

Analysis Mix Digital Marketing towards Satisfaction Customers in SMEs in Village Padang Tualang

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Abstract

Digital marketing is promotional activities and market search through online digital media by utilizing various means such as social networks. The aim of this research is to increase knowledge and skills about digital marketing, especially social media, for Small and Medium Enterprises (SME) business people to increase their sales and profits. Technology currently continues to develop and the benefits of using the internet are felt by its users. Some people feel dependent on the internet, including the activities of Small and Medium Enterprises (SMEs) in utilizing information technology to run their business. The aim of this research is to generally describe the impact of digital marketing on SMEs. From the research results, it is known that digital marketing makes it easier for SMEs to provide information and interact directly with consumers, expand market share, increase awareness and increase sales for SMEs.

Keywords : *Digital Marketing , Mix Marketing , Satisfaction customer*

Introduction

The development of a world full of technology will cause customers to crave an intense touch. The key to marketing in the digital economy is finding ways to overcome customer personalization problems . Through marketing, a company can create a way of communicating and conveying 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 ancient times. The paradigm shift has caused marketing experts to talk about a shift between product-driven marketing (*Marketing 1.0*) to marketing that pays attention to customers (*Marketing 2.0*) towards human-oriented marketing (*Marketing 3.0*) and technological developments are changing 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 what is 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 the customer through the customer purchasing decision journey of awareness and advocacy. One marketing strategy is *Content Marketing* or content marketing. According to (Kotler et al. , 2019; Kotler et al. , 2017) states that marketing activities include distributing and amplifying content that is interesting, relevant and useful for a clear audience group in order to create interaction with existing content.

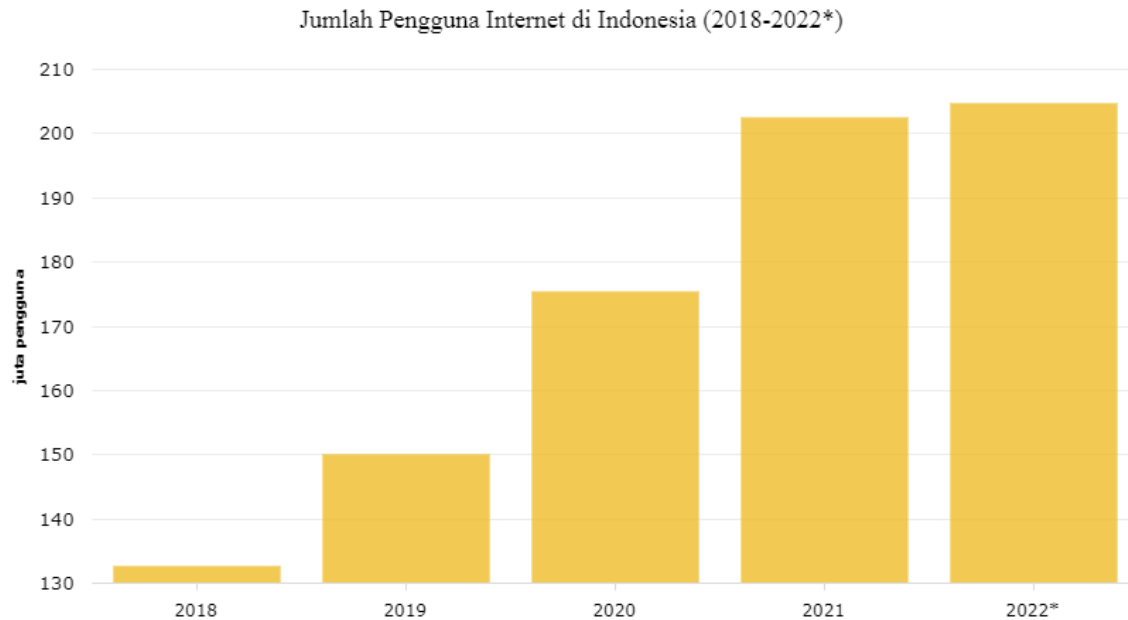


Figure 1. Number of Internet Users in Indonesia (2018-2022)

survey results *We Are Social* in 2022, there will be 204.7 million internet users in Indonesia as of January 2022, this number has increased by around 1.03% compared to 2021. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The trend of internet users in Indonesia has continued to increase in the last five years. When compared with 2018, currently the number of internet users in Indonesia has reached 54.25%.

The use of digital marketing for MSME business actors is felt to be very necessary in this modern world. Where all business people flock to use digital marketing as an effective promotional solution. (Purwana, et.al, 2017). The success of an MSME will be seen when sales are consolidated well. Many business people easily use digital marketing as an effective promotional tool. This can also be seen from the sales process carried out by MSME players. The increase in sales continues to increase which can be seen from MSME sales data (Pradiani , 2017).

