

## **Digital Marketing Strategy for Service Providers at LKP Aulia Electronic Training Center**

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### **ABSTRACT**

This study discusses the digital marketing strategy implemented by CV. Aulia Berkah Utama, a service company in North Sumatra, to improve service effectiveness and expand market reach. In the era of digital transformation, the use of technology-based marketing strategies is very important to face increasingly fierce competition. The methods used in this study include the analysis of various digital platforms such as social media, search engines, and the company's official website. The results of the study indicate that the implementation of a structured digital marketing strategy, such as social media optimization, the use of paid advertising, and SEO optimization, can increase service visibility and improve customer interactions. The conclusion of this study emphasizes the importance of consistency and innovation in digital strategies to maintain competitiveness and strengthen consumer trust.

### **Keywords:**

Social Media, E- Marketing, Website, Service

### **Introduction**

Rapid technological developments affect every aspect of life today. The development of technology and forms of communication media cannot be stopped. A business owner really needs to think about the right strategy in competition for his business to survive despite many threats from competitors such as the marketing department and lack of promotion to market the product.

The development of a world full of technology will cause customers to crave an intense touch. Through marketing, a company can create a way of communication and convey the value that the company wants to convey to its customers. This will benefit the company by making it easier to interact with customers and manage relationships. The digital economy shows that the world will no longer have boundaries, anyone can interact without meeting.

Today, we know that the concept of marketing has evolved since the past. The paradigm shift has caused marketing experts to talk about the shift between product-driven marketing ( *Marketing 1.0* ) to marketing that pays attention to customers and technological developments have transformed several industrial and economic sectors into a digital economy, the marketing concept in the digital economy is called ( *Marketing 4.0* ) ( Kotler et al. , 2017)

*Marketing Era 4.0* or also known as *Digital Marketing* provides the latest knowledge about several strategies in carrying out marketing activities. The role of the marketer is to guide customers through the customer's purchasing decision journey from awareness and advocacy. One of the marketing strategies is *Content Marketing* or content marketing. According to ( Kotler et al. , 2019; Kotler et al. , 2017) stated that marketing activities include distributing and strengthening interesting, relevant and useful content for a clear audience group in order to create interaction with existing content.

## Literature Review

### 2.1 Marketing

Understanding Other marketing according to American Marketing Association (AMA) in Nurcholifah (2014) is a function organization and series process For create , communicate , and deliver mark to customers and for manage connection customer with profitable way organizations and stakeholders interest . Based on expert opinion above , can concluded that marketing is all over activity company or organization that aims For get maximum profit through careful planning of all aspect company and also organization , starting from production goods / services until How how to make consumers Want to buy return .

2.1 Social media is a digital platform that enables individual , organization , or group For create , share and exchange information or content in form text , images , audio, or video. This platform facilitate interaction between its users through comments , messages , share content , and activities others who build Network social online. Some of the most popular social media platforms including Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube. Each platform has its own different features and audiences , which allows its users interact in unique way .

#### 2. 1.1 History and Development of Social Media

Social media first appeared at the end 20th century , with launch of initial platforms such as Six Degrees (1997), which allows its users For make profile and connect with friends them . However , social media start get global attention with the emergence of platforms such as Facebook (2004), YouTube (2005), Twitter (2006), and LinkedIn



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(2003), which introduced method new in share information , communicating , and building online community .

Social media now play a role as tool communication main , good For individual and also organization , in spread information , promote product or services , as well as facilitate interaction between individual with various background back and location geographical .

## **2.2 Email Marketing**

Email marketing is one of the form digital marketing that uses email to send message commercial or promotion to a group of people or customer potential . Purpose main from email marketing is For build more relationship strong with customer or audience , increase sales , educate consumers , as well as increase awareness brand .

In In practice , email marketing can in the form of delivery newsletter , offers promotion , reminder purchase , or announcement important other relevant with the target audience . With the right technique , email marketing can be one of tool the most effective marketing and has level high conversion compared to with channel marketing other .

## **2.2 History and Development of Email Marketing**

Email marketing first appeared in the early 1970s, although No used For objective commercial in the beginning . The use of the first time more organized and commercial can traced return to the 1990s , when company start send message email based to internet users with objective For promote product or service they .

In 1996 , the company first time sending promotional email to customer potential en masse . Along with with internet growth and access increasingly email wide , email marketing is growing rapidly in the late 1990s and early 2000s. Technology new , like email personalization , automation marketing , and analytics , have increase effectiveness of email marketing significantly .

## **2.3 Website**

Website is gathering the pages information that can accessed via the internet, which can containing various type content like text , images , audio, video, and interactions others . Websites usually consists of from a number of interconnected pages connected using hyperlinks and hosted on a server so that it can be accessed by users through connected devices with the internet. Website works as tool For spread information , interact with audience , and provide service certain online.



