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## Increasing Consumers with Satisfaction Application based Digital Marketing Strategies

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### ABSTRACT

As technology advances, more complex tools are produced that can be used as a medium in the creation of consumer-focused business operations. More and more businesses are switching from traditional marketing to digital marketing, but there are still many businesses that are less effective in implementing digital marketing strategies. the importance of digital marketing in today's digital era and technological developments that affect the way businesses interact with customers. One way of combining these technologies is marketing practices that utilize digital marketing techniques. The purpose of this research is to evaluate and explore how exposure to digital marketing strategy concepts can increase customer satisfaction using an application basis. The research method used in this research is descriptive, by collecting and analyzing data systematically and objectively. Secondary research data obtained from literature studies in the form of theories and empirical findings from previous studies. The results show that an effective digital marketing strategy includes: a solid understanding of the target market and segmentation, choosing the right marketing platform, interesting and relevant content, search engine optimization, ongoing customer interaction and interest. The conclusion that can be drawn from the findings of the discussion is that an application-based digital marketing strategy, organizations involve an analysis of internal and external elements to choose the best digital marketing approach.



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## **1. INTRODUCTION**

One of the things that is very important for a company due to high competition in the business world is to get attention and retain consumers, consumers create a value, to achieve an orientation that can increase consumer satisfaction, a company is required to know and understand every component that can increase consumer satisfaction[1]. consumer satisfaction, as well as consumer loyalty and consumer trust in brands, because brands are organizational assets, all producers/entrepreneurs are always trying to increase additional business profits, the result of consumer loyalty is to bring a larger market share[2]. If the brand establishes a deep relationship with the consumer, the consumer will have a positive relationship by continuing to use the brand or if the relationship is negative, the consumer will switch to another brand[3]. This consumer satisfaction builds consumer experience, with the fulfillment of consumer desires as expected, consumers will feel satisfied. Vice versa, when consumers experience that the benefits provided by a goods or service cannot meet their expectations, the consumer will feel dissatisfied. Different marketing strategies are taken by companies to create consumer loyalty. They use various programs to attract consumers. In return they get consumers loyal to them and talk about the brand among friends in a positive way[4]. This positive word of mouth is very effective for companies helping them gain a large market share. Consumer response to the attributes and uses of goods and services is a form of consumer satisfaction.

Consumer experiences are combined to produce consumer satisfaction, which varies from one experience to the next and depends on the goods or service used. Because of this, efforts to satisfy consumers must be made continuously[5]. To maintain consumer satisfaction, high levels of creativity are needed to produce variety and originality that further diversify consumers' experiences. The outcomes of business people's efforts in this area give rise to a wide range of goods and services that offer consumers a number of options, allowing them to select and contrast various things to use in accordance with their preferences. On the other hand, as there are more and more goods and services available on the market, producers or sellers face an increasingly fierce level of competition[6]. To survive and succeed in this environment of competition, producers or sellers must make increasingly strenuous efforts through the application of various business strategies.

The most relevant and effective business strategies are those that are able to meet the demands of the market by leveraging a variety of progressively modern and developing facilities and infrastructure. What is referred to as "digital marketing" is one such tactic[7]. Digital marketing: What is it? All marketing initiatives that use technology or the internet are considered to be part of digital marketing[8]. To engage with present and potential consumers, businesses use digital channels including search engines, social media, email, and their websites. Other names for it include "online marketing," "internet marketing," and "web marketing." Utilizing a range of digital strategies and channels to connect with consumers where they spend the majority of their time online is what is meant by the term "digital marketing." Websites and businesses both. There is a wide range of strategies that fall under the category of "digital marketing," including websites and a company's online branding assets like email marketing, online brochures, and more[9].

## **2. LITERATURE REVIEW**

Digital marketing became popular in the business world in 2014 after becoming known for the first time in the early 1990s. Digital marketing is the embodiment of the usage, application, or utilization of technology in the marketing process[10].

- A. New technologies appear and are put to use.
- B. In the field of marketing, technology is becoming more well-known and important.
- C. Creative marketers explore and make breakthroughs to enhance the function or usability of technology in reaching target reach marketing.
- D. Using technology as the primary tactic and as a typical marketing technique.

However, technology is just a tool that, when viewed from a marketing perspective, is a link that can increase the effectiveness of human relations, or in this case, between marketers and markets (targets)[11]. The steps above demonstrate how a technology underlies the birth of the concept of digital marketing. Digital marketing is not a technology-focused idea, but rather one that focuses on humans (marketers), including how to understand humans (marketers), how to use technology to develop relationships with other humans (consumers), and how to substantially improve sales[12].