The development of the digital world has had a positive impact on the growth and development of MSME businesses. The positive impact of the industrial revolution 4.0 has an effect on sales processes and facilities that are more efficient in the relationship between producers and consumers. The use of digital marketing in the sales process gives a positive impression because it contains elements of excellence that will be promoted so that consumers can see it directly from the platform visible on the internet. (Wardhana, 2015)

Literature Review

Marketing

All something activities carried out company about How how to get consumers buy their products / services _ offer called with marketing . Kotler and Armstrong (2012) state "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return , meaning marketing as process Where company create mark for customers and build connection strong customers _ For catch value from customers as reward . This understanding refers to marketing as liaison between company and customers in create value Good For customer nor company .

Understanding Other marketing _ according to American Marketing Association (AMA) in Nurholifah (2014) is something function organization and series process For create , communicate , and deliver mark to customers and for manage connection customer with profitable way _ organizations and stakeholders interests . Based on expert opinion _ above , yes concluded that marketing is all over activity company or purposeful organization _ For get maximum profit _ through careful planning from all _ aspect company nor organization , starting from production goods / services until How how to get consumers Want to buy back .

Digital Marketing

Along with rapidly technological developments , many things have changed in this world if compared to with 20 years ago . _ On era First , promotion done traditionally _ like newspaper advertisements , billboards, flyers , etc. of a nature conventional and inclined expensive . On currently , the owners business can push cost promotion they with utilize digital marketing. Smith and Chaffey (2013) state E-Marketing, internet marketing or usually called _ Also as digital marketing is the essence of a ebusiness , with the more nearby A company to customers and understand them more OK , add the value of a products , expanding network distribution and also increase number sale with operate based e-marketing activities on digital media such as marketing through machine searchers , online advertising and affiliates marketing .

Customer satisfaction

Customer satisfaction is a major concern for most companies. Companies are required to be astute in knowing the shifting needs and desires of customers which change almost all the time. Buyers will move after forming a perception of the value of the offer, satisfaction after purchase depends on the performance of the offer compared to their expectations. Customer satisfaction is a person's level of satisfaction after comparing their perceived (performance or results) compared to their expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. Customers can understand one of three general levels of satisfaction, namely if performance is below expectations, the customer will feel disappointed, but if performance meets expectations, the customer will feel satisfied and if performance exceeds expectations, the customer will feel very satisfied or very happy.

Price



According to Kotler (2019), price is the amount of money charged for a particular product. Someone will dare to pay a high price for a product if he assesses that his expected satisfaction with the product he is going to buy is high. On the other hand, if someone assesses their satisfaction with a product as low, they will not be willing to pay or buy the product at a high price. According to Gitosudarmo in Ardiansyah (2019), price is the amount of money used to obtain certain products in the form of goods or services. Prices are not only intended for purchases made in markets or supermarkets, prices can also be used for online buying and selling processes in markets . *place* and social media.

Service quality

According to Leon G Schiffman in Ramadhan (2021), states that “ *it is more difficult for customers to evaluate the quality of service than the quality of products . This is true because of certain distinctive characteristics of services : they are intangible , they are variable , they are perishable , and they are simultaneously produced and consumed ”* . Which means that it is more difficult for customers to evaluate service quality than product quality. This is true because of the special characteristics of certain services: they are intangible, they are variable, they are easily damaged by having to maintain a reputation, and they are simultaneously produced and consumed. According to Kotler in Ramadhan (2021), service or service quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. Meanwhile, according to Atep in Ramadhan (2020), talking about service quality, its size is not only determined by the party serving but is more determined by the party being served, because they are the ones who enjoy the service so they can measure the quality of service based on their expectations in fulfilling his satisfaction.

Location

Location is a place where production goods are available in large quantities. Companies must be able to determine locations that can be reached and the right time for each purchase of products that will later be marketed. Therefore, to facilitate the distribution of products from producers to customers, distribution channels are generally used (Katemung , 2018). Meanwhile, according to Kotler in Sandi (2018), location is a combination of location and distribution channels, which is related to the way services or products are delivered through strategic locations.

Method Study

This research uses a quantitative method by taking primary data and using a questionnaire method. Sugiyono (2018) explains that quantitative research methodology is a scientific method for obtaining valid data, with the aim of finding, proving and developing knowledge so that it can in turn be used to understand, solve and anticipate problems in a particular field.

