

## MARKETING STRATEGY THROUGH APPLICATION-BASED DIGITAL MARKETING IN INCREASING CUSTOMER SATISFACTION

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### Abstract

Technological developments produce increasingly sophisticated facilities, which can be used as media in developing customer satisfaction-oriented business ventures. One form of technology integration is in marketing practices using digital marketing strategies. Digital marketing strategies are very important as a strategy to increase sales. Currently, establishing effective communication with customers has become a necessity so that customers can understand them. Digital marketing is a marketing or promotional activity for a brand or product using digital media or the internet. The aim of digital marketing itself is to attract consumer interest quickly. The use of digital media in this activity can provide many benefits because the advantages of digital technology enable instant two-way communication between producers and customers, where customers can choose, order, respond and even submit complaints directly wherever and whenever. The important point of the advantage of digital technology is the high frequency of communication or interaction that occurs between producers and customers with a fast information distribution process, which indicates the existence of high frequency brand communication.

**Keywords:** Marketing Strategy, Digital Marketing, Applications, Customer Satisfaction

### INTRODUCTION

In this era of technological progress, digital marketing plays an important role in running a business. In fact, according to the Digital Marketing Institute and Evergreen, digital marketing needs to be considered

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by small business owners. Apart from more affordable marketing costs, many companies are turning to digital business to expand marketing reach (Ahokangas, N, 2020). Marketing strategies in the digital era encourage business owners to be able to develop innovative and creative ideas. In the past, the most commonly known marketing was television advertising or print media. In contrast to now, the process of marketing products is easier and instant. One of the popular ones is marketing by utilizing social media. Social media has a wider reach today than commercial television advertising. Especially if the target market is young people who actually spend more time on social media. This is what makes business people start implementing marketing strategies in the digital area. However, behind digital marketing it turns out to give rise to big challenges. Among them is very competitive competition (Oklander, M., et al, 2018). Therefore, if you want to be successful, you must completely master the world of digital marketing. Please note that digital marketing is not only limited to social media. However, there are at least five digital strategies that have the potential to bring profits.

Technological developments make consumers increasingly use technology to meet their daily needs. This can be seen from how much consumers use information technology facilities to fulfill the information they need, one of which is the use of the internet. The increase in the number of internet and social media users has become a huge opportunity for business people to market their products. Internet product marketing can be more helpful, because the internet allows a more effective marketing process, faster response and cheaper costs (Sari, A. E., et al, 2022). It is hoped that low costs and fast dissemination of information can increase sales so that turnover can be achieved on target.

As business develops today, challenges and competition are getting sharper in capturing market share so that companies are required to have advantages in order to compete (Endrawati, T., et al, 2022). Therefore, every company is expected to be able to develop an effective marketing strategy so that it can survive in the face of business competition, one of which is having a digital marketing strategy because technology is currently developing rapidly and the trend of internet use in Indonesia is quite high so that companies are increasingly taking advantage of developments. digital which is increasingly increasing as one of their strategies to increase company traffic and achieve the expected targets. Apart from that, the use of digital-based marketing can provide great opportunities for companies to spread their wings to progress the company's development even better (Basaran, D., & Ventura, K, 2022).

Digital marketing that uses social media or the web must be packaged more attractively to arouse consumers' desire or interest in buying (Wulandari, T. A., & Assidiq, M. I, 2023). There are quite a lot of social media that can be effectively used as platforms to promote businesses, including Facebook, Instagram, WhatsApp, web, YouTube and others. The web is less attractive to consumers, but social media such as Facebook, Instagram, Whatsapp is quite interesting because the age group generally has this social media. Lately, YouTube media is a media that is in great demand by all age groups, this media is rich in creative and innovative content so it is interesting to watch. Content in digital marketing is required to be able to create two-way communication between companies and consumers (Udupa, A. R., & Amal, M. S, 2023). Content is one of the right marketing strategies to effectively attract potential customers but at an efficient cost (Meria, L., et al, 2023).

