

Digital Marketing as A Strategy to Increase Sales and Consumer Satisfaction

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Article Info

Article history:

Received 5 August 2024

Revised 7 August 2024

Accepted 10 August 2024

Keywords:

Customer satisfaction,

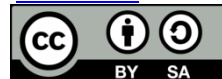
Digital marketing,

Marketing strategy, Sales

ABSTRACT

The objective of this paper is to conduct a conceptual review of the literature studies that focus on the link between application-based digital marketing methods and the development of consumer satisfaction and sales. The study's findings indicate that digital marketing is a marketing strategy that capitalizes on the advancement of information and digital technology. Implementing this strategy in a business must consider various internal and external factors to determine the suitability and most appropriate digital marketing strategy for maximum results according to the set objectives. Online systems are not constrained by time, and they have the ability to determine the timing, audience, location, and duration of their marketing campaigns. This presents a significant opportunity for business growth. Digital marketing provides a plethora of engaging, practical, and limitless content, and digital technology enables business owners to quantify the impact of their content on sales. Additionally, business owners have the ability to visit an unlimited number of online platforms, such as social media, web pages, and other accounts, which can attract loyal customers and increase profits. This paper reviews conceptually based on literature studies on the relationship between application-based digital marketing strategies in expanding sales and customer satisfaction. For further research, we can examine the efficiency of implementing digital marketing strategies and the factors that influence them so that they can be input and recommendations for business actors or companies in implementing digital-based and internet-connected marketing systems so that they can increase consumer satisfaction.

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1. Introduction

Over the last decade, environmental marketing has changed dramatically and has a much wider reach. Among the most significant changes is the emergence of new consumers and competition. These new consumers are frequently defined by traits of consumers who are more demanding, discriminatory, disloyal, or not so loyal and more readily complain or make complaints. Efforts to get attention and retain consumers are among the most essential things to do in an increasingly competitive business world. Business people are always attempting to increase consumer satisfaction by fulfilling expectations and need to obtain additional business profitability [1]. Customer satisfaction is a person's feelings of delight or disappointment resulting from a comparison of perceptions of product/service performance and expectations [2]. Added that consumer contentment is understood as a form of consumer response to the attributes and utilities of a product or service [3]. Consumers will feel content when they sense that their expectations and requirements are fulfilled when using a product or service. Conversely, consumers will feel unsatisfied when they experience that the benefits supplied by a product/service cannot fulfill their expectations.

A company must have a goal to maintain the long-term sustainability of the company. Realizing customer satisfaction is one of the primary goals of the company. Customer satisfaction is a company's most essential asset because customer satisfaction has a major influence on the development of a business. Stated that the strategy to achieve customer satisfaction causes the company's management to work hard to compile and conduct out strategic steps to achieve customer satisfaction [4]. The impact of fostering consumer satisfaction will manifest in consumer loyalty and repurchase of products from related companies.

The business strategy that is most pertinent and able to answer the challenges of increasing market competition is a business strategy that can accommodate market criteria by using various types of facilities and infrastructure that are also increasingly advanced and developing. One of these strategies is a strategy in the marketing aspect using digital tools or known as digital marketing, which is a marketing method that is carried out using the help of digital instruments, especially the internet, along with the various applications contained in it and the equipment that supports the use of these media, which allows the creation of a network or connectedness with many parties, in this case between producers or sellers and consumers, without being limited by distance, time and place.

Digital marketing, or what can be called digital marketing, refers to any marketing that is carried out through various digital strategies and media, using devices that use the internet, intending to communicate with potential consumers through online communication channels. Various digital marketing approaches, such as websites, blogs, social media (Instagram, WhatsApp, Line), and Interactive Audio videos (YouTube, Video, and others), can be attempted to make potential customers see what they want to offer [5].

Digital marketing is essential for any company's marketing strategy. It helps attract potential consumers through advertising, email marketing, and online flyers. This form of marketing allows for personalized and timely communication with customers, making it more effective [6]. Digital marketing integrates psychological, humanistic, anthropological, and technological factors to create a new medium with multimedia capabilities. As a result, it has facilitated interaction between producers, market intermediaries, and consumers, leading to improved business services and greater engagement with consumers.

One of the digital marketing concepts is marketing 4.0; this marketing incorporates online and offline interactions between companies and consumers. In the current era of connectivity, consumers tend to be connected with their colleagues, giving each other opinions when purchasing goods or services [7]. Read the comments column first and ask colleagues to buy a product on the marketplace. Even today's consumers can acquire memories from certain locations by utilizing digital; even for marketers, the use of digital can enhance their marketing by < 10%, as was done by the entrepreneur "Tempe Chips" in Kuamang Gading Village, Jambi City.