Data analysis method

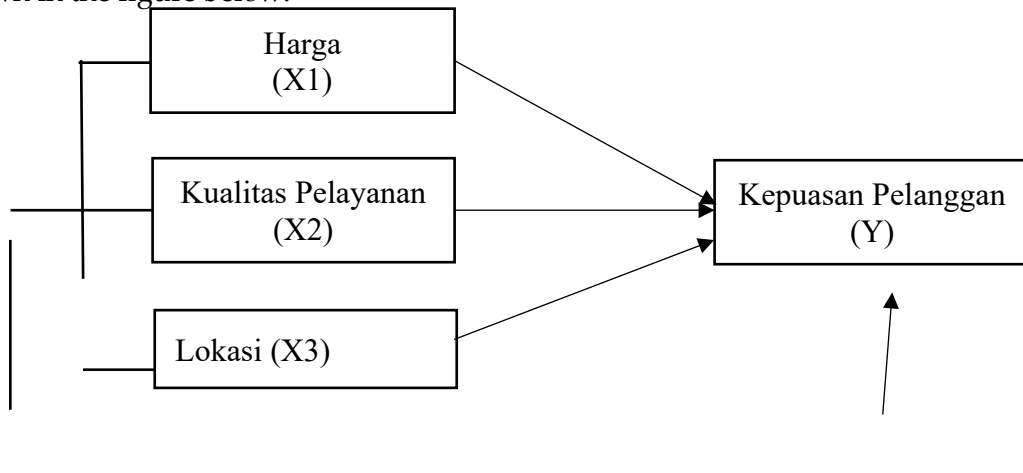
Based on the level of explanation , this research is quantitative research that is associative in nature. According to Manullang & Pakpahan (2018) explain that associative research or causal research (cause and effect relationship) is research that wants to see whether a variable that acts



as an independent variable has an effect on another variable that is a dependent variable. Sugiyono (2018) explains that a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The questionnaire or questionnaire used in this research is a closed type of direct questionnaire or questionnaire because the respondent only needs to mark one of the answers that is considered correct.

conceptual framework

The conceptual framework of research using multiple linear regression analysis can be shown in the figure below.



Results

a. Data Normality Test

Normality test The aim of the data is to find out whether confounding or residual variables have a normal distribution (Ghozali in Russidi , 2018: 164).

normality testing was detected through analysis of images produced by SPSS. The results can be seen in Figures 4.2 and 4.3 below:

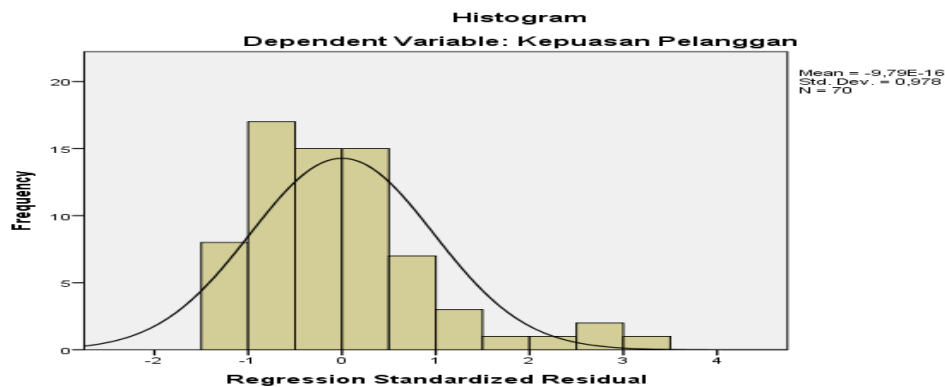
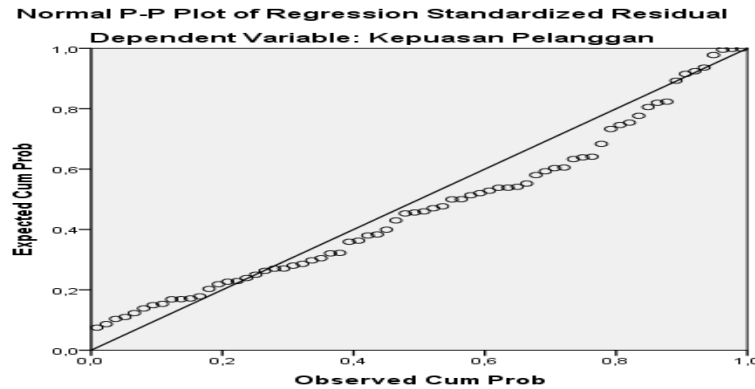


Figure 4.2 Histogram of Data Normality Test

Source: SPSS version 23.0 processing results

Based on Figure 4.2 above, the results of the normality test on customer satisfaction show that it is normally distributed , where the histogram image has a bell-shaped line and has a balanced convexity in the middle .



