A Digital Marketing Strategy Based on Applications to Rising Customer Satisfaction

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Abstract

Increasingly advanced facilities are produced by technological advancements, which can be employed as a medium in the growth of a customer satisfaction-focused organization. Applying digital marketing tactics in marketing activities is one example of technology integration. This study aims to investigate the theoretical underpinnings of application-based digital marketing tactics. This kind of research uses a qualitative descriptive methodology. Secondary data from earlier studies' theoretical and empirical results gathered via literature studies is known as research data. The discussion concludes that choosing the best digital marketing strategy entails analyzing internal and external aspects before integrating application-based digital marketing methods into a corporation. This marketing tactic puts a focus on brand communication to raise consumer happiness. Theoretically, application-based digital marketing methods can boost brand trust and loyalty in addition to brand satisfaction.

Keywords: Digital Marketing, Customer Satisfaction, Descriptive.

1. Introduction

Efforts to get attention and retain customers is one of the most important things to do in an increasingly competitive business world. All business people always try to improve customer satisfaction through the fulfillment of expectations and needs in order to get an increase in business profitability. Customers who receive as a form of customer feedback on the attributes and utility of a product or service [1]. When customers feel that their expectations and needs are met when using a product or service, then the customer will feel satisfied. Conversely, when customers get the experience that the benefits provided by a product or service cannot meet their expectations, the customer will feel the experience [2].
Consumer satisfaction is the end outcome of all the experiences a customer has when utilizing a good or service, and it might vary from one encounter to the next [3]. In order to sustain the fulfillment of customer pleasure, efforts to meet their needs must be made consistently. This calls for high levels of creativity to create diversity and originality that further add to the variety of customer experiences. A variety of products and services are produced as a consequence of the efforts made by business people in this situation, giving consumers a wide range of options from which to pick and compare items for usage in accordance with their preferences [4]. On the other hand, the increasing diversity and number of products and services in the market causes producers or sellers to experience increasingly fierce competition, which requires harder efforts through the implementation of various business strategies to survive and win the competition.

The most effective company strategy for addressing the issues of growing market competitiveness is one that can satisfy market requirements by utilizing a variety of facilities and infrastructure that are also evolving and becoming more modern [5]. One of these strategies is the use of digital tools for marketing, also referred to as "digital marketing" [6], [7], which refers to marketing techniques carried out with the aid of digital tools, particularly the internet and the various applications found therein as well as equipment that supports the use of these media and permits the creation of networks, or interconnectedness with several parties, in this example between manufacturers/sellers and consumers, without regard to space, time, or location [8].

2. Literature Review

Digital Marketing was first recognized in the early 1990s and began to become the main strategy that is widely applied in the business world in 2014. Digital marketing is the embodiment of the application [9], use or utilization of technology in the marketing process, which occurs in several stages as follows:

a. New technologies emerge and put into use
b. Technology is starting to be recognized and prioritized in the world of marketing
c. Innovative marketers explore and make breakthroughs to improve the functionality or usability of technology in achieving the target marketing reach
d. Technology is established as the norm for marketing activity and becomes the primary tactic.

The aforementioned stages demonstrate how technology served as the foundation for the development of the idea of digital marketing, but technology is merely a tool that, from the standpoint of marketing, is a way of connecting that can improve relationships between people, or in this case, between marketers and markets (targets) [10]. A key component of digital marketing is understanding individuals (marketers), how to utilize technology to forge relationships with other humans (customers), and how to establish and greatly boost sales [11].

To determine the level of need for implementing the strategy, the choice to use digital marketing as a business strategy must be tailored to the specifics of the operation. When considering whether to employ digital marketing, it is important to understand two sorts of company characteristics, namely:

a. Identify The Characteristics Of Customers/Potential Customers

Consumers who have participated in online activities or customers who want to participate in online activities make up the two categories of customers in this
situation. Digital marketing is the greatest option if the client is a party who utilizes digital technology to locate or purchase the goods and services supplied [12]. On the other hand, there is no need to utilize a digital marketing plan if the customer does not demand the usage of digital technologies [13]. Consumers who have not used it, however, do not always imply they will never use it, and they may turn out to be prospective customers in the future. For this reason, digital marketing must still be viewed as a long-term marketing plan.

b. Utilize digital marketing to determine the acceptability of a product's, service's, or brand's features.

Online sales are possible for almost any kind of goods, services, or brands [14]. The idea that no unique qualities are required to be able to sell items with a digital marketing approach is based on this premise. The primary issue solely relates to the customer aspect, as stated in point 1(one) above, which states that if there is an online engagement with the client, then all sorts of goods and services may be provided through the use of digital marketing methods [15].

3. Method

The research technique employed is descriptive research, which is a strategy designed to describe things that are actually occurring [16]. A specific study object is to be described in a methodical, factual, and correct manner using descriptive research. Based on the examination of the two aforementioned features, it may be determined to adopt a digital marketing strategy, with the first step being the establishment of the digital foundation by identifying the company, rivals, clients, and business goals which can be seen in figure 1.