As a basis for establishing levels of the necessity for implementing this strategy, the choice to use digital marketing as a business strategy must be modified to the specifics of the business being operated. In order to decide whether to employ digital marketing, a company needs identify two sorts of qualities):

- A. Recognize the traits of current and prospective consumers. Consumers who have participated in online activities or consumers who plan to participate in online activities make up the two categories in this situation. Digital marketing is the ideal option if the consumer is the one who uses technology to seek for or buy the goods and services being offered. On the other hand, there is no need for a digital marketing plan if consumers do not need to use digital technology. However, consumers who haven't used it yet don't necessarily indicate they won't in the future. As a result, digital marketing should still be taken into account as a long-term target plan[13].
- B. Identify goods attributes, services, and brand compliance with digital marketing. Virtually any kind of goods, services, or brands may be purchased online. The idea that no unique qualities are required to be able to sell items with a digital marketing approach is based on this principle. When implementing a digital marketing strategy, the focus is solely on the consumer elements, as in point 1 (one) above, which states that if there is an online engagement with consumers, then all types of goods and services can be provided.

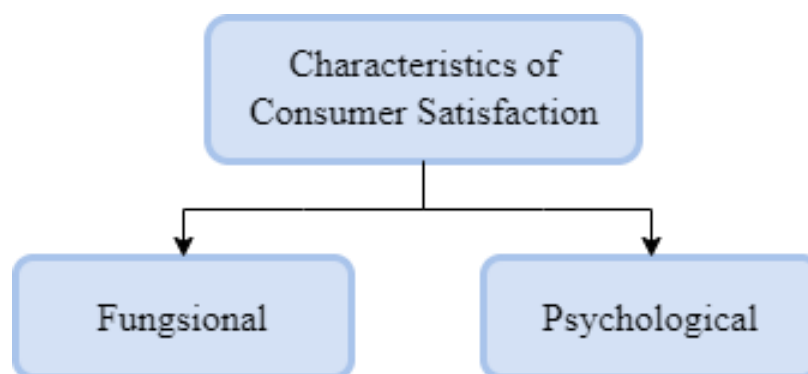


Figure 1. in terms of consumer satisfaction

In digital marketing, the theory of consumer satisfaction is closely related to consumer indicators. In principle, the theory of consumer satisfaction compares consumer expectations before purchasing an item with the reality obtained after purchasing the item. Two characteristics of consumer satisfaction, the first is satisfaction from a functional perspective, such as buying goods according to what is needed (buying a vehicle to make it easier for us in our daily activities), and the second is psychological, such as feeling happy when giving limited edition goods[14]. discussing consumer satisfaction, consumer satisfaction also has indicators, which business actors must know, including:

- A. The quality of the goods produced.  
Whether consumers are satisfied or not depends on the quality of the goods produced by the company, including goods and services. Consumers want great items that meet consumer expectations, that is why it is so, consumer satisfaction levels increase with the quality of goods or services sold. This also applies vice versa, where if it produces substandard goods or services, consumers will not be happy. To achieve a high level of consumer satisfaction, an entrepreneur must always pay attention to the quality of his product or service.
- B. The quality of services provided.  
The company's consumer service must also be taken into account, in addition to its goods. If a business offers excellent and friendly consumer service, the level of consumer satisfaction will be high. If consumers receive high-quality service, they are more likely to return and purchase the items offered or use the service repeatedly. However, if your consumer service is subpar, chances are they won't come back. Therefore, service quality must always be improved if you want to achieve a high level of consumer satisfaction.
- C. Price of goods.  
The cost of the goods or services offered is another element that influences consumer happiness. If the cost of the goods offered is in accordance with the consumer's budget, the consumer will be satisfied. Additionally, if involved proactively is of a very high caliber. If the quality of goods can match the price, but in some situations, relatively high prices of goods can still satisfy consumers.
- D. Ease of accessing goods.  
The procedure for purchasing goods must be made simpler by making it easier for consumers to order online or by placing goods at the nearest supermarkets and minimarkets. Don't pay extra fees or go through difficult checkout processes. consumers can buy goods quickly without having to pay additional fees that can make them sick of it.
- E. how to advertise.
- F. To promote goods, advertising will be quite helpful. In addition, consumer satisfaction can also be influenced by advertising. It is not allowed to advertise things in a way that is difficult for consumers to understand. Use plain language to market goods and services[15]. Consumers won't be disappointed or misled if an item doesn't look exactly like it was advertised, thanks to this precaution. Consumers will believe more in what is advertised if it is clearer and more sincere. Chances are consumers will be satisfied if they do this[16].