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

Source: SPSS version 23.0 processing results

normality test using the PP Plot image, you can see that the data points for the customer satisfaction variable are spread around the diagonal line so that the data is normally distributed .

b. Multicollinearity Test

multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. This test is carried out by looking at the *tolerance* and *variance values inflation factor* (VIF) < 10, it can be concluded that multicollinearity does not occur .

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

Table 4.47 Multicollinearity TestCoefficients ^a

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		
Price	,502	,054	,714	9,222	,000	,457	2,186
Service quality	,059	,028	,110	2,085	,041	,989	1,011
Location	,119	,041	,224	2,882	,005	,454	2,202

a. Dependent Variable : Customer Satisfaction

Source: SPSS version 23.0 processing results

The results of the multicollinearity test show that *the tolerance* and VIF values in the table above show that all variables in this study do not experience multicollinearity . This is indicated by the *tolerance value* which is far more than 0.1 and the variable VIF is less

than 10.

c. Heteroscedasticity Test

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

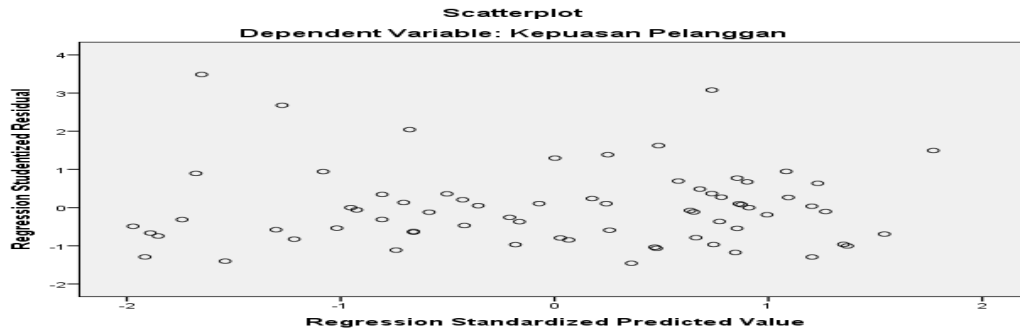


Figure 4.4 Heteroscedasticity Test

Source: SPSS version 23.0 processing results

scatterplot image shows that the resulting points are spread randomly and do not form a particular pattern or trend line. The image above also shows that the data distribution is around the zero point. The results of this test show that this regression model is free from heteroscedasticity problems, in other words: the variables that will be tested in this research are homoscedastic.

1. Regression Analysis

Regression analysis is used to determine the influence of one or more independent variables on the dependent variable. In this research, the influence of price on customer satisfaction, Service quality on customer satisfaction, and location on customer satisfaction were analyzed using multiple regression with the help of the SPSS version 23.0 program, the results can be seen in Table 4.48 below this:

Table 4.48 Results of the t test (partial test) on customer satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,113	1,415		,787	,434
Price	,502	,054	,714	9,222	,000
Service quality	,059	,028	,110	2,085	,041
Location	,119	,041	,224	2,882	,005

Source: SPSS version 23.0 processing results

From the data shown in table 4.48, it can be seen that the multiple linear regression constant value is 1.113, with a regression coefficient value for the price variable of 0.502, a regression coefficient value for the service quality variable of 0.059, and a regression

coefficient value for the location variable of 0.119 . So by referring to the multiple linear regression equation formula $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$,

Conformity Test (Test Goodness Of Fit)

a. Partial Significant Test (t Test)

The t test basically shows how far the influence of an individual independent variable is in explaining variations in the related variable with a significance level of 5% (Kuncoro in Russiadi , Subiantoro, Hidayat, 2018:279).

Based on Table 4. 48 above it can be seen that:

1) The effect of price on customer satisfaction

t count of 9.222 while the t table is 1.9971 and is significant at 0.000 so t is calculated $9,222 > t_{table} 1.9971$ and significant $0.000 < 0.05$, then H_a is accepted and H_o is rejected, which states that price has a partial effect on customer satisfaction .

2) The influence of service quality on customer satisfaction

t count of 2.085 while the t table is 1.9971 and is significant at 0.041 so t is calculated $2,085 > t_{table} 1.9971$ and significant $0.041 < 0.05$, then H_a is accepted and H_o is rejected, which states that service quality has a partial effect on customer satisfaction .