Digital marketing through social media has several things that can be supplemented and enhanced. Companies can formulate several points such as building brand awareness and follower conversions, achieving sales conversions, initiating brand interactions, and reaching loyal fans and initiating brand involvement, resulting in key Performance Indicators for social media: reach and followers, actions (likes and comments), convert (content saved and conversation rate), engage (content shared, online reviews, user testimonials, and recommendations). Judging from consumer perceptions of procuring products through digital marketing [8]. Consumers' reasons are more practical because they don't need to pay for transportation costs, can be done from home, don't need to jostle, don't need to queue, can save time, and accessible anywhere and anytime; find information faster; consumers also pay attention to the level of quality; and consumers tend to repurchase [9].

Digital Content Marketing (DCM) companies in Indonesia have an average of 71.97, suggesting that Indonesian companies' digital marketing capability level is in the medium group. Companies can develop capacities by boosting the role of managerial innovation, organizational readiness, and perceived usefulness [10]. Furthermore, firms must conduct out digital transformation by managing the transition and reinvention of new business models. In addition to implementing digital marketing through websites, social media, mobile marketing and content marketing, firms must also stress the relevance of digital analytics, digital CRM and display advertising to boost digital marketing capabilities.

In a survey regarding the ten challenges of leaders of the largest companies worldwide in 2006, found that in the top 5, there were two marketing challenges: stable and sustainable revenue growth and consumer loyalty. Effendi et al. (2021), from these two challenges, it is clear that marketing has a function in the business world. Businesses rely on marketing to continue to grow, profit, and acquire loyal customers. Consumer loyalty is a form of

loyalty because consumers are satisfied with the products and services offered. Consumer satisfaction is a result of the impression of the efficacy of products and services relative to purchasers' expectations. Consumers can only be content if the items and services' performance matches consumer expectations. Conversely, if the performance matches expectations, the consumer is content; even if the performance exceeds expectations, the consumer is highly delighted and thrilled. At this moment, consumers become committed regular customers and may maximize their value.

Explained that some respondents considered it essential to use a marketing strategy within the company so that the company was able to develop and run well following technological developments so that the company could increase sales now and in the future [11]. Marketing strategy becomes a set of goals and objectives, guidelines or rules that provide direction to a company's efforts at all levels, references and allocations from time to time, particularly in the company's response to environmental changes and conditions of business competition. Strategic steps that can be implemented to the company are market segments, targets, and positions [12].

The use of digital marketing by respondents is through product publication via social media such as Facebook, Instagram and WhatsApp. In addition, the company-built partnerships with Go-Food, Grab-Food and Shopee-Food to expand its digital product marketing platform and facilitate grocery purchasing. However, the obstacles encountered by companies in implementing digital marketing are unstable internet connections, delivery delays and internal problems due to a lack of staff due to overwhelming orders due to the effects of intense promotions on social media [13].

Explained that implementing digital marketing strategies has increased the number of sales results. Business actors take advantage of promotions through email marketing and use digital payment systems such as IG Ads or the TikTok shop (affiliate) [14]. In addition, business actors must always keep abreast of the latest technological developments to maintain businesses popular. In the challenges of technological development, leaders are required to adapt to developments to adapt to new behaviors in the use of technology [15].

In a marketing strategy to maximize business, it is necessary to consistently continue to publish on social media as a digital marketing business. The challenge in doing business online using digital marketing is that the main challenge is to ensure that the target market or target market can discover the website. In addition, tricks that can be done to introduce businesses and business products are using Search Engine Optimization (SEO), placing advertisements in online media, using Google Ads, assiduously marketing products via social media and so on [16]. Based on the preliminary explanation above, this research seeks to examine conceptually based on a literature study of the relationship between application-based digital marketing strategies in increasing sales and consumer satisfaction.

2. Digital Marketing Theory

Digital marketing is marketing commodities or services using digital technology via the Internet, social media, cell phones or other digital media. It is also an umbrella term that encompasses various marketing strategies such as social media marketing, Search Engine Optimization (SEO) and e-mail marketing. Compared to traditional marketing methods such as print media, billboards, and TV, digital marketing is inherently data-driven. Many prominent digital advertising platforms provide access to campaign reports for comprehensive analysis of current data. With the combined power of the internet and technology, digital marketers can collect and analyse data from various consumer behaviour or user engagement, enabling them to facilitate more personalized content and advertisements toward clearly defined audiences for better engagement and results.