### **3. METHOD**

The research methodology employed is descriptive research, which is method research designed to describe current occurrences that are occurring[17]. A methodical, factual, and accurate description of the facts and characteristics of a particular research item is the goal of descriptive research. Based on examination of the two aforementioned qualities, it may have been determined to adopt a digital strategy for marketing, with the first step being to set the groundwork for analyzing the company, rival, consumer, business goals, and progress[18].

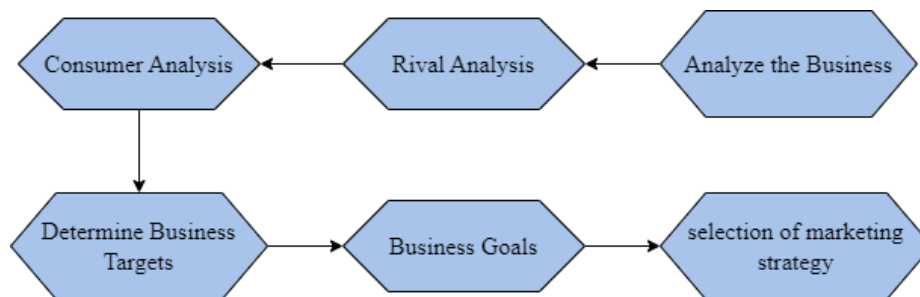


Figure 2. Developing a Digital Marketing Strategy in Stages

**A. Commercial Identification.**

The process of identifying a business involves investigating the current state of the company based on a number of factors, including the company's readiness to adopt digital marketing, the goods compatibility with online promotion techniques, the availability of technology, capabilities, and infrastructure to support digital marketing, the manner in which digital marketing is integrated into the business process, and the workforce's readiness to adapt to changes in the marketing model as a result of using digital marketing[19].

**B. Recognizing the Competition.**

The process of identifying competitors involves analyzing the current situation of competitors based on a number of factors, including clarity regarding the quantity and identity of competitors in the digital market, relationships between competitors within the digital market and offline market, advantages and disadvantages of competitors, an analysis of the distinctiveness of goods and services compared to competitors, and a broad competitor analysis[20].

**C. Identification of the consumers.**

The process of identifying consumers involves analyzing a number of factors, such as the clarity of the consumers' needs and wants, their target audience, their use of digital technologies, and their means for reaching them[21].

**D. Establish Business Objectives.**

Setting company goals is crucial since it serves as a standard and a source of inspiration to improve in order to reach the target achievement level. Therefore, knowledge about a particular target business in order to reach it is necessary in order to be able to choose the best digital marketing plan[22]. In this situation, it is important to identify the business target and examine a number of factors, including the results you want to achieve from the implementation of your digital marketing plan and the clarity of your measurements and results[23].

**E. Monitoring of Progress.**

The ease with which measurement data may be obtained when compared to other marketing strategies is one of the benefits of digital marketing[24]. To gauge the degree of success, each action taken and each step forward made in digital marketing can be tracked and compared to the goals specified. A number of factors can be examined in order to determine this progress, such as user preferences for more digital channels that offer an advantage (in this case, an advantage in the form of traffic or visitor density), the factors that cause a digital channel to be more crowded than other digital channels, and the effects of increased traffic on the monetary value of the company.

The method for choosing a digital strategy the marketing mentioned above calls for a thorough examination of a company with the primary goal of identifying the key characteristics that make it distinct and highly competitive in the market. It also calls for

the precise integration of a digital marketing strategy to yield the best results in line with the target audience.

#### **4. RESULTS AND DISCUSSION.**

The successful implementation of a digital marketing strategy depends on the analysis of internal factors during plan development. Another issue that shouldn't be overlooked has to do with outside elements that are relevant to the business's target market, which are primarily consumers from online marketplaces[25]. Consumers are essentially the same whether they are making purchases offline or online because they participate in both processes. Consumers have certain expectations, including the following:

- A. Digital marketing materials that make it easy for consumers to use them. Consumers will be able to use a medium more successfully and efficiently if they believe it to be convenient. Consumers will feel that accessing necessities quickly is desirable and that they will find it more quickly as a result.
- B. User-centricity is a feature of digital marketing medium. With the availability of accommodating media consumers' desires in terms of contribution, it will bring more and more consumers feel they have control over the goods through feedback is given, so it will provide positive value to consumers. Digital technology allows the consumers to be wrong one party contributing to goods formation.
- C. Service cadence. One of the advantages of digital technology is that it saves consumers time in searching for and getting desired goods and services. Because consumers value their time much, the quicker a goods or service is delivered, the more consumers will feel that their expectations have been met.
- D. goods excellence. The use of digital technologies, consumers now have easy access to a wide range of options for a desired goods or service, which they can compare and choose the one that they feel is of the highest quality. This is due to the tightening competition between goods and services. This demonstrates the growing significance of goods quality in digital marketing strategies to increase Consumer happiness, trust, and loyalty.

