



Implementation of Digital Marketing Strategy in Increasing Company Competitiveness

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ABSTRACT: In the current technological era, there are many impacts and innovations that can provide more effective solutions in various fields. Especially with digital marketing as an alternative solution. Nowadays, digital marketing can be a way to overcome problems such as lack of funds and promotional limitations that are often faced by business actors, including companies both small and large scale. This alternative solution is found with the current existence of social media such as Twitter, Instagram, Websites and Facebook to create brand awareness, loyalty, sales and engagement. This research is to determine the use of marketing strategies of several businesses that have gone online and their implications for the competitive advantage of these businesses. The method used in this research uses quantitative methods with causality analysis with a population of more than 21,000,000 consumers using non-probability sampling techniques with a total of 100 respondents. The coefficient of determination was calculated at 78 percent. This shows that social media and digital marketing strategies have an influence of 78 percent on competitive advantage. The remaining 22 percent is explained by characteristics not examined in this study, such as capital, resource supply, and management professionalism. This research has discussed the potential of social media as a promotional tool which can be a solution for companies or business people in marketing their products. The potential for social media is quite large from the various promotional methods offered by utilizing social media. Apart from that, looking at the advantages such as budget and wide reach, this is the right solution to overcome the lack of budget and low promotional space currently experienced by business people.

Keywords: Strategy, Marketing, Digital



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INTRODUCTION

Based on research from [Rosma \(2022\)](#) and also according to the BPS survey, the shortcomings and challenges experienced by companies, especially the lower middle class, depend on their priorities, namely: (a) difficulties in marketing, (b) difficulties in raw materials, (c) intense business

competition, and also (d) lack of skills. Meanwhile, from the Managerial or HR side, this is related to a lack of capital, a lack of production techniques and experience and a lack of management knowledge. Especially those related to the fields of finance and accounting. Marketing itself is a crucial problem and must be faced by business owners, both companies and MSMEs ([Al Adwan et al., 2023](#); [Bassano et al., 2019](#); [Khan et al., 2022](#)).

Meanwhile, according to [Afrilia \(2022\)](#) that advances in digital technology allow companies to sell their products online and carry out transactions through online banking systems. Advances in digital business technology have shifted marketing from conventional marketing to digital by utilizing social media and websites to sell products. Utilizing internet media is the best choice for business people to develop their business ([Liyanaarachchi et al., 2021](#); [Yaiprasert & Hidayanto, 2023](#)). The ease of internet connection today, the large benefits and low costs required are the main motivators for business people and businesses to choose online media as the best way to increase the reach of their company ([Rustholllkarhu et al., 2022](#)).

According to ([Firmansyah, 2020](#)), that medium business companies or large companies are one of the most important business actors in Indonesia because they play a very important role in Indonesia's economic progress. Even though many businesses have developed in Indonesia and utilize digital business as information technology for their business activities, many companies or business units have not fully utilized digital business techniques as information technology, especially social networking media, and do not yet understand the magnitude of its benefits and role social networking media ([De Martino et al., 2022](#)).

Meanwhile, on the other hand, correlative networks and connections are very important facilitators in SME business activities. The level of broadband penetration will increase digital engagement from business enterprises which can increase Indonesia's annual economic growth to reach 2%.

Businesses that have online access, use social media, and develop their e-commerce capabilities typically enjoy significant business advantages in terms of revenue, employment opportunities, innovation, and competitiveness. Apart from the benefits of using digital technology, 36 percent of SMEs in Indonesia are still offline, 37 percent have basic online capabilities, 18 percent have intermediate online capabilities, and 9 percent are companies according to ([Kingsnorth, 2019](#)).

Enterprises or business units can feel the benefits of this digital technology, with data averaging 50.2 percent access to new customers in Indonesia, 35.5 percent increase in sales and income, 33.7 percent access to foreign markets, 22.7 percent easier transactions with customers and suppliers, and 11.2 percent cheaper advertising or marketing costs per sale ([Agius, 2022](#); [Shokuhi et al., 2019](#)).