Website can own various form and purpose , starting from personal sites , blogs, news portals , e-commerce sites, to corporate websites or organization . Every types of websites have customized features and design with needs and goals specifically .

## 2.4 Service Providers

Service service covers various sectors , such as hospitality , education , health , transportation , entertainment and services professional . Characteristics main from service is invisibility , inseparability , perishable ( easily lost ), and heterogeneity ( diversity) in delivery ).

## Methods

This research employs a quantitative approach by collecting primary data through questionnaires. According to Sugiyono (2018), the quantitative research method is a systematic and scientific approach used to obtain valid data. Its purpose is to discover, verify, and expand knowledge, which can subsequently be applied to understand, address, and predict issues within specific areas of study.

## Discussion

### 1. Data Quality Test

#### a. Validity Testing

For more details, please see the *Item-Total Statistics table* , the results of processing SPSS version 23.0 by entering respondent answer data from variables X1, X2, X3 and Y which are presented in the table below :

**Table 4.39 Validity Test X1 ( Social Media )**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_1	22,51	17,182	,789	,769
Item_2	23.63	18,295	,894	,869
Item_3	22,81	21,906	,494	,804
Item_4	22,91	20,642	,584	,888
Item_5	23.63	18,295	,874	,859
Item_6	23.61	18,082	,829	,869
Item_7	23.79	21,404	,502	,804



Item_8	23.80	2 1 ,046	,3 5 2	, 8 16
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Source: SPSS Processing Results Version 23.0

The results of the validity test of 8 (eight) statements on the Social Media variable can be declared valid because all coefficient values are greater than 0.30.

**Table 4.40 Validity Test X2 ( Email Marketing )**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_1	31.49	35, 4 16	,6 8 5	, 8 04
Item_2	31.39	34, 2 56	,7 6 7	, 8 99
Item_3	31.37	34, 6 40	,8 2 0	,898
Item_4	31.31	3 5 ,016	, 54 0	, 8 06
Item_5	31.23	35, 2 41	,6 5 5	, 8 06
Item_6	31.09	36, 7 20	,5 7 7	, 8 10
Item_7	31.36	3 4 ,01 0	, 6 21	, 8 03
Item_8	31.21	3 4 ,475	, 5 58	, 8 07
Item_9	31.07	3 4 ,502	, 5 63	, 8 06
Item_10	31.43	3 3 ,654	,5 4 1	, 8 10

Source: SPSS Processing Results Version 23.0

**Table 4.41 Validity Test X3 ( Website )**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_1	32.83	3 6 ,246	, 6 35	, 8 20



Item_2	32.71	3 5 ,323	, 6 80	, 8 18
Item_3	32.81	3 7 ,095	,608	, 8 26
Item_4	32.80	3 6 ,090	, 6 00	, 8 22
Item_5	32.69	3 6 ,639	, 5 46	, 8 24
Item_6	32.74	3 6 ,092	, 6 09	, 8 21
Item_7	32.80	35,583	, 6 91	, 8 17
Item_8	32.74	35,643	, 6 46	, 8 19
Item_9	32.67	36,861	,699	, 8 22
Item_10	32.80	3 4 ,583	, 6 91	, 62 7

Source: SPSS Processing Results Version 23.0

**Table 4.42 Validity Test Y ( Service )**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	<b>Corrected Item-Total Correlation</b>	Cronbach's Alpha if Item Deleted
Item_1	1 6 ,63	8,121	,736	,777
Item_2	1 6 ,59	8,043	,793	,764
Item_3	1 6 ,43	8 , 2 14	,538	, 7 20
Item_4	1 6 ,50	8 , 3 19	,504	, 7 26
Item_5	1 6 ,50	7 ,254	, 6 65	, 6 71
Item_6	1 6 ,71	9 ,526	,317	,859

Source: SPSS Processing Results Version 23.0

**b. Reliability Testing**

The reliability of the questionnaire statements that the author submitted to respondents in this study will be seen in the *Reliability table*. Statistics are presented in the table below :