Digital marketing is one of the best solutions companies can use to expand their business orbit. Digital marketing is the activity of marketing a product or service through the aid of digital technology. Digital marketing has begun to develop by integrating digital platforms and technology with the internet network at this time, so that marketing, which was previously limited to television windows, has climbed towards industry 4.0, an industry that utilizes the role of the internet in every implementation [17].

Digital marketing is a strategy that has the concept of maximizing digital networks as its primary commodity. Therefore, it is not surprising that digital advertising is carried out through all social media channels, plus the official website platform, also with the aid of search engines nowadays. These activities have the same objective, namely to get maximum results, but with the possibility of reducing operational costs to be as effective as possible.

Digital marketing strategies will enable marketers to analyse consumers and make decisions based on information obtained from consumers directly. So that marketers can ensure that the strategy implemented is pertinent to the business they are running. To adopt digital marketing, marketers need to comprehend the development of digital markets and how technology is very influential in business development to enhance brands and attract consumers to businesses. The more target markets use technology; the simpler it is for marketers to research, evaluate, and analyse a product or service consumed by consumers [18].

Along with developing new technologies that encourage the creation and adaptation of business models, marketing adapts its strategy to the new ecosystem. Marketing prioritizes connected devices and data analysis to enhance decision-making. Marketing strategies concentrating on digital environments such as social networks and digital platforms have become a habit for professional companies in many industries. In the evolutionary paradigm of change in data, innovation has become a fundamental choice for enterprises to pay more attention to accumulating and analysing user data. Digital marketing techniques are directly related to digital business models. For example, e-commerce is promoted directly through the application of digital marketing techniques such as optimizing for

search engines, social networks and influencers. Using digital tools to acquire user data allows companies to focus strategies on user behaviour, known as business marketing intelligence [19].

Types of Digital Marketing

The growth of digital technology allows firms to offer their products online and make transactions utilizing online payment systems (e-payment). The introduction of digital technology has altered the marketing of Small and Medium Enterprises (SME), which was initially carried out conventionally, to digitally by using social media and websites in selling their products. Digital media is the right choice for entrepreneurs to develop their enterprises. Ease of internet access, larger profitability, reduced expenses, and wider market reach are the key reasons for entrepreneurs to pick digital media as the ideal choice for promoting their products and services [20][21][22][23][24][25][26]. The following are forms of digital marketing strategies.

Table 1. Types of Digital Marketing Strategies

Digital Marketing Strategy	Description	Example
New consumer proposition (product and price)	New website features or other online communications that are directly related to new product or service offerings that will generate revenue	The Bank introduces new products that require different quotations The publisher introduced a price comparison service
Consumer acquisition or strategic marketing	A strategic project designed to enhance capabilities and provide different online marketing techniques aimed at attracting new consumers	Content marketing Search Engine Optimization (SEO) Pay per click (PPC) Affiliate marketing Aggregator
Consumer conversion and consumer experience strategy	Invest in new consumer features designed to engage audiences and increase conversion rates and average order value New functionality, for example a new online store; special functionality, for example stock checking Strategies aimed at enhancing the consumer brand experience	Implement online shop Secure payments Introduce consumer reviews and ratings Merchandising capabilities to offer customized promotions Interactive tools to help guide product selection to buyers
Consumer development and growth strategy	Investments to enhance the experience and delivery of product and service offerings to existing consumers	Recommendations for existing products and services for consumers personally Email contact strategy focused on the consumer journey and level of brand awareness Email contact strategy focused on

Social media, content marketing or business social	Social media that can support acquisition, conversion and referrals The broader social business strategy also includes product and service improvements	the consumer journey and level of brand awareness CRM or personalization Content management Improved performance of information management and web analytics systems Improve consumer feedback facilities
Resources and management strategy	Change marketing management with focus on digital media and technology	Changes to the team structure skills development process

Source: Chaffy and Ellis-Chadwick [27]

Characteristics of Digital Marketing

The decision to implement digital marketing as a new business strategy is adjusted to the features of the firm being operated as a basis for recognizing the requirement for implementing this strategy. In simple terms, two company considerations must be acknowledged when opting to employ digital marketing [28].

