

## **DIGITAL MARKETING STRATEGIES OF MSMES THROUGH THE UTILIZATION OF GOOGLE MAPS**

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### **Abstract**

This study investigated the utilization of Google Maps as a digital marketing strategy for micro, small, and medium enterprises (MSMEs), with a particular focus on Rumah Lapar in Palembang. The problem addressed in this research was the limited understanding of how digital platforms, especially Google Maps, could enhance business visibility, customer trust, and competitiveness in the digital era. This study was important because MSMEs often face barriers in adopting digital marketing strategies due to limited resources and digital literacy. A qualitative research method was employed using interviews, observations, and documentation as primary data collection techniques. The analysis was conducted through data reduction, data display, and conclusion drawing to ensure a comprehensive interpretation of findings. The results showed that Google Maps significantly improved customer accessibility to business information, increased consumer trust through reviews and photos, and strengthened the professional image of the enterprise. Moreover, the utilization of the Insight feature enabled the business owner to monitor customer behavior and adjust marketing strategies accordingly. However, challenges such as inaccurate information, negative reviews, and limited digital literacy among MSMEs remained. The study concluded that Google Maps played a strategic role as a low-cost yet effective digital marketing tool, but its full potential could only be achieved through continuous updates, proactive engagement, and digital capacity-building programs. These findings highlighted the importance of integrating location-based marketing tools into the broader digital transformation strategy of MSMEs.

**Keywords:** Customer Trust, Digital Marketing, Google Maps, Location-Based Marketing, MSMEs.

## INTRODUCTION

The development of digital technology has fundamentally transformed the way Micro, Small, and Medium Enterprises (MSMEs) market their products and interact with consumers. Amid increasingly fierce market competition, information technology-based marketing strategies have become the key to enhancing visibility, competitiveness, and business sustainability (Kotler & Keller, 2016). One of the platforms that plays a crucial role in the digital marketing ecosystem is *Google Maps*, which is part of the *Google Business Profile*. This platform functions not only as a navigation tool but also as an interactive marketing medium that enables business owners to display their location, product or service information, operating hours, photos, customer reviews, and call-to-action features such as phone calls and route requests.

Although various studies have examined digital marketing strategies through social media and e-commerce (Chaffey & Ellis-Chadwick, 2019; Suryani, 2022), research on the utilization of *Google Maps* as a digital marketing strategy for MSMEs remains limited, particularly in the local context. Previous studies have largely focused on *search engine optimization* (SEO) or the use of popular social media platforms, while the potential of *Google Maps* to enhance local reach and influence consumer decision-making has not been optimally explored (Rahmawati & Putra, 2021). This creates a research gap that underlies the urgency of this study.

The urgency of this research lies in the fact that *Google Maps* provides a low-cost yet high-impact marketing opportunity, especially for MSMEs with limited capital and technological resources. On the other hand, the relatively low digital literacy among business owners often becomes an obstacle in optimizing the features offered by this platform. Therefore, this study is expected to contribute academically by presenting a model for utilizing *Google Maps* as an effective digital marketing strategy, as well as practically by providing recommendations for improving digital skills among business actors.

This research employs a mixed-method approach, combining quantitative and qualitative methods to obtain a comprehensive overview of the effectiveness of *Google Maps* utilization in MSMEs. The novelty of this study lies in the integration of digital marketing concepts, the *Technology Acceptance Model*, and consumer behavior analysis in location-based marketing, which have not been widely applied in a unified manner in MSME-related studies. Thus, the findings of this research are expected not only to enrich the academic literature but also to provide innovative solutions for strengthening the competitiveness of MSMEs in the digital era.

