



The Role Of Digital Marketing In Increasing Customer Satisfaction Of MSME Products (Case Study On Traditional Food Semprong, A Speciality Of Karawang)

Sarip Hidayat ¹, M. Yani Syafei ², Umi Narimawati ³

^{1,2,3} Doctoral Study Program Students Knowledge Management Computer University , Indonesia

Email : sarip.75424006@mahasiswa.unikom.ac.id

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ABSTRACT

Development digital technology has change paradigm marketing , including among Small and Medium Enterprises (SMEs). Digital marketing provides opportunity for SMEs to reach more markets wide , increase interaction , and satisfaction Customers . Research This aiming analyze the role of digital marketing in increase satisfaction customers on products food traditional Squirrel typical of Karawang. The approach used is qualitative with design studies case . Data collected through interview in-depth , observation , and analysis documentation related to digital marketing strategies by craftsmen Semprong Mondy. Research results show that digital marketing strategies, such as social media , websites, and e-commerce, contribute to ease access , quality services , as well as communication between perpetrator business and consumers . Implementation This increase satisfaction customer in matter convenience purchasing and service finished sell . However , there is challenge in the form of limitations source power and competition in the digital world that influences effectiveness of strategy. Research This recommend UKM to more optimizing digital marketing for increase Power competition and satisfaction customer.

INTRODUCTION

In today's digital era this is a marketing strategy has experience change significant along with development technology information . Digital marketing is one of the element important in development strategy business , including for Small and Medium Enterprises (SMEs). Digital marketing enables SMEs to reach a wider market wide , increase efficiency promotion , and

strengthening connection with customer through various digital platforms such as social media , marketplaces, and official websites .

Product food traditional like Squirrel typical Karawang face challenge in maintain its existence in the midst increasingly competitive market competitive . In traditional , product This marketed through method conventional like promotion from mouth to mouth and distribution limited . However , with increasing use of the internet and social media , SMEs in the field culinary need adopting digital marketing strategies to expand the market and increase satisfaction customer. Implementation of digital marketing strategies can helping traditional SMEs like manufacturer Squirrel For increase market reach and engagement customers . As For example , research in Malang shows that implementation of digital marketing strategies , including use of social media like TikTok and Instagram, can increase involvement customer although impact straight to sales Not yet can measured in a way quantitative (Wicaksono et al., 2024). In addition , in Dlinggo Hamlet , training and mentoring in design products , packaging , and management of e-commerce sites and social media has increase knowledge partner about digital marketing by 49% (Widiyanto et al., 2022).In Karawang , culinary SMEs the more adopt online marketing tools and platforms such as social media , e-commerce marketplaces, and apps delivery food For reach a wider audience wide (Maulana, 2024). However , the challenges like limited digital literacy and fierce competition still there is (Maulana, 2024).

The implementation of digital marketing can increase exposure product , repair interaction with customers , as well as create experience more shopping good . Various platforms such as Instagram, Facebook, Shopee, and Tokopedia can used For reach customer potential in a way more wide and increase loyalty they to products . Digital marketing enables SMEs to optimize service finished sell as well as speed up response to need Customers . Research show that digital marketing is very important for effectiveness of SMEs, encouraging digital transformation that leads to results more economy stronger and more market presence extensive (Sharabati et al., 2024; Jadhav et al., 2023). In addition , digital marketing strategies such as online advertising , social media marketing , and optimization machine search engine (SEO) can increase involvement customer through digital channels (Sharabati et al., 2024; Salim & Isaa, 2024). With understand behavior and preferences customer , organization can create more experience and products Good as well as sell with more smart (Sharabati et al., 2024; Kumar & Chhabra, 2022). Digital marketing also plays a role in build trust and commitment customers , ultimately influence intention they For buy and use return products (Masri et al., 2021; Pavlović et al., 2023).

However , the implementation of digital marketing among SMEs is still face various challenges , such as limitations source power , lack of knowledge technology , as well as tight competition in the digital world. Therefore that , a better understanding in about effective digital marketing strategies very needed so that SMEs, especially manufacturer food traditional like Squirrel typical Karawang , can survive and thrive in the digital era. Digital marketing can provide SMEs with tools important For increase visibility , involving customers , and strengthen chain supply them (Oyeyemi et al., 2023).

Study This aiming For analyze the role of digital marketing in increase satisfaction customer to product Squirrel typical of Karawang. Focus main study This is how digital marketing strategies , such as use of social media , marketplaces, and branding strategies, can influence experience customers , from stage purchase until service finished sell . With Thus , the results study This expected can give outlook for SME actors in optimizing digital marketing strategies to increase Power competition as well as satisfaction customer .

