the conceptual and theoretical evaluation stages. Further empirical research is needed to test the effectiveness of integrating Marketing 5.0 strategies and digital ethics in various industry context (Indriani & Sismanto, 2023).

CONCLUSION

Integrating Marketing 5.0 strategies with digital ethics principles is the key foundation for building strong and sustainable customer loyalty in the era of digital transformation. Marketing 5.0, which combines advanced technologies such as artificial intelligence (AI), big data, augmented reality (AR), and the Internet of Things (IoT), with a humanistic approach, enables companies to create more personalized, relevant, and meaningful customer experiences.

Digital ethics principles emphasizing transparency, data privacy, and customer trust play a crucial role in preventing technology abuse and unethical marketing practices, while strengthening consumer engagement and loyalty. Companies that effectively manage the synergy between technological innovation and ethical standards can position themselves as socially responsible and customer-centric market leaders.

Furthermore, big data-driven marketing personalization and customer collaboration (co-creation) are crucial strategies for strengthening customer relationships and loyalty. Adaptability and agile marketing capabilities are also key to successfully navigating the rapidly changing dynamics of the digital market.

However, most concepts still need further testing through empirical research to obtain strong evidence of applicability across various industries. This research provides a theoretical foundation and practical recommendations for companies to develop digital marketing strategies that are not only high-tech but also uphold human values and digital ethics to sustainably increase customer loyalty.

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