Digital marketing, according to Wsi (2013) in Todor (2016) is a practice of promoting products and services in innovative ways, especially using database-based distribution channels to reach consumers and customers in a timely, relevant and cost-effective manner (Kyaw, K. S., et al, 2023).

## **RESEARCH METHOD**

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

## **RESULT AND DISCUSSION**

### **Marketing strategy**

A marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides guidelines for activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs and distribution. According to Morgan, N. A., et al (2019) marketing strategy is selecting and analyzing the target market which is a group of people that the company or business wants to reach and creating a marketing mix that is suitable and can satisfy the target market.

Marketing strategy is the best way to plan a business. Marketing has many strategies, including anticompetitive, product, pricing, location, and advertising. According to Tulli and Kahle (in Ferrell, O. C., et al, 2023),

marketing strategy is an important tool for achieving company goals by creating sustainable competitiveness and making market entry. Marketing is an important process, and strategies and techniques must be continually updated to meet today's social needs. If other companies cannot adapt well, especially in similar manufacturing sectors, they will disrupt the new environment. Companies want to build profitable customer relationships and add value to their customers by using marketing strategies (Išoraitė, M, 2009).

Talking about impact, a marketing strategy is a plan created to determine expectations. Formulate company goals: Entrepreneurs always want to know what they want to achieve with their business. Marketing strategy helps business stakeholders determine the goals that must be achieved in the short and long term. Monitoring Marketing Activities: Marketing strategies allow companies to set performance standards for their members (Baker, M. J, 2017). In this way, it is easier to monitor member activities to improve work quality and quality. Marketing strategy objectives Typically have four objectives: improve marketing team coordination; using performance standards to measure marketing results; provide a logical basis for marketing decisions; and improve the ability to adapt to change.

Marketing strategies must be based on environmental and internal analysis of the company through analysis of the company's strengths and weaknesses, as well as analysis of the opportunities and threats that the company will face from its environment. Apart from that, the strategy that has been implemented must be reassessed to see whether it is still appropriate to current conditions.

Environmental factors analyzed in preparing marketing strategies are market conditions or competition, technological developments, economic conditions, government regulations and policies, socio-cultural conditions and political conditions. Each of these factors can create opportunities or obstacles for marketing a company's products. Especially in the field of marketing, environmental or external factors are factors that cannot be controlled by company leaders. Meanwhile, internal factors in the marketing sector are factors that can be controlled by company leaders in general and marketing leaders in particular, consisting of product, price, distribution, promotion and service (Varadarajan, R, 2010).

### **Marketing Strategy Concept**

According to many marketers, customer satisfaction is the most important component of any marketing concept and strategy. In other words,

the marketing process is different for every company, depending on their attributes and capabilities. Managing diverse digital presences, such as websites, smart apps, and social media, is called digital marketing. For electronic media, the following features apply: (Kingsnorth, S, 2022).

1. Production Concept

Marketers who adhere to this concept are oriented towards (internal) production processes. The assumption is that consumers will only buy products that are cheap and easy to obtain. Thus, organizational activities must be focused on cost efficiency (production) and product availability (distribution), so that the company can achieve profits.

2. Product Concept

In this concept, marketers assume that consumers prefer products that have superior quality, performance, features or appearance. Consequently, achieving the company's business goals is carried out through product innovation, research, development and continuous quality control.

3. Sales Concept

This concept is a concept oriented at the sales level (internal), where marketers assume that consumers must be influenced (persuaded if necessary) so that sales can increase, thereby achieving maximum profits as is the company's goal. Thus, the focus of marketing activities is efforts to improve sales techniques and promotional activities in an incentive and aggressive manner so as to be able to influence and persuade consumers to buy.

4. Marketing Concept

The marketing concept is customer-oriented (external environment), with the assumption that consumers will only be willing to buy products that are able to fulfill their needs and desires and provide satisfaction. The implication is that the marketing focus of marketing activities in order to realize company goals is to try to satisfy customers through comprehensive consumer behavior which is described in marketing activities that integrate other functional activities.