LITERATURE REVIEW

Digital marketing has become tool important for business small and medium sized (SME) for increase performance marketing they . Studies show that digital marketing is significant increase efficiency SME marketing with connect performance marketing and capabilities of SMEs

(Nofrisel et al., 2023). In Karawang , the transformation online marketing has helping culinary SMEs adopt digital tools and platforms such as social media and apps delivery food , although they face challenge like limited digital literacy and fierce competition (Maulana, 2024).

Digital marketing does not only increase efficiency marketing but also plays a role important in increase satisfaction Customers . Research show that an effective digital marketing strategy , together with quality service and sustainability environment , have connection significant positive with satisfaction customers in the SME sector in Indonesia (Judijanto et al., 2024). In addition , digital marketing helps SMEs in expand their market reach , which in turn can increase satisfaction customer with provide more access easy to products (Widiyanto et al., 2022).

In context food traditional like squishy typical Karawang , digital marketing can play role important in increase request throughout year , not only during period peak like Ramadan month . Training and mentoring program in design products , packaging , and *e-commerce* site management and social media has increase knowledge partner about digital marketing by 49% (Widiyanto et al., 2022). This is show that with proper understanding and application , digital marketing can in a way significant increase satisfaction customers and sales product traditional .

Digital marketing plays a role important in increase satisfaction Customers and Performance SME marketing , including in context food traditional like squishy typical Karawang . With overcome challenge like digital literacy and competition , as well as By utilizing effective digital marketing strategies , SMEs can expand their market reach and increase satisfaction customer .

METHODS

This study was designed using a qualitative approach with a case study design that aims to analyze the role of digital marketing in increasing customer satisfaction of traditional food products Semprong, a specialty of Karawang. This method was chosen to gain an in-depth understanding of digital marketing practices by SME business actors. This research design combines descriptive and exploratory approaches (Santoso et al., 2022) . The analysis was carried out on data collected through in-depth interviews, observations, and documentation studies. The research population was business actors and customers of Semprong Mondy products in Karawang. The *purposive sampling* technique was used to select relevant respondents, including business owners, marketing teams, and loyal customers. Techniques and Instruments Data Collection using interview deep , Instrument in the form of guide semi-structured interview For digging into digital marketing strategies , experience customers , and the obstacles faced . Observation Researcher observe direct activity digital marketing through social media and marketplace. Documentation study , Analysis done to review customers on social media, sales data , and materials digital promotion . Research model This focus on relationships between implementation of digital marketing strategy (variables) independent) and satisfaction customer (variable) dependent). Data validity is maintained through triangulation method , while reliability of data obtained through member checking with respondents .

RESULTS AND DISCUSSION

The research was conducted in Karawang, West Java, focusing on Semprong Mondy craftsmen as a case study. Data was collected over a period of three months, from January to March 2024. The data collection process involved in-depth interviews with business owners, observation of marketing activities through social media such as Instagram and Facebook, and analysis of customer reviews on e-commerce platforms.

Data Analysis Results

Product Exposure Through Social Media

High-quality visual content such as product photos and videos uploaded regularly increases the number of followers and interactions on social media. For example, uploading a video of the production process gets an average of 1,200 views per post. In addition, the use of interactive features such as polls and *giveaways* also increases customer engagement in digital marketing strategies.

Customer Interaction

Analysis shows that 85% of customers are satisfied with the fast response given through the comments or direct messages feature on social media. Effective two-way interactions, such as instant replies to customer questions and direct delivery of promotional information, have been proven to increase customer loyalty. Digital campaigns that engage customers in product-related discussions also have a positive impact on brand image.

Ease Of Purchase Via Marketplace

Sales on marketplaces like Shopee and Tokopedia contribute 40% to total monthly sales. Features like fast shipping options, exclusive discounts, and flexible payment methods enhance the customer shopping experience. Further analysis shows that customers who are given product recommendations based on purchase history tend to make repeat orders within a short period of time.

Branding Through Product Packaging

The new, more attractive packaging with a modern traditional design has received positive responses from customers. Reviews show that 70% of customers appreciate the informative and aesthetic packaging. In addition, the consistent placement strategy of the logo and tagline on the packaging helps increase brand recognition in a wider market.

Challenges Faced

Some of the main obstacles in implementing digital marketing found in this study include:

1. Limited time to create digital content consistently.
2. High costs for digital advertising and SEO optimization.
3. Increasingly tight competition with similar products in the marketplace.
4. Lack of skills in digital marketing data analysis for more strategic decision making.

As a potential solution, SMEs can work with digital marketing agencies or entrepreneurial communities to share resources in content creation and digital advertising management. In addition, specialized training programs related to digital marketing can help entrepreneurs understand the latest trends and more effective strategies.

Interpretation Of Results

Research result This support Kotler and Kartajaya's concept that digital marketing can increase experience customer through more personal interactions . Findings this is also consistent with Chaffey and Ellis-Chadwick's research , which states that use of social media effective in increase loyalty customers . However , the challenges like limitations source Power reflect the need for a mentoring strategy from government or institution related For ensure sustainability digital marketing implementation .