**Table 4.43 Reliability Test X1 ( Social Media )**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,801	8

*Source: SPSS Processing Results version 23.0*

**Table 4.44 Reliability Test X2 ( Email Marketing )**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,814	10

*Source: SPSS Processing Results version 23.0*

**Table 4.45 Reliability Test X3 ( Website )**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,828	10

*Source: SPSS Processing Results version 23.0*

**Table 4.46 Reliability Test Y ( Service Customer**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,828	6

*Source: SPSS Processing Results version 23.0*

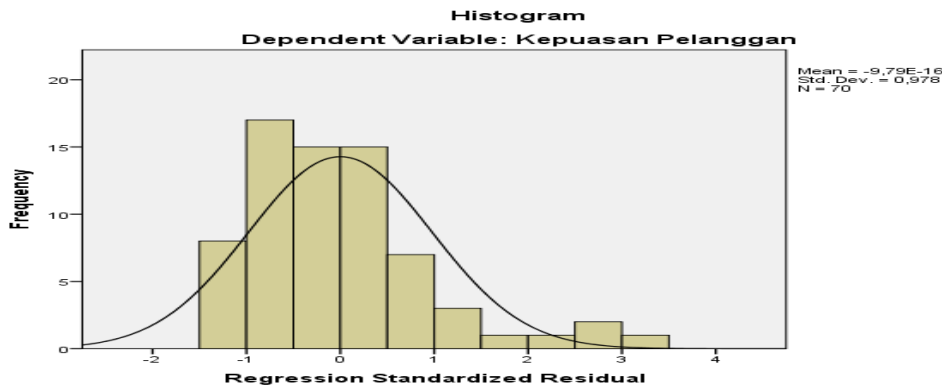
The conclusion that can be drawn based on the existing output for this reliability test is that all statement items have a *Cronbach's value. Alpha* is greater than 0.60 so that all the statement items submitted can be declared reliable .

## 1. Testing Assumptions Classic

### a. Data Normality Test

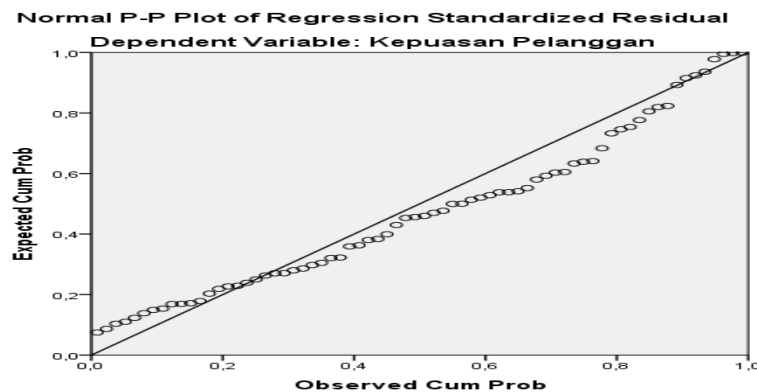
normality test aims to determine whether the confounding or residual variables have a normal distribution (Ghozali in Rusiadi , 2018:164).

In this study, normality testing was detected through image analysis produced by SPSS. The results can be seen in Figures 4.2 and 4.3 below:



**Figure 4.2 Histogram of Data Normality Test**

Source: SPSS Processing Results version 23.0



**Figure 4.3 PP Plot of Data Normality Test**

### b. Multicollinearity Test

multicollinearity test of the questionnaire results that have been distributed to respondents can be seen in the following table:

**Table 4.47 Multicollinearity Test**

Coefficients <sup>a</sup>



Model	Unstandardize d Coefficients		Standardize d Coefficients	t	Sig .	Collinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
1 ( Constant )	1,113	1,415		,787	,434		
Social media	, 6 02	,054	,714	9,222	,000	, 5 57	2.1 7 6
Email Marketing	,059	,028	, 2 10	2,085	,041	, 8 89	1.0 2 1
Website	, 2 19	,041	, 3 24	3 ,882	,005	, 5 54	2, 1 02

a. Dependent Variable : Service

### c. Heteroscedasticity Test

heteroscedasticity test aims to test whether there is inequality in the regression model. *variance* from residuals of one observation to another.