## **METHOD**

This study applies a pragmatic research paradigm, which allows the integration of both qualitative and quantitative approaches to provide a more comprehensive understanding of the research problem. The research employs a *mixed-method* approach, combining quantitative survey methods with qualitative in-depth interviews. The quantitative method was used to measure the level of effectiveness of *Google Maps* utilization among MSMEs, while the qualitative method was applied to explore deeper insights into the challenges and best practices of implementation. The type of research is explanatory with a descriptive character, aiming to explain the relationship between the use of *Google Maps* as a digital marketing strategy and its impact on MSMEs' visibility, customer engagement, and sales performance. The unit of analysis consists of MSMEs in the culinary, retail, and service sectors located in an urban area with high digital market competition.

## **RESULTS AND DISCUSSION**

The findings of this research show that the utilization of *Google Maps* by *Rumah Lapar* since mid-2022 has made a significant contribution to enhancing business visibility and customer trust. The business registration through the *Google Business Profile* feature was carried out independently by the business owner, with the primary objective of making it easier for potential customers to locate the restaurant, access essential information, and strengthen the professional image of the business. From the customers' perspective, the presence of *Rumah Lapar* on *Google Maps* has proven to be highly beneficial, as it provides comprehensive and easily accessible information, such as address, operating hours, menu, product photos, and reviews from previous visitors. These details serve as important factors in the consumer decision-making process when choosing a dining place, as they offer an initial overview of the quality of service and products provided. Positive customer reviews, accompanied by attractive food images, further increase consumer trust in the business.

Meanwhile, from the business owner's perspective, *Google Maps* is regarded as an effective digital marketing tool that is low-cost yet provides broad reach. The owner leverages the platform to build business credibility, attract new customers, and maintain strong customer relationships through active interaction, such as responding promptly to customer reviews. Other strategies include consistently updating business information, uploading the latest food photos, and adjusting business descriptions in line with consumer demand trends. Consistency in managing *Google Maps* content has proven to create a positive impression that the business is run seriously, professionally, and with a strong orientation toward customer satisfaction.

Furthermore, *Google Maps* features are utilized differently by customers and the business owner. Customers primarily use the platform for location search, navigation, checking operating hours, as well as reading reviews and viewing photos before making

a visit. Conversely, the owner focuses more on managing business content, ensuring accurate information, adding high-quality photos, and making use of call-to-action features such as phone numbers and links to food delivery applications. This aligns with the theory of location-based marketing, which emphasizes the importance of integrating location-based information to support consumer decision-making quickly and efficiently.

The research findings also highlight a gap in digital literacy among some micro, small, and medium enterprises (MSMEs), as not all business owners are capable of fully utilizing the advanced features offered by Google Maps, such as visitor insights, search trend reports, or integration with other marketing platforms. Therefore, it is crucial to strengthen digital capacities through training and mentoring so that the potential of this platform can be optimized to its fullest. With such an approach, Google Maps is not merely a navigation tool, but also a digital marketing strategy capable of expanding market reach, enhancing competitiveness, and building a positive brand image among consumers.

Overall, this study demonstrates that Google Maps plays a strategic role in supporting the digital transformation of MSMEs, particularly in improving information accessibility, strengthening business credibility, and fostering better customer engagement. By integrating digital marketing concepts, the Technology Acceptance Model (TAM), and location-based consumer behavior analysis, this research provides both novelty and practical solutions that can be applied to reinforce the competitiveness of MSMEs in today’s increasingly competitive digital era.

**Table 1. Research Findings**

Research Findings	
Business Registration	Registration of <i>Rumah Lapar</i> on Google Business Profile was conducted independently by the owner to increase visibility, provide easy access to basic information, and strengthen business credibility.
Customer Perspective	Customers benefit from complete and accessible information (address, hours, menu, photos, reviews) that supports their decision-making process and builds trust, especially through positive reviews and appealing food images.
Owner Perspective	Google Maps is considered an effective, low-cost marketing tool that helps build credibility, attract new customers, and maintain relationships through active interactions (e.g., responding to reviews).
Content Management Strategy	The owner consistently updates business information, uploads new food photos, and adjusts descriptions based on consumer needs, creating a professional and customer-oriented image.
Feature Utilization	Customers mainly use features such as location search, navigation, and reviews, while the owner focuses on accurate data, high-quality visuals, and

Theoretical Alignment	call-to-action tools (phone numbers, delivery links). The findings align with location-based marketing theory, highlighting the importance of integrating location information to support fast and efficient consumer decisions.
Digital Literacy Gap	Some MSME owners cannot maximize advanced features (e.g., visitor insights, search trends, integration with other platforms), showing a need for training and mentoring.
Strategic Role of Google Maps	Google Maps plays a strategic role in MSME digital transformation by improving accessibility, strengthening credibility, and enhancing customer engagement.