3) The influence of location on customer satisfaction

t count amounted to 2.882 while the t table is 1.9971 and is significant at 0.005 so t is calculated $2,882 > t_{table} 1.9971$ and significant $0,005 < 0.05$, then H_a is accepted and H_o is rejected, which states that location has a partial effect on customer satisfaction .

b. Simultaneous Significant Test (F Test)

The F test tests the simultaneous influence of independent variables on the dependent variable. The testing criteria are:

- 1) Accept H_o (reject H_a), if $F_{count} < F_{table}$ or $sig > \alpha 5\%$
- 2) Reject H_o (accept H_a), if $F_{count} > F_{table}$ or $sig < \alpha 5\%$

From processing the questionnaire data using the SPSS 23.0 for Windows software application tools , results were obtained as in the table below :

Table 4.49 Simultaneous Test of Customer Satisfaction

ANOVA ^a

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

a. Dependent Variable : Customer Satisfaction

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

Source: SPSS version 23.0 processing results

Based on table 4.49 above , it can be seen that the calculated F is 99.702 while the F_{table} is 2.51 which can be seen at $\alpha = 0.05$ (see attached table F). the significant probability is much smaller than 0.05, namely $0.000 < 0.05$, so the regression model can be said that in this research, namely price , service quality and location simultaneously have a positive and significant effect on customer satisfaction . So the previous hypothesis is Accept H_a (reject

Ho) or the hypothesis is accepted.

c. Coefficient of Determination

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

Table 4.50 Coefficient of Determination

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std . Error of the Estimate
1	,905 ^a	,819	,811	1,548

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

b. Dependent Variable : Customer Satisfaction

Source: SPSS version 23.0 processing results

Based on Table 4.50 above, it can be seen that the *R Square value* is 0.819, so the coefficient of determination value is $0.819 \times 100\% = 81.9\%$. This shows that 81.9% of the information contained in the data can be explained by the model, while the remaining $100\% - 81.9\% = 18.1\%$ is explained by errors and other variables outside the model that were not carried out in this research such as process, promotions and others.

Discussion

The Effect of Price on Customer Satisfaction

According to Kotler (2019) Price is the amount of money charged for a particular product . Someone will dare to pay a high price for a product if he assesses that his expected satisfaction with the product he is going to buy is high. On the other hand, if someone assesses their satisfaction with a product as low, they will not be willing to pay or buy the product at a high price. Riza Mukaromah's (2021) research results show that price has a positive and significant effect on customer satisfaction at RM. Cindelaras Duck Satay , Cilegon, Banten . Based on the t test in this research, it was found that the coefficient influencing the price variable on customer satisfaction where the results show that the calculated t is greater than the t table, namely $7.163 > 1.9971$ and is significant $0.000 < 0.05$, so price partially has a significant effect on customer satisfaction in SMEs in Padang Tualang Village In this research it can be concluded that price partially has a positive and significant effect on satisfaction customer . It can be said that this research is in accordance with the results of previous research conducted by Riza Mukaromah (2021).

The Influence of Service Quality on Customer Satisfaction

Based on the t test in this research, it was found that the coefficient influencing the service quality variable on customer satisfaction where the results showed that the calculated t was greater than the t table, namely $2.146 > 1.9971$ and significant $0.036 < 0.05$, so service quality partially had a significant effect on customer satisfaction on SMEs in Padang Tualang Village . In this research it can be concluded that service quality partially has a positive and significant effect on customer satisfaction on SMEs in Padang Tualang Village .

The Effect of Location on Customer Satisfaction



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Based on the t test in this research, the coefficient of influence of location variables on customer satisfaction was obtained, where the results showed that t calculated was greater than t table, namely $2.715 > 1.9971$ and significant $0.008 < 0.05$, so location partially had a significant effect on customer satisfaction at Sempoa SIP MBC Medan. In this research it can be concluded that location partially has a positive and significant effect on customer satisfaction on SMEs in Padang Tualang Village

Conclusion

1. Price partially has a positive and significant effect on Customer Satisfaction Padang Tualang Village UKM , then required SME assistance in increase Quality Services and knowledge of UKM players in Padang Tualang Village Regency Step up ..
2. Service Quality partially has a positive and significant effect on Customer Satisfaction at L in SMEs in Padang Tualang Village . , then Synergy Program is required Natara government , Stakeholders and SME actors in the SME Upgrade and Monitoring Program price to be fixed guard quality .
3. Location and price partially has a positive and significant effect on Customer Satisfaction in on Padang Village UKM , then required training specifically in the field Digital marketing for SMEs in Padang Tualang Village _ Regency Step up

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