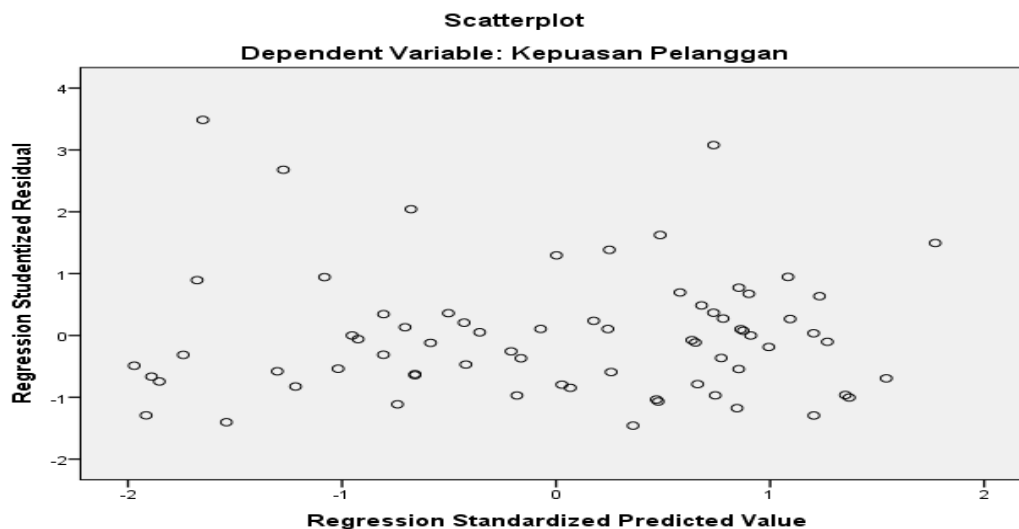


Figure 4.4 Heteroscedasticity Test

## 2. Regression Analysis

Regression analysis is used For know the influence between one or more independent variables on the dependent variable. with the help of the SPSS program version 23.0 , results such as can be seen in Table 4.48 below this :

**Table 4.48 Results of t-Test (Partial Test) on Customer Satisfaction**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig .
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	B	Std Error	Beta		
1 ( Constant )	1.123	1,315		,757	,414
Social media	,532	,052	,724	9,432	,000
Email Marketing	,057	,027	,110	2,085	,041
Website	,109	,021	,214	2,782	,005

Source: SPSS Processing Results version 23.0

**a. Significance Test Simultaneous (F Test)**

The results obtained are as in the table below :

**Table 4.49 Simultaneous Test of Customer Satisfaction**

ANOVA <sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig .
1 Regression	716,534	3	238,845	99,702	,000 <sup>b</sup>
Residual	158,109	66	2,396		
Total	874,643	69			

a. Dependent Variable : service service

b. Predictors : ( Constant ), Social media , email marketing , website

**b. Coefficient of Determination**

Analysis This determination is used to determine the percentage of the large variation in the influence of independent variations on the dependent variable.

**Table 4.50 Coefficient of Determination**

Model Summary <sup>b</sup>

Model	R	R Square	Adjusted Square	Std . Error of the Estimate
1	,905 <sup>a</sup>	,819	,811	1,548

a. Predictors : ( Constant ), Location, Service Quality, Price



b. Dependent Variable : Service

## **1.1 Discussion**

### **1.1.1.1 The Influence of Social Media on Service Delivery**

According to Kotler (2019) The use of social media also plays a role in increase quality service services . With existence feature like reviews and ratings, customers can provide feedback openly . Feedback come back This give outlook valuable for company For improve and perfect service they . Provider service can monitor complaints that arise and use it as material evaluation For increase standard service . Besides that , social media allow company show reliability and quality through content that introduces service them visually and interactively . It can be said that this research is in accordance with the results of previous research conducted by Riza Mukaromah (2021).

### **1.1.1.2 The Influence of Email Marketing on Service Delivery**

According to Kotler in Ramadhan (2021), email marketing allows ... company For send customized message with needs and preferences customers . With using data such as history transactions , preferences , or behavior customer , provider service can send relevant and personal emails . This is No only increase experience customers , but also shows that company notice need individual they . Personalization This creating a greater sense of connection strong between customers and providers service .

With email marketing, providers service can be efficient reach Lots customer in time short . Usage email automation allows company send email automatically based on trigger certain , such as registration new , update subscription , or feedback request . This reduce burden Work team service customers and speed up the communication process . Fast and efficient service help company maintain standard high service .

### **1.1.1.3 The Influence of Websites on Service Delivery**

According to Tjiptono in Sari (20 22 ) the website was designed with Good can speed up the service process with provide option service self -service. For example , customers can make reservation , download document , or do online payment without need contact service customers directly . This is increase efficiency , reduce queue or time wait , and give more experience fluent for customer .

Research results of Muhammad Wahyudi (2018) website can functioning as a platform for manage review customers and feeds back . With provide part special For reviews , company can monitor and respond comment customers directly . Reviews positive can used as proof reliability service , while review negative can utilized as material For repair . This is show that company care to experience customer and committed For increase quality service .

## **Conclusion**

Based on the analysis and evaluation of research on price analysis, service quality, and location on customer satisfaction as follows:

1. Social media to service services are very significant . Social media No only facilitate more communication effective , but also increases quality service through customer



feedback . In addition that , social media allow personalization services , marketing based on experience , and management more reputation good . With the right strategy , providers service can utilizing social media For give more service efficient , responsive , and satisfying .

2. Email marketing has great influence in increase service services . With put forward personalization , efficiency , and precise communication time , email marketing can increase satisfaction customers and build more relationship strong with them . Besides that , through ongoing interaction , provider service can to obtain valuable insights For repair service they are continuous
3. Website supports and enhances service services . With provide complete information , features interactive , service independent , and personal experience , a website can give mark add a big one for customers . In addition that , the website is managed with Good help build trust , strengthen image professional company , and ensure that services provided in accordance with hope customer .

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