The research findings indicate that the owner of *Rumah Lapar* actively utilizes the **Insight** feature on Google Business Profile to monitor business performance. Statistical data such as the number of searches, website clicks, route requests, and phone calls are used as the basis for evaluating promotional effectiveness as well as for determining marketing strategies, including the timing of posts and the type of content that aligns with customer preferences. This emphasizes that Insight serves as a simple yet effective analytical tool in supporting data-driven decision-making.

From the customer's perspective, although they do not directly use the Insight feature, both respondents acknowledged that the data plays an important role in helping business owners understand consumer behavior. They believe that the utilization of Insight enables more targeted promotional strategies while ensuring that business information remains relevant and consistently updated. Thus, both business owners and customers agree that Insight contributes significantly to enhancing business visibility and competitiveness in the digital sphere.

In addition to the use of Insight, the interviews also revealed expectations regarding the development of Google Maps features to be more adaptive to the needs of MSMEs and consumers. The business owner suggested the introduction of special promotional tools for MSMEs, allowing the placement of promotional content in search results either organically or through paid options, as well as a real-time digital menu that can be updated directly through the business profile. Meanwhile, customers proposed the addition of category-based ratings (such as food taste, cleanliness, and pricing), a live chat feature with business owners, notifications for promotions or discounts from favorite businesses, and more interactive visual content such as short videos or stories.

Overall, this study concludes that Google Maps plays a strategic role in supporting digital marketing for MSMEs. However, to maximize its benefits, there is a need for further feature development that is more interactive, informative, and responsive to the needs of both business owners and consumers. By doing so, Google Maps can

function not only as an information medium but also as a more effective and efficient digital marketing platform that enhances user experience.

**Table 2. Research Findings**

	Research Findings
Utilization of Google Business Profile Insight	The business owner (Key Informant) actively uses the Insight feature to monitor business performance (search volume, clicks, directions, phone calls) as a basis for promotion evaluation. Meanwhile, customers (Supporting Informants) do not use Insight directly, but acknowledge its importance for business strategy.
Role of Data Insight	Data Insight is considered a simple yet effective analytical tool to support marketing decision-making and enhance digital visibility.
Benefits of Google Maps	Google Maps has proven to support digital marketing for MSMEs by increasing visibility, providing easy access to business information, and facilitating interaction between customers and businesses.
Need for Feature Development	Suggested additional features include: (1) special promotion tools for MSMEs and real-time digital <b>menus</b> (business owner’s suggestion), (2) category-specific ratings and live chat (customer suggestion), and (3) promotion/discount notifications <b>and</b> interactive visual content (videos/stories) (customer suggestion).

Based on interviews with the owner of *Rumah Lapar* as the key informant, along with two supporting informants representing customers, the findings indicate that the presence of the business on Google Maps has had a significant impact on customer visits, market expansion, and the establishment of business reputation. The owner emphasized that since the restaurant was officially listed on Google Maps, there has been a noticeable increase in new customers, particularly those coming from outside the immediate neighborhood. Customers found it easier to locate the restaurant simply by searching for its name on Google Maps and being directly guided to the location. This demonstrates that Google Maps functions not only as a navigation tool but also as an effective digital promotion platform that enhances business visibility to potential customers who were previously unaware of its existence.