Recognizing the Characteristic of Consumers or Prospective Consumers

In this scenario, there are two groups of consumer characteristics: consumers who are already participating in online activities and consumers who will be active in online activities. If consumers apply digital technology to seek for or obtain the things and services given, then adopting digital marketing is the appropriate choice. Conversely, if consumers do not require the usage of digital technology, then there is no need to deploy digital marketing strategies. However, consumers who have yet to adopt this strategy do not indicate they will never use it and may become future customers. Therefore, digital marketing still needs to be considered as a marketing plan with long-term ambitions.

Recognizing Compatibility of Product/Service/Brand Characteristic with Digital Marketing

Almost all types of products/services/brands can be sold online. This theory underlines the argument that there is no requirement for special attributes to be able to sell products using a digital marketing strategy. The key attention is only on customer concerns, like in point 2 above, if there is online engagement with consumers, all types of goods/services can be offered by implementing digital marketing approaches.

3. Research Methodology

The study approach applied is descriptive research, aiming at characterizing existent events now taking place. Descriptive research seeks to generate a systematic, factual, and accurate account of the facts and characteristics of a given study object.

Stages of Determining Digital Marketing Strategy

Based on the analysis of the two characteristics in point 2.3, it can be selected to adopt a digital marketing strategy with the phases of choosing the best approach and the first steps of constructing digital foundations in the form of identification as follows:

a. Business Identification

The way to identify a business is to explore business or business conditions based on aspects of business readiness to adopt digital marketing, product suitability with online promotion methods, availability of technology, capabilities, and infrastructure to support digital marketing, ways of integrating digital marketing into business processes, and readiness. Human resources to changes in the marketing paradigm attributable to the implementation of digital marketing.

b. Competitor Identification

Identification of competitors is carried out by analysing the condition of competitors based on several aspects consisting of clarity regarding the number and who are competitors in the digital market, connectivity between competitors in the digital market and offline market, competitors' strengths and weaknesses, analysis of the uniqueness of products and services compared to competitors, a wide range of competitor analysis.

c. Consumer Identification

Consumer identification is carried out by assessing several features, including clarity on who the consumers have, what are the desires of consumers, target consumers, how to use digital technology consumers, and methods of using digital technology to reach customers.

d. Identify Business Targets

Determining firm targets is highly significant as a benchmark and a source of incentive to develop to reach the level of achievement according to the aim. Therefore, to build the most efficient digital marketing plan, one should know the exact company targets to be accomplished. In this circumstance, creating business targets includes examining multiple aspects, including what results you want to achieve from adopting a digital marketing plan, clarity of measurements and realistic results.

e. Identify Progress

One of the advantages of digital marketing is the ease of measuring results compared to conventional marketing approaches. Every activity and progress done in digital marketing can be traced and adjusted to the targets set to determine the level of achievement obtained. Identification of this progress can be made by analysing several aspects, including the preferences of digital channels that are more profitable (advantages in this case in the form of traffic or visitor density), the reasons that make a digital channel more crowded than other channels and the impact of increased traffic on tangible value. Determining the digital marketing strategy above requires an in-depth analysis of the business with the main objective of finding critical points that the business has and can be unique and have high

competitiveness in the market, as well as the most appropriate digital marketing strategy integration method for maximum results, according to the target set.

4. Research result

Analysis of internal aspects in building digital marketing strategy plays a significant function in successfully implementing this plan. However, another part that must be recognized is connected to external circumstances, which also need to be addressed, especially related to clients from the digital market, which are the key focus of company. Consumers are the same, both those who buy and sell offline and online, and consumers have expectations and hope for several things, namely:

a. Digital Media

Media owned by firms are digital assets or platforms owned by companies, developed by companies, and managed by companies (Sitanding et al., 2022). Digital media, in general, is a communication channel that occurs online through internet websites, whether in the form of text, photographs, videos or music. Digital media is a new platform that permits the delivery of information without any spatial constraints [29].

From the point of view of marketing business players using digital media, it allows the business processes to be carried out to be more economical and to be able to reach buyers directly. Business actors can also present their items without any customer demographic limitations. Of course, the benefits of embracing digital media are not just felt by business people, but digital media may also assist consumers to analyze pricing by comparing costs amongst vendors before purchasing a product/service.

Digital media can directly connect end customers with producers [30]. This will undoubtedly have an impact on the lack of traditional intermediary positions, such as agents and distributors in digital marketing. This circumstance surely allows consumers able to acquire things at significantly reduced prices when compared to buying products offline.

b. Digital Media Features that are User Centric

Digital technology allows consumers to become one of the parties that contribute to the formation of products, so by providing media that can accommodate consumers' wishes in terms of this contribution; it will increasingly make consumers feel they have control over the product through the feedback provided so that it will provide positive value to consumers [31].