Companies that have businesses today can convey their brands and products using websites they create themselves or social and digital media easily. With the stimulation of client demand and the efficiency of promotional spending, SMEs are starting to actively utilize digital marketing and social media, which allows customers to get SME products from any location ([Eshuis et al., 2014](#); [Sudrajat et al., 2022](#); [Tozanlı et al., 2020](#)).

The Indonesian Ministry of Cooperatives and SMEs has registered around 55.2 million business units. However, from this data, only 75,000 businesses have used digital or online media.

According to data from the Indonesian Internet Service Providers Association, the number of internet users in Indonesia in 2014 was 88.1 million (34.9%), with a total population of 252 million people according to data from the Central Statistics Agency (BPS) in 2014. Thus, in terms of population, internet users increased by 16.2 million, from 71.9 million to 88.1 million. Based on location, 78.5 percent of total internet users in Indonesia live in the western region of Indonesia. In addition, these internet users are mostly concentrated in Indonesia's metropolitan areas according to [\(Maesaroh et al., 2022\)](#).

And the average age of internet users in Indonesia is 18-25 years, which accounts for more than half of all internet users (49 percent). Individuals in Indonesia who are part of the millennial generation or digital natives, namely those born after 1980, constitute the majority of internet users [\(Bakhtiar et al., 2020; Riyanto, 2021\)](#).

The majority of internet users own and use applications or social media (87.4 percent), followed by search (68.7 percent), instant messaging (59.9 percent), searching for the latest news (59.7 percent), and downloading and uploading films (27.3 percent). Based on the sites used to sell online, 64.9 percent use social networks, 22.9 percent use messengers, 14.4 percent use online communities, 5.7 percent use online shop blogs, 2.3 percent use online shop sites, and 1.5 percent use mailing lists. As many as 62 million people use social media, and around 4.6 million Indonesian consumers actively use the internet to transact or purchase.

Companies must be careful when choosing the right social media platform for their marketing goals. Facebook is better suited for the purpose of reaching a larger audience because its users come from all levels, so any company can build connections and awareness by utilizing event functions, status updates, or directly reacting to customer comments. Companies can use Facebook to their advantage by posting detailed updates with photos and website links for calls to action. Meanwhile, Twitter is ideal for encouraging more open conversations and raising awareness. When using Twitter, it should of course be updated with an emphasis on basic, easy-to-understand terminology accompanied by website links for calls to action. Meanwhile, Instagram is ideal for increasing customer awareness and developing relationships. Because Instagram does not allow direct links to website pages, businesses must publish behind-the-scenes photos of product creation/advertising shoots, new product teasers, celebrity endorsements, and photo contests based on narratives.

Sales and marketing are very important things in the business world [\(Kassemeier et al., 2022; Yao et al., 2019\)](#). Therefore, organizations use various methods to improve their sales and marketing systems, ranging from conventional to digital. With the rapid advancement of technology, many businesses are leveraging technology to improve their sales and marketing operations. The use of digital business techniques that utilize technology, especially the internet, in trade is a common problem for both the government and society. E-commerce is a term used to describe online marketing according to [\(Shino et al., 2022\)](#)

Meanwhile, based on [\(Bist et al., 2022; Rawat et al., 2022\)](#) E-commerce is a part of digital business techniques which is a modern business approach that uses the internet to meet the demands of companies, traders and customers by reducing prices while continuously improving the quality of goods and services and improving delivery services. E-commerce operations are classified into

several types, including e-banking, online billing, and online marketing, which are carried out by giant companies and small and medium-sized businesses ([Lai et al., 2014](#); [Lin et al., 2021](#); [Udhwani, 2020](#)).

Online-based e-commerce, or internet media, allows site users to browse sites and select goods and services from virtual catalogues. When a visitor wants to buy something, he simply adds it to the virtual shopping cart according to ([Rahardja et al., 2022](#)). Items in the virtual shopping cart can be added and withdrawn. The virtual cashier will ask for your name, address and payment method (for example via credit card). The visitor must then wait for delivery. E-marketing is building and maintaining relationships with clients through online activities that enable the exchange of ideas, products and services that benefit both parties. E-commerce refers to the application of information technology in business, which is used by giant companies and SMEs to sell their products. SME product marketing can be expanded, and profitability increased by utilizing e-commerce ([Lee & Suwimol, 2018](#); [Rizzi et al., 2014](#)).