5. Social Marketing Concept

This concept assumes that consumers are only willing to buy products that are able to satisfy their needs and desires and contribute to the welfare of the consumer's social environment. The aim of marketing activities is to try to meet the needs of society, as well as improve relations between producers and society in order to increase the welfare of the parties concerned.

## Digital Marketing

According to experts: a. Sánchez-Franco et al., (2014) define digital marketing as the result of evolutionary marketing. The evolution occurred as companies used digital media channels for the majority of their marketing. Digital media channels are addressable and allow for continuous, two-way, and personal conversations between marketers and consumers. b. Kaufman and Horton (2014) show digital marketing as a non-traditional marketing model. c. According to Lane (2008) in (Katherine Taken Smith, 2011) digital marketing is the practice of promoting products and services using digital distribution channels. Digital marketing is also referred to as e-marketing and includes digital or online advertising, which sends marketing messages to customers. d. According to Coviello et al, in (Fawaid, 2017) Digital Marketing is the use of the internet and the use of other interactive technologies to create and connect dialogue between companies and identified consumers. They also argue that emarketing is part of e-commerce. e. According to Sanjaya and Tarigan (2009) Digital Marketing is marketing activities including branding that use various media. For example, blogs, websites, e-mail, Adwords, and various social media networks (Chaffey, D., & Ellis-Chadwick, F, 2019).

The digital marketing indicators according to Saura, J. R (2021) are:

1. Accessibility (accessibility). Accessibility is the user's ability to access information and services provided by online advertising. The term Accessibility is generally related to how users can access social media sites.
2. Interactivity (interactivity). Interactivity is a level of two-way communication that refers to the mutual ability of communication between advertisers and consumers, and responding to the input they receive.
3. Entertainment (entertainment). Entertainment is the ability of advertising to provide pleasure or entertainment to consumers. In general, there are many advertisements that provide entertainment while including information.
4. Credibility (trust). Credibility is the level of online consumers' trust in advertisements that appear, or the extent to which advertisements provide information about them that is trustworthy, impartial, competent, credible and specific.
5. Irritation (irritation). Irritation is a disturbance that occurs in online advertising, such as manipulation of advertisements so that it leads to fraud or bad consumer experiences regarding online advertising.

6. Informativeness (informative). The ability of advertising to supply information to consumers is the essence of advertising. Advertisements must also provide a true picture of a product so that it can provide economic benefits for consumers.

### **Customer / Consumer Satisfaction**

Nowadays, attention to customer satisfaction and dissatisfaction has become greater because basically the goal of a company is to create a sense of satisfaction in customers. The higher the level of customer satisfaction, the greater the profits will be for the company, because customers will repurchase the company's products. However, if the level of satisfaction felt by the customer is small, then there is a possibility that the customer will move to a competitor's product. According to Kotler, satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations (Fornell, C., et al, 2010). Meanwhile, Tse and Wilton (1988) in Meesala, A., & Paul, J, 2018) customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived disconfirmation between previous expectations and the actual performance of the product that is felt after its use. Wilkie (1990) defines it as an emotional response to the evaluation of the consumption experience of a product or service. Engel, et al (1990) stated that customer satisfaction is an evaluation where the alternative chosen is at least the same as or exceeds customer expectations, while dissatisfaction arises if the results (outcome) do not meet expectations (Martin, D., et al, 2008).

Customer satisfaction with a product or service is actually something that is difficult to obtain if the service company or industry does not really understand what consumers expect. For products or services of the same quality, they can provide different levels of satisfaction for different consumers. Therefore, a company must always pay attention to the quality of the products and services provided to consumers. Customer satisfaction is the customer's response to the discrepancy between the previous level of interest and the actual performance they feel after use (Cicia, G., et al, 2010). Customer satisfaction is influenced by perceptions of service quality, product quality, price and factors that are personal and momentary in nature.