Study show that digital marketing plays a role role important in bridge gap between behavior and beliefs public about sustainability with ability company For understand it (Díez - Martín et al., 2019). In addition , a sustainable digital marketing strategy can support growth term length and development sustainable brands , especially for business small and medium

enterprises (SMEs) (Dumitriu et al., 2019; Risdiyanto et al., 2023). However, the challenges like election tool proper digital marketing and needs will be a sustainable strategy still there is (Dumitriu et al., 2019; Sharma, 2024). Therefore that, support from government or institution related very important For help company overcome challenge this and make sure sustainability of their digital marketing strategies (Sharma, 2024; Urdea et al., 2021).

Based on results research, can It is concluded that digital marketing has a significant impact on increasing customer satisfaction of Semprong products typical of Karawang. Digital marketing strategies that are optimally implemented can increase product visibility, improve interactions with customers, and simplify the purchasing process.

More exposure wide through social media to increase customer awareness of the brand and strengthen loyalty. The success of digital marketing is not only determined by the number of impressions or followers, but also by the level of customer engagement in digital interactions. The higher the customer interaction, the more likely they are to do purchase repeat.

Convenience The purchases offered by the marketplace play an important role in the customer's decision to choose Semprong products typical of Karawang compared to similar products. Speed of service, flexible payment methods, and positive customer reviews are the main factors in creating a better shopping experience. comfortable and satisfying.

However, the challenge in The implementation of digital marketing shows that the sustainability of this strategy requires a more structured approach. The limitations of resources and digital knowledge owned by SMEs need to be overcome through training and cooperation with external parties. By utilizing digital marketing data more effectively, SMEs can design more relevant marketing strategies. with preference customer.

In general overall, research This emphasizes that digital marketing is not only a promotional tool, but also a business strategy that can increase the competitiveness of SMEs in a wider market. The effective implementation of digital marketing can help SMEs maintain their existence amidst competition and provide added value to customers through better services. responsive and personal.

In general Theoretical, Research This strengthen theory that digital marketing is capable increase satisfaction SME customers through more interaction good and effective branding. In Applied, Research results give guide practical for SMEs to maximize use of social media and marketplaces, as well as importance investment in packaging product.

Table 1 Marketplace Contribution To Sale Monthly

Month	Sales via Marketplace (units)	Total Sales (units)	Percentage Contribution
January 2024	350	875	40%
February 2024	400	1,000	40%
March 2024	420	1,050	40%

Source : Sales Data Monday, 2024

CONCLUSION

Digital marketing plays a role a very significant role in increase satisfaction customer SME products such as Squirrel typical of Karawang. The implementation of digital strategies that include social media, marketplaces, and branding has proven capable increase visibility product, repair communication with customers, as well as create experience more shopping efficient and enjoyable.

However, the success of digital marketing is not only depends on adoption technology, but also on the capabilities of SMEs in understand and implement effective marketing strategies. Therefore that, some recommendations that can applied is:

1. Owner business recommended For in a way periodic follow digital marketing training for understand trend latest and improved skills digital marketing.
2. Government area expected can give support more carry on in form mentoring technology and training For assisting SMEs in overcome digital challenges.
3. Study advanced should explore impact term digital marketing length against growth of SMEs and what is a better strategy adaptive can applied For increase Power SME competitiveness in the future.

With the right strategy, digital marketing can become very effective tool in increase satisfaction customer as well as ensure growth sustainable for SMEs in this digital era.

SUGGESTION

To increase the effectiveness of digital marketing in small and medium enterprises (smes), business actors need to optimize their digital marketing strategies by utilizing social media, marketplaces, and strong branding. High-quality visual content and active interaction with customers through social media such as instagram and facebook can increase customer engagement and loyalty to products. In addition, sales through marketplaces such as shopee and tokopedia must be maximized by providing exclusive discounts, fast delivery services, and product recommendations based on purchase history to increase customer satisfaction.

In addition to the marketing aspect, smes also need to improve product branding with more attractive and informative packaging. Packaging design that reflects product identity, includes complete information, and uses a consistent logo and tagline can help increase customer appeal and trust. The main challenges often faced in digital marketing, such as limited time and costs for content creation, can be overcome by collaborating with the business community or using the services of a digital marketing agency.

In order for digital marketing strategies to run sustainably, sme owners are advised to routinely attend digital marketing training to understand the latest trends and develop their marketing skills. In addition, government support in the form of training and technology assistance is needed to help smes adapt to digital developments. Further research can also be conducted to explore the long-term impact of digital marketing on sme growth, so that more effective and adaptive strategies can be implemented to increase business competitiveness in this digital era.

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