Human abilities to speak, communicate, act and make decisions have been transformed by digital technology. Digital marketing is described as marketing efforts such as branding that use different web-based media based on ([Ferrell et al., 2022](#)). The digital marketing plan must be consistent with the company's overall strategy. Organizations are sometimes tempted not to listen or observe what the market wants in the rapid growth of digital technologies. With the growth of technology, corporate organizations are often tempted to showcase their technological prowess without first hearing what the market is saying. Organizations can learn about listening by actively creating websites, blogs, and even social networks like Facebook or Twitter, where consumers or communities can contribute. Before choosing to use a blog, most business owners consider the following things. Needs: (1) media that can be easily used by entrepreneurs to write product information or articles that support and provide product guidance for consumers, (2) the media used can display the necessary supporting images such as photos or product illustrations, (3) media used can also display video shows that are able to visualize the product or supporting presentations, (4) the media used must be easy to attach documents containing information in the form of pdf, doc, xls, ppt, (5) the media used can help consumers to communicate with online entrepreneurs. (6) Media can also be used as a transaction tool and various payment media. (7) Media must provide services to customers, and (8) media can help communication via the internet. (9) the media can display testimonials. (10) media can track visits, (11) media can provide special offers. (12) media can provide the latest information via SMS, and (13) media can help search for products. Media can increase brand exposure and awareness, find and attract new customers, and improve consumer perception.

One of the uses of digital business techniques is using social networks, which are also often called social media, which can help SMEs promote their products and services ([Cho & Kim, 2022](#); [Colli et al., 2022](#)). Because it can reach a wide area and is cost-effective, SME companies can use social networks to carry out marketing activities such as product introduction, engagement with consumers and potential consumers, as well as network expansion according to ([Watini et al., 2022](#)). Facebook, Email, Blackberry Messenger (BBM), buying and selling sites, Twitter, personal sites, and sites belonging to other individuals are the social networking tools most widely used by SMEs to advertise their company's products. Typical marketing tasks include uploading product

photos to give potential customers an overview of the goods provided, publishing product status, and writing product descriptions or reviews.

Social media is the most open, interesting and participatory form of public relations (public relations) today. Those on social media tend to attract more attention than people in the real world. One of the digital business strategies is to utilize social media. This event is then used to build a brand in the minds of customers. Business people then take advantage of the open aspect of social media to sell their products to companies according to (Aini et al., 2021).

They can start by publishing photos and information about their items on social media platforms such as Facebook, Twitter, and Instagram. This strategy is interesting and successful, and has the potential to save you even more money. Small and medium businesses do not need to spend a lot of money to sell their products by hiring salespeople to go directly to the field to market their products. Because social media users are generally more responsive by clicking, liking, or hating the item, marketing strategies using social media are considered more targeted and one step closer to consumers. So business actors can respond to these comments more quickly, regardless of whether consumers like their products or not.

This research aims to identify the adoption of digital marketing tactics in companies that have gone online, as well as the consequences for the competitive advantage of the business unit based on customer perceptions. Digital marketing strategies for business people, especially companies, in the use of social media and websites are very important because they can provide knowledge to business people about the ways and stages of expanding consumer networks through the use of social media and websites in marketing their products in order to increase competitive advantage. Business people must compete for themselves.

METHOD

This research combines causality research and uses a quantitative approach to identify the use of digital marketing tactics and their consequences for competitiveness based on customer perceptions. The population consists of 21,892,127 consumers from various business actors who are online. The Slovin formula was used to calculate the sample size, and a minimum sample size of 100 people was determined with a confidence level of 95%. In this survey, there were 100 respondents. By using screening questions, the target group is respondents who have used social media and digital marketing.

The digital marketing strategy for the company variable uses the following sub-variables: (1) availability of product information or articles that support and provide product guidance for consumers, (2) availability of required supporting images such as photos or product illustrations, and (3) availability of video displays that according to those who are able to visualize goods or display supporting evidence, (4) availability of document attachments including data in the form of pdf, doc, xls, ppt, or other formats, (5) availability of internet connections with business owners, (6) availability of transaction instruments and various payment media; and (7) customer service availability. (8) accessibility of online opinion support, (9) accessibility of displaying testimonials,

(10) accessibility of visitor notes, (11) accessibility of special offers, (12) accessibility of presenting the latest information via SMS-blog, (13) ease of product search, (14) the ability to increase brand visibility and recognition, (15) the ability to find and attract new customers, and (16) the ability to boost consumer perceptions of the brand.