Product purchases by consumers can be made through numerous sorts of digital media. The form of media most typically utilized by customers to buy things is social media such as WhatsApp, Instagram and Facebook. The increasing interest of consumers in using digital media is inseparable from the simplicity of features provided on social media. Social media is used to build engagement with consumers (engagement). Also, social media offers unique capabilities that allow conversations to form word of mouth by

pressing the share, like and re-tweet buttons. We can also exchange facts and thoughts by mentioning and tagging people on social media.

Social media has interesting characteristics and can potentially reach more places faster than conventional media. Social media understands social interaction between humans in exchanging information [32]. Several barriers often stop them from implementing various digital marketing capabilities. Limited information is generally the biggest issue that hinders people from adopting digital marketing utilizing social media. The lack of capabilities that allow digital marketing causes limits in selling their products [33].

c. Service Speed

Speed of service is one-factor affecting consumers in buying products/services. The speed of service can achieve increase in interest quickly because it is built on the premise that consumer judgments about service quality are very significant and highly prioritized. Consumer ratings are viewed as the gap between what consumers expect from the speed of a service seen as great and the evaluation made by consumers based on the genuine service they feel. The greater the speed of service delivered, the more loyal the clients will be. Establishing communication with consumers through digital media will draw consumers closer to vendors (Wati et al., 2020). Providing the best service so that people are determined to acquire the products or services the merchant delivers. Consumers favor sellers who provide swift responses and polite service to draw up new and committed customers.

The timeliness of service influences client satisfaction in buying things online the merchant delivers. Speed of service is one attribute that is viewed vital by consumers. The speed of service the merchant offers is what is expected by consumers. Of course, this needs to be maintained so clients are always satisfied with the services offered. Ralitasari (2016) states that one of the main benefits of digital technology is the provision of time efficiency for consumers in finding and getting products or services presented; the faster a product or service is presented, the more consumers will feel the fulfilment of their expectations because consumers appreciate their time.

d. Product Quality

Product quality is the first customer satisfaction driver. Product quality is a product's capacity to perform its functions, including durability, dependability, and precision, which are gained by the product as a whole [34]. Business actors must always improve the quality of their products or services since improving product quality can make consumers feel content with the items or services given and will influence customers to repurchase these things. Quality variable is the variable that has the most influence on purchase decisions of clients of PT. XYZ [35].

Digital technology makes competition between products and services increasingly strong, so consumers may readily acquire several options for a product or service they want to compare and choose the one they feel is of the greatest quality. This underlines the increasing relevance of product quality in digital marketing methods to enhance consumer

satisfaction, trust and loyalty. One of the things that can affect customers in making product/service purchasing decisions online is looking at product/service reviews published by other consumers. Consumers assume that product testimonials from other consumers are honest comments regarding the condition and quality of the goods purchased. This, of course, must be considered by sellers/manufacturers to display honest consumer testimonials so potential consumers can quickly find supporting information regarding the product.

As the notion of consumer satisfaction is a scenario when the use of a product or service may meet or even beyond consumer expectations and expectations (Irawan, 2002), a digital marketing strategy that can fulfil the four elements above will cause customers to feel satisfied. Customer satisfaction, in this case, is satisfaction in communication because a digital marketing strategy is a strategy implemented in terms of communicating the brand (products and services) of a manufacturer/seller/company to customers through digital communication channels (for example, internet, email, mobile phones, digital TV) and information technology [36]. Define digital marketing as employing electronic data and apps to plan and implement concepts, distribute ideas, and price goods and services to deliver gratifying exchanges for individuals and businesses. Digital marketing makes it easy to brand a business and makes it easier to ensure better business growth and visibility [37]. The advantages of using a digital marketing strategy include:

- Cost and time efficiency: compared to traditional marketing, which has to distribute brochures and other things, digital marketing has relatively low costs and gets a much larger market reach without having to waste a lot of time doing direct promotions;
- Interactive: the online system can select when to start marketing, with whom, where and for how long is not confined by time; - Opportunity for penetration and broader market reach. So it's feasible to do business;
- Engaging content: digital marketing gives a lot of engaging, practical and infinite content; - Easy to measure: digital technology makes measurement possible. So, business owners can find out how far the material provided can have an impact on sales;
- Unrestricted viewers: visits to online platforms made by business owners are unrestricted. For example, site visits, social media, and other accounts.