![Figure 1. Stages of Determining Digital Marketing Strategy](image)

A. Business Identification

The way to identify a business is to explore the business situation based on several aspects, including aspects of business readiness to adopt digital marketing, product suitability with online promotion methods [17], availability of technology, capabilities, and infrastructure to support digital marketing, and how to integrate digital marketing into business processes and readiness of human resources for changes in marketing models due to the application of digital marketing [18].

B. Competitor Identification
The process of identifying competitors involves examining the state of competitors in light of a number of factors, including clarity regarding the number and nature of competitors in the digital market [19], the relationship between competitors in the digital market and the offline market, the benefits and drawbacks of competitors, an evaluation of the uniqueness of products and services compared to competitors, and competitor analysis in general.

C. Customer Identification

Customer identification involves examining a number of factors [20], including clarity around who customers are, what they want, who their target customers are, how they use digital technology, and how to utilize digital technology to reach them.

D. Choosing Business Objectives

Setting company goals is crucial since it serves as a benchmark and a source of inspiration to go toward the desired degree of accomplishment. Therefore, it is necessary to be aware of the precise company objectives to be met in order to choose the best digital marketing approach [21]. In this situation, it's important to consider a number of factors when identifying company aims, such as the outcomes that should be expected from the application of digital marketing techniques, the clarity of measures, and achievable outcomes [22].

E. Progress Identification

When opposed to previous marketing tactics, one benefit of digital marketing is how simple it is to measure the outcomes [23]. The degree of success attained in digital marketing may be assessed by tracking each activity and advancement made and comparing it to the goals stated. Analyzing a number of factors, such as the preference for digital channels that are more profitable (the advantage in this case is traffic/visitor density), the factors that cause a digital channel to be more crowded than other channels, and the effects of increased traffic on value can help identify this progress. tangibles for business.

The process of choosing the aforementioned digital marketing strategy calls for a thorough examination of the company with the primary goal of identifying key characteristics that make it distinctive and fiercely competitive in the market [24]. It also calls for the best method of integrating digital marketing strategies for the achievement of the desired results [25].

4. Results and Discussion

The successful execution of digital marketing strategies is greatly influenced by the analysis of internal factors while developing these tactics. However, another consideration that shouldn't be overlooked has to do with the external circumstances that also need to be studied, particularly with regard to clients from the digital market who are the business’s primary goals. Whether participating in the purchasing and selling process offline or online, the client is essentially the same and has the same expectations for the following things:

a. media from digital marketing that is user-friendly for consumers. Customers will be able to utilize media more successfully and efficiently if they feel comfortable using it. Customers will sense the ease of access and be more likely to locate what they're looking for quickly as a result.

b. characteristics of digital marketing medium focused on users. Because digital technology makes it possible for customers to participate in the creation of
products, media that can satisfy customer preferences in terms of these contributions will increase the sense of control that customers feel over the product through the feedback they offer, resulting in positive value for customers.

c. Service cadence. One of the key advantages of digital technology is that it saves clients’ time in searching for and receiving the required item or service. Because customers actually value their time, the sooner a product or service is given, the more customers will feel that their expectations have been met.

d. Product excellence. The use of digital technology has increased the level of competition between goods and services, giving consumers more options to compare and select the one that best suits their needs. This demonstrates the growing significance of product quality in digital marketing plans in order to increase client pleasure, confidence, and loyalty.

Customers will be happy with a digital marketing strategy if it can achieve the four aforementioned goals. Consumer satisfaction is the idea that a product or service’s usefulness can match or even surpass customer expectations. In this instance, customer satisfaction is defined as satisfaction with communication, as digital marketing strategy is essentially a strategy that is applied in terms of communicating brands (products and services) of a manufacturer/seller/company to customers through digital communication channels (for instance, internet, email, mobile phones, and digital TV).

Brand communication may be defined as the exchange of information between brands and consumers. This information forms the basis for operations such as developing brands on consumers and cultivating customer connections. Since digital technology allows for immediate two-way contact between producers and consumers, consumers may pick, order, reply, and even file complaints directly at any time and from any location. This activity can benefit greatly from the usage of digital media. The most crucial aspect of digital technology’s benefits is the rapid information dissemination process and high frequency of contacts between producers and consumers, which point to the presence of frequent brand communication.

5. Conclusions

A marketing plan known as "digital marketing strategy" makes use of the expanding information technology. For these methods to be effective and to choose the best Digital Marketing plan, a firm must apply them while taking into account a variety of internal and external elements. The fundamental goal of putting the Digital Marketing strategy into practice is to improve communication between producers and consumers, or more specifically, to communicate brands in order to increase consumer trust and brand loyalty. Conceptually, it can be deduced that there is a relationship between the application of Digital Marketing methods to raise customer pleasure and loyalty since loyalty is the outcome of the accumulation of recurrent satisfaction.

References

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