In this research, the measurement scale used is the Likert scale, which is a scale used to evaluate the attitudes, views and perceptions of a person or group about social phenomena. The variables to be measured are converted into indicator variables using a Likert scale. These indications are then used as a starting point for compiling instrument components which can be in the form of statements or questions. Respondents' responses were as follows: very good, good, quite good, not good, very bad. The type of data used in this research is primary data in the form of direct response data from consumers of several businesses. They have used digital marketing strategies by filling out questionnaires about the use of digital marketing strategies and their implications for these advantages. In this research, data was collected by observation, distributing questionnaires and interviews.

Pearson Product Moment Correlation determines the level of relationship between independent and dependent variables while measuring validity. The validity test will compare the calculated r value with the r table. Meanwhile, the Cronbach's Alpha formula can be used to assess reliability. If a variable has a Cronbach Alpha value greater than 0.7, then the variable is said to be reliable. If the Cronbach Alpha value is less than 0.7, the variable is considered not reliable.

The Successive Interval (MSI) technique changes data from questionnaires that use a Likert scale (ordinal level measurement scale) into interval data. MSI is used to convert data from an ordinal scale questionnaire to an interval scale. This is done to meet the minimum criteria for interval scale data in parametric research which uses multiple linear regression analysis and correlation analysis. Normality, multicollinearity and heteroscedasticity tests were used in this research.

Multiple linear regression analysis and correlation analysis are used to determine how much influence the social media and digital marketing strategy factors mentioned above have on competitive advantage. The regression equation used is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + b_6 X_6 + \dots + b_{10} X_{10} + \dots + b_{16} X_{16}$$

Explanation:

Y = Competitive Advantage

X = Social Media and Digital Marketing Strategy a = constant

b_i = Regression coefficient of sub variable X_i X_i = Sub variable i of variable X

Based on the research objectives, these variables will include exogenous factors (causal variables), such as Digital Marketing Strategy (X), and endogenous variables (effect variables), such as advantage in the Market (Y). The F test is a statistical test method used to test the influence of independent factors on the dependent variable together. The purpose of this F test is to see

whether the sub variables X_i have an effect on joint competitive advantage (Y). In this research, competitive advantage in selecting hypotheses is based on the F test, which states that if the F statistic is less than the F table then H_0 is accepted, and H_1 is rejected, but if the F statistic is more than the F table then H_0 is rejected, and H_1 is accepted. The t-test is a statistical test procedure used to test the effect of independent variables on the dependent variable. This t-test aims to see whether the sub variable X_i has an effect on competitive advantage (Y).

In this research, the t-test is used to determine the hypothesis, which means that if the statistic is $-t$ calculated $-t$ table then H_0 is accepted and H_1 is rejected, but if the statistic is $-t$ calculated $-t$ table then H_0 is rejected and H_1 is accepted. If the value of the coefficient of determination is greater (closer to one), then the influence of the independent variable Digital Marketing Strategy (X) on the competitive advantage of SMEs that move online as the dependent variable (Y) is quite large. Conversely, when R^2 decreases (getting closer to 0), the influence of the independent variable Digital Marketing Strategy (X) on the Competitive Advantage of SMEs that move online as the dependent variable (Y) decreases.

RESULT AND DISCUSSION

Assumption tests for the regression model include normality, multicollinearity and heteroscedasticity tests. The normality test using the Kolmogorov-Smirnov method produces an Asymp value. The Sig is 0.308 (2 tailed) which is greater than the significant value of 0.05. (residual variables are normally distributed or pass the test). Thus, the data is generally normally distributed based on the first criterion. The results of the multicollinearity test show that a VIF value of 10 and Tolerance > 0.1 indicates that there is no multicollinearity problem in this study. The findings of the heteroscedasticity test show that the scatter diagram does not form a particular pattern, which indicates that the regression does not have heteroscedasticity problems.