A brand that can be trusted is a brand that consistently maintains its promise of value to consumers through superior performance, thus guaranteeing consumer brand loyalty[26]. Brand communication can be defined as the exchange of information between producers and consumers. and from that information will be used to develop a brand image among consumers and establish relationships with them (deepening relationships with consumers). In this activity utilizing digital media, utilizing digital media provides several benefits because it allows instant two-way communication between producers and consumers, so that consumers can choose, order, comment, and even file complaints anywhere, and anytime[27]. The main benefit of digital technology is the high frequency of connections between manufacturers and consumers due to the rapid process of information dissemination, which indicates high frequency brand communication[28].

It is noted in the research's empirical findings that one of the causes of consumer brand loyalty and willingness to pay any price for an item is effective brand communication. Brand loyalty shows that there is a relationship between consumers and brands. Brand loyalty is the result of the consumer's cumulative experience (satisfaction) with an item. Brand loyalty is the result of consumers' perceptions of sustainable brand utility[29].

The discussion of brand loyalty and brand satisfaction above shows the relationship between brand communication and brand satisfaction, which in this case is the result of utilizing digital marketing tactics and the information they contain[30]. Based on the analytical theory work that has been done and with studies adapted from conceptual research as follows:

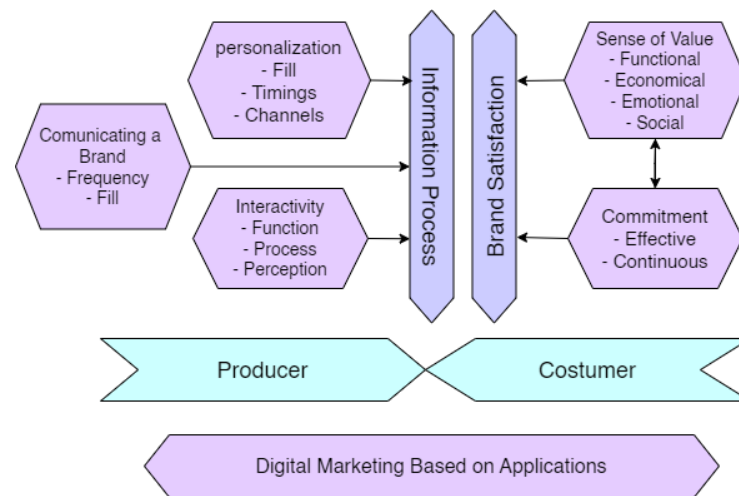


Figure 3. Consumer satisfaction strategy for digital marketing

Digital marketing strategy is an effective method for increasing brand awareness and increasing sales of goods or services. This research found that the use of digital technologies such as websites, social media, and email marketing can help companies reach their target market more easily and efficiently. Digital marketing strategy is very important for companies in today's digital era. Digital technology allows companies to reach their target market at a lower cost and in a faster time compared to traditional methods such as marketing through print media or television advertisements. Thus, digital marketing strategies can help companies increase marketing effectiveness and reach target markets more easily and efficiently. Companies must identify the digital tools that best suit their target market and ensure that they make the best use of digital technology to achieve their marketing goals.

## 5. CONCLUSION & SUGGESTION

Digital Marketing Strategy is a marketing strategy that promotes, sells goods and services by utilizing the development of a technology, and is an embodiment of the application, use or utilization of technology in the marketing process. Technology, when viewed from a marketing perspective, is a link that can increase the effectiveness of human relations, or the relationship between marketers and markets. The digital marketing strategy is an effective method for increasing marketing effectiveness and reaching the target market. Companies should consider using digital technology to achieve their marketing goals and ensure that they make the best use of digital technology.

If you want to implement a marketing strategy into your business, various factors must be considered, such as internal and external factors to determine which strategy is most appropriate for the business you are running.

The main objective of implementing a digital marketing strategy is to build good interactions between consumers and producers, build brand trust and brand loyalty to consumers. Loyalty is the result of repeated accumulation of customer satisfaction, so to increase customer satisfaction conceptually it can be linked to the implementation of marketing strategies.

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