### **Application-Based Digital Marketing Strategy**

Analysis of internal aspects in determining a digital marketing strategy plays a key role in the successful implementation of the strategy. However,

another thing that should not be forgotten is related to external conditions which also need to be analyzed, especially regarding customers from the digital market who are the main targets of the business. Basically, customers are the same, whether they are involved in the offline buying and selling process and online, that customers have expectations and hopes for several things as follows (Nirmalasari, L., et al, 2022):

1. Media from digital marketing that provides convenience for customers to use. When a customer feels that the media used is comfortable, the customer will be able to use it more effectively and efficiently. This will make customers feel the speed of access in searching for their desired needs and tend to find them more quickly.
2. Features of digital marketing media that are user centric. Digital technology allows customers to become one of the parties who contribute to product formation, so that by providing media that can accommodate customer desires in terms of contribution, customers will increasingly feel they have control over the product through the feedback provided, so that it will provide positive value to customers.
3. Speed of service. One of the main benefits of digital technology is providing time efficiency for customers in searching for and getting the products or services they want. Therefore, the faster a product or service is served, the more customers will feel their expectations are fulfilled because customers really value their time.
4. Product quality. Digital technology makes competition between products and services increasingly tight, where customers can easily get many choices for the product or service they want to compare and choose the one they feel has the best quality. This shows the increasing importance of product quality in digital marketing strategies to build customer satisfaction, trust and loyalty.

As is the definition of customer satisfaction, namely a situation where the usefulness of a product or service can meet or even exceed customer hopes and expectations (Nirmalasari, L., et al, 2022), then a digital marketing strategy that is able to fulfill the four things above will result in customers feel satisfied. Customer satisfaction in this case is satisfaction in communication, because digital marketing strategy is basically a strategy implemented in terms of communicating the brand (products and services) of a producer/seller/company to customers via digital communication channels (for example, internet, email, mobile phones, digital TV) and information technology (Zanubiya, J., et al, 2023).

Brand communication can be understood as communication between brands and customers, which is the basis of activities to form and build brands with customers, as well as building relationships with customers (customer relationships). The use of digital media in this activity can provide many benefits because the advantages of digital technology enable instant two-way communication between producers and customers, where customers can choose, order, respond and even submit complaints directly wherever and whenever. The important point of the superiority of digital technology is the high frequency of communication or interaction that occurs between producers and customers with a fast information distribution process, which indicates high frequency brand communication (Tonkova, E, 2019).

Ahmed (in Umam, A. F, 2022) states in his empirical study that brand communication is one of the causes of a customer becoming loyal and trusting a brand so that they are willing to pay for a product at any price. Supriyatin, W., & Wissha, K. J, 2022) states that brand loyalty shows the attachment between customers and a brand. They also state that brand loyalty is the result of customers' accumulated experience (satisfaction) in using a product. Furthermore, Donio, Massari, & Passiante (2006) quote the opinions of East (1997) and Ehrenberg et.al. (1997, 2004), that brand loyalty is the result of repeated satisfaction felt by customers regarding brand utility. The explanation of brand loyalty and brand satisfaction above directs the connection between brand communication and brand satisfaction, which in this case is motivated by the use of digital marketing strategies with various information technology applications in it (Darma, G. S., & Noviana, I. P. T , 2020).

## **CONCLUSION**

Marketing strategy is the best way to plan a business. Marketing has many strategies, including anticompetitive, product, pricing, location, and advertising. The implementation of this strategy in a business must take into account various internal and external factors to determine suitability and to determine the most appropriate Digital Marketing strategy. The main objective of implementing a Digital Marketing strategy is to build communication between producers and customers, more precisely to communicate the brand in building trust and brand loyalty among customers. Loyalty is the result of the accumulation of repeated satisfaction, so conceptually a connection can be drawn between implementing Digital Marketing strategies to increase customer satisfaction.

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