Multiple regression analysis was carried out to test the influence of the independent variable (digital marketing strategy) on the dependent variable (competitive advantage) on 100 respondents who were online customers. Based on the results of data processing, the multiple regression equation model can be formulated as follows:

$$Y = 1.223 + 0.328X_1 + 0.217X_2 + 0.211X_3 + 0.176X_4 + 0.236X_5 + 0.198X_6 + 0.248X_7 + 0.229X_8 + 0.277X_9 + 0.152X_{10} + 0.361X_{11} + 0.263X_{12} + 0.395X_{13} + 0.316X_{14} + 0.336X_{15} + 0.336X_{16}$$

The results of the regression coefficient for the independent variable (X_1), the availability of product information or articles that help and provide product advice to customers, is positive, showing a unidirectional contribution of 32.8 percent between X_1 and competitive advantage (Y). The regression coefficient for the independent variable (X_2), the availability of necessary supporting images such as photos or product images, is positive, indicating a unidirectional relationship of 21.7 percent between X_2 and competitive advantage (Y).

The regression coefficient for the independent variable (X3), the availability of video screens capable of displaying supporting products or presentations, is positive, indicating a unidirectional contribution of 21.1 percent between X3 and competitive advantage (Y). The regression coefficient for the independent variable (X4), the availability of document attachments containing information in pdf, doc, Xls, ppt or other formats, is positive, indicating a unidirectional contribution of 17.6 percent between X4 and competitive advantage (Y). The regression coefficient for the independent variable (X5) availability of online connections with entrepreneurs is positive, indicating a unidirectional contribution of 23.6 percent between X5 and competitive advantage (Y).

The regression coefficient for the independent variables (X6), availability of transaction instruments and variations in payment media, is positive, indicating a 19.8 percent unidirectional relationship between X6 and competitive advantage (Y). The regression coefficient for the independent variable (X7), availability of assistance services to consumers, is positive, indicating a unidirectional relationship of 24.8 percent between X7 and competitive advantage (Y). The regression coefficient for the independent variable (X8), the availability of online opinion support, is positive, indicating a unidirectional contribution of 22.9 percent between X8 and competitive advantage (Y). The regression coefficient for the independent variable (X9), availability of testimonial displays, is positive, indicating a unidirectional contribution of 27.7 percent between X9 and competitive advantage (Y).

The regression coefficient for the independent variable (X10) availability of visitor records is positive, indicating a unidirectional relationship of 15.2 percent between X10 and competitive advantage (Y). The regression coefficient for the independent variable (X11) availability of special offers is positive, indicating a unidirectional contribution of 36.1 percent between X11 and competitive advantage (Y). The regression coefficient for the independent variable (X12) for the availability of the latest information via SMS blog is positive, indicating a unidirectional relationship of 26.3 percent between X12 and competitive advantage (Y). The regression coefficient for the independent variable (X13), ease of finding products, is positive, showing a unidirectional contribution of 39.5 percent between X13 and competitive advantage (Y).

The regression coefficient for the independent variable (X14), capacity to build brand visibility and awareness, is positive, indicating a unidirectional relationship of 31.6 percent between X14 and competitive advantage (Y). The regression coefficient for the independent variable (X15), capacity to find and attract new consumers, is positive, indicating a unidirectional contribution of 33.6 percent between X15 and competitive advantage (Y). The regression coefficient for the independent variable (X16), the ability to strengthen the brand image received by consumers, is positive, indicating a unidirectional contribution between X16 and competitive advantage (Y) of 31.8%. So the partial statistical hypothesis in this research can be obtained:

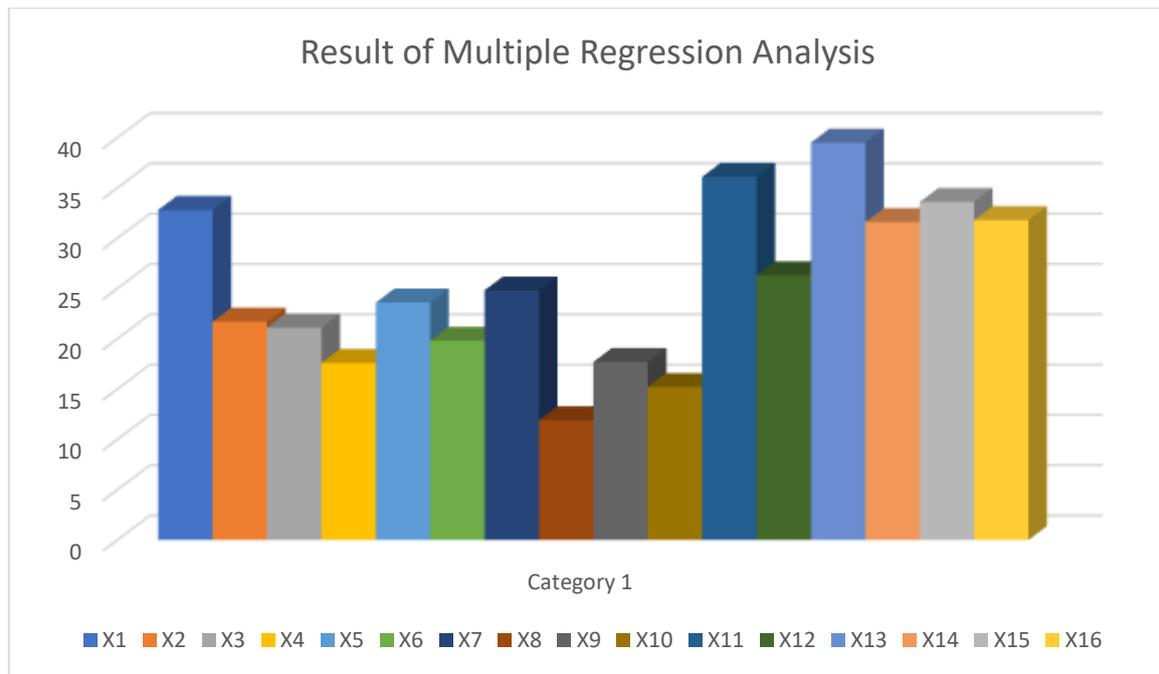


Figure 1. Result of Multiple regression analysis

H0: The X_i variable has no influence on the Competitive Advantage aspect; where the value of $i = 1,2,3,...16$

H1: Variable X_i has an influence on Competitive Advantage where the value of $i = 1,2,3,...16$

Data processing findings determined that all independent variables (X_i) had t-calculated values that were greater than the t-table values and were significant (Sig 0.05); so that H0 and H1 are rejected. As a result, it can be concluded that X_i substantially influences competitive advantage.

This shows that the sequential contribution of the variable value X_i to competitive advantage (Y) in the regression line equation is as follows: Ease of finding products (0.395), availability of special offers (0.361), ability to find and attract new customers (0.336), information products or articles that help and provide product guidance for consumers (0.328), ability to generate exposure and brand awareness (0.328). The ability to strengthen the brand image received by consumers (0.289), the availability of displaying testimonials (0.277), the availability of the latest information via SMS blog (0.263), the availability of service assistance to consumers (0.248), the availability of services (0.248), the availability of online communication with entrepreneurs (0.236), availability of online opinion support (0.229), availability of required supporting images such as photos or product illustrations (0.217), availability of statistical hypotheses simultaneously can be formulated as follows:

H0: Digital Marketing Strategy has no influence on aspects and factors of Competitive Advantage

H1: Digital Marketing Strategy has an influence on aspects and factors of Competitive Advantage