Regarding the advantages of using the digital marketing strategy outlined above, there are also some disadvantages of employing a digital marketing strategy, including:

- Internet connection: several cases arise when executing online promotions, for example, internet connection. When the internet connection is slow, it is difficult for visitors to access posted content;
- Payment problems: many consumers still need help understanding internet payments, for example, utilizing the Quick Response Code Indonesian Standard (QRIS) technique.

- Lack of user trust due to high cases of fraud, the quality of goods supplied does not match the description, expectations, and others.

A business's marketing strategy needs to focus on current consumer behaviour by providing the resources consumers are looking for to make decisions as marketers need to test sites regarding site speed and mobile-mobile friendliness; if it's already mobile-friendly, take out the phone and see the website through the eyes of the shopper. If a website doesn't look like it was designed for viewing on mobile devices, businesses need a new design; website speed test; have a fast, secure and mobile-friendly website; optimize all key service pages for SEO using language that speaks to consumers; after the main service page is completed, start to optimize the sub-pages; once the business actor's content is under control, start (subtly) promoting the company through social media channels and paid search ads; design a social media and branding strategy that promotes visual content, particularly videos, as they can define a company's digital presence. Business buyers make judgments not based on the facts the firm gives on the company's website content. Digital expectations from all buyers are increasing every day, and it's terrific.

Merisavo (2006) The use of digital media in this activity can provide numerous advantages because the advantages provided by digital technology allow swift two-way communication between producers and customers, where customers can pick, order, respond and even register complaints immediately, anywhere and anytime. Any time. An important feature of the advantages of digital technology is the high frequency of communication or interaction between producers and customers with a fast information dissemination process, which demonstrates high-frequency brand communication.

Brand communication may be regarded as communication between brands and consumers, which is the basis for developing and building brand activities for consumers and relationships with customers. Brand communication generates in the minds of consumers a relationship to the brand linked with corporate identity; it becomes an intrinsic component of corporate communication. As a practice of brand communication strategy, organizations contact with every consumer daily through advertising, sales, promotions, public relations, personal selling, direct or indirect marketing, sponsorships, and others [38]. The objective of brand communication is to expose the audience to the brand, where the effect may be maximized in terms of enhanced awareness and higher recall so that customers would buy the brand with the highest recall and please customers to the optimal level [39]. Continued that brand communication is one of the criteria for a customer to become loyal and trust a brand so that they are willing to pay for a product at any price [40].

Brand loyalty indicates the relationship between customers and a brand. Brand loyalty is the outcome of the accumulated experience (satisfaction) of customers in utilizing a product [41]. That brand loyalty stems from recurring client happiness. The explanation of brand loyalty and brand satisfaction above alludes to the relationship between brand communication and brand contentment, which in this case is prompted by utilizing digital marketing strategies with various information technology applications [42].

5. Conclusion, Implications, and Limitations

From the explanation of the results and discussion above, it can be concluded that the digital marketing strategy is a marketing strategy that uses digital and information technology that is increasingly developing. When buying and selling online and offline, people have expectations and expectations for digital marketing media that give simplicity for customers, have features digital marketing media that are user-centric, have fast service, and deliver quality. Implementing this plan in a business needs study various internal and external variables to assess the acceptability and the most successful digital marketing approach for maximum outcomes according to the targets established. The purpose of implementing a digital marketing strategy is to generate communication between producers and customers, more particularly, to communicate with brands in creating trust and brand loyalty to consumers, boosting the degree of consumer pleasure to achieve greater corporate profitability.

The implications related to digital marketing strategy research are that digital marketing has relatively low costs and gets a much larger market reach without having to waste a lot of time doing direct promotions; the online system can choose when to start marketing, with whom, where and how long is not limited by time, opportunities for penetration and wider market reach so there are very opportunities to do business, digital marketing offers lots of interesting, practical, and unlimited content, digital technology allows measurement so business owners can find out how far the content created can have an impact in sales, visits to online platforms made by business owners are unlimited, for example, web visits, social media, and other accounts so that these things can attract several loyal customers and can increase business profits.

This study explores conceptually based on literature research of the relationship between application-based digital marketing approaches in boosting sales and customer pleasure. For further research, we can examine the efficiency of implementing digital marketing strategies and the factors that influence them so that they can become input and recommendations for businesses or companies in implementing digitalization-based and internet-connected marketing systems so that they can increase consumer satisfaction and business profits.

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