Insights from the supporting informants reinforced this finding. Both customers mentioned that they first discovered *Rumah Lapar* through Google Maps searches, either by using the “nearby food” feature or by manually searching based on location. The availability of comprehensive information such as the map location, photos of the restaurant and its menu, and reviews from previous visitors was cited as the key factor influencing their decision to visit. Customers perceived this information as practical, reliable, and more trustworthy than word-of-mouth recommendations. Without Google

Maps, they admitted they likely would not have known about *Rumah Lapar*, as it is not located on a main road or within a busy commercial area. Thus, Google Maps plays a crucial role in expanding the business's market reach by connecting it with potential consumers who were not initially within its target audience.

Another key factor highlighted in the research is the importance of customer reviews on Google Maps. The owner of *Rumah Lapar* acknowledged that positive reviews regarding food quality, service, and ambience have a strong influence in attracting new customers. Many visitors stated that their decision to dine at the restaurant was based on reading reviews and seeing a high star rating. Conversely, negative reviews were seen as potentially damaging to customer perception, even if they did not fully represent the overall service quality. As a result, the owner makes conscious efforts to maintain product and service quality in order to sustain positive feedback and strengthen the restaurant's online reputation. From the customer perspective, both supporting informants emphasized that reviews were critical in their decision-making process, serving as a first impression and a reliable indicator of business credibility.

Overall, the findings suggest that Google Maps serves a dual function for small and medium-sized enterprises (SMEs), particularly in the food service sector. First, it acts as a navigation tool that provides customers with quick and accurate directions to the business location. Second, it serves as an effective digital marketing medium that expands market reach, attracts new customers, and increases online visibility. Third, it operates as a public space where customer reviews and ratings shape the business's reputation and influence consumer choices. Therefore, the presence of SMEs on Google Maps is not merely an additional convenience, but rather a strategic necessity in the digital transformation era. Leveraging this platform allows small businesses to compete more effectively with larger enterprises, as the accessibility, reviews, and exposure generated through Google Maps significantly enhance consumer trust and overall business competitiveness.

The study reveals that the use of Google Maps by *Rumah Lapar* has a positive impact but also faces several challenges. The main issues include delays in updating business information, inaccuracies in location and operating hours, and misleading negative reviews. To address these problems, the business owner takes a proactive approach by collecting customer feedback and regularly updating the profile to ensure accuracy. Competition on Google Maps also encourages the business to maintain service quality and increase positive reviews, while customers have become more selective by comparing ratings, reviews, and photos before making decisions. Overall, Google Maps plays a strategic role in enhancing visibility, building trust, and strengthening the competitiveness of small businesses in the digital era.

## CONCLUSION

This study concluded that the utilization of Google Maps as a digital marketing strategy significantly contributed to enhancing visibility, credibility, and customer trust for MSMEs, as demonstrated by the case of Rumah Lapar. The integration of Google Business Profile features, such as business information, photos, customer reviews, and Insights, enabled the business owner to reach a wider audience, optimize promotional strategies, and strengthen consumer engagement. From the customer perspective, the availability of accurate and accessible information played a crucial role in shaping purchasing decisions, thus reinforcing the importance of location-based marketing in the digital era.

Based on these findings, it is recommended that MSME owners consistently update their Google Maps profiles, respond actively to customer feedback, and utilize analytical tools to guide their marketing strategies. Additionally, policymakers and stakeholders are encouraged to provide training and digital literacy programs to empower MSMEs in maximizing the full potential of this platform. The implications of this research highlight the role of Google Maps not only as a navigational tool but also as an effective low-cost marketing medium that contributes to the broader digital transformation of small businesses.

For theoretical development, the findings reinforce the relevance of the Technology Acceptance Model and consumer behavior theories in explaining MSMEs' adoption of digital tools. Future studies may expand this research by comparing different sectors of MSMEs, exploring cross-cultural contexts, or integrating Google Maps with other digital marketing platforms to provide a more comprehensive framework. Such studies will broaden methodological perspectives and enhance theoretical contributions, while also providing practical insights for broader societies in adapting to the evolving digital ecosystem.

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