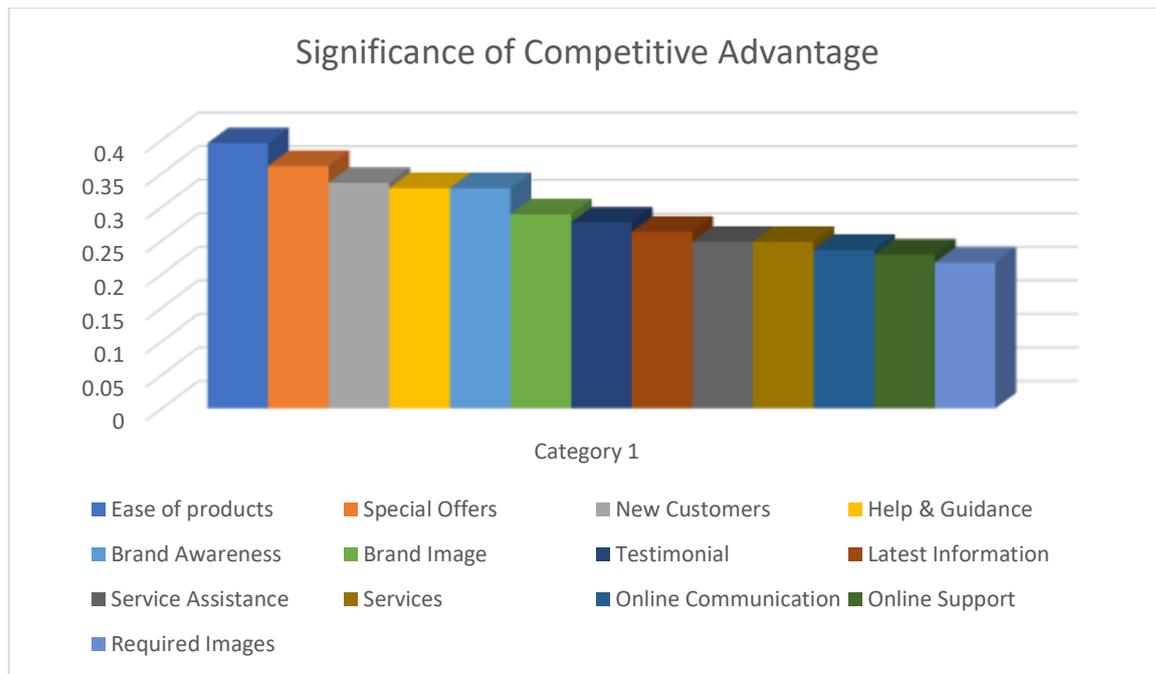


Figure 2. Significance of Competitive Advantage

Based on the results of data processing, the calculated F is 2.129 with a Sig value = 0.017. As a result, $F_{count} > F_{table}$ ($2.129 > 1.68$) with numerator $df = 16$ and denominator $df = 2.083$ at level = 5% and significance level = 0.017 0.05, H_0 is accepted and H_1 is approved. This shows that the variable X_i has quite a large influence on simultaneous competitive advantage (Y).

The coefficient of determination was calculated at 78 percent. This shows that social media and digital marketing strategies have an influence of 78 percent on competitive advantage. The remaining 22 percent is explained by characteristics not examined in this study, such as capital, resource supply, and management professionalism.

CONCLUSION

This research has discussed the potential of social media as a promotional tool which can be a solution for companies or business people in marketing their products. The potential for social media is quite large from the various promotional methods offered by utilizing social media. Apart from that, looking at the advantages such as budget and wide reach, this is the right solution to overcome the lack of budget and low promotional space currently experienced by business people. Therefore, we feel that choosing social media as a new promotional media for SMEs is the right choice. Starting from the most dominant, digital marketing strategies influence competitive advantage sequentially, namely: ease of finding products, availability of special offers, ability to identify and attract new customers, availability of product information or articles that support and provide product guidance for consumers, ability to create brand visibility and awareness, ability to strengthen the brand image received by consumers, availability of testimonial displays. Such as product photos or illustrations, availability of video displays that are able to visualize products or support presentations, availability of transaction tools and various payment media, availability of document attachments containing information in pdf, doc, xls, ppt or other formats, and

availability of visitor notes. Digital marketing strategy has an influence of 78 percent on competitive advantage, with the remaining 22 percent explained by other variables not discussed in this research, such as capital, resource supply, and management professionalism. The use of social media and websites must be optimized because there are still shortcomings in websites and social media, such as being less informative, less participatory and less updated. From this research, the author feels that there is still a lack of more specific promotional options in promoting products in promotional media. Apart from that, various new marketing strategies can still be developed that utilize social media. This is a challenge that the author feels can be made in the next research to look in more detail and broadly at promotions using social media.

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